

The Age of Big Data: Opportunities and Challenges in the Study of Ideological and Political Education

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Keywords: Big data era, Ideological politics, Educational research, Opportunity, Challenge

Abstract: The so-called broad definition of big data refers to a large number of data sets. By analyzing the data sets, some valuable data information can be obtained. Therefore, in recent years, big data has been paid more and more attention. The era of big data, intelligent production, and the wireless network revolution are called by the Wall Street Journal as the three major technological changes that will lead the world in the future. Big data represents a new era of innovation, competition, and productivity. Therefore, many countries are Efforts to carry out research and development of big data, hoping to keep up with the times. Applying big data in ideological and political education can reflect people's spiritual needs and thoughts in a timely and realistic way. Big data can lay a foundation for understanding the real world for the study of ideological and political education. This article is mainly aimed at the era of big data. The opportunities and challenges of ideological and political education research are analyzed.

1. Introduction

With the development of the times, information technology is also developing rapidly. Under this trend, big data has become a hot topic that the whole world is paying attention to. In a report in the United Nations, I wrote: "Technology innovation has led to the inevitable arrival of the era of big data. The arrival of the era of big data will have a profound impact on every field of society." The era of big data The arrival of the people has changed the traditional way of life. At the same time, the era of big data has also caused technological changes in the field of research in China. Research on new technologies in the perspective of ideological and political education, using the changes brought about by the era of big data to broaden the research. Vision, combining traditional models with big data is the main content of our research.

2. Significance of Big Data for the Study of Ideological and Political Education

2.1 Big Data Analysis Can Reflect People's Spiritual Needs and Ideological Tendencies in a Timely Manner

Everyone's thoughts are constantly changing with the passage of time. The changes in our society are getting faster and faster. Therefore, the dynamic variability of people's minds is becoming more and more obvious. Under such circumstances, for large The real-time nature of data research is highly demanding [1]. When conducting ideological and political education research, there are many problems that need to be solved urgently, as well as many educational tasks that need to be completed in time. These problems and tasks must first have a basic understanding of the formation of each person's thoughts and the development of thoughts. The understanding, secondly, needs to fully grasp the current spiritual needs of college students and the tendency of college students' thinking, so as to ensure the timeliness of ideological and political education for college students [2].

On this basis, the application advantages of big data are reflected in the front of ideological and political education researchers. When studying the content of big data, let "data sounding" be the

most important purpose, big data analysis Data may not tell the researcher why something is happening, but big data can remind researchers what is happening. In this way, big data provides the real information in the current real society for the research of ideological and political education in a timely manner, laying a foundation for the study of ideological and political education, and can help ideological and political education to face problems in real life and Adequate preparations for uncertainty in the future world [3].

2.2 Big Data Can Be Used as the Basis for the Reform of Ideological and Political Theory Courses in Colleges and Universities

Many ideological and political theory courses in colleges and universities require teachers to teach students according to their aptitude and teach them according to their ideology. Such an ideological and political theory education concept is an effective way for colleges and universities to improve the ideological and political education of college students. To play the role of the educational concept of teaching students in accordance with their aptitude, we must fully and comprehensively understand the “needs and expectations” of the objects being educated [4]. The daily life and learning of college students are inseparable from the application of the network. However, the access point of the network terminal to the Internet is very simple. Many of them are connected to the Internet through the campus network interface. Therefore, in the right It is very easy for college students to pay more attention to hot issues and data collection. The collection of college students' network data is also very convenient.

This means that as long as the network user's address is differentiated through the technical level, the relevant regional data of the network user can be collected, which can get the network used by a certain region or a group of colleges and universities. A series of data generated at the time [5]. On this basis, it is possible to know the hot issues of college students in a certain region and a certain university by deep analysis and mining of the obtained data, and to know the information needs of these college students, such information. Can provide help and reference for the study of ideological and political education. According to the different characteristics of different educational objects provided by big data, the ideological and political education researchers in colleges and universities can find some classroom teaching methods suitable for ideological and political theory courses, complete the classroom optimization teaching of ideological and political theory courses, and change the traditional education. The teaching method makes the classroom of college ideological and political theory courses become active, which is conducive to the better completion of the teaching objectives of college ideological and political theory courses, and also helps students to prefer ideological and political theory courses.

2.3 Big Data Can Provide Corresponding Data Support for the Evaluation of the Effect of Ideological and Political Education

In the process of ideological and political education, the evaluation of the effect of ideological and political education is a key point in the research process, and it is also a difficult point in the research process. The difficulty exists because everyone's thought changes are very complicated. And everyone's thoughts are very easy to change, and people's thought changes have a certain incubation period [6]. In addition, changes in the environment in society will bring many new situations and new problems to the study of ideological and political education. These will have different influences on the objects of ideological and political education. It is difficult to find the objects that influence the ideological and political education with traditional methods. The main reason for the change of thoughts will lead to the difficulty in evaluating the effects of ideological and political education.

The thinking of big data mainly emphasizes that “do not pay attention to precision, but emphasize mixed”. The key data needed for big data analysis is actually the relationship between mixed data, which is difficult to achieve by our traditional data analysis methods. height. Researchers of ideological and political education can use the big data mining of online commentary, combined with the segmentation of the population obtained by the network terminal data, to get the tendency of the overall values of a certain social group, and at the same time, can also get a certain The ideological

views of members of the community. It can be seen that by comparing and analyzing the data of hot events, the corresponding trends of thoughts of social members can be obtained, and then the corresponding data support for the comprehensive evaluation of ideological and political education effects is provided.

3. Application of Big Data Analysis to the Study of Ideological and Political Education

How to apply big data analysis to ideological and political education research is a difficult problem for many ideological and political education researchers and practitioners. To apply big data to specific research problems, we must first carry out data acquisition, through the decomposition of massive data, and then the task is summarized [7]. Secondly, it is necessary to carry out in-depth mining of data. On the basis of big data collection, the data information required by researchers is deeply explored, so that a comprehensive understanding of the content of the research can be achieved. Finally, the data is analyzed, and the previously mined data is systematically analyzed and summarized, and the conclusions required by the researchers are obtained to carry out theoretical research and guidance.

For example, we choose to use big data to analyze changes in social values in response to untrustworthiness and their role in ideological and political education. When using the big data platform to analyze the phenomenon of untrustworthiness, we should analyze the trend of attention. According to the big data platform system, the problem of dishonesty mainly occurs in various time periods such as September 2016. We can relate to these time periods. The incident was carried out to find out the cause of the untrustworthy incident during this time period, and to find a golden period suitable for carrying out ideological and political education from the trend of attention. In addition, we must also analyze the relevant issues of concern. According to the system display of the big data platform, we can get the data of the members of the society about the degree of dishonesty and the number of times of the phenomenon of untrustworthiness in the current society. We can find “buy”. Key words such as “car” and “loan” will have an impact on the degree of dishonesty of members of society. In addition, people pay high attention to the public trust of the public figures. This shows that ideological and political education should pay attention to the guiding role of public figures and make education become Positive energy in society guides the correct values of society. Finally, through the big data mining of online commentary on related news, we can find that most members of society believe that society needs integrity. Many netizens will express their integrity on the Internet. As the traditional virtue of our Chinese nation, it is necessary to inherit and to carry forward, in the process of ideological and political education, we must use this bias to guide the positive energy of society.

4. Requirements of Ideological and Political Education Research in the Era of Big Data

4.1 The Study of Ideological and Political Education in the Era of Big Data Should Strengthen the Synergy between Researches in Various Disciplines

Ideological and political education needs to be coordinated with other disciplines. The study of ideological and political education in the era of big data needs synergy. Big data analysis will generate a huge amount of data. Processing these data volumes requires ideological politics. Educational researchers and researchers in statistics, computer information science, and information science come together to analyze and study data [8]. Through the collaboration of ideological and political education research and other disciplines, the synergy awareness in research work has been enhanced, and the research content and research materials of social sciences and natural sciences have been compiled, which is conducive to the ideological and political education researchers to improve ideological and political education system.

In this process, scholars who need ideological and political education research and educational research scholars from other disciplines should conduct corresponding academic exchanges. Ideological and political education researchers should tell the data of possible research in the process

of research in other disciplines. Let researchers in other disciplines fully understand the data content that the research needs to collect, mine and analyze, which is conducive to creating a multidisciplinary research team, which is conducive to multi-faceted research and analysis. In addition, in the process of conducting research, ideological and political education workers should give full play to their own research advantages, and must fully integrate the ideological and political education expertise on the basis of the data provided by big data technology. The analysis of the results of the collaborative research of philosophy, education, sociology and other disciplines should be used in their own research and analysis. It is necessary to analyze the research problems from multiple angles and reflect the characteristics of the research objects from various aspects. Better accomplish your research goals [9].

4.2 The Ideological and Political Education Research in the Era of Big Data Should Introduce Market Mechanism

In recent years, many platforms have been able to open as a platform for big data. Such a big data usage platform provides many data resources that can be utilized for the study of ideological and political education, but these open data platforms are only for The data is initially analyzed. If the researchers of ideological and political education want to conduct more professional and more specific research, it is necessary to cooperate with some big data institutions [10]. This requires workers who study ideological and political education, introduce market-oriented mechanisms in their research work, and strengthen the depth of research. Researchers can also cooperate with some more professional data analysis organizations, and researchers can put some data. The collection and excavation work is outsourced to these professional data analysis organizations, which not only reduces the cost of the time required for the research, but also improves the effectiveness of the research. The ideological and political education research workers can find ideological and political education research in a huge database by ensuring that the privacy of data will not be leaked and that the ideology of the university is sufficiently secure. The required data information.

5. Conclusion

In the process of studying ideological and political education in the era of big data in the above, we can not only place high demands on technology, but also reflect in our research that big data can provide us with Content is not the end result of our research. The data indicators provided by big data do not represent the most authoritative, systematic, and comprehensive reflection. Based on the data given by big data, the research and data analysis and processing, in the era of big data, the thinking The study of political education must have certain rationality. It is necessary to avoid drifting with the flow and use the cautious attitude to integrate the content of big data into the study of ideological and political education, so that big data can play the best role in the study of ideological and political education.

Acknowledgement

Fund Project: A general project on the research topic of ideological and political work in Beijing universities in 2019: "Let a full play of the value-leading role of ideological and political courses in the construction of 'syllabus thinking'" (Question No.: BJSZ2019YB57).

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