

The Exploring of College Ideological and Political Education in Big Data Era

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Abstract: Big data has had an important impact on the work of ideological and political education in colleges and universities. Under the new situation, college ideological and political education can achieve effective, accurate and systematic development based on big data technology, but at the same time it faces challenges in personal privacy protection, adhering to traditional values and updating education and teaching methods. Therefore, efforts should be made to establish correct thinking concepts, enhance information capabilities, innovative working mechanisms and methods, and promote the development of ideological and political education in colleges and universities in the era of big data.

1. Introduction

With the advent of the digital age, the global information data spurt outbreak, the era of big data is quietly changing people's living habits. The combination of the era of big data and education is a new development model for the education industry. As an ideological front that masters cutting-edge information and technology, colleges and universities are bound to be influenced by big data. Ideological and political education work is inextricably linked with the era of big data. It changes the ideas, systems and methods of ideological and political education in colleges and universities. Therefore, how to grasp the essence of the era of big data, find the difference between traditional education and education in the era of big data, and thus innovate the ideological and political education in colleges and universities in the era of big data is worthy of deep thinking and research [1].

2. The concept of big data and its application status in ideological and political education

2.1 The basic concept of big data.

The earliest proposed "big data" era is the world-renowned consulting firm McKinsey, which said: "Data has penetrated into every industry and business function field today and has become an important production factor" [1]. The era of big data is a "digital age" based on mining, application and innovation based on large-scale data. However, the definition of the term "big data" is not yet clear. Informatica Greater China's chief product consultant, Dan Bin, further pointed out that big data means all data sets, including transactions and interactive data sets, of scale or complexity. Beyond common techniques, the ability to capture, manage, and process these data sets at reasonable cost and timelines. It can be seen that big data is composed of three major technical trends: massive transaction data, massive interactive data and massive data processing [2].

2.2 The application of big data in ideological and political education.

At present, many universities in China have explored the application of big data technology in college students' ideological and political education. They have network ideological and political education, employment guidance and analysis, mental health education, and daily management of students. Use big data technology to analyze and solve practical problems and difficulties encountered. For example, Shanghai University publishes relevant information such as employment information of past graduates on its employment website, so that recent graduates can understand the employment market and market information in advance, so that they are more calm and rational when looking for work[1]. However, at this stage, the importance and utilization of big data in colleges and

universities is different, and the level of ideological and political education in big data is also uneven.

3. The era of big data has triggered a new shift in ideological and political education

With the rapid development of Internet information technology, our society has entered the data age from the digital age. As an active group of the Internet, college students will not be able to use the vanguard position of big data technology every day. A very important part of "big data" that is ignored. Through the integration, analysis and utilization of network data, it can better provide reference and guidance for colleges and universities to practice practical activities and ideological and political education workers to explore new educational models.

Big data brings opportunities for ideological and political education in colleges and universities.

1) Enhance the effectiveness of ideological and political education. The rapid development of the information age has made social media media a space for college students to speak and think. Most of the information expressed by college students on the Internet can be obtained and processed in time[2]. At the same time, colleges and universities can also accumulate relevant data of students through network channels such as campus network and campus card, and conduct comprehensive, objective and accurate analysis. According to this, colleges and universities can build a scientific big data information system, collect and manage student information in a centralized manner, achieve more effective control of student information, and improve the effectiveness of ideological and political education.

2) Improve the accuracy of ideological and political education. The centralized collection and management of student information through the big data information system is not only simple, fast and efficient, but also ensures the accuracy and pertinence of ideological and political education. For example, by observing the consumption records of students in supermarkets and canteens, it is possible to know the economic changes[2]. By observing the students' access to the dormitory and the library's card records, they can know the distribution and utilization of the learning time. Once the student's data information is found to be abnormally changed, ideological and political educators can identify and find students in time, conduct education and counseling, and if necessary, communicate with the psychological center in advance to arrange for students to conduct counseling and treatment.

3) To achieve the systematic and comprehensive nature of ideological and political education. Relying on big data technology, colleges and universities can observe and record the whole process of ideological and political education. By collecting various types of data presented in the aggregation network platform and electronic information records, ideological and political educators can more fully understand the needs of college students' thoughts and life, and establish a full-scale study of the ideological dynamics of college students in a targeted manner. The construction and improvement of the ideological and political education work system in colleges and universities in the era of big data, and promote the development of ideological and political education in colleges and universities in the new era [3].

4. The challenge of big data to the ideological and political education in colleges and universities

4.1 Data mining has an impact on personal privacy.

Data collection and mining in big data depends on the information retained by college students on activities such as consumption and Internet access on campus. These electronic and data-based information can reflect the students' thoughts, but also include the personal privacy of the students. The protection of students' personal privacy information is not only a requirement for the ideological and political education of colleges and universities from the perspective of security, but also a problem that must be faced in the effective development of ideological and political work from an ethical perspective[3].

4.2 The impact on traditional values.

The complexity of data in the era of big data, while providing a rich source for information

processing, will also create some confusion. College students' ability to understand and deal with all kinds of information is still immature, and it is easy to fall into confusion. At the same time, the environment of big data is open and shared. Many extreme and extreme thoughts and speeches are spread all over the network environment, which is undoubtedly a negative existence for college students[3]. The universal values such as “freedom” and “democracy” in the West are easily promoted and disseminated, and the traditional values of college students are easily affected and affected.

4.3 It highlights the lack of integration of traditional ideological and political education.

The strong ability and influence of massive data in the era of big data has made more and more people rely on the changes and results brought by big data. In comparison, traditional ideological and political education seems to be weak in terms of content and mode, and the integration and influence of college students' daily life [4]. For example, in the aspects of career planning, employment situation analysis, campus culture construction, classroom exchange seminars, student party group construction and community activities, the integration of traditional ideological and political education is limited, and students are more willing to choose and trust to analyze big data. The foundation, in the form of data, has a guiding mode of intuitive feeling and impact.

4.4 New opportunities for ideological and political education in the era of big data.

The dynamic information database in the era of big data can quickly acquire the basic situation of students' thoughts and behaviors through data immediacy analysis. In the practice teaching process, it is convenient for teachers to adjust the teaching process or carry out teaching practice activities in time; based on the system analysis of integrated database, Visualize the results of the analysis, overcome the traditional inferential flaws based on experience or intuition, and achieve accurate description of the integrity of the whole sample, so that educators can fully understand the students and better guide the students; according to the "accurate portrait" of the data Teaching students in accordance with their aptitudes, using different educational methods and teaching methods, classifying and educating students according to data differences, giving full play to the targeted advantages of personalized teaching [4].

4.5 A new concept of the development of ideological and political education in the era of big data.

With the rapid development of information technology, along with the development of the frontier development of emerging technologies, we need to propose new ideas for these thorny issues, and to focus on the background of globalization and the combination of contemporary Chinese college students [4]. Specific facts, advancing with the times, making full use of the characteristics of "4V" in the era of big data, promoting new ideas, new ideas, and new models for the design of ideological and political education curriculum, using a combination of quantitative analysis and qualitative analysis, all-round, wide from the angle and multi-level analysis of contemporary college students, we strive to construct a new educational concept of students absorbing teachers and teachers to guide students, better realize the transmission and reconstruction of information, and greatly break through the limitations of traditional ideological and political education research. Sex.

4.6 A new model of ideological and political curriculum design in the era of big data.

As part of a large system of university curriculum design, as a new tool and a new method, the visualization function of big data can help ideological and political educators to better understand students' learning and living conditions and measure themselves from a more diversified perspective [2]. The rationality of the curriculum design increases the acceptability and innovation of the ideological and political curriculum.

5. Innovation of the ideological and political education model in colleges and universities in the age of big data

5.1 Improving the effectiveness of information literacy on ideological and political education.

The information literacy and comprehensive quality of ideological and political education workers in colleges and universities have an important impact on the effectiveness and future development of ideological and political education. Ideological and political education personnel should update the information of the scope of their work in real time, and the colleges themselves must accelerate the construction of educational information [5]. We use information technology to carry out the reform of the management content and management level of ideological and political education. The ability of ideological and political education personnel in colleges and universities to acquire and accept information and the ability to deal with information technology should become the basic professional ability of ideological and political education workers [6]. However, the main scope of work of ideological and political education personnel is still to convey the correct values of ideological and political education to students. The ability to acquire and accept other information and the ability to deal with information technology are only means to achieve ideological and political education.

5.2 Establishing a systemic ideological and political education "database."

Ideological and political education" database is of great help in collecting students' ideological and political data to master students' ideological and political education. We only have to carry out the students' true characteristics, values, and mental health status. Scientific analysis and inquiry can find the inadequacies of ideological and political education. In the collection of ideological and political education data, it mainly has the following aspects [5]: First, we must establish a platform for collecting and researching big data information, and will be the library, the Academic Affairs Office, and the ideological and political Education and other aspects of information are combined to form a broad network of ideological and political education data. Secondly, various ideological and political education staff are united to collect and analyze students' ideological and political activities through network surveys and special events. The effective development of the above two ideological and political activities can complete the statistical analysis of students' ideological and political content.

5.3 Promote the information literacy of college teachers.

The orderly development of ideological and political education activities requires the participation of teachers with high ideological and political education. Only when teachers' political information literacy is continuously improved can the ideological and political education activities of colleges and universities be truly implemented. At present, political education teachers must not only have professional ideological and political values and educational views, but also master modern educational techniques and be able to digitize teaching content [5]. Therefore, political theory teachers must have the ability to analyze data, extract useful information from large databases with low value density, and find relevance to student learning data. According to the different characteristics of students, ideological and political will achieve good results.

5.4 Establish a correct thinking concept.

Establish an ideological and political education concept and guiding ideology with students as the main body. The traditional ideological and political education model is generally based on teachers [6]. Through the classroom teaching and conversations, the ideological and political education content is instilled in the students. In the era of big data, the concept and guiding ideology of ideological and political education should be more from the perspective of students, more respect and encourage students, through institutional innovation and carrier innovation, enrich the methods of education, guide and inspire students to self-educate and Self-improvement forms a correct world outlook, outlook on life and values.

5.5 Innovative working mechanism and methods.

1) Form an early warning mechanism for students' ideological behavior based on big data. By using big data tools to analyze the massive data generated by students' various behaviors, ideological and political educators can accurately grasp the students' thoughts and psychological dynamics in a specific period, and take timely measures to prevent and intervene in response to possible problems or crises [6]. To avoid extreme or unexpected events.

2) Building a "Big Data Classroom" for ideological and political education in colleges and universities [4]. Colleges and universities should integrate traditional and new media carriers such as Internet, Weibo, WeChat, QQ, etc. according to the physiological characteristics and development needs of college students, and establish a "big data classroom" education model with distinct themes, diverse forms and rich content. Students can become passive choices for self-selection, enhance political sensitivity and discriminative power, and their focus on hotspots, ideological dynamics, and learning effects can also be reflected through the big data platform, which is convenient for ideological and political education workers to track and analyze.

3) Improve the rules and regulations related to big data. At present, in the process of collecting and processing big data information, security problems are common. Colleges and universities should strengthen management, establish and improve various rules and regulations for regulating big data management, make the process of using ideological and political education to carry out ideological and political education work, standardize and standardize, enhance the protection of college students' personal privacy, and ensure the goal of ideological and political education work smoothly [6].

6. Summary

The changes and developments in today's big data era bring convenience to colleges' ideological and political education, but they also face certain challenges. College ideological and political education workers need to master the characteristics of big data, further analyze the data, and take targeted Sexual teaching methods, which continuously improve the effectiveness of teaching. In the context of the development of the big data era, students need to be able to establish correct values in the current complex environment, continuously inherit the Chinese spirit, improve their ideological quality and related abilities, comprehensively improve the ideological and political education level of colleges and universities, and promote ideological and political education in colleges and universities.

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