

Publication Date: 20 August 2024

Archs Sci. (2024) Volume 74, Issue S2 Pages 102-111, Paper ID 2024s212.  
<https://doi.org/10.62227/as/74s212>

# Triple Dimension Analysis of Xi Jinping's Socialist Thought with Chinese Characteristics in the New Era Identity and Social Influence

Zhenxing Wang<sup>1,\*</sup>

<sup>1</sup>Nantong Institute of Technology, Nantong, Jiangsu, 226002, China.

Corresponding authors: (e-mail: 201xing@163.com).

**Abstract** Based on combing the main contents of Xi Jinping's thought on socialism with Chinese characteristics for a new era, this paper explores the process stages and social impact of the new thought, and analyzes the connotation and characteristics of the identity of the new thought. Taking college students from 10 colleges and universities in W city of H province as the research object, we designed a questionnaire related to Xi Jinping's socialist ideology with Chinese characteristics in the new era, analyzed its influencing factors by using a multiple linear regression model with parameter estimation using Newton's iterative method, and verified its validity by structural equation modeling. In the analysis of ideological identity, there exists 92.73% of college students with high cognitive level of the new ideology, the explanation rate of social factors on college students' new ideological identity reaches 42.16%, and the influence coefficient of social trends is the highest at 0.412. The X<sup>2</sup>/DF fitting index of SEM is 2.792. College students' identity attitudes have a significant mediation on the Xi Jinping ideological identity of socialism with Chinese characteristics in the new era the path coefficient is 0.672. Xi Jinping ideology of socialism with Chinese characteristics in the new era requires the coordinated efforts of the three dimensions of society, colleges and universities, and families to effectively enhance the level of college students' identification with the new ideology.

**Index Terms** Newton's iterative method, multiple linear regression, structural equation modeling, ideological identity

## I. Introduction

In the wake of escalating and multifaceted economic, societal, and environmental challenges, conventional paradigms of state administration have proven inadequate, necessitating a shift from "management" to "governance" to confront these complexities and align with contemporary exigencies [1], [2]. Since the 18th National Congress, the Party Central Committee helmed by Comrade Xi Jinping has not merely achieved this transition in a timely manner but has also incessantly innovated governance philosophies for the Party, state, and military, thereby establishing a coherent and comprehensive ideological framework for national governance. This framework encompasses the "Chinese Dream," dual centenary goals, the trifecta of governance (Party, state, military), the "Four Comprehensives" strategy (comprising poverty alleviation, deepened reforms, rule of law, and stringent Party self-governance), and the integrated development of the "Five Spheres" (economic, political, social, cultural, and ecological) [3]. Evidently, Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era has emerged as a guiding beacon in governance practices [4]–[6].

Under the stewardship of Comrade Xi Jinping, the CPC

Central Committee has meticulously crafted Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, embodying a profound sense of duty, a courageous commitment to action, and adherence to meticulous governance principles "detail in all things; realism in deeds of old and new" [7]–[10]. This Thought not only propels China's socialist modernization drive and contributes positively to the evolution of the global socio-political landscape but also enriches Marxist philosophical methodology, testament to the strategic vision and adept statecraft embodied in the Thought.

Promoting, disseminating, and implementing this Thought constitutes a paramount contemporary endeavor. Fostering popular identification with it, particularly among the historical agents – the people – is pivotal to this task [11], [12]. Identification herein implies not solely comprehension of its contextual, theoretical, practical, and significant aspects but also its embodiment in attitude and behavior, rendering it a guiding principle in action. Establishing an interconnected, forward-looking, organic unity of incentive, guidance, and assurance mechanisms is fundamental to the Thought's propagation [13], [14]. This endeavor seeks to forge an open, inclusive, efficient, and scientifically grounded governance

paradigm, forging a novel trajectory for socialist scientific governance [15].

This study commences by delineating the principal tenets, developmental phases, and societal impact of Xi Jinping's socialist ideology with Chinese characteristics for a new era, delving into the specific 内涵 and attributes of this new ideology's resonance. Focusing on college students from ten institutions in W City, H Province, a questionnaire is meticulously designed across dimensions of cognitive receptivity, depth, pathways, value alignment, anticipation, and various facets of identity (cognitive, affective, behavioral, conscious). Employing Newton-Raphson's iterative technique for estimating the parameters of a multiple linear regression model, the study further validates the model's fit through structural equation modeling, utilizing survey data to elucidate trends in students' embrace of the new ideology and examining pertinent influencing factors.

## II. Overview of Socialist Ideological Identity with Chinese Characteristics in the New Era

Since the 18th National Congress of the Communist Party of China (CPC), the Party Central Committee, with Comrade Xi Jinping at its core, has demonstrated remarkable foresight by initiating a spectrum of transformative reforms and innovations. This leadership has propelled the Chinese nation forward in its quest for rejuvenation, culminating in the formulation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. This Thought serves as a guiding doctrine for the entire Party and all ethnic groups in China as they strive towards the grand goal of national rejuvenation. Furthermore, it adopts a global perspective, shouldering the responsibility and commitment to contribute anew and on a grander scale to the advancement of humanity's collective endeavors and the betterment of mankind.

### A. Content-process-impact of new ideas

#### 1) Main elements of new ideas

Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era (hereafter, the "New Thought") stands as a contemporized interpretation of Chinese Marxism, embodying the essence of the 21st-century Marxist discourse, and reflecting the core values and spirit of Chinese civilization. Its groundbreaking contribution lies in addressing the "historical query" regarding the trajectories of the Chinese nation, its ancient cultural heritage, and humanity's collective future from a tripartite perspective of historical, theoretical, and practical lenses. With a panoramic viewpoint, it vigorously responds to the "epochal challenge" of how China can advance its great national rejuvenation, foster a respectful approach to its cultural legacy, and propel the establishment of a global community with a shared future. Moreover, it comprehensively resolves the "popular aspiration" for enhancing living standards, consolidating a spirit of self-assurance and self-enhancement, and fostering a universal consensus on values among the world's peoples.

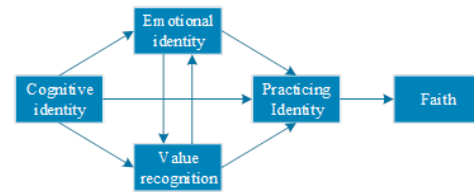


Figure 1: The recognition stage of the new idea

The corpus of the New Thought centers around eight defining elucidations and fourteen foundational adherence principles. These eight elaborations coalesce into a coherent ideological-theoretical framework, while the fourteen adherence points outline the fundamental strategies for upholding and advancing socialism with Chinese characteristics in this new era. The eight focal points encompass the Five-pronged Overall Plan, the quartet of Comprehensive Strategic Layouts, the imperative of continuous development of socialism tailored to China's contemporary context, and the aspirational 追求 of the Chinese Dream alongside the "Two Centenary Goals." In the realm of international relations, it underscores the forging of a novel cooperative pattern with other nations, reinforcing the People's Liberation Army's capacities, and affirming the leadership of the Communist Party of China (CPC).

#### 2) Process stages of new ideas

Identity is a process system consisting of multiple elements and stages, a collection of elements, their relationships and functions. In this paper, based on the existing research results, according to the vertical relationship of the consciousness activity of the identity subject, combing the role and function of each element in different links, it is found that the process of identity can be divided into the three stages of cognition, acceptance and practice, and its interaction relationship is shown in Figure 1. In terms of the specific roles played by the three stages in the process of identification, the cognitive stage mainly plays the role of theoretical cognitive learning, and the stage of identifying the object as a reserve of knowledge. In the acceptance stage, the subject of identification produces a preliminary judgment of the object of identification on the basis of cognitive identification, which in turn stimulates the subject to explore its value and emotion at the same time, and forms the value and emotional identity of the object of identification. In the stage of practice, on the basis of cognitive identity, value identity and emotional identity, the subject of identification tries to further strengthen the content of cognition and acceptance through the practice of the object of identification, so as to realize the subject of identification's identification with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and ultimately to form a lofty spiritual belief.

#### 1) The cognitive stage constitutes the process of transfor-



Figure 2: The triple dimension of the new thought

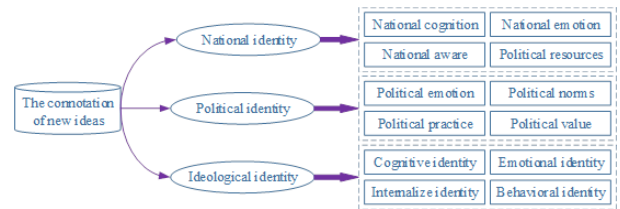


Figure 3: The connotation of new ideas

mation within the identity process, specifically entailing the realization that the object of identity undergoes a shift from the theoretical framework of "objectivity" to the knowledge configuration of an "external self."

- 2) The acceptance stage signifies the transformation within the identity process, wherein the subject of the cognitive stage learns to grasp the "external" knowledge form associated with the identity of the object, and subsequently engages in the internalization process of "for me" values, thoughts, and awareness, which involves further digestion and absorption.
- 3) The practice stage constitutes the culmination of the identity process, wherein the subject of identity externalizes the internalized "for-me" values and thinking consciousness acquired during the acceptance stage into tangible "for-me" behavioral patterns, thereby sublimating ideological theories and value beliefs into personal convictions.

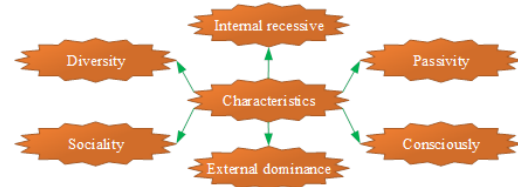


Figure 4: Characteristics of new ideas

### 3) Social impact of new ideas

With the social and economic development, the world, national and party conditions in which the new era is situated have changed, and the three have interacted, interpenetrated and interacted with each other, so that we are faced with unprecedented development opportunities and risks and challenges. Adapt to the new development of the times and the new expectations of the people. A Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, characterized by comprehensive development and innovation, is gradually taking shape, with continuous innovation in the three dimensions of theory, practice and system. It continues to answer the major theoretical and practical questions of "what is socialism with Chinese characteristics" and "how to build socialism with Chinese characteristics", and constantly improves the theoretical system, system construction and realization path of socialism with Chinese characteristics, becoming an action guide for winning a new victory for socialism with Chinese characteristics. It has become a guide for winning new victories for socialism with Chinese characteristics. The three-dimensional social impact of the New Thought is shown in Figure 2, which is mainly in the three dimensions of the law of party rule, the law of socialist construction and the law of human social development.

## B. Connotation and characteristics of new thought identity

### 1) Connotations of the new ideological identity

Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, representing the pinnacle of Marxist sinicization, is an innovative theoretical synthesis that ingeniously integrates Marxist fundamentals with China's unique national context and contemporary attributes. Characterized by a coherent 体系化 content, a profound ideological lineage, and a suite of novel perspectives, this Thought embodies distinct epochal features. Investigating the enhancement of subjects' identification with this new-era Thought necessitates a multifaceted approach, encompassing the comprehension of associated identification concepts, the delineation of identification content, and the elucidation of its significance. Timely rectification of one-sided or erroneous interpretations among identification subjects is imperative, alongside the judicious steering of ideological education to foster alignment with Xi Jinping's Thought on Socialism with Chinese Characteristics. The Figure 3 illustrates the connotative structure of this novel ideological identity, hinging on three pivotal dimensions: national, political, and ideological identity, with the intensity of identification in each dimension intricately intertwined with the subject's profile.

### 2) Characteristics of the new ideological identity

Combined with the development characteristics of the new era and the laws and characteristics of ideological and theoretical identity, the basic features of the cognitive subject's identity with Xi Jinping's socialist thought with Chinese characteristics in the new era are analyzed in depth, in order to carry out the research in a targeted way, and to enhance the cognitive subject's identity with the new thought. Its main manifestations are shown in Figure 4, which mainly include the characteristics of difference, sociality, passivity, conscientiousness, implicitness, and explicitness.

- 1) Differences and social characteristics: There exist pronounced individual differences among individuals, lead-

ing to varied understandings, emotions, expressions, and rhythms associated with the new idea identity. Furthermore, these differences manifest in varying levels and rates of identity development. Concurrently, the social nature of the cognitive subject significantly influences the values and behavioral norms, encompassing both positive reinforcing factors and negative interfering elements.

- 2) Passivity and self-consciousness characteristics: There exist pronounced individual differences among individuals, leading to varied understandings, emotions, expressions, and rhythms associated with the new idea identity. Furthermore, these differences manifest in varying levels and rates of identity development. Concurrently, the social nature of the cognitive subject significantly influences the values and behavioral norms, encompassing both positive reinforcing factors and negative interfering elements.
- 3) Implicit and Explicit Characteristics: The process of a cognitive subject's alignment with Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era initiates internally and often retains an implicit nature, necessitating external manifestations through behavioral expressions that subsequently consolidate into stable normative patterns. By promptly innovating and refining ideological and political educational approaches, the efficiency in facilitating both the subject's identification and internalization processes can be augmented. This expedited fostering of understanding promotes a swift and efficacious progression towards externalized practical application, thereby realizing the transformation from a quantitative to a qualitative shift, as the change emanates from within and extends outward.

### C. Study on identity with socialist thought with chinese characteristics in the new era

Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era encapsulates the most recent advancements in the theoretical system of socialism with Chinese characteristics, imbued with a robust contemporary essence and abundant ideological profundity. The challenge lies in disseminating this thought through the prime conduit of university ideological education to the cohort of contemporary college students, who bear the aspirations of national rejuvenation. The objective is to enable these vital actors and dynamic forces along the path to the Chinese Dream to integrate their comprehension, at a foundational level, with practical action. This conscious unification of thought and deed will engender a genuine consensus, acknowledging the new thought's centrality to the nation's destiny and its pivotal role in shaping China's future trajectory.

### D. Research subjects and questionnaire distribution

#### 1) Selection of research subjects

This study employs a stratified random sampling methodology to survey college students enrolled in ten selected institutions across W City, Province H, including representatives from elite '985' and '211' universities as well as standard institutions. The questionnaire distribution adheres to a predetermined ratio, thereby ensuring the reliability and representativeness of the findings within a given context. A total of 1,500 questionnaires were disseminated, yielding 1,483 valid responses, translating to an impressive retrieval effectiveness rate of 98.87%.

To facilitate nuanced comparative analyses, the questionnaire design incorporates demographic details of the respondents across seven dimensions: gender, academic discipline, academic year, political affiliation, upbringing environment, familial economic background, and parental education level. Analyzing the compiled data reveals a near-equal gender distribution, with 49.53% of the sampled youth being male and 50.47% female. Regarding academic disciplines, 30.47% are pursuing studies in humanities and history, 52.69% in science and engineering, 9.72% in arts, and 7.12% in sports. The breakdown by academic year shows 28.46% as freshmen, 26.51% as sophomores, 23.39% as juniors, and 21.64% as seniors. The political composition of the sample indicates 14.69% are Party members, 85.31% are members of the Youth League, with the remaining 6.5% belonging to other categories. Concerning upbringing environments, 42.17% of the students were raised in urban settings, contrasted by 57.83% from rural backgrounds.

#### 2) Questionnaire design

Based on Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, this paper designed a questionnaire, which was designed to understand the cognitive status of college students' Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era in terms of cognitive willingness, level, pathway, value, expectation and other dimensions. In addition, it also aims to understand the situation of college students' identification with Xi Jinping ideology of socialism with Chinese characteristics in the new era, which mainly includes the dimensions of cognitive identification, emotional identification, behavioral identification, and consciousness identification, all of which are quantified by using a five-point Likert scale for data quantification. For the influence factors related to college students' identification with socialist ideology with Chinese characteristics in the new era of Xi Jinping, the specific content is shown in Table 1, and the data are mainly collected from the dimensions of society, school, family and individual.

### E. Multiple linear regression and SEM modeling

#### 1) Multiple linear regression models

- a) Multiple linear regression model: Denote  $\{x_i, y_i\}_{i=1}^n$  as a set of samples, where for all  $i = 1, 2, \dots, n$  there are  $x_i \in R^p, y_i \in R^q, p$  the number of predictor variables

Dimension	Index	Code
Society	Change of social thought	A1
	Multivariate value orientation	A2
School	Network culture	A3
	University management system	A4
	Thinking on education	A5
	Professional education teaching	A6
	Campus culture construction	A7
Family	Family economy	A8
	Parental cognition	A9
	Family education	A10
Individual	Parents behave	A11
	Political values	A12
	Political literacy	A13
	Political discrimination	A14
	Autonomous learning participation aware	A15

Table 1: Influence factors of ideological identity

and  $q$  the number of response variables. For a multiple linear regression model, the relationship between the vector of predictor variables  $x_i$  and the corresponding vector of response variables  $y_i$  can be modeled:

$$y_i = B^T x_i + e_i. \quad (1)$$

To represent it, where  $B$  is the matrix of regression coefficients,  $e_i$  is the vector of random errors, and  $\Sigma$  is its covariance matrix. For these  $n$  samples, the model can be expressed in matrix form. Then:

$$Y = XB + E, \quad (2)$$

where  $X$  is the design matrix on  $R^{n \times p}$ , which can be expressed as  $X = (x_1, \dots, x_n)^T$ , and each row of matrix  $X$  represents the value of a different predictor variable for a sample. Matrix  $Y$  is the response variable matrix in  $R^{n \times q}$ , which can be expressed as:

$$Y = (y_1, \dots, y_n)^T. \quad (3)$$

Each row represents a different response variable value for a sample. Matrix  $E = (e_1, \dots, e_n)^T$  is the random error matrix on  $R^{n \times q}$ . Several assumptions generally need to be satisfied between random errors, namely, independence, equal and zero means, and chi-square. It is usually assumed that each of its rows is independently and identically distributed in a multivariate normal distribution with mean 0.  $N(0, \Sigma)$ . Model (2) is the multivariate linear regression model. In model (2), the intercept term can be made absent in model (2) by centering the input variables.

In the regression problem, the main concern is the estimation of the coefficient matrix  $B$  and the estimation of the covariance matrix  $\Sigma$  of the random error term. If the coefficient matrix is assumed to be the full rank case, the traditional least squares regression method is solved by. Then:

$$\min_B \|Y - XB\|_F^2. \quad (4)$$

To obtain an estimate of the coefficient matrix with an ordinary least squares solution:

$$\hat{B}_{OLS} = (X^T X)^{-1} X^T Y. \quad (5)$$

For multivariate linear regression problems with multiple responses, the unconstrained traditional least squares regression approach is equivalent to regressing each response variable separately about the predictor variables, thus ignoring potential correlations among the response variables. Moreover, in the high-dimensional case, matrix  $X^T X$  is severely degenerate and ordinary least squares regression will no longer be applicable.

- b) Newton's iterative method for estimating model parameters: Newton's method is an iterative algorithm with a fast convergence speed, which needs to calculate the Hessian matrix of the objective function in each step, so the computational complexity is high. In this paper, Newton's method is used to obtain estimates of the coefficient function  $\beta(t)$  and the linear partial coefficients  $\alpha$ .

The basic principle of Newton's method is to find the roots of equation  $f(x) = 0$  using the first few terms of the Taylor series of function  $f(x)$ . The function  $f(x)$  is expanded into a Taylor series at a point  $x_0$ , i.e:

$$f(x) = f(x_0) + f'(x_0)(x - x_0) + \frac{1}{2}f''(x_0)(x - x_0)^2 + \dots \quad (6)$$

Taking the linear part to approximate  $f(x)$  and using the solution of  $f(x_0) + f'(x_0)(x - x_0) = 0$  to approximate the solution of  $f(x) = 0$ , the solution is as follows:

$$x_1 = x_0 - \frac{f(x_0)}{f'(x_0)}. \quad (7)$$

Since the approximation to  $f(x)$  is only a first-order expansion,  $x_1$  is not a solution to  $f(x) = 0$ , and it can only be said that  $f(x_1)$  is closer to 0 than  $f(x_0)$ . Consider an iterative solution, and expand the Taylor expansion of  $f(x)$  to the second-order form as follows:

$$f(x + \Delta x) = f(x) + f'(x)\Delta x + \frac{1}{2}f''(x)\Delta x^2. \quad (8)$$

The above equation is equivalent if and only if  $\Delta x$  converges to 0 infinitely:

$$f'(x) + f''(x)\Delta x = 0. \quad (9)$$

The solution is as follows:

$$\Delta x = -\frac{f'(x_k)}{f''(x_k)}. \quad (10)$$

The derived iterative formula is:

$$x_{k+1} = x_k - \frac{f'(x_k)}{f''(x_k)}, k = 0, 1, \dots \quad (11)$$

In summary, the principle of Newton's method is to approximate the solution of the equation by iteratively

seeking the tangent line of the curve. For the unconstrained optimization problem  $\min_{x \in R^n} f(x)$ , the Newton's method can be used to solve the problem according to the necessary condition of the minimal point  $\nabla f(x) = 0$ . The above discussion is for the 2-dimensional case, and the Newton's iterative formula for the high-dimensional case is expressed as:

$$x_{k+1} = x_k - [Hf(x_k)]^{-1} \nabla f(x_k), k \geq 0, \quad (12)$$

where  $H$  is the Hessian matrix of the following form:

$$H(f) = \begin{bmatrix} \frac{\partial^2 f}{\partial x_1^2} & \frac{\partial^2 f}{\partial x_1 \partial x_2} & \cdots & \frac{\partial^2 f}{\partial x_1 \partial x_k} \\ \frac{\partial^2 f}{\partial x_2 \partial x_1} & \frac{\partial^2 f}{\partial x_2^2} & \cdots & \frac{\partial^2 f}{\partial x_2 \partial x_k} \\ \vdots & \vdots & \ddots & \vdots \\ \frac{\partial^2 f}{\partial x_k \partial x_1} & \frac{\partial^2 f}{\partial x_k \partial x_2} & \cdots & \frac{\partial^2 f}{\partial x_k^2} \end{bmatrix}. \quad (13)$$

First input  $f(x)$  as the objective function,  $g(x) = \nabla f(x)$  as the gradient, Hessian matrix  $H$  accuracy  $\varepsilon$ , output  $f(x)$  of the minima  $x^*$ . The process is as follows:

- Step 1: Take initial point  $x_0$  and set  $k = 0$ .
- Step 2: Calculate  $g_k$ , if  $\|g_k\| < \varepsilon$ , then  $x^* = x_k$ , stop calculating, otherwise go to Step3.
- Step 3: Calculate  $H_k$ .
- Step 4: set  $k = k + 1$ , go to Step 2.
- Step 3: Involving the calculation of  $[Hf(x_k)]^{-1}$ , the actual application, usually not directly on the inverse of the Hessian matrix, but will be converted to solve the system of linear algebraic equations.

## 2) Structural equation modeling framework

- a) Components of structural equation modeling: Structural equation modeling (SEM) is a statistical method for analyzing the relationships between variables based on their covariance matrices. Through this method, we can explore both which independent variables are affected by the dependent variable, and through what pathways an independent variable affects the dependent variable, as well as how the independent variables affect the dependent variable in different contexts in a variety of complex relationships.

There are three types of variables in structural equation modeling, which are latent variables, explicit variables, and residual variables. Latent variables, also known as unobservable variables, and observed variables, also known as explicit variables, indicator variables, and measurable variables, can be directly observed or directly measured by the researcher, and the data obtained can be directly transformed into quantitative data. Residual variables are the amount of variation in intrinsic latent variables that cannot be explained by the exogenous latent variables in the model, i.e., the stochastic variation part of structural equation modeling.

SEM consists of two basic models, the measurement model and the structural model. The measurement

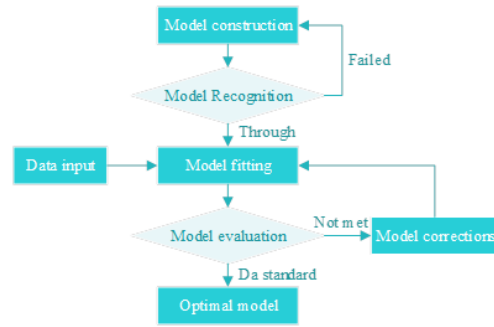


Figure 5: Structural Equation Modeling General Step Flowchart

model describes the relationship between latent variables and indicators, which can be expressed as:

$$y = \Lambda_y \eta + \varepsilon, \quad (14)$$

$$x = \Lambda x \xi + \delta, \quad (15)$$

where  $y$  is the endogenous latent variable,  $x$  is the exogenous latent variable,  $\Lambda x$  is the factor loading of variable  $x$ ,  $\Lambda_y$  is the factor loading of variable  $y$ .  $\eta$  is the endogenous latent variable,  $\xi$  is the exogenous latent variable,  $\delta$  is the measurement error of variable  $x$ , and  $\varepsilon$  is the measurement error of variable  $y$ .

The structural model describes the relationship between the latent variables and can be expressed as:

$$\eta = B \eta + \Gamma \xi + \zeta, \quad (16)$$

where  $B$  mainly reflects the relationship between endogenous latent variables,  $\Gamma$  is the degree of influence of  $\xi$  on  $\eta$ , and  $\zeta$  is the error of the structural equation.

- b) General steps of structural equation modeling  
Figure 5 shows the general steps of structural equation modeling, including three steps of model construction and hypothesis formulation, model fitting, and model correction. First, the model is constructed by building the measurement model and the structural model, and finally forming the structural equation model. Then, the model is fitted by using AMOS to fit the first-order equation model, substituting the data from the questionnaire survey into the established measurement model, observing the intrinsic structural fitness of the model and the overall model fit, and comparing it with the standard values, the fitting results of the measurement model can be obtained. If the fit condition is not good, model correction is needed, which is done by deleting variables or observing the model correction index MI value by increasing the covariate correlation and decreasing the chi-square value. The corrected model needs to be passed through model fitting again to check the structural fit of the model and the overall model fitting until the fitting index meets the requirements.

This paper uses multiple linear regression modeling and structural equation modeling to deeply analyze the relevant

influencing factors of Xi Jinping's Socialist Thought with Chinese Characteristics for a New Era, aiming to further enhance the scope of the dissemination of the new thought, strengthen the public's identification with the new thought, and expand the scope of the new thought's social influence.

### III. Analysis of the Identity of Socialist Thought with Chinese Characteristics in the New Era

Ideology is a guide to action, without a clear understanding of the ideology in place, there is no self-consciousness in action and firmness in practice. To promote ideological identity, we must study and implement Xi Jinping's new era of socialist thought with Chinese characteristics from the depths of our hearts, a series of new ideas and new thoughts and new strategies. Persistently arming the mind with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, gathering the soul, and profoundly recognizing the guiding position of establishing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and its decisive significance for realizing the great rejuvenation of the Chinese nation.

#### A. Analysis of trends in the development of new ideas

##### 1) State of awareness of new ideas among university students

Based on the statistics, processing and analysis of the questionnaire data, this study judges the cognitive status of college students' Xi Jinping Thought on Socialism with Chinese Characteristics in the New Era at the levels of cognitive willingness, level, pathway, value, and expectation, to provide decision-making references for the further enhancement of the effectiveness of the new ideology propaganda and education. Table 2 shows the cognitive status of college students' Xi Jinping ideology of socialism with Chinese characteristics in the new era.

In the cognitive willingness of college students for the new ideology, college students are willing to learn and understand Xi Jinping's ideology of socialism with Chinese characteristics in the new era, but the overall cognitive endogenous motivation is insufficient. Among the college students surveyed, the number of college students who said they were very willing to learn and understand Xi Jinping's thought of socialism with Chinese characteristics for a new era was 23.85%, and the number of students who were very unwilling to understand it was only 2.41%. This indicates that most college students have a high willingness to cognize Xi Jinping's thought of socialism with Chinese characteristics in the new era, but there are still some college students who lack the willingness to cognize the new thought, and even show the behavior of rejecting and questioning the new thought. The overall situation of college students' cognitive level of the new ideology is good, and there are also obvious group differences, with the proportion of students who said they know very well, relatively well and basically well being 32.56%, 26.77% and 35.42% respectively, and the number of students who know very little is only 1.76%. In terms

of perceived value, college students believe that Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era can help lead them to realize the value of their lives, with the proportion of college students reaching 91.78%, and the degree of college students' cognition of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era has a positive correlation with their judgment standard of value of life. The higher the awareness of Xi Jinping Ideology of Socialism with Chinese Characteristics in the New Era is, the more the life value of college students manifests the spirit of dedication and collectivism, and the more they abandon the concepts of power and money. The lower the awareness of Xi Jinping's thought of socialism with Chinese characteristics in the new era is, the more the college students' life value tends to be individualistic, and they advocate the concept of power and money. Besides, college students' cognitive expectation of Xi Jinping's thought of socialism with Chinese characteristics in the new era is high, and there exists only 3.52% of college students who say they are very unclear about the propaganda of the new thought. It can be seen that the vast majority of college students have higher cognitive expectations for the content, methods and carriers of the propaganda and education of Xi Jinping's socialist ideology with Chinese characteristics in the new era.

##### 2) Trends in the identification of university students with new ideas

The trend of college students' new ideology identity is mainly manifested in the dimensions of cognitive identity, emotional identity, behavioral identity and consciousness identity, and through the data obtained from the questionnaire, the trend of college students' new ideology identity is obtained as shown in Figure 6.

As can be seen from the figure, there are 73.57% of college students who know that Xi Jinping's socialist thought with Chinese characteristics for a new era is the latest achievement of the Chineseization of Marxism, but there are still 24.25% of college students who are not quite clear about the assertion that the new thought is the latest achievement of the Chineseization of Marxism. This shows that there exists a part of students who do not pay enough attention to the relevant theories of the New Thought or do not pay attention to it at all, which sounds an alarm for the ideological and political education in colleges and universities. College students' emotional identification with the new ideas refers to a psychological emotion generated by college students' cognition and evaluation of the new ideas in their daily life practice, which is manifested as a behavioral attitude of college students towards the new ideas. Among the surveyed students, 94.49% of the college students agree with the new idea, which shows that contemporary college students pay great attention to and understand the relevant policies of Xi Jinping's new era of socialism with Chinese characteristics, and their learning of political theory has also kept pace with the times. The overall degree of college students' identification with the new idea is high, and they highly recognize the intrinsic nature of the

Dimension	Very unwilling	Unwilling	Basic willing	General willing	Very willing
Cognitive will	2.41%	5.16%	32.15%	36.43%	23.85%
Cognitive level	1.76%	3.49%	35.42%	26.77%	32.56%
Cognitive way	2.38%	4.75%	28.64%	43.14%	21.09%
Cognitive value	2.09%	6.13%	15.58%	21.49%	54.71%
Cognitive expect	3.52%	4.64%	30.39%	42.08%	19.37%

Table 2: College students' new cognitive level

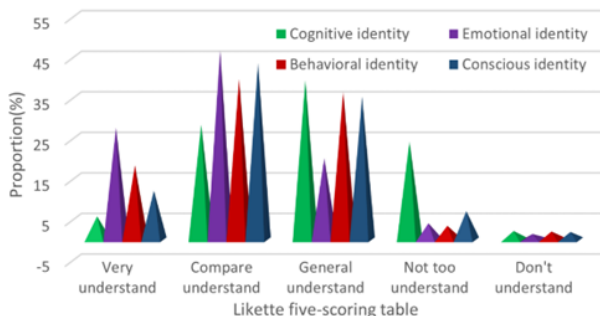


Figure 6: New idea of college students' ideas

new idea and the related theories, which reflects that college students have a positive and enthusiastic emotional attitude towards the new idea, and their emotional identification is profound and strong. On the basis of correct understanding of the new idea, the key to college students' identification with the new idea lies in realizing college students' behavioral identification, because behavioral identification is the final destination of college students' identification with the new idea. Only 2.05% of the college students are unable to realize the new ideology's real "into the brain, into the heart, into the line", so that their active behavioral desire is not expressed strongly enough.

Therefore, the teaching content of marxism as the core of marxism must also keep up with The Times, improve, develop and innovate. In order to meet the students' needs, the depth and breadth of the supply content of the thought government course should be improved by intelligent technology.

**B. Factors influencing the identification of new ideas**

1) Multiple linear regression results

This paper takes the indicators of social factors, school factors, family factors, and personal factors as independent variables, and Xi Jinping Socialist Thought with Chinese Characteristics for a New Era as dependent variable, and uses SPSS software to conduct multiple linear regression analysis on the data, as a way to explore the specific factors that affect college students' identification with this scientific theory, and at the same time provide countermeasures to explore the enhancement of college students' identification with the Party's latest theoretical achievements. Ideas. Table 3 shows the results of multivariate linear regression, where \*, \*\*, \*\*\* indicate that the variables are significantly correlated at the levels of 10%, 5% and 1%, respectively.

1) The explanatory rate of the three variables of social

trends, multiple value orientations, and network culture on college students' identification with Xi Jinping's socialist ideology with Chinese characteristics in the new era is 42.16%. Specifically, the P-values of the significance coefficients of social trends, multiple value orientations and network culture and college students' identification are all significantly positively correlated at the 1% level, with standardized regression coefficients of 0.412, 0.195 and 0.248, respectively, which indicate that social trends, multiple value orientations and network culture have a significant impact on college students' identification with this scientific theory at the 0.01 level of significance. Influence on the university students' identification with this scientific theory. It can be seen that social trends, multiple value orientations and network culture influence the effect of college students' identification with new ideas to a certain extent.

- 2) The explanation rate of the four school factors on college students' identification with Xi Jinping's ideology of socialism with Chinese characteristics in the new era is 35.27%, of which the university management system, civic education and teaching, and professional education and teaching have a significant positive correlation at the 1% level, and the campus culture construction shows a correlation at the 5% level. All factors have an impact on college students' Xi Jinping socialist ideology with Chinese characteristics in the new era identity.
- 3) The explanation rate of the four predictor variables, namely, family economic status, parents' cognitive level, family education style, and parents' speech and behavior, for college students' identification with Xi Jinping's new era socialist ideology with Chinese characteristics is 15.95%. Specifically, the coefficient of significance between family economic status and college students' identification with the new ideology has a P-value of 0.179, which is greater than 0.05, and the standard regression coefficient is -0.078, indicating that there is no significant relationship between family economic status and college students' identification with this scientific theory. The significance coefficients between parents' cognitive degree, speech and behavior and family education style and college students' new thought identity are all less than 0.01, indicating that the three factors have a significant effect on college students' identity to this scientific theory at 1% significant level.
- 4) The four predictor variables of political values, political theory literacy, political discernment, and sense of

Variable		Xi Jinping's new era of socialism with Chinese characteristics				
		Standard regression	T	Sig.	R <sup>2</sup>	Adj.R <sup>2</sup>
Society	A1	0.412	4.543	0.001***	0.4271	0.4216
	A2	0.195	3.914	0.005***		
	A3	0.248	5.758	0.002***		
School	A4	0.361	5.238	0.000***	0.3583	0.3527
	A5	0.127	3.126	0.007***		
	A6	0.285	5.094	0.004***		
	A7	0.067	2.617	0.026**		
Family	A8	-0.078	-1.218	0.179	0.1652	0.1595
	A9	0.306	6.879	0.000***		
	A10	0.291	5.361	0.002***		
	A11	0.174	2.507	0.000***		
Individual	A12	0.205	6.053	0.005***	0.1896	0.1818
	A13	0.157	4.535	0.001***		
	A14	0.213	4.172	0.002***		
	A15	0.172	4.083	0.000***		

Table 3: The new idea agrees the factors of multivariate linear regression

	Index	Recommended value	This model
Absolute fitting index	X2/DF	<5.0	2.792
	GFI	>0.8	0.863
	AGFI	>0.8	0.848
	RMR	<0.05	0.042
Relative fitting index	RMSEA	<0.09	0.065
	NFI	>0.8	0.831
	NNFI	>0.8	0.847
Contracted fitting index	CFI	>0.8	0.856
	PNFI	>0.5	0.672
	PGFI	>0.5	0.618

Table 4: Model fitting analysis

participation in independent learning have a significant effect on college students' identification with Xi Jinping Ideology of Socialism with Chinese Characteristics for a New Era at the significant level of 0.01 on college students' identification with the new ideology.

2) Structural equation modeling

Based on the various influencing factors of Xi Jinping's socialist ideology with Chinese characteristics in the new era designed in this paper, the structural equation modeling test was carried out using AMOS software, and the test results are shown in Figure 7, and the results of the model's fit analysis are shown in Table 4.

From the data in the table, it can be seen that the absolute fit index X2/DF of the structural equation model designed in this paper is 2.792, which is in line with the model standard, and each index in the relative fit index exceeds the standard of 0.8, and each index in the parsimonious fit index exceeds 0.5. This indicates that the model designed in this paper is in line with the standard of the structural equation model, and the model overall fitting effect is good. In addition, it is clear from Figure 7 that social factors, school factors, family factors and personal factors have significant predictive effects on college students' identification with socialist ideology with Chinese characteristics in the new era of Xi Jinping, with path coefficients of 0.150, 0.129, 0.135 and 0.097, respectively. There is a significant effect of college students' identification attitudes on college students' identification with Xi Jinping's ideology

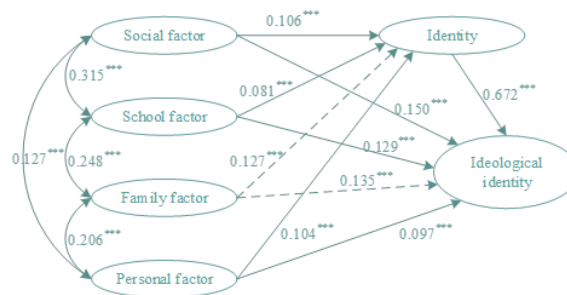


Figure 7: Model test results

with Chinese characteristics in the new era of the new era, under the influences of the school, the society, the family and the individual. In the development of Xi Jinping's ideological identity of socialism with Chinese characteristics in the new era, it is necessary to pay attention to the influence of society on the cognitive subject, colleges and universities need to fully implement the optimization of the teaching content of Civic and Political Education, and families need to pay attention to the guidance of the students' identity of the new ideology, so as to better help college students to develop their understanding of Xi Jinping's ideological identity in the new era. Xi Jinping socialist ideology with Chinese characteristics for the new era.

#### IV. Conclusion

This paper combs through the main content, development process and social influence of Xi Jinping's socialist thought with Chinese characteristics in the new era, discusses the connotation and characteristics of the new thought's identity, and analyzes the development trend and influencing factors of the new thought by taking college students of 10 colleges and universities in W city of H province as the research object.

- 1) In the cognitive status of college students' new ideas, there are 92.73% of students with high cognitive willingness, cognitive level and cognitive expectations, and only 2.09% of students' cognitive value of the new ideas is shown as very disapproved. This reflects that the current college education of new ideas for college students is more perfect, but also need to further optimize the content and methods of new ideas education, in order to better enhance the cognitive level of new ideas of college students.
- 2) Among the surveyed students, 94.49% of the college students agree with the new idea. This fully reflects that college students are very concerned about and understand the policies related to the governance of the country in the new ideology, and their learning of Xi Jinping's ideology of socialism with Chinese characteristics in the new era has been updated in a timely manner.
- 3) Among the relevant factors affecting college students' new ideas, the social factors have the highest explanation degree of 42.16%, and the family factors have the lowest explanation rate of 15.95%. The level of recognition shown by society, school, family and individuals has a significant mediating effect on Xi Jinping's socialist thought with Chinese characteristics in the new era, with a path coefficient of 0.672. Society needs to create an atmosphere for learning Xi Jinping's socialist thought with Chinese characteristics in the new era, colleges and universities need to optimize the teaching content related to the new thought, and families need to enhance the recognition of the new thought in order to raise the level of college students' recognition of the new thought and to promote the increase of college students' ideological quality.

#### References

- [1] Li, H. (2016). *Leading Schools of Thought in Contemporary China*. World Scientific.
- [2] Buzan, B., & Lawson, G. (2020). China through the lens of modernity. *The Chinese Journal of International Politics*, 13(2), 187-217.
- [3] Chan, A., Clegg, S., & Warr, M. (2018). Translating intervention: When corporate culture meets Chinese socialism. *Journal of Management Inquiry*, 27(2), 190-203.
- [4] Jin, C., & Li, L. (2016). Research on spatial heterogeneity patterns of digital divide of Chinese internet. *Econ. Geogr.* 36, 106-112.
- [5] DeMare, B. J. (2017). Reinventing Chinese Tradition: The Cultural Politics of Late Socialism.
- [6] Hirata, K. (2020). Steel metropolis: Industrial Manchuria and the making of Chinese socialism. *Enterprise & Society*, 21(4), 875-885.
- [7] Greenberg, U. (2020). The Rise of the Global South and the Protestant Peace with Socialism. *Contemporary European History*, 29(2), 202-219.

- [8] Campbell, A. (2022). Moving Beyond Capitalism: Human Development and Protagonistic Planned Socialism. *Science & Society*, 86(2), 182-203.
- [9] Chen, Y. (2021). Capitalism, Socialism and Ideology in China: An Alternative Historical Materialist Analysis. *Science & Society*, 85(3), 385-391.
- [10] Kudaibergenova, D. T. (2018). *Economies of Favour after Socialism*, Edited by David Henig & Nicolette Makovicky Oxford: Oxford University Press, 2017, 256 pp., £ 55.00, ISBN 9780199687411.
- [11] Herren, M. (2002). 'Outwardly an Innocuous Conference Authority': National Socialism and the Logistics of International Information Management. *German History*, 20(1), 67-92.
- [12] Tudoreanu, M., & Kotz, D. M. (2020). Stable jobs or iPhones? The dilemma of innovation in socialism.
- [13] Adăscălitei, D., & Guga, S. (2018). International actors and trade unions during postsocialism and after: the case of Romania. *Employee Relations*, 40(4), 692-708.
- [14] Wilson, J., & Bayón, M. (2018). Potemkin revolution: Utopian jungle cities of 21st century Socialism. *Antipode*, 50(1), 233-254.
- [15] Nieto, M. (2022). Market Socialism: The Impossible Socialism. *Science & Society*, 86(1), 66-94.

...