Construction of AGIL Model of "Post-00" College Students' Patriotic Education Discourse Based on Big Data Technology

Xiling Liu *, Yiqiao Hu

School of Electronic Science and Engineering, University of Electronic Science and Technology of China, No. 2006, Xiyuan Avenue, High-tech Zone, Chengdu, Sichuan
**Corresponding author email: liuxiling@uestc.edu.cn*

Abstract
According to the requirements of the era of patriotic education in colleges and universities in our country, this paper takes the undergraduates majoring in electronic science and technology in our school as the research object to explore the application of electronic information technology means and uses the school's big data student management platform and questionnaire feedback to fully explore the daily life of "post-00" college students behavioral data information and student characteristics. Establish a data mining model, traverse and analyze the collected data information and the logical relationship they reflect. Then, based on the data mining model, the AGIL model of patriotism education for "post-00s" college students is designed and constructed from four aspects: content, expression, system and model, so as to realize the scientific, efficient, precise and intelligent of patriotic education for college students.

Keywords: *Big data, "Post-00" college students, Patriotism, Educational discourse, AGIL.*

1 INTRODUCTION

College students in the new era are the "new force" to achieve my country's "two centenary goals" and socialist modernization, and are the key group for patriotic education. Socialist education research focuses on empirical subjective judgment and qualitative research, which weakens the quantitative research on the validity of indicators for specific groups.

Therefore, under the background of the rapid iteration of media ecology and communication pattern, focusing on the development, application and integration of new media and new technologies, this paper studies the particularity and value of post-00 college students' patriotic education discourse, and grasps the "post-00" college students' The rules and characteristics of the discourse guidance and dissemination validity of patriotic education, optimizing the communication path carrier, and forming the discourse guidance strategy of patriotism education have important theoretical and practical implications for improving the effectiveness of ideological and political education and cultivating newcomers of the era who are responsible for national rejuvenation significance.

2 CHARACTERISTICS OF "POST -00" COLLEGE STUDENTS

This paper takes the 2018, 2019 and 2020 undergraduates of the School of Electronic Science and Engineering, University of Electronic Science and Technology of China as the survey object. In the survey work, the students were uniformly distributed questionnaires by class, and then the collected questionnaires were counted. Finally, 1095 questionnaires were collected, of which 1028 were valid questionnaires. Among the valid questionnaires, 859 were boys, accounting for 83.56%; 169 were girls, accounting for 16.44%, which is also in line with the actual situation of the college and confirms the validity of the data.

2.1 *Free Growth Environment and Strong Self-awareness*

The "post-00s" generation grew up enjoying better material and educational conditions than the "post-80s" and "post-90s". From the survey data (Figure 1- Figure 3), most of their parents were born in the 1970s, accounting for more than 75%; more than half of the

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"post-00" parents have received higher education, at least college, undergraduate and above; families pay more attention to their children's educational environment and education model, no longer strictly control and spoil, Instead, they are dominated by democratic guidance and encourage independent development, accounting for more than 76%. This education model makes them less constrained in personality development, and more self-esteem, emphasizing self-selection and self-development, and their individual concept and awareness. The formation and development of it presents a distinct individuality.

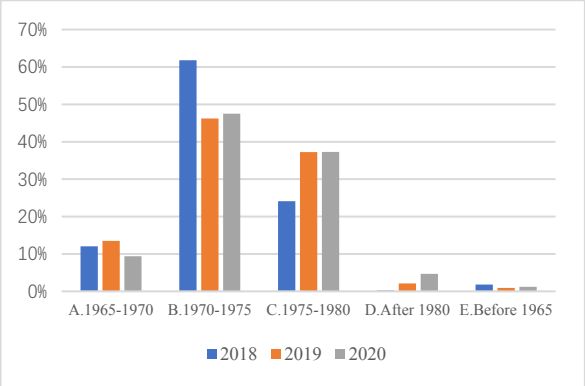

Figure 1: Time of birth of parent

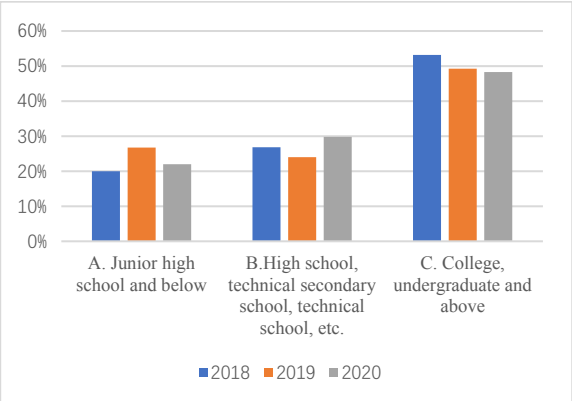

Figure 2: Parents' highest educational level

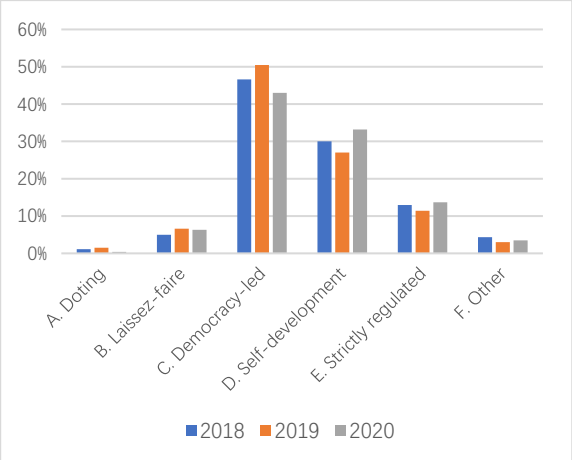

Figure 3: Do you think your family's education style is mainly

2.2 *The Ideological Status is Upward, But the Value Orientation Tends to Be Utilitarian*

Due to the normalization of online life and more frequent international exchanges, "post-00s" college students have many and complex channels to receive information, their living environment is self-centered, and the idea of pursuing material and profit maximization is prevalent, which makes them vulnerable to bad thoughts. Influence, the value orientation tends to utilitarianism. When designing the questionnaire, we conducted a survey on the students' state of mind, moral awareness, value orientation, etc. From the final data (Figure 4- Figure e 6), the current "post-00" college students' state of mind and moral awareness are in good shape. They are more positive, pay more attention to the development and cultivation of their own abilities, and do not depend entirely on their parents. For example, for the question of "what is the main basis for a person's survival and development in society", the most choices are "personal ability and Self-struggle"; never blindly pursue pure material enjoyment, and the consumption concept is more rational. For example, most students choose to give up buying when they see the goods they like but it is difficult to pay; the ideological situation is upward and the knowledge and action are contradictory, when it comes to moral choices When they choose their future careers and units, nearly 80% of the students mainly consider personal development prospects and salary and benefits, and only a few students will consider the needs of the country and society.

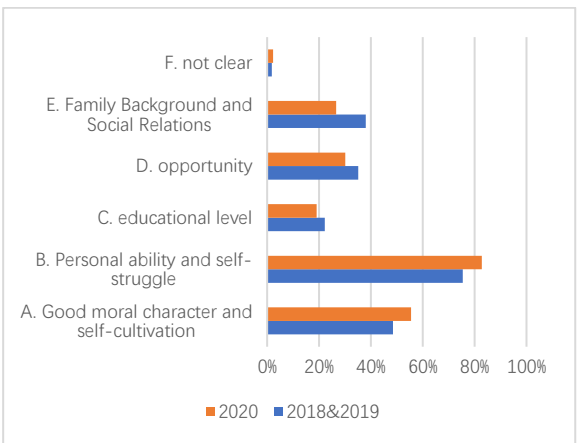

Figure 4: What do you think the most important thing for a person to survive and develop in society?

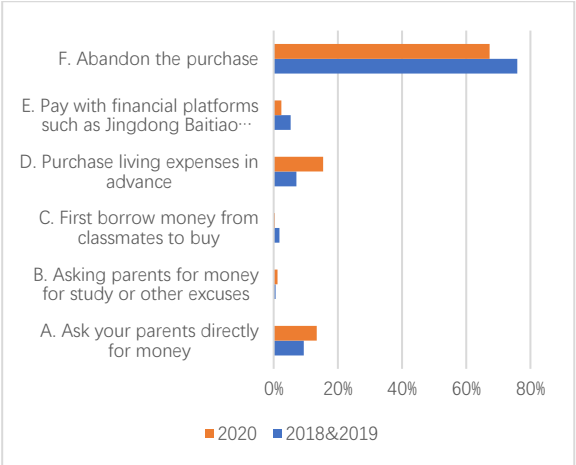

Figure 5: When you see an item you love but have trouble paying for?

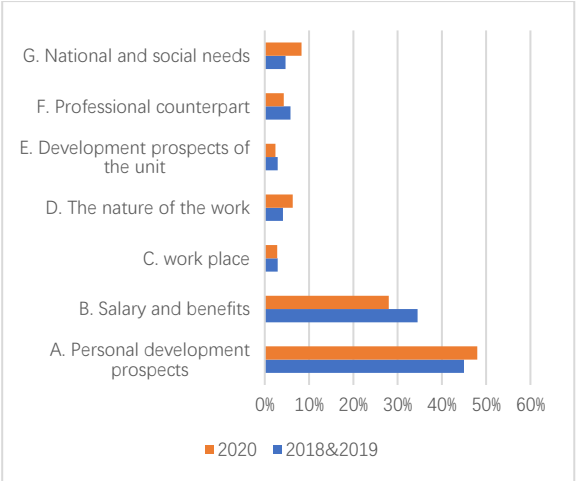

Figure 6: When you choose a future occupation and unit, the main factors to consider are?

2.3 *Active Thinking, But Lack of Real Life*

The growth of the "post-00s" is accompanied by the rapid development of information technology. Since childhood, they have been deeply influenced by new media and the Internet. They can easily access various information and resources, and communicate between people through the Internet. Communication and communication, which leads to their active thoughts, but their feelings of real life are gradually weakened. From the survey data (Figure 7- Figure 9), the most current post-00 students' evaluation of themselves is "learning and life are inseparable from the Internet", followed by "personality, like new and unconventional things"; On the question of "usually prefer to use social networks to connect emotions or to communicate more in practice", more than 70% of the students said that they use social networks more; but they have different opinions on a major issue on the Internet They will "think rationally and make their own trade-offs", which also shows that students' own state of mind and values are particularly important.

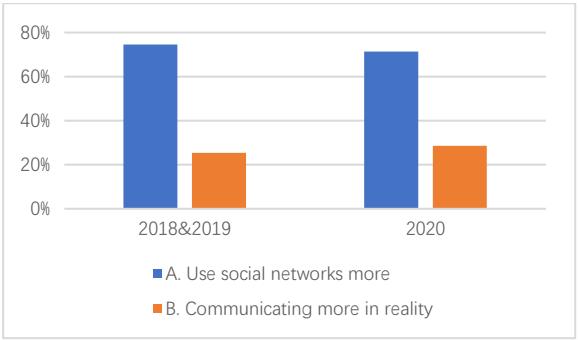

Figure 7: Do you usually prefer to use social networks to connect emotions or to communicate more in practice?

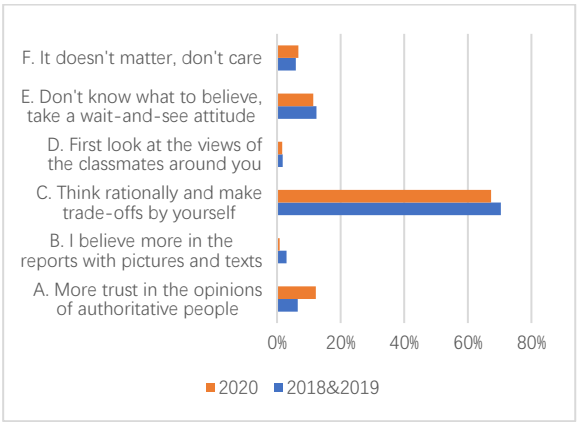

Figure 8: When there are differing opinions on a major issue online, you will?

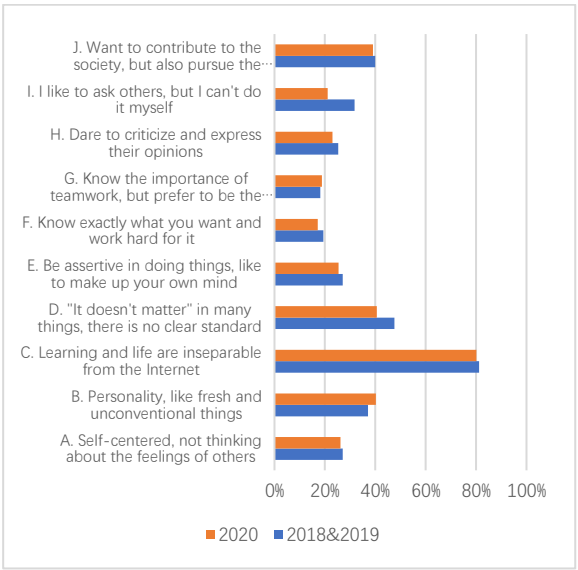

Figure 9: Which of the following descriptions do you think can be used to describe the current post-00 college students?

3 THE DISCOURSE ANALYSIS OF "POST-00" COLLEGE STUDE-NTS' PATRIOTISM EDUCA BASED ON THE AGIL MODEL

The AGIL model is a model for analyzing social systems in Parsons' structural functionalism. This model was proposed by the famous American sociologist Professor Talcott Parsons in 1953. Cross-analysis of research dimensions shows that in order to exist in society, any social (organizational) system must satisfy four basic functions, namely, Adaption, Goal attainment, Integration, and Latency pattern maintenance [2], as shown in Table 1.

Table 1 Parsons AGIL Model

	Means	Result
External	A (Adaption)	G (Goal attainment)
Internal	L (Latency pattern maintenance)	I (Integration)

The adaptation (A) function of the AGIL model means that the social organization system must keep in touch with the external social environment and constantly adapt to the external social environment to ensure continuous acquisition of useful resources and distribution within the system; the goal attainment (G) function means that the system has a clear goal and can mobilize all resources within the system to achieve this goal; integration (I) function refers to the ability to integrate each part or factor in the system into a whole, so that each part can play a role as a whole The function of latency pattern maintenance (L) refers to the values, ideals and beliefs that can ensure that the existence of the organizational system is institutionalized and fixed within the system and become the norm for doing thing [1]. Taking "post-00" college students' patriotism education as a social subsystem, the AGIL model can be used to study and analyze the discourse function and current status of "post-00" college students' patriotism education.

3.1 *Weakened Adaptive Function: The Educational Content is Difficult to Match the Students' excitement*

As one of the social subsystems, "post-00s" college students' patriotism education can promote their own development only by adapting to the new challenges and new requirements brought by the changing social system. As a generation growing up with the Internet, college students in the new era are active in thinking, like new and unconventional things, and also have a strong sense of subjectivity and participation. In their view, stereotypes and preaching are the mainstream of official media and platforms. For example, in the survey on the reasons for not being interested in various educational platforms, about 50% of the students said that the main reason is "the learning materials released by the platforms are not attractive enough to stimulate interest in learning (Figure 10).

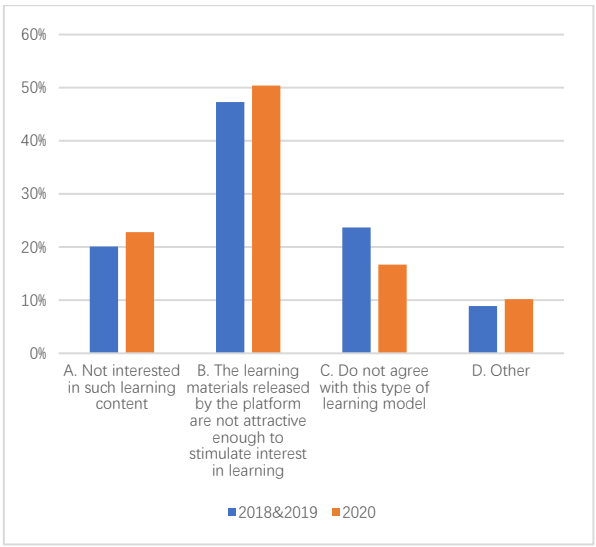

Figure 10: The main reason why you are not interested in learning platforms such as Youth Learning?

3.2 *Weakened of Goal Attainment Function: the Educational Platform Can't Meet The Needs of Students*

The goal of "post-00" college students' patriotic education discourse is reflected in the students' acceptance of education and the expression of patriotic emotions. At present, although most colleges and universities have carried out a variety of patriotic education activities and established various learning and education platforms through information technology to improve the degree of achievement of goals, the development of these platforms and activities cannot meet the needs of students. For example, when it comes to their attitudes towards learning platforms such as Learning Power and Youth Learning, more than half of the students expressed disinterest (Figure 11).

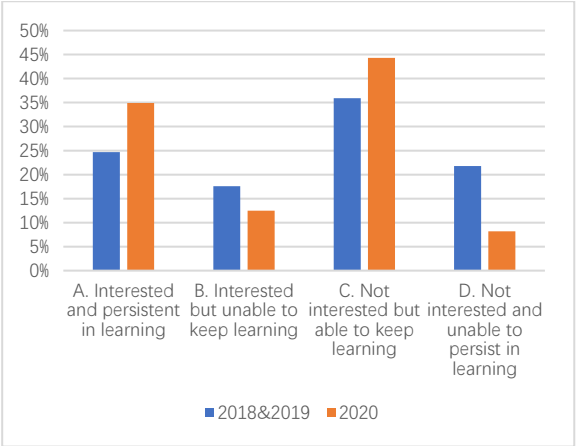

Figure 11: What is your attitude towards learning platforms such as Learning Powerful Nation and Youth Great Learning?

3.3 *Weakened of The Integration Function: The Mismatch Between Patriotic Education and Media Network Literacy*

Although the development of new media has produced a variety of new forms of patriotic emotional communication, such as short videos, animations, emoticons and other newer and more interesting new communication media, these methods are very important in the process of communication. High randomness and interaction, this is for students with insufficient judgment of right and wrong but high patriotic enthusiasm, once there is a deviation in understanding, it is very easy to cause a lot of confusion due to the "low cost" of Internet discourse and the lack of understanding of laws and regulations on Internet information dissemination. Rational behavior leads to irrational patriotic behavior. According to our survey, more than 20% of students will express their opinions through various platforms (Weibo, Zhihu, forums, Tieba etc.) (Figure 12)

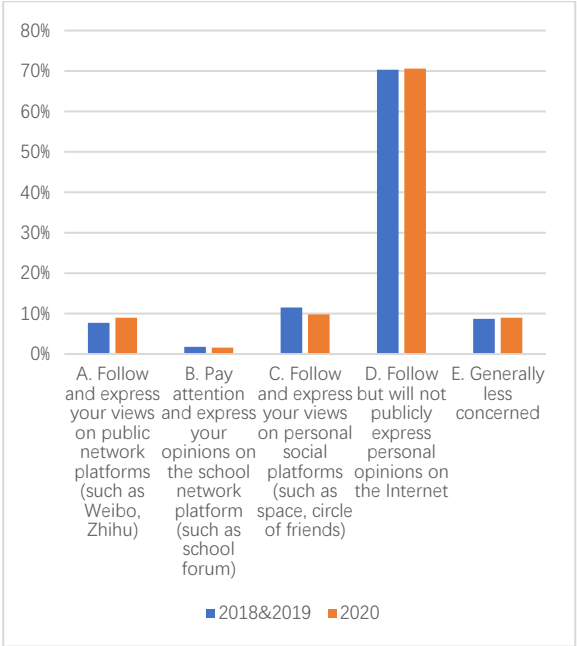

Figure 12: What do you usually do about a hotspot on the Internet?

3.4 *Weakened of The Latency Pattern Maintenance Function: The Main Body of Educational Discourse is Diversified and The Expression is Entertaining*

The patriotism education carried out through the Internet in the new media era has greatly improved the speed, breadth and depth of information dissemination due to its immediacy, interactivity, convenience, and vividness. "Those Things That Rabbit That Year" is deeply loved by the majority of college students [3]. These methods have gradually weakened the traditional patriotic education due to the limited field of practice and low interaction. Judging from the survey data (Figure 13), when college students are browsing information, they pay the most attention to current political news and social news, which also provides a certain reference for educators.

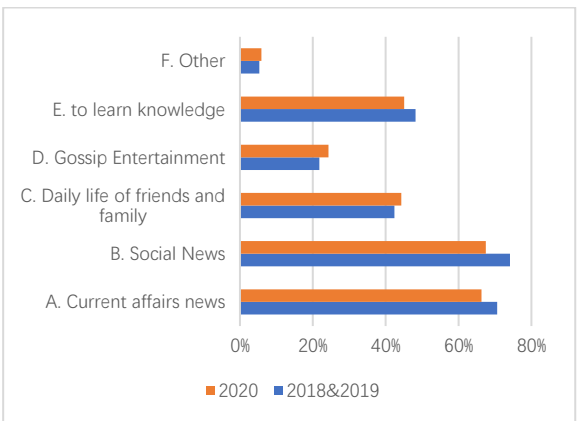

Figure 13: Which information do you usually pay attention to most?

4 THE AGIL MODEL OF PATRIOTIC EDUCATION DISCOURSE OF "POST-00" COLLEGE STUDENTS IN THE BIG DATA ENVIRONMENT

Based on the analysis of the characteristics of "post-00s" college students and the discourse characteristics of patriotism education, the use of big data technology to build the AGIL model of "post-00s" college students' patriotism education to maintain the vitality of patriotism education is effective for improving the effectiveness of patriotism education. The model to be established is shown in Figure 14.

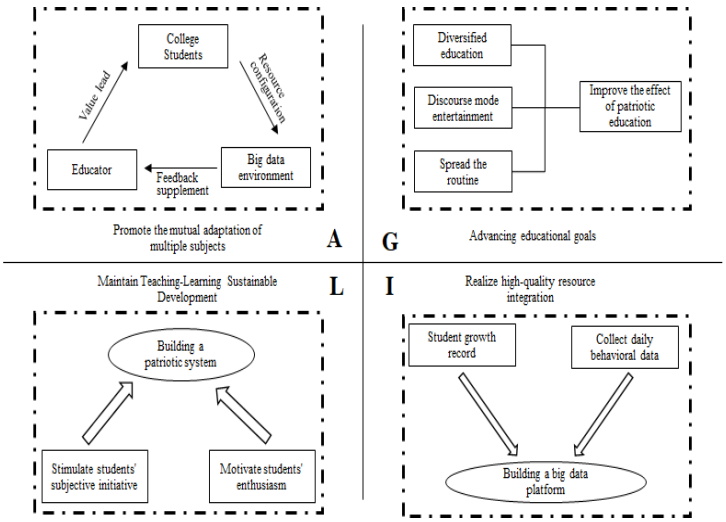

Figure 14: ADIL Model of Patriotism Education for "Post-00s" College Students

4.1 *Enhancement of The Adaptation Function: Actively Learn from and Optimize Discourse Content*

With the efficient dissemination and high recognition of online discourse among college students, the discourse ecology formed by it has gradually become personalized, entertaining, and circled, and has great differences with traditional political discourse in terms of content, principles and expressions. Differences, but in the process of development, it is also gradually moving towards a situation of mutual construction and mutual recognition. For example, the People's Daily's analysis and interpretation of the "internal volume" discourse; the cartoon "Leader" planned by the Central Propaganda Department explains the formation and development of the great thought of Marx, the great man of the millennium, and so on. Therefore, on the basis of correct analysis of the behavioral characteristics and discourse characteristics of the current college students, using the language and methods that students like to see and hear to carry out patriotism education is not only close to the objective needs of college students' discourse expression, but also to firmly grasp the discourse power of patriotism education network effective way.

4.2 *Enhancement of The Goal Attainment Function Improvement: Enriching Resources and Innovating Discourse Mode*

The content and language of traditional patriotic education are more inclined to rigid preaching for "post-00" college students, but the use of new media networks to carry out patriotic education breaks the seriousness and normativeness of traditional education. In order to enhance the effect of education, it is necessary to Fully respect the discourse subject consciousness of college students, actively sort out and dialectically analyze the discourse characteristics and laws of the educated in work practice, and design educational methods and discourse modes in a targeted manner [5]. For example, when educators design discourse models, they must fully consider the excitement and language characteristics of college students, and use this as a starting point to express patriotic feelings in their favourite ways and languages, and then play a role in education. In this process, it is also necessary to timely give feedback on the personal feelings and feedback of the educated, fully respect personal feelings while maintaining the correct direction of education, transform "passion" into "rationality", and let students express their love for the country Invest in daily study and life, and express love and loyalty to the country with practical actions.

4.3 *Enhancement of The Integration Functions: Building a System and Mastering the Right to Speak*

After the discourse mode and content are determined, dissemination is the key to determining the effect of education. Combining with the characteristics of "post-00s" college students who cannot live without the Internet and have strong self-learning ability, the school needs all departments to work together to integrate resources and build a good discourse dissemination system. Carry out patriotism education through a combination of online and offline methods, such as offline organizations to carry out various practical research activities, speech contests, art exhibitions and other cultural activities, online through the creation of official websites and official WeChat and other communication platforms to form new The media matrix forms the joint force of communication, spreads the influence of education, makes the mainstream ideas continue to resonate and prolongs the transmission time. At the same time, various training systems should be constructed to enhance educators' understanding and ability to use the discourse of online patriotism education; an online public opinion monitoring group should be established to strengthen the regulation of online public opinion and actively guide the trend of public opinion. In the process of creating a good online ecological environment to understand the ideological dynamics and learning feedback of the educated, so that educators can grasp the right to speak in a timely manner, and use a variety of methods to educate and guide college students.

4.4 *Enhancement of The Latency Pattern Maintenance Function: Grasp the Characteristics and Strengthen the Precision*

The improvement of the potential mode maintenance function in the discourse system of patriotism education. First, it is necessary to continuously strengthen the construction of the patriotic education system for "post-00" college students and infiltrate the patriotic emotion and expression into all systems of patriotic education and pay attention to educated college students. Cultivation and improvement in the understanding, expression and dissemination of patriotism education. The second is to continuously stimulate the subjective initiative of the members of the system, form a "shared value" orientation, and internalize the "shared value" into the personal values of the members [4]. The third is to meet the individual needs of system members from different aspects to mobilize the enthusiasm of system members, and then convert them into action motivation to ensure their sustainable development.

5 CONCLUSIONS

In the new media era, the use of big data platforms and network platforms to carry out patriotic education for college students is the trend of college education. First, use the network platform to carry out data surveys and analyze the characteristics of the thoughts and behaviors of "post-00" college students in combination with the student behavior data collected by the big data platform, and identify problems and directions. Secondly, summarize and analyze the phenomenon of "post-00" college students' lack of patriotism education function. Finally, build an implementable model according to the characteristics of students and the current situation of education, and effectively open up the channel of artificial intelligence and patriotic education.

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