

# Practical Innovation of "CPC History Education" under The Action of Algorithm Mechanism

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**Abstract:** In cyberspace, CPC history education faces the risks of marginalization of CPC history resources, weakening of CPC history discourse guidance, narrowing of CPC history cognition and so on. Therefore, we should improve the political position and get rid of the algorithm effect under the capital logic, strengthen innovative content supply and the appeal of CPC history education resources, improve communication channels and form a trend of integrated communication of CPC history resources.

## 1. Introduction

As human society enters the era of big data, algorithms gradually take over the distribution and transmission of network information through systematic operation. On the surface, algorithm is only a technical means of information dissemination, but in essence, algorithm has more and more power attribute, representing a kind of "information power". The algorithm is making a strong intervention, integration and reconstruction of social thoughts, values, interests and preferences in a hidden way. From the perspective of CPC history education, on the one hand, the algorithm poses a challenge to the dissemination of CPC history resources in cyberspace, on the other hand, the algorithm information recommendation and distribution mechanism can be used to expand the coverage and dissemination effect of CPC history education.

## 2. Risks and Challenges

### 2.1 The CPC's Historical Identity is Narrowed

Under the influence of the algorithmic mechanism, some acts of splitting the CPC's historical stage, discrediting the CPC's historical achievements, attacking and slandering the CPC and state leaders occur from time to time, which is worthy of vigilance. Some network opinion leaders and media authors use cyberspace to produce and disseminate "decrypted files", "reread history", "anecdotes and anecdotes" and other media works that distort the facts and even deviate from the mainstream value to interpret the CPC history and military history, so as to obtain traffic and wealth. The algorithm platform not only failed to fulfill the audit responsibility, but also followed the capital logic and accelerated the dissemination of such works by using the algorithm mechanism.

### 2.2 CPC History Resources are Solidified

Most of the CPC history resources in cyberspace are published in the CPC newspapers and media, and the CPC history resources are mainly written narration. The presentation mode is single, which is difficult to meet the new requirements of focus, customization, video and micro rhythm. Some official publishing platforms of CPC history resources do not pay attention to the novelty of information release, and the presentation is lack of attraction, which is mainly reflected in: the content layout is old, and the color is monotonous and gray; graphic reports mainly, insufficient

media integration; copy and forward the original text, lack of topic-Based planning; One way indoctrination narrative, less communication and interaction, and so on.

### **2.3 Weakening of Discourse Guidance in CPC History**

In the era of media convergence, traditional CPC history resources are facing the impact of short videos, "we media" and social platforms, and the macro narrative discourse of CPC history stories plays a weak leading role in youth. The "CPC History Channel" of some mainstream websites has not been updated for a long time, and the reading volume of relevant CPC history activities, CPC history stories and character interpretation columns is low. According to the real-time data of the microblog platform, among the CPC history research departments in 31 provinces and cities in China, only a few the CPC history research offices in Tianjin, Henan, Guangdong, Jiangxi and Gansu provinces have opened official microblogs<sup>[1]</sup>. The number of fans, manuscripts, reading and praise are low. Some microblogs stopped in 2018 and 2019, and the influence of CPC history education is insufficient.

### **2.4 Pan Entertainment of CPC History Communication**

Under the action of algorithmic mechanism, the CPC history information power and value authority are facing the situation of deconstruction and loss, teasing authority, discrediting heroes, and the spread of historical nihilism. For example, before the promulgation of the law of *the people's Republic of China on the protection of heroes and martyrs*<sup>[2]</sup>, various "spoofs", "jokes", "decryption" and "restoration" of revolutionary martyrs and heroes such as Liu Hulan, Huang Jiguang, Qiu Shaoyun and Lei Feng emerged one after another on the Internet, and a large number of short videos and expression packs with great ridicule and irony filled the cyberspace. The algorithm plays an important role in it. The value authority of CPC history is challenged, and the entertainment information atmosphere dilutes the value significance of the dissemination of mainstream ideology.

### **2.5 Marginalization of CPC History Resources**

At present, large-scale algorithm technology is monopolized by a few Internet companies. The algorithm platform has gradually mastered the power of "agenda setting" and "information distribution", and built "algorithm cages" that meet the capital needs under the accurate analysis of big data. According to "Aurora big data" (2019)<sup>[3]</sup>, Chinese commercial Internet companies controlled by personal capital occupy the top of the news and information app penetration ranking, monopolize most of the information and Internet user traffic in the Internet, and become the distribution center and main battlefield of network public opinion. There is no special column of "CPC history" in the home pages of Tencent, Sina, Sohu and NetEase. The commonweal of CPC history education resources in cyberspace contradicts the profit seeking nature of capital.

## **3. Countermeasures and Suggestions**

### **3.1 Improve the Political Position and Get Rid of the Algorithm Effect under the Capital Logic**

The algorithm is not value neutral, it is endowed with the concept, value and attitude of the algorithm builder. Under the background of in-depth CPC history learning and education throughout the CPC and China, the algorithm must adhere to the mainstream value orientation, optimize the recommendation mechanism of CPC history information resources in cyberspace, and transmit the socialist core values. The goal of algorithm and CPC history education must be consistent, that is, recommend CPC history resources through algorithm, integrate red gene into network culture, motivate people with the great achievements of the CPC, educate people with the excellent tradition of the CPC, enlighten people with the successful experience of the CPC, and warn people with the historical lessons of the CPC, so as to contribute wisdom to the construction of socialist core value system. It should be noted that as a big data artificial intelligence technology, algorithms should not only focus on the acquisition of material benefits, but also bear the public

responsibility of maintaining social goodness and promoting human happiness. To carry out CPC history education in cyberspace, we should rely on the algorithm mechanism to adjust the content structure of CPC history resources and the implementation logic of dissemination and education, and give full play to the role of condensing social consensus, dredging ideas and guarding mainstream values. On the one hand, the algorithm should follow the value logic, combine the CPC history resources with the socialist core value system, and promote the education of CPC history and patriotism in cyberspace; On the other hand, the algorithm follows the capital logic. Various information and social platforms can also obtain huge traffic and wealth through centralized distribution of high-quality CPC history information resources. In short, the algorithm platform and algorithm builders must improve their political position, firmly establish bottom line thinking, rule of law thinking, dialectical thinking and critical thinking, lead the core principles of the algorithm with mainstream ideology, lead the capital logic with people's logic, and regulate instrumental rationality with value rationality, so as to make the full flow of CPC history resources in cyberspace, create a good atmosphere for learning and education of CPC history in cyberspace.

### **3.2 Strengthen Innovative Content Supply and the Appeal of CPC History Education Resources**

Under the action of capital logic and algorithm mechanism, Internet users gradually fall into "filter bubble", "information cocoon room" and "algorithm trap" through active and passive information selection. Therefore, in the process of CPC history learning and education, we should strive to break the cyberspace content production and distribution system under the algorithm mechanism, and promote the supply side structural reform of CPC history education resources in cyberspace. Modern ideological and political pedagogy believes that the educational content should be close to reality, life and students, meet the needs of different audience groups, and teach students according to their aptitude, so as to play a better educational effect. The content supply of CPC history resources in cyberspace should first be "vivid". CPC history stories, CPC history figures, CPC history venues and CPC history activities are fresh educational materials. CPC history resources should be close to the life reality of educational objects to form a sympathetic educational effect; Secondly, we should "new", deeply excavate the cultural gene, era value and educational elements in the CPC history resources, unify the historical experience with the era value, and ensure the novelty of the content of CPC history education; In *On the history of the Communist Party of China*<sup>[4]</sup>, Xi Jinping talked about many history stories such as "half a quilt". The main characteristics of these stories are real and touching. Therefore, CPC History Education in cyberspace should adhere to "content is king", constantly refine, sort out and publicize the moving stories in CPC history, strengthen the attraction of CPC history resources to algorithms and appeal to the audience, so as to relieve "algorithm anxiety" and play a good value leading role.

### **3.3 Improve Communication Channels and form a Trend of Integrated Communication of CPC History Resources**

Sartre believes that contemporary Marxist research should pay attention to the real and specific individuals in social relations, and avoid the "empty field of humanism" with the separation of theory and practice and abstraction. The starting point and foothold of CPC history education are real people. Therefore, we should constantly explore the law of internet communication, crack the "algorithm black box", innovate the narrative discourse, presentation mode and communication channels of CPC history resources in cyberspace, and better serve the practice of CPC history education. First, we should change the "top-down" macro narrative logic, build a flat, focus and scene based discourse system of CPC history education, and give play to the "long tail effect" of the algorithm. CPC history education in cyberspace should meet the needs of personalized education, enhance pertinence, sense of substitution and sense of acquisition according to different learning stages, learning characteristics, learning environment and learning carriers of educational objects, and effectively promote scene based education. Second, we should follow the discourse expression logic of "micro era", improve the presentation of CPC history education resources in cyberspace, and conform to the logic of algorithm recommendation. With the in-depth development of modern

media, the communication of images, expression packs, micro videos and other visual symbols accounts for an increasing proportion in Internet communication, and it is easier to obtain the attention and acceptance of educational objects. Therefore, we should constantly innovate the language, text and visual symbol rhetoric of CPC history education in cyberspace, strengthen the image construction of CPC history characters and stories, and make artistic creation of some CPC history themes, so as to show a three-dimensional communication and education effect. Third, strengthen the construction of integrated media and algorithm platform for the production and distribution of CPC history resources, and create a good educational atmosphere. Mastering algorithms means having traffic. CPC history education in cyberspace calls for changes in the way, and we need to vigorously build an education platform and communication channels supported by big data algorithms, so as to better create, present and disseminate CPC history education resources. In recent years, the official financial media platform represented by the "Xuexi Power" learning platform has been more and more favored by netizens. In addition to providing high-quality CPC history information, it can also use algorithms to recommend high-quality educational resources and convenient services, such as CPC history audio and video, CPC History Film and television dramas, CPC history learning and knowledge competition, and give better play to the function of CPC History Education in cyberspace. Finally, CPC History Education in cyberspace should strengthen practical innovation, expand the radius and path of education by using big data algorithms, improve the breadth, depth and temperature of CPC history learning and education, further inherit and carry forward the red gene in cyberspace, and implement the CPC's excellent tradition.

#### **4. Conclusion**

The algorithm is undoubtedly sensitive to the "smell" of capital, but the algorithm should have a good political "hearing". In the context of CPC history learning and education, breaking the "Matthew Effect" of the dissemination of information resources in cyberspace, injecting positive civilization elements into cyberspace, and constructing the learning and education ecology of CPC history education in cyberspace should be the meaning of the algorithm platform to improve political "hearing".

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