

# **Big Data Helps Reform and Innovation of Ideological and Political Education in the New Age**

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**Abstract:** Under the background of the vigorous development of big data, great changes have taken place in all fields of our society. At the same time, big data also affects people's production, life, study, work and other aspects. Taking the development of school ideological and political work as an example, big data provides rich information resources, educational methods and technical means for school ideological and political education, and improves the quality of school ideological and political education. But with the continuous collision and integration of multiculturalism and the continuous development of information technology, big data also brings severe challenges to the development of ideological and political work in schools. Therefore, how to make scientific and reasonable use of big data as an important driving force for the reform and innovation of ideological and political education in schools in the new era is an important subject that our country should study deeply at present. Based on this, this paper analyzes the significance of the reform and innovation of big data to help the new era of ideological and political education and the existing problems at this stage, and then puts forward some suggestions for reference..

## **1. Significance of Big Data to Help Reform and Innovation of Ideological and Political Education in the New Age**

The arrival of the big data era has promoted the change of information technology, but also provided an important opportunity for political, economic, educational and other aspects of innovation. Under the background of big data, the development of school ideological and political education needs school educators to keep pace with the times, set up big data consciousness and constantly update their ideas, so as to fully understand and understand the influence of big data on ideological and political education.

### **1.1. Changing Ideas**

The arrival and development of the big data era has created conditions for the transformation of traditional educational ideas and played an important role in the innovation of ideological and political education. On the one hand, big data breaks the shackles of traditional ideas, on the basis of grasping the laws of the current era, it pursues the innovation of ideological education and provides measures to solve problems for ideological education. Therefore, when the school actually carries out the ideological and political education work, the use of big data can correctly grasp and reflect the students' realistic thoughts, so as to truly achieve multi-level, multi-angle, comprehensive solution to the students' ideological difficulties. On the other hand, the application of big data in the process of ideological and political education conforms to the needs of the current situation, and realizes the value of ideological education and overall education by extracting the ideological situation of students from various groups.

### **1.2. Change in Investigative Methods**

In the era of big data, information technology is developing rapidly, so the efficiency of ideological investigation is relatively high. Big data and other related technologies abandon the traditional questionnaire survey, discussion visits and other less effective forms of investigation, but

through the relevant software as a carrier, data statistics, analysis to get the corresponding conclusions. In addition, because of the wide range of big data, it can integrate and analyze the data that reflects the students' thoughts in many aspects, so that the educators can grasp the students' ideological situation comprehensively and deeply, and then make the targeted ideological education plan for this purpose.

### **1.3. Changing Education Paths**

The traditional ideological and political education work is restricted by manpower, material resources and technology, which makes the suppression of ideological and political education belong to the extensive mode of centralized education. And big data emphasizes the development of "personality", that is, the educational path changes from the overall situation to the local, the local educational path focuses on understanding and mastering the actual ideological situation of each educational object, and through big data to obtain and analyze the information of students' ideological dynamics, educational effect and so on, to push the educational content in line with their interests, and then to promote the ideological education work to develop in the direction of humanization and precision.[1].

## **2. Big Data to Help the Reform and Innovation of Ideological and Political Education in the New Era**

### **2.1. Inadequate Awareness of Big Data**

At present, although big data has a very profound influence in the field of education, in real life, there are a majority of ideological and political educators who fail to fully understand big data, and there are even fewer educators in the work of big data ideological and political education, which makes schools lack the concept of thinking in ideological and political education. Taking colleges and universities as an example, at present, although many colleges and universities have incorporated the construction of big data campus and intelligent campus into the construction activities of school informatization, at the same time, they have set up relevant databases to collect and analyze the students' ideological activities. However, the actual situation, the implementation of ideological and political education work combined with big data technology in fewer schools, even some schools of big data construction knowledge is a mere formality, still mainly digital construction, making it difficult for ideological and political education to meet the development requirements of the big data era.

### **2.2. Inadequate Data Literacy Among Educators**

Under the background of big data, carrying out ideological and political education work smoothly, educators play a vital role, and their data literacy level can directly affect the quality of ideological and political education work in schools. As a key ability of data collection, analysis and processing, data literacy can point the way for ideological and political educators. However, according to the actual data, at this stage, most ideological and political educators in China lack data literacy, and their ability to apply many information technologies, such as big data technology and computer technology, is limited. In general, the vast majority of ideological and political educators are engaged in the teaching of literature and history subjects, and lack the thinking logic of science, so their ability to learn, master and apply relevant information technology is relatively weak. This leads to the ideological and political education work is limited to the Internet to obtain the relevant ideological situation of students, there is no real sense to achieve the purpose of applying big data to ideological and political education work, so as to a certain extent affect the help of big data in ideological and political education reform and innovation.

### **2.3. Ideological and Political Evaluation is Based on Qualitative Analysis**

Big data technology is based on quantitative analysis, in the development of big data today, people's thinking, behavior and other activities can be quantified, so as to carry out quantitative analysis, but the evaluation system of ideological and political education in most schools still

regards qualitative analysis as the main evaluation method, which greatly inhibits the development of ideological and political education in schools. The evaluation system of ideological and political education work in the background of big data is to get the results by quantitative analysis of large-scale data, not by relying on the experience of educators in the traditional mode.

### 3. Big Data to Help the Reform and Innovation of Ideological and Political Education in the New Era

#### 3.1. Renewal of Ideas

In the face of the foundation and challenge brought by big data, schools need to encourage ideological and political educators to update their ideas in time, and then use big data technology scientifically and reasonably. First, the relevant educators should constantly strengthen the sensitivity of the data, improve the ability to collect and reflect the students' ideological dynamic data in the massive data, so as to provide the information basis for the ideological and political education work. Secondly, the relevant educators should establish a sense of cooperation, that is, to take the initiative to carry out the necessary technical cooperation with professional institutions.[2]In school, the school can integrate the teaching resources of ideological and political education, and carry out online ideological and political education courses such as admiration courses and micro courses, so as to strengthen the integration of ideological and political education with big data, and then improve the quality of ideological and political education, and to some extent promote the innovative development of the school ideological and political education model, such as figure 1.

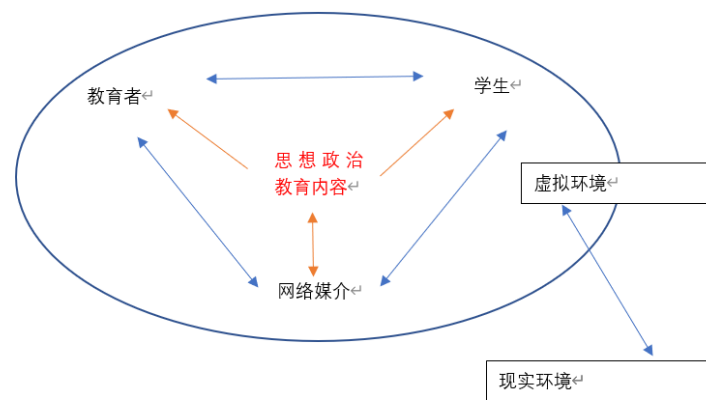


Figure 1 The life model of ideological and political education

#### 3.2. Establishment of A Big Data Teacher Team

How to maximize the positive role of big data in ideological and political education under the background of the era of data, the key lies in the establishment of a comprehensive literacy higher ideological and political education team, so as to achieve the effective combination of big data and ideological and political education. Schools should require teachers to learn all kinds of big data technology, so as to continuously improve teachers' data literacy and information literacy, so that in the process of ideological and political education, students can find and solve the ideological problems in time. Schools can regularly organize relevant training, lectures, and offer refresher opportunities to help educators improve their ability to use big data. While paying attention to data literacy, it is also necessary to constantly improve the ideological and political literacy of educators, that is, firm political stand, not affected by bad information, and be able to deal with all kinds of problems encountered in ideological education work objectively and rationally.

#### 3.3. Innovative Educational Carrier

Under the background of big data, modern information technology has achieved remarkable

development results. Therefore, in the development of ideological and political education, it is necessary to use information technology to innovate the carrier of ideological and political education. For example, the use of QQ、 WeChat, Weibo, everyone and other new media platforms (as shown in figure 2) to make ideological and political education continue to deepen, prompting the socialist theme education to continue to strengthen. The combination of ideological and political education and new media platform can promote the positive dissemination of social energy and make students learn ideological and political education in a subtle way.



Figure 2 Combination of new media platform and ideological and political education

### 3.4. Enriching the Evaluation System of Ideological and Political Education

Because the students are unique, so in the evaluation of ideological and political education, we should not blindly carry out qualitative analysis according to the unified standard, but need to use the big data technology reasonably to carry on the diversified evaluation to each student, that is, quantitative evaluation. In addition, we should give full play to the advantages of big data, establish a comprehensive "growth portfolio" for students, focus on the main position of students, so as to put the "people-oriented" teaching concept into place[3].

### 3.5. Enhanced Privacy Protection

In the era of big data, everyone is the equivalent of a separate data source that can generate and disseminate different data information at any time and anywhere, but these virtual data information, while providing reference for ideological and political education work, also faces the threat of illegal exploitation by criminals, as shown in figure 3. Therefore, schools and relevant technical departments should strengthen the privacy protection of data, and increase the construction of privacy protection facilities to improve.



Figure 3 Disclosure of personal privacy information

#### **4. Summary**

To sum up, the development of ideological and political education in the new era can train comprehensive talents for the society. However, under the current background of the times, the combination of big data and ideological and political education is an important driving force to promote the reform and innovation of ideological and political education.

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