

# *Research on Cultivating Cultural Confidence of College Students from the Perspective of Digital Transformation*

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**Keywords:** Cultural confidence, digital transformation, traditional culture

**Abstract:** Strengthening the cultivation of cultural confidence among college students is an inevitable requirement for the current socialist modernization construction. To effectively cultivate the cultural confidence of college students at the current stage, it is necessary to combine modern information technology, especially big data technology, increase the dissemination path of excellent culture, expand the breadth of cultural dissemination, and enable more and more college students to receive positive influence from excellent traditional culture, truly establishing cultural confidence. Cultural confidence is an important measure for building a strong cultural nation. In today's digital transformation, it provides a large amount of data resources for researchers in the field of ideology and politics, and also provides better development opportunities for the cultivation of cultural confidence among college students.

## 1. Introduction

With the advent of the information age, international exchanges and communication are becoming increasingly frequent, and big data technology has penetrated into different fields with its own advantages, playing an important role. It is precisely due to international exchanges that different cultures and data have had a huge impact on contemporary people, and the collision and integration between culture and information have become the norm. As the successors of socialism, college students play a very important role in the realization of the Chinese Dream. However, due to the impact of different cultures, college students often spend more time paying attention to foreign cultures while neglecting the excellent culture of their own country. As time progresses, college students will gradually lose their recognition of China's excellent culture. Therefore, in the context of digital transformation, the cultivation of cultural confidence among college students has become an important focus of current people's attention.

## 2. Overview of cultural Confidence

Of the world's four ancient civilizations, only Chinese civilization has continued to this day, and the reason is that the excellent traditional Chinese culture is broad and profound, supporting the Chinese nation despite its long-term hardships but enduring, standing majestically among the nations of the world. The patriotic feelings mentioned by the excellent traditional Chinese culture

have had an important impact on the Chinese people to safeguard national independence and realize the people's liberation. In the new era, Chinese people can only create the future if they do not forget their roots, and learn to inherit in order to innovate better. As the treasure of Chinese civilization, excellent traditional culture has strong vitality and is also the theoretical support for the development of China's revolutionary culture and advanced socialist culture[1]. Therefore, to strengthen the self-confidence of Chinese culture and cultivate the cultural self-confidence of college students, it is necessary to enhance the cultivation of relevant knowledge of excellent traditional culture, so that excellent traditional culture can continue to develop in the study of college students.

As a Chinese citizen, if there is no cultural self-confidence, there will be no dream of the great rejuvenation of the Chinese nation. It can be seen that cultivating college students' cultural self-confidence is closely related to the realization of the great rejuvenation of the Chinese nation. Digital transformation provides a platform for the cultivation of college students' cultural self-confidence, and broadens the channels for cultivating cultural self-confidence. What's more, it takes traditional culture as the guide, and enhances college students' patriotism. In the meanwhile, digital transformation also enables university students to become successors of social development, which has contributed to social development with their own ability, literacy and quality.

### **3. The Dilemma of Cultivating College Students' Cultural Confidence from the Perspective of Digital Transformation**

#### **3.1 Large Amount of Data**

Big data has a large scale, especially in the current era of big data, students' words and specific actions on the Internet can be recorded in real time, although the data itself has complexity and diversity, but can still be recorded. Coupled with the rapid development of the times, college students have widely reflected their distinctive personalities, and their physical and mental development has constantly changed with the development of the times. In order to screen out effective data that can strengthen the cultivation of college students' cultural self-confidence from the current massive information, and carry out subsequent integration and screening, it is very difficult, and the data collection process will face various restrictions, requiring the cooperation and coordination of relevant social departments[2].

#### **3.2 Negative Effects Caused by Online Media**

Although online media has brought great convenience to people's lives to a certain extent. However, due to their immature physical and mental development, college students are often affected by the bad information disseminated by online media, which is not only detrimental to their own physical and mental health development, but also has certain harm to the establishment of their values. Not only that, students will gradually lose their sense of cultural identity to their families and society in the erosion of bad network information, which will lead to a cultural identity crisis, which is extremely detrimental to the cultivation of college students' cultural self-confidence[3].

### **4. Principles for Cultivating College Students' Cultural Self-Confidence under Digital Transformation**

#### **4.1 Adhering to the Dominant Principles of Marxism**

In the process of cultivating college students' cultural self-confidence, it is necessary to be

guided by Marxism, adhere to the road of Marxism, and promote the cultivation of college students' socialist core values. Therefore, under the background of digital transformation, the cultivation of college students' cultural self-confidence should adhere to the mainstream ideology of Marxism, be guided by the core values of socialism, and let college students understand the connotation of China's traditional culture, so as to cultivate college students' cultural self-confidence.

#### **4.2 Adhering to the Principle of Cultural Inheritance**

Under the background of digital transformation, the cultural trends of various countries and nations coexist, and for diversified cultures, college students should not only absorb the essence of them, but also promote the promotion and development of their own culture and become the inheritors of cultural development. At the same time, college students absorb the essence of foreign culture in inheriting culture, penetrate into China's culture, and promote cultural innovation, so as to enhance the cultural consciousness of college students[4].

#### **4.3 Promoting the Transmission and Change of Cultural and Ideological Diversity**

A single cultural communication model, based on the development needs of college students, infiltrates all kinds of ideas to college students, and in this process, enhances the ability of college students to distinguish right from wrong, so that college students can feel the essence of culture, so as to promote the development of culture. For example, cultural self-confidence is fostered by conducting cultural comparison activities, brainstorming and exploring culture from multiple perspectives and enhancing in-depth understanding of culture.

### **5. Effective Measuring for Cultivating College Students' Cultural Self-Confidence from the Perspective of Digital Transformation**

#### **5.1 Using Big Data to Enhance the Dissemination of Excellent Culture**

Big data technology itself provides new opportunities for the dissemination of excellent traditional culture. Combined with the current advanced information technology means, China's excellent traditional culture can be more widely disseminated and more in line with the lives of young people. This method of communication is more effective than the cultural transmission alone. Through the analysis of big data technology, we can fully understand the cultural content that current students like more, the cultural connotation they are more interested in and the specific communication methods, and even the degree of preference for different excellent cultures and how to browse the culture. Through such data acquisition, relevant departments can set specific cultural dissemination paths for college students, and reduce the erosion of college students' ideas by bad network information and bad culture as much as possible. A good way to cultivate cultural self-confidence should have a scientific concept of cultural communication, integrate patriotism and national consciousness into it, and actively innovate cultural communication forms in the process of expanding cultural communication channels to increase the frequency of dissemination of excellent culture.

#### **5.2 Attaching Importance to Ideological and Political Education**

The main channel of ideological and political education plays an irreplaceable role in cultivating college students' cultural self-confidence. Through classroom teaching, the knowledge is transmitted to college students, so that college students can deeply understand the policies and guidelines of the Party Central Committee, promote further understanding of national culture, and cultivate college students' cultural self-confidence. Therefore, in the context of digital

transformation, it is necessary to play the role of the main channel of classroom teaching, take traditional culture as the guide, and promote the dissemination of positive energy ideas. At the same time, in ideological and political education, we should innovate teaching methods, attach importance to the integration of inquiry-based, case-based and introductory teaching methods, and change the educational form of ideological and knowledge indoctrination teaching methods, so that college students can clearly understand the cultural connotation of our country in in-depth thinking. For example, in the process of transmitting ideological and moral education to college students, we can be guided by the current hot news, guide college students to analyze events from different perspectives, and explain their views on events, express their own ideas through college students, and grasp the ideological dynamics of college students, so as to correct college students' ideological views and educate college students[5].

In the current process of cultivating college students' cultural self-confidence, teachers should pay attention to the integration between cultural self-confidence and subject education, combine the characteristics of subject knowledge, and deeply explore the ideological and political elements of curriculum knowledge, and take this as the basis for cultivating cultural self-confidence[6]. General courses should be combined with ideological and political education resources as much as possible, and professional courses should explore potential ideological and political elements while deeply exploring the connotation of knowledge, so that the cultivation of cultural self-confidence can be expanded and extended in general education courses, and infiltrated and developed in professional courses. Coupled with the deepening of ideological and political courses, contemporary college students can truly realize the edification and infection of cultural self-confidence. At the same time, teachers should also make full use of the second classroom, combine extracurricular practical activities to strengthen the cultivation of college students' cultural self-confidence, and enhance college students' experience of China's excellent traditional culture. For example, during college students' school activities, ideological and political teachers or counselor teachers can take the lead in organizing debates, speeches and competitions on different topics, and first of all, through the development of activities, they can effectively touch the hearts of college students and increase their cultural experience. Secondly, we should also pay attention to the development of online practical activities and pay attention to the effective combination of online and offline activities to increase the practicality of activities. Thirdly, students are encouraged to actively participate in non-profit activities such as volunteer service and social practice activities such as visiting cultural bases and visiting cultural celebrities, so as to truly help contemporary college students build cultural self-confidence and establish a good cultural identity through the edification of the patriotic spirit and craftsmanship spirit of the older generation.

### **5.3 Paying Attention to the Construction of Big Data System and Resisting Adverse Culture Shock**

The impact of bad culture is more terrible than the political and military shock. The scary thing about culture shock is that it is invisible in everyday life, not directly perceptible, but subtly has an impact. It is precisely because of the current development status quo that some Western countries will maliciously promote their own cultural concepts and their own economic and political systems, so as to gradually influence Chinese college students through the penetration of Internet culture. It is precisely because of the influence and penetration of this bad culture that college students will gradually reduce their cultural identity with the excellent culture of their own country. In the face of this situation, we should take a proactive approach to fighting back. Combined with the advantages of big data technology, real-time monitoring of Internet data and information is carried out, the overall development trend of culture is grasped, and sensitive information hidden in the Internet is discovered in a timely manner, looking for threats. Once bad data information is found, relevant personnel must be clear in a timely manner, and make corresponding solutions to eliminate potential cultural safety risks. As the main position of college students, colleges and universities

need to pay attention to the protection of on-campus websites to avoid being subjected to the network public base of overseas and overseas criminals due to improper protection of themselves. At the same time, the state should also introduce relevant systems, and pay attention to the current information security and prevention. Strengthening the monitoring and early warning of the Internet environment on campus is also needed. States should also timely review all types of data and information, and hold accountable those who spread bad information for increasing college students' cultural self-cultivation.

#### **5.4 Positive Guiding to Strengthen College Students' Cultural Self-Confidence**

As the guide of imparting knowledge, college teachers themselves also need to continue to learn, strengthen their ideological awareness and cultural beliefs, and cultivate solid skills, so as to achieve self-improvement. Teachers themselves should pay attention to their own knowledge accumulation and establish a more complete cultural system. On the one hand, whether it is teachers of ideological and political courses in colleges and universities, teachers of general studies courses and professional courses, they need to systematically learn and understand the content and value connotation of excellent Chinese culture, and lay a solid theoretical foundation through knowledge accumulation and continuous learning. On the other hand, teachers can influence students with their words and deeds, explain the charm of excellent Chinese culture to students with a broader vision, and stimulate students' sense of cultural identity[3].

While disseminating, we should also pay attention to the analysis of the current situation of China's excellent traditional culture, focus on analyzing the challenges faced by China's excellent culture in the process of dissemination, and guide college students to face difficulties in the process of cultural dissemination, so as to promote cultural inheritance. Secondly, in addition to the cultivation in the classroom, college teachers should also pay attention to the extension of cultural self-confidence in life. Universities should actively organize students to visit the revolutionary cultural center, through which they can experience the mission of the older generation of communists and never forget their original aspirations. Finally, university teachers also need to lead by example, pay attention to teaching by example, whether in class or in life, they must be consistent with words and deeds, and actively practice and practice the excellent culture of traditional China.

#### **5.5 Attaching Importance to the Construction of Campus Culture**

Campus culture is an important content of China's cultural carrier, campus culture is the culture of school development and precipitation, has a good ideological leading role for college students and teachers, and is a culture that college students and teachers are more recognized. Under the background of digital transformation, in the construction of campus culture, it is necessary to carry out digital campus culture construction channels in the inherent cultural system to realize the digital model of campus culture, and then promote the transmission and promotion of digital campus culture. For example, with the help of campus network, campus can strengthen the dissemination of digital culture, integrate traditional culture into it to enrich digital campus culture and to cultivate college students' cultural confidence and consciousness. At the same time, based on the development needs of college students, club activities can be carried out. Traditional culture can be treated as the guide, so as to make universities become promoters, disseminators, innovators and developers of culture.

#### **5.6 Building an Online Culture Platform**

Under the background of digital transformation, network information resources are uneven, which affects the thinking and concept of college students. In view of this problem, it is necessary



to strengthen the cultivation of college students' cultural self-confidence, build an online cultural platform, and take the positive energy knowledge strategy network as the main position to lead and educate college students and promote their all-round development. First of all, universities should pay attention to the construction of cultural sections, for example: in the online culture platform, exploring red culture, building red culture sections can allow college students log in to the website in their spare time to obtain relevant cultural knowledge. Secondly, universities should integrate the content of ideological and political education, and take culture as the guide, and also promote the integration of information technology with culture and ideological and political education. Making a courseware form with pictures and texts is used as an educational resource for college students to watch and download in their spare time. Finally, strengthening cultural exchange activities, carrying out themed activities in the online platform and driving college students to participate in interest are also needed. After all these ways, college students can deeply understand the cognitive cultural connotation in the exchange.

## 6. Conclusion

To sum up, in the context of socialist development, people must build cultural self-confidence. The establishment of college students' cultural self-confidence will not only have a profound impact on their future development, but also reflect the construction and inheritance of China's future optimized cultural system, which is also of great significance to the improvement of China's cultural soft power. In the current development era, the cultivation of college students' cultural self-confidence is still facing many difficulties, only by all walks of life and colleges and universities uniting to jointly explore solutions can we truly enhance the recognition and pride of college students for China's excellent traditional culture, so as to objectively improve the current talent shortage, data dispersion and other aspects of the existing problems, and effectively establish a more extensive student cultural confidence training system.

## Acknowledgement

This study was supported by the Research Project on Online Ideological and Political Education of the Sichuan Provincial Department of Education (General Project) (Project ID: CJWSZ21-16); Supported by the general research project "Research on the Long term Mechanism of Promoting Social Practice Education in Higher Education Institutions through the Construction of an Education Community" in Sichuan Province (project number: SCJG22A102).

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