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## CONTINUOUSLY PROMOTING THE EVALUATION AND CERTIFICATION OF EXCELLENT NETWORK CULTURE ACHIEVEMENTS IN COLLEGES AND UNIVERSITIES

### Abstract

This study explores the evaluation and certification of outstanding network culture achievements in higher education institutions. The importance of this process for moral education and talent development in universities was analyzed. The methodology examines existing practices for evaluating online cultural achievements and identifies their key elements. Three main components are highlighted: basic elements (political position), content components (theoretical validity), and target factors (broad influence). The effectiveness of the system depends on university leadership support, teacher and student perceptions, and the implementation of evaluation systems. This approach stimulates the creative activity of educational process participants and contributes to university culture development.

**Keywords:** network educational environment, digital transformation of universities, quality criteria for online achievements, cultural heritage in digital space, innovative assessment methods, academic ethics, creative activity of students, interdisciplinary interaction, cultural development strategy, integration of traditional and digital values

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## КОЛЛЕДЖДЕРДЕ ЖАНА УНИВЕРСИТЕТТЕРДЕ ТАРМАКТЫК МАДАНИЯТТЫН ЖЕТИШКЕНДИКТЕРИН БААЛООНУ ЖАНА ТАСТЫКТООНУ ТЫНЫМСЫЗ ЖҮРГҮЗҮҮ

### Кыскача мазмуну

Макалa жогорку окуу жайларындагы тармактык маданият жетишкендиктерин баалоо жана тастыктоо системасын изилдейт. Университеттик чөйрөдө адеп-ахлакты тарбиялоо жана таланттарды өнүктүрүү боюнча негизги милдетти ишке ашыруу үчүн бул процесстин маанилүүлүгү талданат. Методология онлайн-маданий жетишкендиктерди баалоонун учурдагы практикаларын изилдөөгө жана бул процесстин негизги элементтерин аныктоого негизделген. Үч негизги компонент белгиленген: базалык элементтер (саясий позиция),

мазмундук компоненттер (теориялык негиздүүлүк) жана максаттуу факторлор (кеңири таасир). Натыйжалар системанын натыйжалуулугу университет жетекчилигинин колдоосуна, окутуучулар менен студенттердин кабыл алуусунун тактыгына жана баалоо системаларын практикалык ишке ашыруу деңгээлине жараша экенин көрсөтөт. Бул ыкманы ишке ашыруу билим берүү процессинин катышуучуларынын чыгармачыл активдүүлүгүн стимулдаштырат жана университеттик маданияттын сапаттуу өнүгүшүнө өбөлгө түзөт.

**Түйүндүү сөздөр:** тармактык билим берүү чөйрөсү, жогорку окуу жайлардын санариптик трансформациясы, онлайн жетишкендиктердин сапат критерийлери, санариптик мейкиндиктеги маданий мурас, баалоонун инновациялык ыкмалары, академиялык этика, студенттердин чыгармачыл активдүүлүгү, дисциплиналар аралык өз ара аракеттенүү, маданий өнүгүү стратегиясы, салттуу жана санариптик баалуулуктардын интеграциясы

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## НЕПРЕРЫВНОЕ ПРОДВИЖЕНИЕ ОЦЕНКИ И СЕРТИФИКАЦИИ ВЫДАЮЩИХСЯ ДОСТИЖЕНИЙ СЕТЕВОЙ КУЛЬТУРЫ В КОЛЛЕДЖАХ И УНИВЕРСИТЕТАХ

### Аннотация

Создание и применение системы оценки и сертификации выдающихся достижений в области онлайн-культуры в колледжах и университетах является не только важной целью в реализации основной задачи высшего образования — воспитания нравственности и развития талантов, но и важной гарантией культурного процветания и развития, а также необходимым условием для обеспечения качественного роста университетской культуры. Поэтому для того чтобы непрерывно и эффективно продвигать процесс оценки и сертификации выдающихся онлайн-культурных достижений в высших учебных заведениях, необходимо чётко определить и учитывать базовые элементы, содержательные компоненты и факторы продвижения, а также точно понимать влияющие на процесс сертификации факторы: степень поддержки со стороны вуза, точность восприятия преподавателями и студентами, а также уровень системной практики.

**Ключевые слова:** устойчивое продвижение; выдающиеся онлайн-культурные достижения; оценка и сертификация; базовые элементы; вузы; ключевые компоненты; целевые факторы; уровень поддержки; точность; степень практики; реализация культурного процветания и развития

The quality and level of cultural reform, innovation, and development in higher education institutions are profoundly reflected by the merits of their online cultural achievements. The "Implementation Outline for the Quality Enhancement Project of Ideological and Political Work in Colleges and Univer-

sities," issued by China's Ministry of Education, emphasizes the need to "optimize the evaluation of achievements, establish a 'Research and Evaluation Center for Online Culture in Higher Education,' and build an evaluation and certification system for online cultural achievements." This initiative aims to

promote the inclusion of outstanding online cultural achievements in university research statistics, list them as criteria for evaluating and appointing faculty positions, and use them as a basis for awarding honors to both faculty and students. In the context of the new era, given the complexity and diversity of the online cultural environment, it is imperative to fully leverage the guiding role of outstanding online cultural works in higher education institutions, and to continuously advance and implement the evaluation and certification processes for such achievements.

In recent years, the Ministry of Education and seven other departments have reiterated the urgency of accelerating the establishment of "research and evaluation centers for university network culture" and promoting the inclusion of outstanding network cultural achievements in the evaluation of scientific research achievements. This effort seeks to fully mobilize the enthusiasm and creativity of university teachers and students in creating outstanding cultural works and enhance the effectiveness of online education. Therefore, clarifying the certification elements of outstanding network cultural achievements in universities and identifying the factors that influence their evaluation and certification are of significant value. These measures can motivate and inspire university teachers and students to create high-quality works and promote the prosperity and development of university network culture.

### **Era Value: Facilitating the High-Quality Development of University Culture**

The rapid and high-quality continuous promotion of the evaluation and certification of outstanding online cultural achievements in colleges and universities not only promotes the prosperity and development of online culture in colleges and universities, but also contributes to the high-quality development of college culture.

#### **(1) Continuously Enhancing the Ability of University Faculty and Students to Dis-**

#### **tinguish Online Cultural Achievements**

In today's era of rapid advancements in network technology and artificial intelligence, the application and dissemination rates of these technologies have surged, leading to a proliferation of online cultural works of varying levels, types, and qualities. The sheer volume and wide reach of online cultural content highlight the disparity in quality. Therefore, continuously promoting the evaluation and certification of online cultural achievements in universities is crucial not only as a means to assess and distinguish the quality of such achievements but also to enhance the ability of university faculty and students to correctly evaluate online cultural works.

On the one hand, evaluating the quality of online cultural achievements can purify the production environment, optimize the quality of online cultural works, and continuously improve the overall quality of online cultural achievements in universities. By scientifically formulating or planning an evaluation and certification system with clear criteria, this framework can serve as a benchmark, providing essential standards for faculty and students to correctly understand, recognize, distinguish, and differentiate between excellent and inferior online cultural works. Only with scientific reference standards can works that contain Western ideological infiltration or "vulgar, lowbrow, and tasteless" content be effectively deterred, regulated, constrained, and guided, thereby purifying the creative environment and enhancing the quality of online cultural products. On the other hand, through the evaluation and certification of online cultural achievements, university faculty and students can gradually deepen their understanding of what constitutes excellent online cultural achievements, why they are considered excellent, and how to create and produce such works. This process will progressively enhance their ability to accurately assess and distinguish the quality of online cultural works.

## (2) Further Stimulate the Enthusiasm of University Teachers and Students to Create Excellent Works

Continuously promoting the construction and improvement of the evaluation and certification system for university network culture achievements, "incorporating outstanding network culture achievements into the statistics of university research achievements, listing them as conditions for the evaluation and appointment of teachers' positions and titles, and using them as the basis for the selection of awards and honors for teachers and students," can significantly stimulate the enthusiasm of faculty and students to create excellent cultural works.

On the one hand, incorporating outstanding network culture achievements as an integral part of university teachers' or teacher teams' research achievements, as a key condition for the evaluation and appointment of teachers' positions and titles, as a critical basis for selecting awards and honors for teachers or teacher teams, and as an important standard for evaluating annual performance and achievements, can not only boost the enthusiasm of university teachers or teacher teams to create outstanding network culture works but also encourage teachers to guide, instruct, and support students in creating such works. Additionally, this approach can promote the continuous improvement and optimization of the evaluation and certification system for outstanding network culture achievements by university teachers and teacher teams. On the other hand, recognizing outstanding network culture achievements as a significant basis for selecting awards and honors for university students and as an essential component of students' research achievements or extracurricular activities can not only stimulate students' enthusiasm for creating outstanding network culture works but also enhance their teamwork awareness and coordination during the creative process. This will continuously improve students' creative abilities and levels. These

outcomes serve both as tangible gains from students' creative efforts and as an important guarantee to motivate and inspire students to create outstanding network culture works.

## (3) Further Enhance the Effectiveness of Talent Cultivation through Excellent Online Cultural Achievements

Colleges and universities are critical institutions for cultivating high-quality talents and promoting students' growth and development. The rich cultural resources, heritage, and values embedded in these institutions play a vital role in the creation and production of excellent online cultural achievements. Conversely, continuously advancing the recognition and evaluation of such achievements can significantly enhance their effectiveness in talent cultivation.

On the one hand, continuously constructing and improving the evaluation and certification system for excellent online cultural achievements, and establishing clear certification standards, is crucial for enhancing the cognitive, judgmental, and discernment abilities of faculty and students regarding excellent online cultural works. Simultaneously, this process can foster students' originality, practical skills, and collaborative awareness, which are essential components of deeply implementing the fundamental task of moral education and talent cultivation in higher education. On the other hand, recognizing excellent online cultural achievements within a certain scope can improve students' understanding of excellence standards and evaluation levels, enabling them to recognize the presentation forms of outstanding online cultural works and clarify the quality direction for creating such works. This has significant guiding value for enhancing students' comprehensive qualities and promoting their all-round development, serving as an important manifestation of fostering virtue and talent.

## (4) Promote the Flourishing and Development of Excellent Online Culture in Higher Education Institutions

Continuously advancing the recognition and evaluation of excellent online cultural achievements is a critical link and guarantee for promoting and achieving the prosperity and development of online culture in higher education institutions.

On the one hand, it facilitates mobilizing the enthusiasm of faculty members to participate in online cultural creation while effectively leveraging the educational function of excellent online culture and the pivotal role of faculty in this process. By identifying and promoting outstanding online cultural achievements, the influence of these achievements can be expanded, broadening their impact and radiation range, thereby effectively promoting the flourishing and development of online culture in higher education institutions. On the other hand, it helps establish cultural leadership over society through excellent academic capabilities. The Internet transcends disciplinary boundaries, geographical restrictions, and national borders, with rapid and extensive dissemination. Consequently, the influence of excellent online cultural achievements in higher education institutions not only impacts faculty and students but also radiates to broader societal and national levels through the Internet's dissemination and penetration power. To a certain extent, the recognition and evaluation of excellent online cultural achievements are important conditions for enhancing the academic capabilities of faculty and students and serve as critical links and guarantees for promoting and achieving the prosperity and development of online culture in higher education institutions.

II. Essential Elements: Construction and Improvement of Evaluation and Certification for Outstanding Online Cultural Achievements in Higher Education Institutions

To continuously promote the evaluation and certification of outstanding online cultural achievements in colleges and universities, it is necessary to conduct the certification

based not only on the purpose and orientation of the achievement creation, but also on the level and popularization degree of the achievement creation, as well as on the application and influence of the achievement creation.

(1) Bottom-line Elements: Firm Political Stance and Correct Direction

The continuous promotion of the evaluation and certification of outstanding online cultural achievements in higher education institutions must first adhere to the political principle and take political elements as the bottom line. This means that works must consciously align with the Central Committee of the Communist Party of China, resolutely implement the Party's lines, principles, policies, and various decisions and deployments, promote the main melody, and spread positive energy.

On the one hand, outstanding online cultural achievements or cultural works in higher education institutions must be guided by Marxism and must not deviate from the cultural requirements of socialism with Chinese characteristics. They must always align with the political and cultural central ideas advocated by the Central Committee of the Communist Party of China. The cultural content must have a clear political bottom line and awareness. It should neither be vulgar, obscene, or mediocre, nor contain Western ideological thoughts or cultural concepts. These works must have political reference value, adhere to political morality, maintain a political bottom line and class awareness, and consistently uphold the leadership of the Party and the mainstream ideology. On the other hand, outstanding online cultural achievements or cultural works in higher education institutions must actively promote the main melody of socialism and spread socialist positive energy. They must consistently advocate core socialist values and reflect the political color and depth of Chinese culture. When evaluating and certifying these achievements, it is essential to con-

sider whether the online cultural works adhere to the Party's political and class bottom lines, whether their political orientation on the Internet is correct and just, whether the political orientation of the content is upward, good, and positive, and whether the works themselves have political promotion value and publicity value. These are the key considerations in the political elements of the evaluation and certification process.

#### (2) Key Elements: Strong Theoretical Foundation and Easy Comprehension

To continuously promote the evaluation and certification of outstanding online cultural achievements in colleges and universities, it is necessary to follow the principle of theoretical logic and take high-quality content as the key. This requires that online cultural achievements must have theoretical value and possess elements such as innovation, practicality, and popular science value.

On the one hand, outstanding online cultural achievements or online cultural works in colleges and universities must stand up to scrutiny, be worthy of detailed appreciation, and be thought-provoking. They should be attractive, intriguing, and thought-provoking. At the same time, they should also possess academic thinking, contain academic logic, be rich in academic flavor, and have an academic orientation. "Academic orientation is a basic requirement for outstanding cultural achievements in colleges and universities, and it should not be underestimated in online works." To some extent, the central idea of cultural works should have profound cultural connotations, be innovative and practical. Outstanding online cultural achievements in colleges and universities must be innovative. They cannot be the result of tampering with others' cultural achievements or simple appropriation, nor can they be the theft of others' cultural thinking or academic plagiarism. They cannot be "old wine in new bottles" or merely a change of packaging. Outstanding cultural achievements must be based on cer-

tain academic theories, utilize academic and cultural thinking, and combine with reality to outline new pictures, new concepts, and new works. Only then can they be considered outstanding cultural achievements. Outstanding online cultural achievements in colleges and universities must be practical, both in terms of online application and practical application in life. They should be based on real life, be in line with reality, concepts, and academic or disciplinary requirements, and thus possess practical value. Outstanding online cultural achievements must be implementable and capable of generating a response. On the other hand, outstanding online cultural achievements or cultural works in colleges and universities should reflect the cultural confidence of socialism with Chinese characteristics, have a certain academic atmosphere and academic value, and possess a certain degree of academic popular science value. Currently, socialism with Chinese characteristics has entered a new era. Outstanding online cultural achievements in the new era must be able to reflect the cultural confidence of socialism with Chinese characteristics. The materials they select, the spirit they embody, and the themes they express must, in some aspect, highlight the confidence in China's fine traditional culture, revolutionary culture, or advanced socialist culture.

#### (3) Purposefulness Element: Broad Influence and Moderate Tension

The evaluation and certification of outstanding online cultural achievements in higher education institutions should ultimately follow the principle of dissemination and promotion, with the aim of promoting elements. This is a unique requirement for online cultural achievements, necessitating that works possess significant online influence, including metrics such as views, forwards, and comments.

On the one hand, outstanding online cultural achievements or cultural works in higher education institutions must be dis-

seminated, accepted, and recognized by faculty and students. To achieve this, they must have a certain degree of influence and learning guidance, encompassing online influence, online reach, real-life impact, and spiritual guidance. Specifically, these works should achieve a certain number of views and forwards during online dissemination, stimulating the reading interest, learning enthusiasm, and promotion awareness of faculty, students, and the public. They should also play a soft role in regulation, restraint, and guidance. On the other hand, outstanding online cultural achievements or cultural works should not only originate from life but also transcend it. They should meet people's needs while slightly exceeding their expectations, creating a moderate tension. Only in this way can they stimulate the enthusiasm for learning and the initiative to disseminate among faculty, students, and the public, thereby spreading excellent online cultural works more widely and achieving broader influence.

### **III. Power support: Continuously Promoting the Evaluation and Certification of Excellent Online Cultural Achievements in Higher Education Institutions**

The accurate evaluation and effective certification of excellent online cultural achievements in higher education institutions are the result of multiple influencing factors working together. Among these, the support and advocacy from institutional leadership, the awareness and accuracy of faculty and students in recognizing such achievements, are key driving forces for continuously promoting the evaluation and certification of excellent online cultural achievements in higher education institutions.

(1) Leadership Support: Advocacy and Support from Institutional Leadership for the Certification of Achievements

The support and advocacy from institutional leadership for the evaluation and certification of excellent online cultural achieve-

ments serve as a crucial driving force for their continuous promotion. As an important source of online cultural achievements, higher education institutions' emphasis on the creation of cultural works, their awareness and attention to the evaluation and certification of such works, and their support and advocacy for the evaluation and certification process can directly influence the enthusiasm and initiative of faculty and students in creating online cultural works.

On the one hand, if the leadership actively supports and encourages faculty and students to create online cultural achievements, promotes the evaluation and certification of excellent online cultural achievements, and incorporates the certification of such achievements into the evaluation standards for faculty promotions, research achievement statistics, and criteria for awards and honors, it will significantly boost the enthusiasm of faculty and students in creating high-quality cultural works. This approach not only helps implement the fundamental task of cultivating virtue and fostering talent but also promotes the prosperity and development of online culture in higher education institutions, fostering a positive and healthy academic culture. On the other hand, if higher education institutions ignore or fail to apply and disseminate excellent online cultural achievements while neglecting to guide inferior works, it may dampen enthusiasm at best and pollute campus culture, online culture, and the institution's image at worst. Similarly, if the leadership does not advocate or support the evaluation and certification of excellent online cultural achievements, it will discourage faculty and students from creating high-quality cultural works, which is detrimental to the prosperity and development of online culture in higher education institutions.

(2) Accuracy: Faculty and Students' Ability to Accurately Assess Work Quality

The recognition and accuracy of faculty and students in evaluating excellent online

cultural achievements are internal driving forces for continuously promoting the evaluation and certification of such achievements in higher education institutions. A correct understanding of the questions "What is excellence?", "Why is it excellent?", and "How is it achieved?" is a crucial prerequisite for correctly perceiving, grasping, and learning from excellent online cultural works. Therefore, the accurate cognition of online cultural works by faculty and students is an essential prerequisite for effectively evaluating and certifying these achievements.

On the one hand, whether faculty and students can accurately distinguish the quality of online cultural works, correctly identify the ideas, values, and cultural concepts embedded in these works, and properly assess the cultural stance and political attributes adhered to by the works—i.e., distinguishing which works are excellent, which are inferior, and which contain Western value infiltration—is a critical prerequisite for effective evaluation and certification. This ability profoundly influences the process of evaluating and certifying excellent online cultural achievements in higher education institutions. On the other hand, whether faculty and students can accurately position and predict the quality and impact of their own creations—correctly assessing the work's quality and level, and predicting its dissemination effect, influence range, and degree of impact—significantly affects the evaluation and certification process. In summary, if faculty and students can continuously optimize the quality of their works, enhance their ability to identify and recognize online cultural works, and accurately measure and predict the quality of these works while deeply understanding the current creative environment, quality levels, and dissemination effects, they can effectively evaluate and certify online cultural achievements. Thus, the ability of faculty and students to accurately assess works and their recognition and accuracy regarding ex-

cellent online cultural achievements are key factors influencing the evaluation and certification process.

### (3) Implementation: Ensuring Full Implementation of Established Evaluation Systems

The implementation and practice of existing evaluation systems are institutional or policy-driven factors affecting the evaluation and certification of excellent online cultural achievements in higher education institutions. Currently, many universities have issued implementation methods for recognizing excellent online cultural achievements, such as Zhejiang University's "Implementation Method for the Recognition of Excellent Online Cultural Achievements (Trial)" and Jiangsu University's "Implementation Method for the Recognition of Excellent Online Cultural Achievements (Trial)." Subsequently, universities like the University of Electronic Science and Technology of China and Wuhan University have also established evaluation and certification systems for excellent online cultural achievements and launched selection activities both within and beyond their campuses. The aim is to build an effective evaluation and certification system to improve the online cultural literacy of faculty and students and promote the prosperity and development of online culture.

The implementation of these trial methods has stimulated the enthusiasm of faculty and students for creating and researching online cultural works. Observations and predictions based on the excellent online cultural achievements of these schools indicate that, with appropriate policies or systems in place, effective implementation can significantly enhance the overall cultural level and literacy of the institution. In recent years, universities have placed significant emphasis on cultural reform and innovation, valuing originality among faculty and students, which greatly benefits the development of online culture. To some extent, the evaluation and certification of outstanding online cultural works serve

as important criteria for measuring cultural innovation and reform, playing a significant role in promoting the prosperity and development of university culture. Therefore, to effectively promote cultural reform and de-

velopment in higher education institutions, it is necessary to have leadership support, accurate recognition by creators, and the full implementation and continuous improvement of established evaluation systems.

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