

LETTER TO THE EDITOR

Conventional Motivation and Practice of Ideological and Political Work Inuniversities Based on Cognitive Ecological Science

Xiaohui Xia^{1*}, Rong Chen²

¹Teaching Department of Ideological and Political Theory, Chongqing Youth Vocational and Technical College, Chongqing 400712, China

²Shapingba Community Health Service Center, Chongqing 400030, China

*Email: hui091118@163.com

Zemfira M. Bolshakova, Lyudmila A. Bezborodova, Ninel A. Litvinenko, Viktoriya V. Kudryavtseva, Svetlana Yu. Zavarina, Karina O. Medzhidova, Ludmila V. Starykh, Veronika V. Kuznetsova Buslaev published "Mechanisms and Conditions for Ecological Safety Provision in University Educational Environment" on Issue: 107, Pages: 517-524, Article No: e107059, in the article, From the perspective of cognitive ecological science, the study of the psychological needs of university students shows that giving students reasonable autonomy within the permitted category is conducive to the development of ideological and political work in universities, and to promote the innovation and practice of ideological and political work in universities.

I Introduction

At present, the systematic and diversified research methods of ideological and political work in universities cannot meet the needs of the scientific development of ideological and political education in universities. Therefore, we should actively draw on the research ideas and methods in the frontier fields of natural science and social science, and innovate and develop the research method system of ideological and political work in universities (Guo 2014). The effectiveness of ideological and political work in universities is the vitality of ideological and .In order to make up for the deficiency of the traditional research methods, the cognitive mechanism of university ideological and political work is explored through the experimental research on the cognitive process of university students, and then the micro research of the ideological and political education in the individual cognitive level has been realized, which has become a new breakthrough point in the research method field of ideological and political work in universities (Jiang et al. 2016).

At present, with the continuous expansion of the field of philosophy and social sciences, the study of ideological and political work in universities needs a more open research attitude, actively draws on the research ideas and methods of the frontier fields of natural science and social science, constantly expands the depth and breadth of the research of ideological and political education (Savigny 2013), and innovates and develops the research methodology system of the subject of ideological and political work in the variety integration.

II Research methods

This paper has recruited 60 university students from the student BBS of Zhejiang University to take part in the survey of the important knowledge points of Their age is 17-25 years old, with a mean age of 21.08 years and a standard deviation of 2.01 years. The design is approved by the ethics committee of the relevant agencies. Before the start of the survey, students who participated in the experiment first learned about the research process and declared that they volunteered to participate.

It has been quite mature and widely used in different groups and samples from different cultural backgrounds at home and abroad, and has obtained high reliability and validity. This includes a series of studies carried out by Chinese scholars, which can be applied to the empirical research of Chinese population.

The subjects are recruited from the campus forum of Zhejiang University, 2 to 3 days before the experiment, to introduce the basic content, time and reward information of the experiment. After the enrollment, the experimenter first communicates with the telephone. According to the past participants' in the test, it should judge whether they meet the requirements of this study, and agree to the specific time to participate in the test with the subjects who meet the requirements. On the day of formal test, the subjects first read the test guide to understand the specific content and process of the test. The specific testing process is described in Figure 1.

Since the experimental study is at the level of the intrinsic motivation of the individual, before the start of the formal experiment, we emphasize the fixed remuneration that they participate in the experiment, and the amount of the remuneration has nothing to do with the completion of their task. Therefore, the authenticity and reliability of this study are relatively high, which can serve as an effective basis for the study of innovation and practice of ideological and political work in universities.

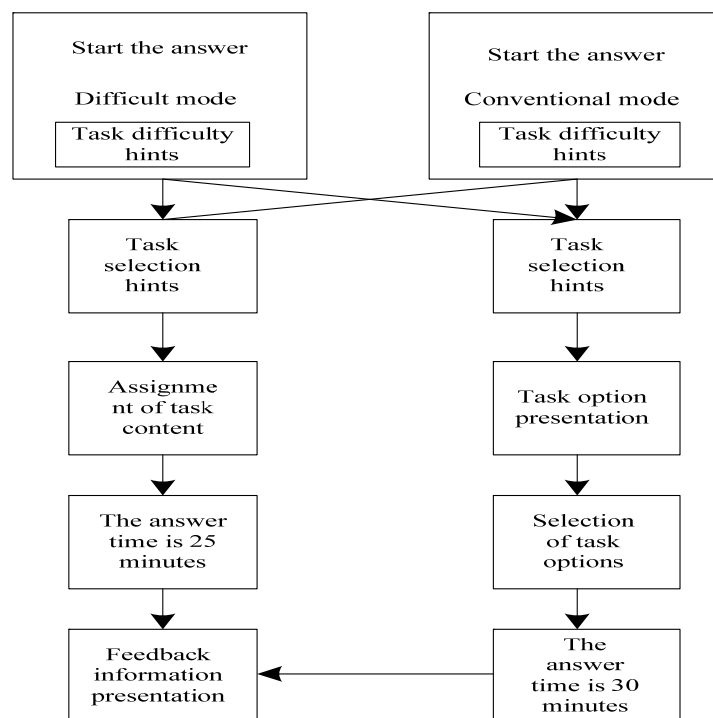


Figure 1. Experimental process

After the experiment, we measured the intrinsic motivation level and perceived competency level of the subjects under four different experimental conditions through related questions. The self-determination scale is used to measure the self-determination tendency of individuals.

After completing the questionnaire, the fixed remuneration promised before the experiment is paid, the names, sex, specialty, grade, contact mode of the subjects are collected, and the experiment is completed.

III Results

The statistical results of intrinsic motivation show that task choice significantly stimulate the intrinsic motivation of individuals (Senior et al. 2016). In order to study how does the individual self determination tendency affect the intrinsic motivation of individuals without choice, we measure the individual’s self-determination tendency through a scale, and take this index with the two intrinsic motivation indexes of “self- report” and “free choice” under the two experimental conditions. The difference is analyzed by Spearman correlation, and the results of statistical analysis are shown in Table 2.

Table 2. Results of spearman correlation analysis between self determination tendency and intrinsic motivation level

Self determination tendencies	“Self report”	“Free choice”
correlation coefficient	0.351	0.330
Significant level (bilateral)	0.006	0.010

The statistical analysis method is the same as the two indexes of internal motivation. According to the experimental design, we conducted the double factor repeated variance analysis (Leshinskaya and Caramazza, 2016) for the individual’s perceptual competence level, and the statistical analysis results are shown in Table 3.

Table 3. Results of repeated measures anova for two factors of perceived competence level

Factor	Fstatistics	Significant level P value	Effect value η ²
Task choice	79.572	0.000	0.574
Task difficulty	139.279	0.000	0.702
Task choice * task difficulty	4.403	0.103	0.069

As shown in Table 5, the main effect of task choice is significant ($F_{1,59} = 79.572, p < 0.001, \eta^2 = 0.574$), and the perceptual competence level ($Mean = 3.775, SE = 0.139$) under selective circumstances is significantly higher than that without choice ($Mean = 2.758, SE = 0.122$). The main effect of task difficulty is also significant ($F_{1,59} = 139.279, p < 0.001, \eta^2 = 0.702$), and the perceptual competence level ($Mean = 3.867, SE = 0.135$) of conventional mode is significantly higher than that of difficult mode ($Mean = 2.667, SE = 0.121$). The interaction

between task choice and task difficulty is also significant ($F_{1,59} = 4.403, p < 0.040, \eta^2 = 0.069$), but the effect is not large. Consistent with the prediction, individuals with the most common scale and choice have the highest perceptual competence level.

IV Discussion on the intrinsic motivation level in the innovation and practice of ideological and political work in universities

For intrinsic motivation, the main effects of task choice and task difficulty are significant, and the interaction effect between the two is not significant (Mu and Matsuda 2016). Therefore, both H1 and H2 are established, the task choice and task difficulty will significantly affect the intrinsic motivation of university students: Specifically, the choice of the task can promote the internal motivation, and the difficult task that is far beyond the individual ability will weaken the intrinsic motivation of the individual (Tu and Lu 2013) The cognitive evaluation theory in the self-determination theory points out that when an external factor satisfies the individual's self-determination and competence, the intrinsic motivation of an individual to engage in an activity will be significantly enhanced. This view has also been confirmed by this experiment: under the conventional and selective experimental conditions, the individual's sense of self-determination and competence is stronger, and the strongest intrinsic motivation is shown.

V Discussion on the tendency of self determination in the innovation and practice of ideological and political work in universities

In this study, behavioral experiments are conducted to recruit more than 60 university students as subjects. In the experiment, besides studying the situational factors that influence the intrinsic motivation of university students from the group level, we can also pay close attention to the differences among university students. In this experiment, the university students' self-determination tendency is the key factor that we focus on. This scale has been applied in a large number of empirical studies. This scale measures the individual's self-determination tendency, in other words, the autonomy trait of the individual.

The results of a large number of empirical studies on the self-determination tendency scale show that the self-determination tendency of university students is closely related to the positive and negative behaviors of university students (Hu et al. 2015). That is to say, individuals with higher autonomy traits are more likely to be influenced positively by ideological and political education. Therefore, for university students with higher level of self-directed orientation, they should give them the right to choose as much as possible in the permitted category, so as to meet their independent psychological needs, enhance their intrinsic motivation, and achieve the goal of ideological and political education.

VI Discussion on the perceptual competence level in the innovation and practice of ideological and political work in universities

Other factors in the innovation and practice of ideological and political work in universities are often related only to the satisfaction of a basic psychological need of university students. Therefore, compared with other factors in the ideological and political work, the perceptual competence of the ideological and political work may be more effective in promoting the intrinsic motivation of the individual. The innovation and practice of ideological and political work in universities and the rational autonomy of university students should be paid attention to by the ideological and political workers.

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