Influence of University Counselor’s Ideological and Political Education on Students Based on AMOS Structure Model

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Abstract

The diversification of economic globalization and information gradually brings about the diversification to the values of college students. It is of great significance for colleges and universities to explore and enhance students’ ideological and political education. The gradual deepening of information technology and the extensive application of multimedia technology, making the ideological and political education constantly change, has brought many challenges for the university counselors in their ideological and political education. The AMOS structure model is the most rapid developed module of the field of multivariate statistics. A certain variable settings can verify the causal relationships between the variables. In view of this situation, this paper studies the contents of the university counselor’s ideological and political education based on the AMOS structure model, and the impact of the ideological and political education methods on the students. The results show that it is concluded that the contents of university counselor’s ideological and political education (H1), the universality of the contents of the university counselor’s intellectual education (H1a), the particularity of the contents of the counselor’s ideological and political education (H1b), the methods of university counselor’s ideological and political education (H2), the universality of methods of university counselor’s ideological and political education (H2a), the particularity of methods of university counselor’s ideological and political education (H2b) have positive impact on the students. The university counselor can combine different ideological and political education contents and methods to carry out the ideological and political education in order to deal with the ideological changes of students at different times, so as to guide students towards positive paths of life.

Keywords: AMOS structure model, University counselor, Ideological and political education, Impact.

1. RESEARCH BACKGROUND

1.1 Literature review

With the progress and development of society, China’s higher education has made significant progress. Colleges and universities constantly improve the teaching staff, in order to improve student management as well as students ideological and political education (Shi, 2013). University counselors are in the dominant position in the ideological and political education of students, and students play a special role during the school, which is an important part of transferring talents from the university to the community. In the ideological and political education of college students, college counselors have an irreplaceable role. The college counselors with good psychological quality have a significant impact on ideological and political education for students (Wan and Xiang, 2014). In recent years, with the increasing number of colleges and universities, society has also developed towards the diversification and network direction, making college students in the critical period forming the world outlook, values, outlook on life and moral values, college counselor's ideological and political education is particularly important (Guo, 2016). When students enter the society, they become different practitioners in different industries. Due to heavy workload, long working hours, high intensity of work and a series of factors, it leads the students to be in a state of fatigue and laziness, which is not conducive to the development of students. The university counselor’s ideological and moral education mainly covers the contents of ideological and moral construction, patriotism education and students quality education, which is very important to the comprehensive development of students and, to a certain extent, directly or indirectly affect the students career (Liu, 2014). In the university, the university ideological and political education counselors have the longest-hour contact with students for college students in daily life, learning, emotional understanding. Therefore, the university counselor for ideological and political education has a certain impact on students (Liu, 2013). The basic work of university counselors is to carry out ideological and political education work for
students, which is an urgent and important strategic task. It should be placed in the first place in the university teaching activities. As a university counselor should adopt a teacher-led and students-based approach as the main education. In the ideological and political education, they should maintain such a dialectical point of view, focusing on intellectual education and moral education as the unified teaching point of view, to promote the upgrading of teaching quality (Sun, 2010).

1.2 Research purpose

The ideological and political education of college students has been gradually put on the teaching agenda, and the main responsible personnel of the ideological and political education university counselors also bear the important responsibility (Zhu, 2012). At present, there are many problems in the ideological and political education for college students. University counselors are faced with many challenges in the ideological and political education of students, which is not conducive to the good development of students (Tang, 2015). And, entering the "Internet +" era, college students continue to accept new things, and their thinking also will undergo significant changes, so that the responsibility of ideological and political education counselors of the university continue to increase. University counselors need to constantly adjust their working approach in the ideological and political education for the students (Quian and Chen, 2016). University counselors are the organizers and implementers of the school ideological and political education. It is also an important part of the school teacher team. Its mental outlook directly affects the orientation of the university ideological and political education. The university counselors adhere to the correct orientation and master the initiative, to improve the teaching methods, opening up a new teaching approach, which has an important role in students’ ideological and political education (Chen, 2017). In the face of the diversification of the college students born in 1990s or 2000s, university counselors use their own knowledge and skills to carry out targeted guidance through the mastery of new things and based on the characteristics of different college students, which has an important impact for college students’ life outlook and values (Zhang and Li, 2016). From the existing research results, the studies of the impact of university counselor’s ideological and political education for the students in the academic circle are mainly about the basic application of the relevant software to investigate and analyze the data. There are just a few empirical researches (Ye et al., 2015). AMOS structure model can validate the second-order factors, and it can obtain the relationship between the research contents through the actual research method (Fu et al., 2013). Therefore, based on the AMOS structure model, it is of great significance to study the influence of college counselors’ ideological and political education on students.

2. RELEVANT OVERVIEW OF AMOS STRUCTURE MODEL

The AMOS structure model mainly includes the measurement model and the structural model. In terms of the measurement model, it is mainly used to represent the relationship between the observed variable and the potential variable, which can generally be expressed by the following equations:

\[ x = \Lambda_x \xi + \delta \]

\[ y = \Lambda_y \eta + \epsilon \] (1)

In the above formula, \( x \) mainly represents the vector of the observed variables derived externally from \( q \), \( y \) mainly represent the vector of the observed variables derived internally from \( p \), \( \xi \) mainly represents the variables, \( \Lambda_x \) mainly represents the relationship between the observed variables inside and outside, which is the relationship between the exogenous index and the variables. \( \Lambda_y \) refers to the relationship between the observed variables inside and outside, which is the relationship between the endogenous indicator and the variables. \( \delta \) and \( \epsilon \) refer to the observation indicators of vector composed by observed variables.

For the structural model, it mainly refers to the relationship between the potential variable and the latent variable, and the general formula can be written as follows:

\[ \eta = B \eta + \tau \xi + \zeta \] (2)

In the above formula, \( \eta \) mainly represents the vector of the number of endogenous latent variables, \( \xi \) mainly represents the vector of the number of exogenous latent variables, which mainly express the influence of exogenous latent variables on endogenous latent variables, and \( \zeta \) mainly represents the residuals of the structural equation, and \( B \) refers to the correlation coefficient.
According to the above two models of the measurement model and the structural model, some relevant assumptions can be used to study the relevant content through some iterative solution.

3. INFLUENCE OF COLLEGE COUNSELOR’S IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS BASED ON AMOS STRUCTURE MODEL

3.1 Research hypothesis

On the basis of the above literature, this paper combines the precious research results and the current situation of ideological and political education for college students. From the basic point of view of students, the content and method of ideological and political education of college students’ counseling are regarded as two main dimensions that affect students.

Among them, in the content of ideological and political education, the basic theoretical education of Marxism, the common ideal education with Chinese characteristics, the national spirit with patriotism as the core, the spirit education of modern times with reform and innovation as the core, the ideological and moral education with social attention to the concept of honor and disgrace as the core, socialist democracy and legal education, mental health education, innovation and entrepreneurship education courses are selected as basic education contents by college students counselors to carry out ideological and political education. Every university students must study the course, therefore, the course are summarized as the essence of ideological and political education. The above universal education contents can help more students to establish a good outlook on life, morality, values and world view, which plays an important role in the overall development of students is taken as the main goal of the future development of college students.

In the ideological and political education for college students, in addition to universal contents, university counselors will carry out a series of targeted and specific courses as the targeted education, which is called as special contents for a group of special students, including the Marxist view of the motherland, Marxist view of national education, Marxist view of religious education and other courses. The educational content of special courses can embody the connotation of universal teaching content and can be used as an extension of university counselor’s ideological and political education. It is based on the Marxist view of religion and nationalism in ideological and political education, constituting as a complementary and related ideological and political education for college students with universal education, which have far-reaching impact on ideological and behavior of college students and affect the future of college students. In view of above, the following hypotheses are made.

H1: The contents of university counselor’s ideological and political education have a positive impact on students.

H1a: The universality of the contents of the university counselor’s intellectual education has a positive impact on students.

H1b: The particularity of the contents of the counselor’s ideological and political education has a positive effect on the students.

The methods of ideological and political education of university counselors is mainly used to solve a number of special tasks of the ideological and political education theory, practice, cognitive and daily life with a number of means, ways and methods. This means mainly aims to achieve a certain ideological and political education tasks, generally including education subjects, education means, thinking methods and theoretical tools. Correspondingly, the university counselor ideological and political education methods can also be divided into universal and special methods. Among them, the university counselor's ideological and political education universal approach mainly includes the traditional theory of indoctrination, practice education, psychological therapy and assessment methods. The special methods of ideological and political education of university counselors mainly include the specialized textbooks for different students, conflict mitigation and forward tracking. For college students, the counselor's ideological and political education method is not arbitrary, which must comply with the educational content, educational environment and education object and which has an important guiding role in the future thinking and behavioral performance of students. In view of above, the following hypotheses are made.
H2: The methods of university counselor’s ideological and political education have a positive impact on students.

H2a: The universality of methods of university counselor’s ideological and political education has a positive effect on the students.

H2b: The particularity of methods of university counselor’s ideological and political education has a positive effect on the students.

Based on the above assumptions, the hypothesis model of counselor’s ideological and political education for students is constructed as shown in Figure 1.

**Figure 1. Hypothesis Model**

### 3.2 Data Sources

In this study, the questionnaire survey mode is adopted the influence of the university counselor’s ideological and political education on the students. According to the seven variables proposed in the above assumptions, 30 questions are set up according to the current situation of university counselor’s ideological and political education for college students. At the same time, four-grade scoring method is used, Level 1 represents the weakest level, meaning completely dissatisfied; Level 4 represents the strongest, meaning full satisfaction. Subsequently, the questionnaires were distributed on the major university websites. A total of 400 questionnaires were distributed and 370 were recovered. The recovery rate was 92.3%. There were 330 valid questionnaires with the effective recovery rate of 82.5%. The effective recovery rate was in accordance with the requirements of questionnaire survey. It can be concluded that and the questionnaires were reasonably designed, and the respondents were actively involved in this study.

### 3.3 Reliability Analysis

In this paper, SPSS22.0 software is used to measure the consistency of the design of the questionnaire, and all the items are in line with the standards. And Cronbach's α reliability test method is used to measure the consistency of the questionnaire design issues, and the formula is as follows:

\[
\alpha = \left( \frac{k}{k-1} \right) \times \left( 1 - \sum_{i=1}^{k} \frac{s_i^2}{ST^2} \right)
\]

According to the above formula, the test results are shown in Table 1. According to the test results, it can see that the Cronbach's α values of each variable are more than 0.7, and the total reliability is 0.95, which indicates
that there is a high degree of reliability among the variables. It can be seen that there is a great consistency between the variables in this study, which is for used for further validity tests.

### Table 1 Reliability Test Results for Variables

<table>
<thead>
<tr>
<th>Contents</th>
<th>Measurement of variables</th>
<th>Number of questions</th>
<th>Cronbach's α coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>The contents of university counselor’s ideological and political education</td>
<td>5</td>
<td>0.757</td>
<td></td>
</tr>
<tr>
<td>The universality of the contents of the university counselor’s intellectual education</td>
<td>3</td>
<td>0.849</td>
<td></td>
</tr>
<tr>
<td>The particularity of the contents of the counselor’s ideological and political education</td>
<td>4</td>
<td>0.787</td>
<td></td>
</tr>
<tr>
<td>Methods of university counselor’s ideological and political education</td>
<td>4</td>
<td>0.776</td>
<td></td>
</tr>
<tr>
<td>The universality of methods of university counselor’s ideological and political education</td>
<td>5</td>
<td>0.788</td>
<td></td>
</tr>
<tr>
<td>The particularity of methods of university counselor’s ideological and political education</td>
<td>4</td>
<td>0.802</td>
<td></td>
</tr>
</tbody>
</table>

Total variable reliability: 0.982

### 3.4 Validity analysis

The KMO measurement and the Bartlett’s test method are used to measure the correlation between the variables set by the impact of college counselor’s ideological and political education on the students. The test results are shown in Table 2. According to the test results, the KMO measurement of university counselor’s influence on students is equal to 0.954, which is higher than 0.8; $X^2$ is 1620.675, and the degree of freedom df is 155; significance Sig is 0.000, which is less than 0.05. It can be seen that there is a high correlation between the above-mentioned indexes, which can be used for further analysis.

### Table 2 Results for Bartlett’s test and KMO test

<table>
<thead>
<tr>
<th>Bartlett’s test</th>
<th>chi-square value $X^2$</th>
<th>Freedom Degree df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMO measurement</td>
<td>0.954</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3.5 Correlation test

The SPSS22.0 analysis software was used to test the variables set up in this study. At the same time, the Pearson correlation coefficient was used to verify the correlation between the variables. The results showed that the correlation coefficient between the dimensions of the counselor’s education and the students equals to the significant level above 0.000. It is concluded that the contents of university counselor’s ideological and political education (H1), the universality of the contents of the university counselor’s intellectual education (H1a), the particularity of the contents of the counselor’s ideological and political education (H1b), the methods of university counselor’s ideological and political education (H2), the universality of methods of university counselor’s ideological and political education (H2a), the particularity of methods of university counselor’s ideological and political education (H2b) have positive impact on the students.

### 4. AN ANALYSIS OF IMPACT OF THE COUNSELORS' IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS

The above series of analysis process shows that the university counselor's ideological and political education has a positive impact on the role of students. A more in-depth understanding of the independent impact of the various dimensions of the university counselor’s ideological and political education for students calls for constant researches of the impacts of each dimension on the students. Therefore, this paper further uses the
regression analysis method to further analyze the impact of the variables, and the analysis results are shown in Table 3.

Table 3 Test Results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standardized regression coefficient</th>
<th>Critical point ratio</th>
<th>P Value</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>0.311</td>
<td>2.856</td>
<td>***</td>
<td>supportive</td>
</tr>
<tr>
<td>H1a</td>
<td>0.395</td>
<td>4.579</td>
<td>***</td>
<td>supportive</td>
</tr>
<tr>
<td>H1b</td>
<td>0.586</td>
<td>4.498</td>
<td>***</td>
<td>supportive</td>
</tr>
<tr>
<td>H2</td>
<td>0.270</td>
<td>4.362</td>
<td>***</td>
<td>supportive</td>
</tr>
<tr>
<td>H2a</td>
<td>0.542</td>
<td>8.501</td>
<td>***</td>
<td>supportive</td>
</tr>
<tr>
<td>H2b</td>
<td>0.203</td>
<td>2.712</td>
<td>***</td>
<td>supportive</td>
</tr>
</tbody>
</table>

Based on the above analysis results, the following conclusions can be drawn.

4.1 Assume that H1, H1a, H1b are true

The contents of university counselor’s ideological and political education (H1), the universality of the contents of the university counselor’s intellectual education (H1a), the particularity of the contents of the counselor’s ideological and political education (H1b) have positive effect on the students. Among them, according to the standardized regression coefficient, the particularity of the contents of the counselor’s ideological and political education has a strong positive effect on the students, which are more specific and targeted at the students in the ideological education with a greater impact. It also affects the future of students. The more specific the content of college counselor's ideological and political education is, the deeper the educational contents of the counselor are, which can have profound impact on the students.

4.2 Assume that H2, H2a, H2b are true

The methods of university counselor’s ideological and political education (H2), the universality of methods of university counselor’s ideological and political education (H2a), the particularity of methods of university counselor’s ideological and political education (H2b) have positive influence on the students have positive effect on the students. According to Table 4, it can be seen that the generalized regression coefficient of the universality of methods of university counselor’s ideological and political education has the greatest impact on students compared with other variables. It can be seen that in the university counselors when engaging in ideological and political education should adopt the universal method, which is easy for the students.

5. CONCLUSION

To sum up, with the continuous progress and development of society, college students gradually show a wide range of characteristics. On top of the AMOS structure model, it studies the impact of university counselor’s ideological and political education on students. It is found that the college counselors shoulder the responsibility of direct management, which is essential in the new era of ideological and political education. University counselors should combine different contents and methods in the ideological and political education, with effective guidance for college students, greatly enhancing the students' own ideological and moral cultivation, establishing high levels of social responsibility and morality. It is believed that the contents and methods of ideological and political education by college counselors will gradually become more diversified in the near future which will affect the future of students.

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