Application of Data Mining Technology in the Management of Ideological and Political Education

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Abstract: In recent years, data mining research has developed rapidly, and the information management of education management systems has also been well developed. Various educational management systems have accumulated rich data. However, the application of data mining in the education management system is still in the exploration stage. Therefore, the application of data mining technology in education management system has important theoretical significance and practical application value. This paper focuses on the research of ideological and political education management in colleges and universities, and combines the cluster analysis in data mining technology to carry out research.

1. Introduction

The management of ideological and political education in colleges and universities is a very important part of the education management database. It is an important criterion for evaluating the quality of ideological and political education management. It is also an important indicator to evaluate whether ideological and political education managers are effective in educating students. Therefore, how to assess the quality of ideological and political education managers scientifically, accurately, fairly and fairly is a subject that educators have been studying for many years. With the continuous deepening of the reform of the education management system, especially after the student ideological and political counselor management system has become the mainstream, the evaluation method of the management quality of ideological and political education managers has been widely discussed from the previous meeting discussion, manual evaluation, and today. The form of the work assessment quantification Table. The method of assessing the quantitative assessment of the work assessment of ideological and political education managers is suiTable for the vertical measurement of the mastery of ideological and political education managers to the students they manage. For the need to horizontally compare the level differences between ideological and political education managers, and to measure the deviation of an ideological and political education manager from the overall management level, the information contained in the work assessment quantification Table is obviously insufficient. Under this circumstance, we can use systematic statistical methods to process the work assessment quantification Table of ideological and political education managers, and obtain a set of relatively Abstract evaluation data for specific evaluation criteria.

2. The need for big data to drive the reform of ideological and political education

Influenced by limited sources of information and limited access to knowledge, traditional ideological and political education is mostly based on knowledge transfer and indoctrination. Nowadays, information sources are increasingly diverse, knowledge updates are accelerating, people's ideas are increasingly diversified, and individual pursuits are prospering. Traditional unified content, unified models, and unified assessments have become increasingly incompatible with the "flavors" of young people. It is far from satisfying the needs of their physical and mental development. Career planning, employment and entrepreneurship, and academic activities are

important components of university life. Case studies, debates, and internships are important ways for young people to show their passion. However, due to the influence of certain factors, there are often phenomena in the ideological and political work practice that are out of touch with the actual situation of talent planning, professional development, employment and entrepreneurship. There are case studies, debates and discussions in the ideological and political education mode. The insufficiency of common methods such as internship practice, there is a phenomenon that the combination of teaching carrier and student management, organization construction, and group activities are insufficient. Big data-driven ideological and political education can give full play to the advantages of big data, meet the needs of students seeking new curiosity in a vivid and diverse way of education, and facilitate the development of students' interest by "practical" push mode to enrich the fullness. Educational content meets the needs of students to trace their roots.

Content determines the form, which depends on the content and changes as the content evolves. The content and form are dialectical and unified, and the appearance and existence of the form serve the content. In the work of ideological and political education, the form and content are also dialectical and unified. In order to stimulate students' interest and meet the needs of students, in the ideological and political education of the same content, it is ineviTable to constantly innovate the form of education. Over time, there will be problems such as diverse forms, single content, and limited educational effects. Big data-driven ideological and political education can make extensive use of the advantages of new media in the era of big data, and achieve comprehensive reforms in terms of concepts, content, genre, forms, methods, and means, and comprehensively innovate, and effectively improve the effectiveness of ideological and political education. "Information literacy" was first proposed by the president of the American Information Industry Association, Paul Tekowski, and evolved from the library information retrieval skills. In China, information literacy has gradually entered people's field of vision with the development of the information society. University teachers have relatively backward information literacy theories and concepts, lack of data information awareness, data sensitivity is not high, and big data thinking initiative is not enough. Problems such as insufficient data mining statistical analysis capabilities. Big data-driven ideological and political education will force college teachers to learn information science knowledge, possess data processing skills, and master statistical forecasting capabilities.

3. Big data drives the feasibility of ideological and political education innovation

Traditional ideological and political education work often relies on fragmentary information, relies on individual work experience, makes rough speculations on students' thoughts and behaviors, and conducts extensive education management for students. The traditional ideological and political education work often carries out the work of cultivating the students and implementing the passive persuasion education after the students have problems. Big data will gain insights into the analysis of massive data in an unprecedented way. The core of big data is prediction. The predictive function of big data has applications in both education and social work. For example, schools in the United States predict the accuracy of student enrollment by as much as 85% through the analysis of student data. In terms of social event prediction, in 2009, Google Inc. successfully searched the spread of H1N1 flu in a few weeks through online search keyword records, and the results were as good as 97% after official statistics, Los Angeles Police Department and California University collaboration uses big data to predict crime; statistician Nate Silver uses big data to predict the outcome of the US presidential election. The emergence of big data provides an important guarantee for the development of targeted ideological and political education in colleges and universities. The data recorded from time to time provides a steady stream of information for the development of ideological and political education in colleges and universities, and the mining, processing and analysis of traces of student life data. It will make the work of ideological and political education passive and active. Through the timely follow-up of students' communication, hobbies and personality, the class teacher of the counselor explores the differences in student characteristics and personality through the dynamic tracking of students' classroom performance, borrowing behavior and examination assessment, and gives targeted training to students. Individuals lead tutoring and

develop it into the student's dominant potential.

In the commercial field, Big Data of Taobao platform provides Alibaba with the purchasing habits of consumers, which provides convenience for merchants to provide more targeted and value-added services. Big data analysis is more accurate and more quantitative evaluation for Alibaba. The credit of merchants and organizations provides a scientific basis for greatly improving financing efficiency and effectively reducing the risk of small and micro loans. In the ideological and political education of college students, big data can fully grasp the dynamics of students' thoughts and behaviors, and outline the individual portraits of students every day. By mining student consumption information, ideological and political workers can grasp the economic situation of students' families, find students with financial difficulties, and eliminate students with difficulties in difficulty. By mining the information of students' communication, ideological and political workers can grasp the dynamics of students' thoughts, explore the psychological crisis tendency, and carry out psychological counseling early. Work, intervene early intervention, and constantly improve the psychological crisis intervention mechanism; Through the student network course learning performance, ideological and political workers can master the students' self-learning ability, find the key difficulties of students' learning, optimize self-study content and setting methods, and adjust the teaching focus difficulty. Big data will play a sculptural role in the personalization and diversification of talent cultivation.

4. The application of big data in the management of ideological and political education

With the continuous development and popularization of higher education in China, more and more high school graduates have entered the university's school gate, which has brought a lot of influence on the teaching and management of the school. In addition, with the expansion of colleges and universities, for the students entering the school The performance requirements are also reduced, the foundation of the homework is lacking, and the ability to learn ideas, learning methods, self-discipline, etc. is lacking. Many students do not have a good study habit, and at the same time bring about the teaching of the teacher. Many problems; because the study habits are not well developed, it has brought great difficulties to the creation of the learning atmosphere. After the poor learning atmosphere, it has a great impact on the students' interest and motivation. It is a difficult problem in the education management of college counselors. In addition, because our school is a national college, the learning habits of different ethnic groups are different, and the basic foundations of students are also very different. Therefore, as an education management department, each college has ethnic minorities from different regions. Student management has always been a problem. In the case of many "management" and "learning" problems in ethnic colleges and universities, the leadership is required to cultivate a team of students with high-quality and capable ability, that is, a team of student counselors, and optimize the team of counselors. In terms of quality and improvement of its utilization rate, it is even more important to pay attention to the team building of counselors. Therefore, constructing a University Decision Supporting System (DSS) with high efficiency and good control is very urgent for the current university management. All the functions of DSS, in addition to common search, maintenance and statistics, global management of various types of information, coordination of all aspects of work, must also provide valuable guidance, through the analysis of data changes, using data mining technology to deal with And extract useful information hidden in the database, which will promote the development of management and teaching.

Data mining is a process in which a program is affirmed, and it is an in-depth means of data analysis research. It is particularly meaningful to apply this technology to the inspection system of counselors' job evaluation. For example, after analyzing the data in the "Counselor's Work Assessment Quantification Table" by means of data mining, it is possible to find out "how is the overall management level of the counselors in a certain university?" Ok, what are the aspects that are not in place?" The answers to relevant questions are functions that are not commonly used in traditional evaluation systems. After data mining of these data, some important conclusions can be made that both management and teaching have a huge impact, and get incalculable benefits and

effects.

With the popularization of intelligent terminals, it provides a new carrier for ideological and political workers to use the network to carry out students' ideological and political education work, and strengthens ideological and political education by mastering the network initiative and network discourse rights. However, while enjoying the convenience of online education, we must also clearly understand that the object of ideological and political education is a living person, not a cold data, which is the special nature of ideological and political work. No matter how advanced the big data technology is, it can't replace the true feelings and words and deeds of ideological and political educators. In the era of big data, ideological and political workers cannot ignore the importance of face-to-face conversations for the ideological and political education of "people." At the same time of network convenience education, supplemented by face-to-face communication and communication with individual students, we can further consolidate the effect of online education and truly realize ideological and political education in the ears, into the brain, and into the heart.

5. Conclusion

There are deficiencies in the ideological and political work of colleges and universities, which are divorced from reality, limited in effectiveness, and need to be improved in teacher quality. The era of big data is profoundly changing education. Ideological and political workers must innovate thinking from the aspects of integrity, compatibility, relevance, fault tolerance, predictability, efficiency, etc., from qualitative and quantitative research, causality and nonlinearity, and partial Innovative work methods in overall analysis, modelling and diversification, deal with the diversity of information and adhere to four self-confidences, network guidance and interviews, data correlation and inquiry causality, explore personal behavior and stay away from personal privacy, focus on self-discipline and strengthen him The relationship between law, innovative education methods and innovative research paradigms, to achieve the integration of ideological and political education and big data, and innovative ideological and political work.

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