

Research on Ideological and Political Education in Colleges and Universities in the Age of Big Data

Jingqi Yu

Jiangxi Medical College, Shangrao, Jiangxi, 334000, China

Keywords: Big Data; Ideological and Political Education; Educational Research

Abstract: The use of big data can enrich the data information of Ideological and political education in colleges and universities, and provide new materials and basis for ideological and political education in Colleges and universities. Therefore, on the premise of evaluating the effectiveness of Ideological and political education, it is necessary to pay attention to the key points that universities need to pay attention to when using big data to deal with massive data, so as to make the research results adapt to the new requirements of the times. Firstly, it analyzes the opportunities and challenges brought by the era of big data in the ideological and political education of colleges and universities. Secondly, it puts forward the countermeasures of ideological and political education in colleges and universities in the era of big data, that is, to establish and improve the data platform of ideological and political courses, and to form a team of big data analysis and processing technologies, and integrate Internet multimedia into college ideological and political teaching. Finally, based on the innovative practice of the Big Data Research Center, a new path and a new model are explored for using the big data technology to improve the effectiveness of ideological and political education in colleges and universities.

1. Introduction

With the continuous expansion of data sources and the rapid development of data carrying methods, the amount of global data information shows an explosive growth [1]. Many information that was difficult to quantify in the past can now be transformed into data storage and processing. In the era of data complexity, whether we can excavate and utilize the potential value hidden behind the data, predict and grasp the development trend of things, and realize the innovation of education largely depends on people's research attitude to the function and potential value of big data [2]. In the era of big data, if you want to effectively carry out ideological and political education in colleges and universities, you need to understand the students' ideological characteristics and behavioral habits, and master the values and mental health of students. These need to be based on objective and dynamic data. Based on this, the analysis work [3]. Colleges and universities should put the students' ideological and political education work in the first place, make full use of the advantages of the Internet big data era, actively promote ideological and political education, and improve the teaching quality of ideological and political education in colleges and universities [4].

Big data has massive and complex information attributes and high-end, cutting-edge technical features. It is changing the way people think, analyze and grasp the world's way of thinking and the path of change, and become the source of people's access to new knowledge and new value [5- 6]. The emergence of big data makes it more convenient and faster to obtain knowledge and solve problems through data analysis, which has triggered a great change in work, life and thinking, and opened up a new era of big data [7]. In 2014, some scholars studied the essence of Ideological and political education interaction in spiritual communication [8]. Under the new situation, in order to keep up with the pace of the times, ideological and political education in Colleges and universities must extend to the network, to the cloud, to deepen the data, and constantly give ideological and political education a new era connotation. The impact of big data on college education can not be ignored. In the era of big data, ideological and political education in Colleges and universities should actively follow-up research, make positive responses in all aspects, and make more effective use of big data to serve their development [9]. Faced with the advent of the era of big data,

ideological and political education in Colleges and universities is also facing profound changes. How to use big data technology to innovate ideological and political education in Colleges and universities has become a new topic.

2. Methodology

With the rapid development of big data technology and the vigorous advocacy of the state, ideological and political education in Colleges and universities has gradually set off a wave of integration of new technologies for change. As the main channel and position of national ideology construction, ideological and political education in Colleges and universities has achieved remarkable results. However, due to the changes in the environment of the times and the emergence of new technologies, the traditional ideological and political education in the current era is weak, and the problem of insufficient effectiveness is becoming increasingly prominent. Traditional data is mainly in the form of structured data [10]. With the emergence of new media, the proportion of unstructured data such as voice, picture and video in the total amount of data is increasing rapidly. In the era of "national microphone", unstructured data will account for more than three quarters. The core of big data is prediction, which is to analyze massive data through mathematical algorithms to predict the possibility of things happening. It is necessary to strengthen communication between teachers so as to better carry out their work, and at the same time, they can meet the needs of data collection work and transform students' thoughts and speech into data. Through the above two methods, the information platform construction of ideological and political education can be effectively realized.

The arrival of the information age brings convenience to people. It also means that we live in a world surrounded by information. Some students are addicted to the mobile phone network, escaping from the real world, and refusing to communicate with others. This has increased the management of educators and The difficulty of education. At the same time, students' personal location, web browsing, personal information and other privacy are not secure, and even some network hackers use this network space to leak personal data. It can be seen that the characteristics of massive data, fast operation, and classified mining have become the main features of the big data era. Therefore, large data refers not only to the presentation of marine quantitative data, but also to the processing and application of these unstructured data that can not be processed by traditional methods. This provides us with an opportunity to increase data analysis. By analyzing the network structure and social relations, we can connect individuals who previously seemed relatively independent, so that we can enhance our understanding of this person through a person's social circle.

In this survey, random sampling method was used to select some students from some universities for investigation. In terms of professional choice, this paper also tries to achieve a reasonable distribution, including management, English, law, and other majors. It covers four different majors in different grades, most of which are freshmen and sophomores. Specifically as shown in Table 1 and Figure 1 below:

Table 1 Number of people in the statistical variables

Grade	Number	Proportion(%)
Freshman	255	85.36
Sophomore	240	81.25

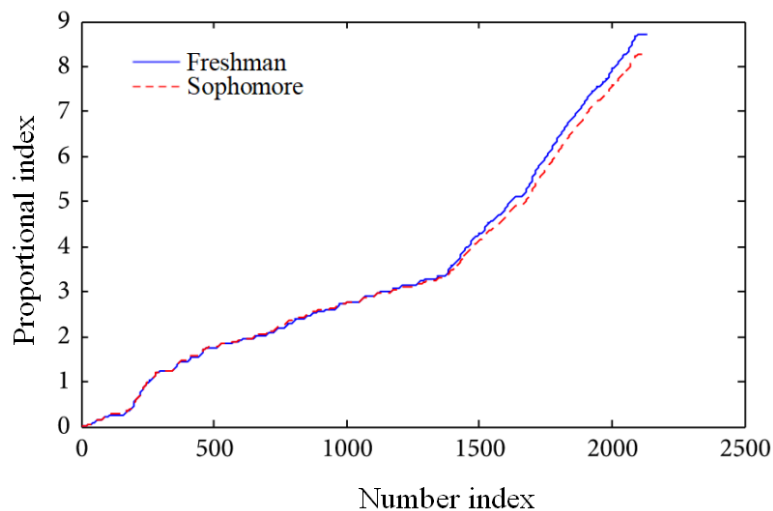


Fig.1. Number of people in the statistical variables

Data has penetrated into different dimensions of various industries, and the value of data has also been highlighted with the promotion of the industry. Big data is not only a technology, but also a value concept and methodology. Big data technology needs to find the intrinsic correlation between these complex data. This is also the core value of big data. With the help of big data and other emerging technologies, it is the current task of the times to reform the traditional educational thinking, update the content system of Ideological and political education, and innovate the ways and means of Ideological and political education in order to enhance the vitality of Ideological and political education in Colleges and universities. The advantage of big data technology points out the direction for the reform of ideological and political education in colleges and universities in the information age. It can provide a reliable guarantee for the ideological and political education of colleges and universities to comprehensively and accurately grasp the students' thoughts and behaviors in the new era, and implement the "people-oriented" education concept. Teachers can call out relevant data before class, and conduct data analysis and problem tendencies. For a particular group or individual situation of students, use the topic to conduct psychological consultation along the way of research and conduct personalized customized and targeted implementation. Ideological education work.

3. Result Analysis and Discussion

Colleges and universities should actively establish an online platform for ideological and political education, rationally use all aspects of resources for data collection, build a huge database of big data, call on all departments of the school to cooperate, improve data, establish a system-integrated data platform, and develop Internet remote professional Knowledge and students' ideological and political teaching, actively guide students to update their information base and cultivate their self-learning ability. The public data presented by the teachers and students on the public network platform and the thematic network questionnaires will enable the ideological and political education work to be quantified and presented. To obtain and use complete data extensively and thoroughly, to explore the laws of the material world and the spiritual world, to obtain information that could not be obtained in the past, and to make the samples equal to all. Big data technology has changed the traditional way of data acquisition, realized real-time data acquisition without the knowledge of the object, avoided the deliberate and concealment that people may appear when using traditional methods such as questionnaire survey to collect data, so it is much more accurate than the conclusion obtained by sampling survey.

Figure 2 below is a histogram of male and female students' scores on five positive psychological qualities. Observing ability is the most important factor for boys' positive psychological quality. And girls are sincere.

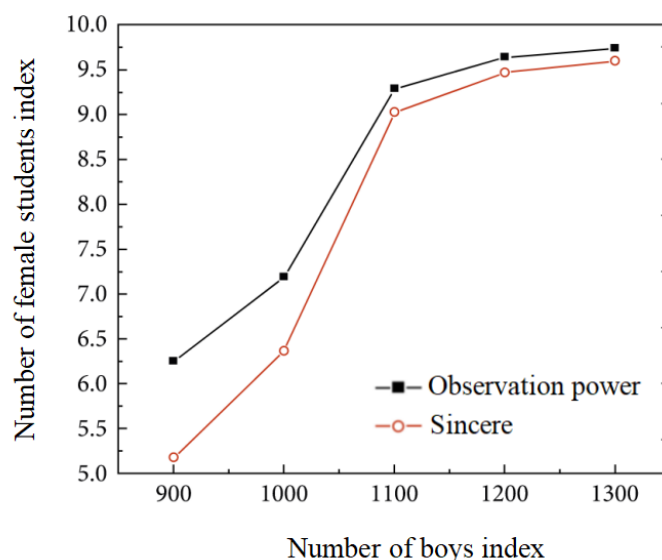


Fig.2. Positive psychological quality gender difference map

World intelligence is the development trend of big data and one of the characteristics of the big data era. With the wide application of data, data mining analysis enables us to have a deeper understanding of the phenomena and nature of various things. The various industries based on big data are gradually becoming intelligent, especially the development trend of business intelligence. Seeing the intelligent influence of big data guidance is not only in various industries, but also in the public. It is necessary to promote the modernization of the campus through the information construction of the campus. At this stage, with the development of campus information construction, school education and campus management are moving towards modernization, and students' data and information are transforming into modern generation and management mode. Ideological and political education has thus entered a new stage of development in the network information age. At present, the ideological and political education in Colleges and universities has entered the era of big data, and the object of education is not random samples, but comprehensive and all samples; it is not a single data information of a student, but all data information of all students. From a richer field and a deeper level to obtain and analyze the data reflecting the face of College students, so as to enhance the pertinence of Ideological and political education in Colleges and universities, and improve the effectiveness of education.

The integration and import of big data and the follow-up problem analysis work need a professional team as the basis. Compared with traditional classroom teaching evaluation criteria, big data can effectively form process evaluation and comprehensive evaluation. For example, the quality of Ideological and political education in Colleges and universities can be fully demonstrated by means of network essays, comprehensive performance evaluation and so on. Integrating multimedia technology into ideological and political teaching in colleges and universities, the teaching mode is changed from the original passive classroom teaching mode to the active multimedia teaching mode. For some political hot spots, through video, pictures and other integrated play, students can more fully understand the theoretical knowledge, but also through the virtual scene reappearance, combine theory with real life, attract students' interest in learning, and let students live in life. Better understand the role of political courses. These factors are directly related to the practice and application of big data in college ideological and political education.

4. Conclusions

In order to better adapt to the development requirements of the data age, ideological and political education workers in colleges and universities should establish their positive ideological concepts while eliminating ideological and technical resistance, and use innovative methods to develop ideological and political education. Contribute. Establish a professional platform for ideological and

political education in colleges and universities. College educators should invest a great amount of energy and time to properly guide and educate students while improving their professional skills. Making rational use of the advantages brought by big data in teaching work, changing traditional teaching ideas, enriching ideological and political classroom contents, laying a solid foundation for the healthy and comprehensive development of students. According to the problems of data analysis, we should seek Internet related resources in an open way, such as university lectures at home and abroad, library resources, etc. We should analyze the problems and hotspots of students' education in a forward-looking way, realize targeted classroom education and teaching, and enhance the application of information technology of Ideological and political education theory teachers in Colleges and universities in a comprehensive way.

References

- [1] Jin-Xiu W, Broadcastamp A. Research on the Effort-combination Mode of “Gatekeeper “in College Ideological and Political Education in the New Media Age[J]. Journal of Qinzhou University, 2014, 3(1):55-66.
- [2] Fa-You H, Hui-Li Y U, Pei-Xiu T, et al. Constructing Long-term Mechanism for Safe Campus Construction in Colleges and Universities from the Perspective of Ideological and Political Education[J]. Journal of Fujian Institute of Education, 2017(7):129-129.
- [3] Wang,Y. Analysis of the Guidance and the Status Quo on Discourse Differences in Ideological-Political Education of Universities[J]. Journal of Donghua University (English Edition), 2016, 33(4):682-684.
- [4] Rokka J, Woermann N. Research On the the College Students' Group Activities as the Carrier of the Ideological and Political Education [J]. Journal of Xinzhou Teachers University, 2014, 217(13):954-5.
- [5] Qiu-Fei R, Department P, Amp D V. Analysis of Ideological and Political Education for Young Higher Vocational Teachers in the New Media Environment[J]. Journal of Hebei Software Institute, 2014, 9421:10-18.
- [6] Cheng D. The New Democratic Revolution in Music during the Play Experience of the Ideological and Political Education Function [J]. Applied Mechanics and Materials, 2014, 556-562:4.
- [7] Wilkins, A. C. Race, Age, and Identity Transformations in the Transition from High School to College for Black and First-generation White Men [J]. Sociology of Education, 2014, 87(3):171-187.
- [8] Yuting L, Li G. Spiritual Communication: the Essence of Ideologicaland Political Education Interaction [J]. Teaching & Research, 2014, 2(4):316-326.
- [9] Wilson R. Language, education and manpower development in the present-day Nigeria [J]. International Journal of Educational Research, 2014:101–110.
- [10] Price G N, Allen M. The Scholarly Status of Blacks in the Economics Profession: Have the National Economic Association and the Review of Black Political Economy Mattered?[J]. The Review of Black Political Economy, 2014, 41(1):1-11.