Research Article

Construction of Ideological and Political Education in Colleges and Universities Based on the Carrier of Smartphone

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At present, mobile phone (MP) and the Internet have become indispensable items in people's daily lives. While smartphones (SPs) bring convenience to people, they also provide opportunities and challenges for ideological and political education (IPE) in colleges and universities (CU). CU are the main development positions of China's socialist higher education. Therefore, it is particularly necessary to strengthen the ideological and moral training and guidance of college students (CS). However, the current complex and changeable social environment and the frequent occurrence of unstable factors have exposed various shortcomings in the traditional way of ideological and political work, putting political educators under tremendous pressure. Therefore, ideological and political educators in CU must conform to the development trend of the Internet in the new era and meet social needs and use advanced scientific and technological means to carry out ideological and political work. This article uses the questionnaire and data analysis methods to better understand the specific situation of CS using smartphones through the questionnaire, so as to explore new educational methods and methods for the construction of IPE in CU. According to the survey results, most respondents use smartphones more often and less use traditional information media. But at the same time, although newspapers and televisions are far behind computers, the Internet, and SP, they still have a certain value in obtaining information. Among contemporary CS, the tools used in the learning process are becoming more and more abundant. Among them, SPs often act as learning tools in students' lives, followed by personal computers, and other methods also play an important role.

1. Introduction

Nowadays, SPs have become an important tool for people to work, study, and communicate. It brings people an unprecedented life experience. However, at the same time, with the influence of social progress, economic development, and the enhancement of cultural soft power, CU IPE is facing huge challenges. Therefore, in order to better carry out ideological and political work in CU, it is necessary to rely on carriers such as smartphones to carry out IPE and new concepts of propaganda and education, to adapt to the development trend of multicultural communication in the era of mobile Internet, and to integrate mainstream social values. Therefore, it is very necessary to carry out research on the construction of IPE in CU based on SP carriers.

Smartphone disease is some modern disease caused by excessive use of smartphones, including physical and visual damage and adverse effects on brain and psychology. The advent of smartphones has brought the earth shaking changes to people's lives and work, but at the same time, it has also created "bow heads" (people who do not pay attention and like to watch mobile phones in social occasions).

At present, the research results on the construction of IPE in CU are very rich. For example, Zhou proposed that CU need to strengthen the construction of cultural carriers of IPE in terms of clear goals, grasping principles, enriching content, and perfecting guarantee mechanisms [1]. Wang believes that the current social value orientation is developing in a diversified direction, and IPE in CU has also ushered in new challenges [2]. Qin pointed out that the

popularization of SP has brought a greater impact on the life and study of CS and also provides a way to innovate the IPE model [3]. Therefore, this article is based on the SP carrier to carry out research on the construction of IPE in CU, which has important practical significance and research value. Smartphone obsessive-compulsive disorder refers to that people with smartphones often unconsciously brush the machine, play games, send and receive information, and brush microblogs. Generally speaking, viewing the mobile phone once will not exceed 30 seconds, which also includes any program that simply opens the screen lock or links to the mobile phone.

This article mainly discusses these aspects. First, it elaborates on the construction of IPE in CU and its related content knowledge. Then, the related content of SP as the carrier of IPE in CU is introduced. Finally, a questionnaire survey was conducted around the theme, and the survey results and analysis conclusions were drawn. In the global ideological and cultural integration and confrontation, there are new characteristics, the multicultural competition is more intense, and the unstable factors are increasing. China's colleges and universities are still the frontier for Western hostile forces to compete with China for the thoughts of college students. How to make contemporary college students adhere to the correct ideals and beliefs and whether the educational subject can truly list the ideal and belief education as the core content of college students' ideological and political education is a major issue directly related to whether college students can be trained into qualified builders and successors of the socialist cause.

2. Research on the Construction of Ideological and Political Education in Colleges and Universities Based on Smartphone Carriers

2.1. Related Research on the Construction of IPE in CU

2.1.1. IPE in CU. IPE in CU is based on Marxist theory and combined with specific school conditions to guide students to establish a correct outlook on life, values, and world outlook. As one of the central institutions for cultivating high-quality talents, CU are responsible for disseminating and introducing the basic theories of Marxism, improving the research results of Marxism in China, and improving the ideological and moral quality and legal foundation of the majority of young students. IPE in CU has become an important part of the country's training of outstanding young talents. Its main content includes ideological and political, moral, and psychological education.

The work of IPE in CU is a complicated systematic project. In IPE, it is necessary to fully consider the subjective role and initiative of middle school students. One is to strengthen students' self-management and self-control. As an audience, they are more inclined to accept and learn new knowledge and spread advanced culture; the second is to establish and improve the legal and regulatory system and related systems that regulate the behavior of CU; the third is to strengthen the principle orientation of combining public opinion and moral restraint politics. In the work of IPE, we

must adhere to the people-oriented approach and give full play to the subjective initiative of students [4, 5]. Ideals and beliefs are the concentrated reflection of people's political position and world outlook on their goals. They are a powerful spiritual force, which determines people's direction and mental state. A person with lofty ideals and beliefs will have a clear goal, will have a strong enterprising spirit, and can overcome all difficulties and constantly strive for self-improvement and struggle. College students are the future and hope of the motherland and the bridge and pillar of national prosperity.

In the current mobile media environment, there are still problems that students lack interest and enthusiasm for the content of IPE, and the level of professionalism of ideological and political practitioners in CU is not high. The related management mechanism is not perfect. The IPE of middle school students is based on the class, with unique content and no innovation. Most CU adopt traditional indoctrination teaching methods when offering ideological and political courses for students. The form of education is unique and boring, the degree of integration with traditional media is not high, and the interaction is not strong. Figure 1 shows the network party building and IPE in the new era.

2.1.2. The Main Body Construction of IPE in CU. Some CU also have great difficulties in carrying out educational activities. For example, some educators have poor theoretical quality, their knowledge and skills are difficult to adapt to work needs, the educated have weak ideological beliefs, and their subjective thinking ability is poor. These problems all show that it is of great significance to strengthen and improve the basic structure of IPE in CU.

Strengthening the basic structure of IPE in CU is inevitable for the further development of IPE and is also an indispensable prerequisite for the implementation of "popularization." Educational philosophy is related to the overall development of educators and educators. In IPE, CS are the main body, and their role cannot be ignored. Under the background of the Internet age, students' main body status has been fully reflected, but students' awareness of participation and social practice capabilities need to be strengthened. College Students' ideal and belief education mainly refers to a narrow sense of educational practice. Ideal and belief education is a kind of social practice. Ideal and belief education must take a clear-cut stand and persevere.

Students who receive ideological and political training in CU are the main reserve force for China's socialist cause. Their political beliefs, ideals and beliefs, value orientation, social responsibility, and psychological quality are directly related to their personal future and destiny, the long-term stability of society, and the healthy development of the country. Students are required to increase their self-confidence and give full play to their subjective initiative, not only to master theoretical knowledge, but also to participate in the school's IPE and "ethics, culture, and beauty" practical activities. Only by paying attention to the structure of IPE in CU, striving to improve the efficiency and quality of teaching materials, and promoting the physical and mental health of

FIGURE 1: Network party building and IPE.

students can they become qualified successors. The social value of mental health and IPE is recognized and improved [6, 7].

IPE should be people-oriented. It provides students with colorful, vivid, and interesting information resources. At the same time, it is necessary to strengthen in-depth research and innovative development of mental health education and guidance for CS. Attention should be paid to the transformation from “human” to “machine” on the MP platform to cultivate a new type of talent group that needs to have the qualities and abilities and the professional skills that ideological and political educators should have to comprehensively improve the ideological and political courses in CU. The overall quality of the teaching staff sets a good example for students. In the process of constructing the carrier of IPE in CU, it is necessary to fully consider the needs of different audiences and design according to factors such as different groups, different ages, cultural levels, and acceptance. The formation of one’s ideals and beliefs is a process of the unity of knowledge, emotion, intention, and action, which is a long-term process. Under the multicultural background, contemporary college students are active in thought. They have the sensitivity to accept new ideas quickly and have strong ability of independent thinking and judgment. Under the background of multiculturalism, contemporary college students are active in thinking. They are quick to accept the sensitivity of new ideas and have the ability of independent thinking and judgment. Therefore, in the education of ideals and beliefs in colleges and universities, we must take a clear-cut stand to carry forward the scientific and correct ideals and beliefs. Therefore, in the process of ideal and belief education for college students, we can neither be eager for quick success and instant benefit, nor relax and weaken. We can not hope that short-term education work can enable college students to establish firm and correct ideals and beliefs, or lose confidence in the difficulty of ideal and belief education.

2.2. Research on SP as the Carrier of IPE in CU

2.2.1. Smartphone. In recent years, with the mature commercialization of mobile communication technology and the global popularity of the Internet, emerging media, especially SP, have rapidly occupied university campuses and cannot be ignored. People not only transmit information through

SMS, WeChat, Weibo, etc., but also conduct real-time conversations. SPs are undoubtedly the best personal multimedia mobile devices in various forms and value-added services. They are highly valued by the public and can transmit information to all regions of the world. The main advantage of 5G network is that the data transmission rate is much higher than that of previous cellular networks, up to 10 Gbit/s. The 5G network will not only provide services for mobile phones but also become a general home and office network provider, competing with wired network providers. Previous cellular networks provided low data rate Internet access for mobile phones, but a mobile phone transmission tower could not economically provide sufficient bandwidth as a general Internet provider of home computers.

SPs have these characteristics. The interaction between smartphones and global communication networks will help the human information dissemination system play an increasingly important role, creating a good development environment for the widespread dissemination of ideological, educational, and political information. The innovative development of mobile media has pushed the boundaries of Internet education. The use of mobile media to implement IPE is also in line with the basic requirements of the people-oriented education philosophy [8, 9].

One is to strengthen communication and interaction. The advantages of interaction between information provided through mobile media are more obvious: especially the portability and data protection of mobile media, so that the public can make full use of fragmented time for communication and information exchange. In addition, this interactive method has changed the one-sided indoctrination method of education, creating a more harmonious and harmonious atmosphere for IPE.

The second is the rich content of dissemination information. An SP is like a microcomputer, which can effectively realize the information interaction between the phone holder and the computer, allowing users to obtain information faster and with better quality. Texts, pictures, audios, videos, and other communication methods are used to express boring educational information in a clear and fascinating way.

Third is communication is highly personalized. In mobile media, an MP is a number, and a number is a user. The effect of face-to-face communication and subscription to personalized information services is very obvious. On this basis, the characteristics of personalized information

FIGURE 2: Part of the function of the smartphone.

dissemination have become more and more important. Each MP user can adapt to different educational service content according to his own needs and characteristics. Not only the added value of information dissemination is getting higher and higher, the personalization of services is also becoming more and more obvious.

On the one hand, through the means of network technology, CS are transformed from traditional classroom learning, life practice, and other activities into mobile Internet platforms and smart terminal devices for information exchange. On the other hand, the MP client is being used to realize the effective update and optimization of CS' thoughts, behaviors, and knowledge structure. Secondly, college ideological and political teachers must fully realize the application value and positive significance of mobile media as a new carrier in the development of IPE. The SP carrier has strong interactivity. In traditional media, there is a lack of communication and interaction between ideological and political teachers and students. After information exchange through MP media, real-time communication and interaction between teachers and students and between students can be realized. The characteristics of mobile terminal equipment such as rich and diverse functions and easy to carry meet the individual needs of CS. The colorful campus lifestyle makes the content of IPE closer to the actual situation of students. The school conducts ideological and political work in CU through WeChat and Weibo. In the carrier of IPE, SPs are a very important part. It can communicate in real time and share information. CU use MP software to connect schools, classes, and dormitories. Use the WeChat platform to keep in touch with students. Learn about the hot topics and latest developments that CS are concerned about through online communication and other forms; at the same time, use the Weibo platform to publish some current affairs news and social phenomena and other content to carry out education work for them.

Features of smartphone: it has PDA functions including PIM (personal information management), schedule, task

arrangement, multimedia application, and web browsing; open operating system: with independent core processor (CPU) and memory, more applications can be installed, so that the functions of smartphones can be infinitely expanded; humanization: machine functions can be expanded according to individual needs. According to personal needs, the built-in functions of the machine are expanded in real time, as well as software upgrading, intelligent identification of software compatibility, and the humanized function of software market synchronization are realized.

The SP can process multimedia content such as pictures, music, and video streams and use the combination of wireless communication and the Internet to provide multiple multimedia services such as network TV, video calls, web browsing, video conferencing, and e-commerce. In addition, security and standardization are gradually being strengthened [10, 11]. Some functions of the SP are shown in Figure 2.

2.2.2. The Necessity of SP Media as a Carrier of IPE. SPs are an effective medium for IPE in CU. It is the new media with the fastest dissemination speed, the richest information, and the most interactive among the mass media. The information dissemination of SP has the characteristics of two-way and multidirectional interaction, which can realize a complete dialogue with users in the Internet era. The positioning of smartphones in IPE in CU is very clear. SPs are used to convey and disseminate IPE content and information and use active, rich, and positive mobile multimedia information to guide the thinking of students and politicians. In this process, educators and educators can interact, which can become a form of IPE activities for educators.

Smartphone operators and ideological and political workers influence each other when carrying out service activities. On the one hand, it can enrich the traditional media, network platforms, and other forms of new media and new technical means to train and guide CS. On the other

hand, mobile media such as MP can also be used to achieve the goals of ideological and political work and the release and dissemination of relevant content information. The main characteristics of ideological and political work include distinct party spirit and class nature, extensive mass nature and sociality, strict scientificity, pertinence of specific objects, continuity of educational process, etc.

SP media have the necessary conditions to become a carrier of IPE. It can convey and convey the information of IPE. In the history of media development, MPs are more compatible, integrated, and interactive than any media. They can bring people together and improve user autonomy. In addition to the interactivity and timeliness of emerging media, mobile media also exhibit features such as portability, multimedia, and versatility. As a media type, mobile communication media must convey information-rich content. Through interactive tools such as propaganda, text messages, sending mobile newspapers, broadcasting consumer videos, etc., learn about the political thoughts of the Central Conference, Marxism-Leninism, and Mao Zedong Spirit, as well as the latest guidance documents. In addition, vivid cartoons, animations, and videos are effectively communicated to students and arouse their interest. Some of these simple software can be used well by education disciplines. In fact, many teachers have already registered on the school's intranet and Weibo. Active students will ask to actively follow the teacher and publish their opinions and comments on the news.

2.2.3. The Feasibility of SP Media as a Carrier of IPE. In Chinese universities, IPE is guided by Marxist theory, adheres to the leadership of the party, and uses scientific methods and means to guide CS purposefully and consciously. With the development and popularization of Internet technology, SPs have become an indispensable tool for people's life and learning. As a communication device, MPs have surpassed the PC terminal and entered the era of mobile terminals and gradually penetrated into the daily lives of students. At the same time, it has also changed the traditional IPE work methods and content. The MP is one of the most popular, representative, and influential media in the contemporary era. It can not only realize the functions of network communication, information sharing platform construction, and various mobile terminal device applications. It can also meet the needs of students and the needs of social development through Internet technology [12].

In order to meet the requirements of the new situation and new tasks and ensure the healthy growth of CS, IPE in CU must occupy the dominant position of public opinion and propaganda. The central leadership has repeatedly emphasized that it is necessary to attach great importance to the propaganda role of the Internet, especially the new media, and use these platforms to strengthen IPE and disseminate high-quality culture.

In China, CS are a special group. They are in the stage of forming world outlook, outlook on life and values. Therefore, it is necessary to give full play to its subjectivity when conducting IPE for CS. First of all, we must play the role of

SP carrier. MPs are accepted and used by more and more schools due to their convenient portability and the advantages of quick and convenient information dissemination. Secondly, CS are communicated through the WeChat public platform to understand the mainstream value orientation of society, so as to guide the correct public opinion orientation, and promote the development of the core socialist values in a positive, healthy, and upward direction. Nowadays, when CU carry out ideological and political work, they not only need to impart knowledge and skills but also need to take students as one of the main targets to highlight their subjective status. At the same time, we should also pay attention to the subjective initiative of the CS group and fully mobilize their learning initiative and innovative ability.

SP media are closely related to student life. Everyone's life is inseparable from the MP and even inseparable from the MP. Choosing a scientific and effective IPE provider is an important prerequisite for the healthy growth of students. Mobile media have become an information hub and a meeting point of public opinion, which not only has a significant impact on values, knowledge reserves, skill training, character development, interpersonal communication, thinking, and society but also on political education in CU. Network politics can be observed from three dimensions: network virtual politics itself, the role and influence of network politics on real political subjects and other fields, and the reaction and influence of real political subjects and other fields on network virtual politics.

On the other hand, the providers of IPE are constantly updating and further developing in practice. With the passage of time and the advancement of science and technology, there are various forms of providers of IPE, and the number of mass media is increasing. It can be said that innovation supported by IPE in CU is an important aspect of the information age and is the embodiment and inevitable of the progress of the times. The world outlook and political education are rich in content, rich in forms, and varied in the environment. The concept of education loses its life space, and political education gets twice the result with half the effort. The development of IPE in CU must use the SP as a medium to effectively control this atmosphere of public opinion. In today's changing times and technological progress, we must be at the forefront of the development of mobile media, constantly updating and effectively using college IPE methods.

2.3. Problems of SP Carriers in the Construction of IPE in CU. Educators clearly underestimated the impact of smart-phones on students and colleges' IPE. In daily work, there is a lack of time and energy to develop the IPE functions of mobile media. Establishing a new media for IPE in CU based on the SP and supporting the rapid development of IPE in CU is an important task for President Gao's long-term development and work. However, the reality is that university educators do not regard mobile media as a brand new tool. At present, there is no effective interaction mechanism, and mobile media have not really played a role.

With the popularization of SP, IPE in CU should also follow the trend of modern development and actively use MP, the Internet, and other technologies for information transmission. On the one hand, the relevant content is pushed through the WeChat official account to attract the attention of CS. On the other hand, we use the Weibo platform to publish topics or news that students are interested in to expand publicity, set up a special section on the school's official website to attract people's attention, and update the content of the website in time. Under this status quo, people's acceptance of the diversification of information channels is obviously accelerating. In the new era, the amount of information received by CS has increased dramatically, network technology has become increasingly developed, and advanced technological means such as mobile Internet have become one of the most important factors for people to choose when accessing resources. This requires relevant departments to strengthen the combination and coordination between MP carriers and IPE, so that they can effectively improve the effectiveness and pertinence of IPE. Mobile media can not only provide linear communication but also provide nonlinear on-demand and download, realizing the coexistence of real-time communication and heterogeneous communication. People can understand not only the ideological and political theories being published but also the ideological and political theories published in the past. At the same time, mobile phone is a portable media, which can listen to and watch ideological and political information anytime and anywhere. Compared with other media that need to receive information in fixed places such as living room, bedroom, office, or car, the time difference between the release and reception of their ideological and political theories is smaller, and they basically release and receive immediately.

3. Questionnaire and Research

3.1. Questionnaire Design Process. The subjects of the questionnaire survey were CS, and students from College A, College B, College C, and College D were selected, a total of 320 people. Through the issuance of online questionnaires or paper questionnaires, the collection and quantitative analysis of the information filled in by users are carried out to draw conclusions of the questionnaire. Table 1 shows the proportion of respondents in each grade level. The design principles of the questionnaire include clear topics, drafting questions from reality, clear purpose of the questions, prominent focus, and no dispensable questions. The structure is reasonable and logical, and the arrangement of questions should have a certain logical order, which is in line with the thinking procedure of the respondent. Generally, it is easy before difficult, simple before complex, and concrete before abstract. The questionnaire shall be easy to understand, and the respondents shall be clear at a glance and willing to answer truthfully. The tone of the questionnaire should be friendly, consistent with the understanding and cognitive ability of the respondents, and avoid using professional terms. Control the length of the

questionnaire. The time for answering the questionnaire is controlled at about 20 minutes. It is convenient for data verification, sorting, and statistics.

- (1) In the preliminary preparation of the questionnaire, the number of questions should be as concise as possible to avoid fatigue of the interviewees.
- (2) The questionnaire is released. Questionnaires were distributed through online questionnaires, on-site questionnaires, and inviting friends to help ask friends and students around them. A total of 320 questionnaires were issued and 320 valid questionnaires were returned. The questionnaire recovery rate was 100%.
- (3) Questionnaire analysis: organize the collected questionnaire information to get the required information data. Analyze the results of the questionnaire. The analysis results include the source of information obtained by CS and the ways or channels to solve learning problems. Some of the results obtained from the questionnaire are as follows.

3.2. Calculation Methods Used in the Questionnaire Survey.

In the process of questionnaire survey, the returned questionnaires include valid questionnaires and invalid questionnaires. Then, it is necessary to perform statistical analysis on the answer to each question in the questionnaire. For example, the first question has three options of A, B, and C, and then calculate the proportion of the answer to the questionnaire as A. Choose to consider all responses, and then calculate the choices for B and C. Calculate the proportions of all responses and compare their values. If the value is less than 5%, it means that the option is not representative and the option setting is inappropriate. If a value is greater than 80%, it means that the option is too representative and must be subdivided; otherwise, it cannot reflect the real different situations. The specific calculation method is shown in formulas (1)–(3).

$$Q = \frac{M}{U}, \quad (1)$$

$$P = \min \left\{ \frac{L_1}{L}, \frac{L_2}{L}, \dots, \frac{L_n}{L} \right\}, \quad (2)$$

$$K = \max \left\{ \frac{L_1}{L}, \frac{L_2}{L}, \dots, \frac{L_n}{L} \right\}. \quad (3)$$

Among them, Q is the response rate, M is the number of valid questionnaires recovered, and U is the total number of questionnaires distributed. P is the minimum degree of difference, K is the maximum degree of difference, L is the total number of people, and L_n is the number of people who choose the n th item.

3.3. Questionnaire Survey Content. The first part is to select students from College A, College B, College C, and College D. There are a total of 320 students. Investigate the sources of

TABLE 1: Proportion of respondents in each grade level.

Project	Freshman	Sophomore	Junior student	Senior student
College A	0.35	0.12	0.37	0.16
College B	0.34	0.11	0.32	0.23
College C	0.39	0.13	0.32	0.16
College D	0.31	0.26	0.19	0.24

TABLE 2: Source of information.

News channel	College A	College B	College C	College D
Newspaper	8	11	9	7
Television	13	14	12	11
Internet	25	26	24	21
Smartphone	34	29	35	41

FIGURE 3: Source of information.

TABLE 3: Ways or channels to solve learning problems.

Project	College A	College B	College C	College D
Ask teachers or classmates	11	13	16	15
Read books or literature	15	16	19	17
Use MP	31	24	24	29
Use PC	23	27	21	19

information obtained by the interviewees and the ways or channels to solve learning problems.

The second part is to sort out the information collected in the questionnaire to understand the sources of information obtained by 320 respondents and the ways or channels to solve learning problems. Part of the questionnaire survey results are as follows.

4. Analysis and Discussion

4.1. Analysis of the Media Most Used by CS to Search for Information. In this questionnaire, the source of information obtained by CS was investigated, and the results of the survey are shown in Table 2.

It can be seen from Figure 3 that among the surveyed CS, 139 people think that smartphones are their preferred

channel for searching information, followed by the Internet, while only 35 people choose to read newspapers. It can be seen that most of the interviewees use the SP more often and less use traditional information media. But at the same time, although newspapers and televisions are far behind computers, the Internet, and SP, they still have a certain value in obtaining information.

4.2. Analysis of the Impact of Smartphones on CS' Learning Styles. In this questionnaire, the ways or channels of CS to solve learning problems were investigated. The results of the survey are shown in Table 3.

It can be seen from Figure 4 that among the interviewed CS, a total of 108 people chose to use smartphones to solve the problems encountered in the learning process, and a total of 90 people used computers more often. It can be seen that among

FIGURE 4: Ways or channels to solve problems in learning.

contemporary CS, the tools used in the learning process are becoming more and more abundant. Among them, SPs often act as learning tools in students' lives, followed by personal computers, and other methods also play an important role.

5. Conclusion

In the information age, with the continuous development of information technology, SPs, as an important carrier for obtaining massive amounts of information, are widely used by people due to their convenience and efficiency. At the same time, they have become one of the most important tools for people to learn and carry out work. At the same time, in the era of new media, the rapid popularization of mobile terminals has provided a broad space for IPE in CU. Therefore, how to use modern information technology and methods to carry out IPE in CU has become a topic that needs to be explored. Therefore, this article conducts research on the construction of IPE in CU based on SP carriers, which conforms to the trend and trend of the development of the times and has important significance and research value of the times.

Data Availability

No data were used to support this study.

Conflicts of Interest

There are no potential conflicts of interest in our paper, and all authors have seen the manuscript and approved to submit to your journal. The authors confirm that the content of the manuscript has not been published or submitted for publication elsewhere.

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