Research on the Innovation of Marxist Philosophy in the Age of Big Data

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Abstract: In the era of big data, in addition to mastering advanced science and technology, we must also accept the guidance of scientific world outlook, methodology and epistemology. As a scientific world outlook and methodology, Marxist philosophy should actively respond to the profound impact of the data technology revolution on the world outlook, mode of thinking and values of human beings. While solving practical problems, Marxist philosophy keeps pace with the times and enriches and develops its own ideas. Combining with the philosophical thinking of people about big data in modern times, on the one hand, we use Marxist philosophical principles to analyze a series of social, political, economic and cultural problems caused by the data technology revolution, hoping to use scientific philosophical ideas to guide the healthy and harmonious development of the times; on the other hand, we try to deal with them from ontology, epistemology, axiology, methodology and ethics. Making comprehensive research on big data enriches and develops Marxist philosophy.

1. Introduction

The existence of big data enriches the content of people's cognitive activities, changes the way people know the world, and strengthens the connection between the world. The innovative development of data thinking has brought great commercial value to society, enriched people's spiritual life, but also brought a lot of troubles and troubles to people's life. Typically, it has a negative impact on people's values and challenges to contemporary people's ethics and morality.

The development of society is inseparable from the guidance of scientific thought. Faced with the "big data" in the hot development and application at present, from the perspective of Marxist philosophy, using scientific world outlook and methodology to treat various social phenomena objectively and dialectically in the era of big data, the purpose is to calm people's minds and to remind people that besides enjoying the huge wealth and spiritual food created by big data for us, it is more important. Attention should be paid to the hidden drawbacks and explicit hazards that exist at the same time. Consideration should be given to the ways to solve and avoid the negative factors, so as to maximize people's interests and minimize losses, so as to make the era of big data sustainable development. The process of guiding the harmonious development of society by Marxist philosophy is the realization of a cognitive activity, which combines theory with practice and obtains new cognitive results from practice. In the era of big data, data, as an intermediary or object of understanding the world, enriches the content of cognitive activities. In addition, the change of thinking mode brought about by big data is a more epistemological one. Sublimation.

Combining Marxist philosophy with big data to carry out exploratory activities reflects the theoretical innovation value of Marxist philosophy in the era of big data, and enriches the basic principles of Marxist philosophy. The scientific connotation of philosophy is like a beacon in the process of scientific and technological progress, which points out the way forward for the development of science and technology. The development of science and technology promotes philosophy to become the essence of the times. Whether the progress of science and technology or the advancement of philosophy with the times, the ultimate goal is to realize the all-round and free development of human beings.

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2. Challenges to Marxist Philosophy in the Age of Big Data

The arrival of the era of big data is both an opportunity and a challenge. General Secretary Xi Jinping emphasized that opportunities are fleeting, seizing them is an opportunity and not grasping them is a challenge. In today's globalized economic integration, we must open our minds, innovate independently, master big data, dig deep into the management value, economic value and social value of big data, seize opportunities, keep up with the pace of the times, enhance comprehensive national strength, grasp the initiative and take the lead in the world. Otherwise, it will be submerged in the rushing tide of science and technology and economy.

While seizing the development opportunities brought by big data, we should also actively face the challenges that follow. Firstly, in the era of big data, the sharing and openness of data have brought prominent problems of privacy disclosure. Therefore, while sharing data, we should prevent the abuse of data, pay attention to protecting privacy and ensuring information security. This requires the government to establish reasonable data protection laws and regulations in time, and establish a benign development of data sharing ecological environment. Secondly, the development of science and technology is inseparable from advanced science and technology. In order to obtain the potential value of data from massive databases and maximize the value obtained, we must have powerful data processing technology, which is the weak link at present.

The rapid spread of big data makes data be used effectively in all aspects of society. People's way of understanding the world has gradually changed. People's social activities are also full of more and more data awareness and applications. The whole society presents a data turn. The link of knowledge also has a brand-new mode, that is, from hardware support of consumer terminal products, network connection as a platform for understanding the object, to a comprehensive and virtual understanding of things. Data has become an essential element of cognitive activities in the era of big data. With the arrival of the era of big data, great changes have taken place in the way of human cognition, which has also brought new means and objects for the study of Marxist philosophy, and further enriched the scientific connotation of epistemology of Marxist philosophy.

In the field of Marxist philosophy, the world is in the process of universal connection and development. The cause and result are one of the important parts of universal connection and development in the world. Human's understanding of causal connection of things is one of the preconditions of human's practical activities. It can also be said that the original research object of human scientific exploration activities is the causal relationship between things, but the most important thing of big data is to understand the relationship between objects, rather than causal relationship. In the era of big data, data has become the basis of scientific knowledge and a new way of cognition.

Engels emphasized: "With every epoch-making discovery in the field of natural science, materialism must also change its form." Dialectics holds that there are two sides of affirmation and negation in everything. They influence each other and unite opposites. Therefore, as a scientific, spiral and developing world outlook and methodology, Marxist philosophy must face up to the changes in the era of big data, enrich and develop itself with the progress of science and technology, and further sublimate its connotation and extension. At the same time, the progress and development of science also need the guidance and restraint of Marxist philosophy, so as to promote it. Promote scientific and technological harmony and sustainable development.

Philosophy provides theoretical support for the development of science and technology. At the same time, philosophy keeps pace with the progress of the times in the common development of science and technology, and becomes the essence of the spirit of the times. As for the dialectical relationship between science and philosophy, Einstein once said, "The popularization of philosophy must be based on scientific achievements. However, once philosophy has been established and widely accepted, it often promotes the further development of scientific thought, indicating how science chooses a path from many possible paths. When this accepted view is overturned, there will be an unexpected and completely new development, which will become the source of Hu's philosophical views. The emergence of new science and technology provides a new theoretical source for the progress of modern philosophy and promotes the further development and innovation

of philosophy.

Marxist philosophy is based on objective reality, the world is always moving and changing, and even this change gradually shows a accelerating trend, and Marxist philosophy is also advancing with the world. With the emergence of the era of big data, Marxist philosophy firmly grasps the good development opportunities brought by big data, and integrates with data technology in a practical, open and inclusive manner.

3. Marxist Philosophical Ontology in the Age of Big Data

3.1 The Essence of the Big Data Age

Before the emergence of big data, only the material world can be described by data, and the early data can only be used to measure or record some life information; after the emergence of big data, the subjective world can also be described by data.

In the era of big data, data becomes the source of cognition and the raw material of thinking; through data mining and interpretation to understand and explain various phenomena; through the analysis of data, to seek the relevance between data to seek the essence and significance of the world. So Victor believes that the essence of the world is data.

3.1.1 The Age of Big Data-Quantitative World

With the emergence of big data, "quantifying everything" has become a new way for human beings to interpret the world. When our food, clothing, housing and transportation, when our thoughts, interpersonal interaction and communication, the relationship between people and things become quantitative data... When all things in the world become data and all things in the world can be digitalized, then "quantifying everything" will be realized. Everything will be transformed into data to receive data analysis, through data mining, so as to obtain higher potential value.

Data quantification can not only help company management, but also help individuals to manage themselves and improve production efficiency. More importantly, the quantitative life world can allocate resources to imbalances in life. Data can make people know where the focus is, where the advantages are, how the progress is, and then make decisions quickly.

3.1.2 Quantitative world is not equal to complete digitalization of the world

Quantitative world itself is a panoramic description of the vibrant objective world. Data is only an expression of the objective world. It is a representation, not a essence. If we admit that the world is totally digitalized, we will fall into the quagmire of mechanics, go to the opposite of dialectical materialism, and violate the principle of material unity of the world. It seems that everything in Shihuang can be expressed by data, which is a great challenge to dialectical materialism.

Dialectical materialism holds that the world is an eternally moving and infinite material world. The unity of the world lies in its materiality, and matter is the essence of the world. In the era of big data, "quantifying everything" and the development of human nature are intermingled dialectical relations. Big data is doomed not to be a cold world full of algorithms and machines. As the main body of understanding the world, transforming the world, and the operator of "quantifying everything", it is impossible to digitalize completely. Therefore, data can not become the essence of the world after all.

3.2 Relations between Material, Consciousness and Data

Big data is the core content of information. It demonstrates the reality of material existence and brings a new holistic change to philosophy.

In the category of matter and consciousness, there is the meaning of data, which is the community or association in the relationship between matter and consciousness. Material decides consciousness, everything must proceed from reality and seek truth from facts, which decides the authenticity of data, since the source of data must be based on facts rather than fabricated from empty space; data agrees with each other and is unstable. True data will bring correct understanding and help people understand the world, while false data will lead to wrong understanding and hinder

people from correctly understanding the world. Bound.

Therefore, the philosophical significance of data also determines the process of people's understanding and transformation of the world. In the era of big data, material, consciousness and data together constitute three elements of cognitive activities: material provides people with means of life; consciousness is the subjective motive force to promote human development; and data provides a visual image of human understanding and transformation of the world more quickly and conveniently. The three complement each other in the process of human progress, while data exists in everything.

3.3 Big Data Enriching the Ontology of Marxist Philosophy

Standing in the perspective of the era of big data, the article has already analyzed the relationship and difference between data and material and consciousness. Firstly, material ontology holds that matter is the origin of the world. In the era of big data, although it is a quantitative world, data can be used to describe all things in the world, but this does not mean that data is the origin of the world. No matter how the times develop, how science and technology progress, new viewpoints emerge endlessly, we must always adhere to the basic viewpoints of Marxist philosophy unchanged.

Data is only a way to express the characteristics of matter, a product of consciousness when it reflects the objective world subjectively, and an intermediary and bridge for human beings to understand and transform the world. Data exists objectively, but data must depend on material and consciousness. Data that does not exist independently of material and consciousness is the result of the interaction between them. Therefore, in order to make the existence of data meaningful, we must recognize the ontological thought of matter, the world is material, and we can not deny the ontological function of practice. It is precisely because of the subjective initiative of human consciousness that human beings discover the existence of data, and use human brain or science and technology to analyze and process data, and then excavate the deep value of the objective world, so that human beings'understanding of the world can be further improved.

4. Marxist Epistemology in the Age of Big Data

Marxist epistemology usually refers to dialectical materialist epistemology, which is an important part of dialectical materialism. Marxist epistemology emphasizes that the purpose of knowledge is to understand and transform the world, and ultimately realize the free and all-round development of human beings. Marx pointed out that before him and other philosophers around him were explaining the world we live in in various ways. While affirming that he was explaining and understanding the world, he put forward higher requirements for philosophy, that is, philosophy is more important to transform our world. Marxist epistemology not only transforms people's objective world, constantly improves their living environment, realizes the harmony and unity between people and the world, and makes people become self-serving people; Marxist epistemology also transforms the subjective world of the cognitive subject, enhances its spiritual realm and makes people become self-serving people.

The purpose of large data research is to discover and excavate more interrelated relationships from massive databases, and then find out the hidden data rules from these interrelated relationships, and then use the data rules to predict. In this process, it is obvious that focusing on the analysis of the correlation between data is more conducive to the rapid realization of human purposes; if we are entangled in the causality of data at this time, it will greatly reduce the efficiency of data mining. Faced with different practical purposes, choosing different data types is also the focus of the practice process. Therefore, large data focus on correlation rather than causality, which is not inconsistent with epistemology.

Big data pays attention to correlations and uses data rules to understand objective reality, showing a theoretical point of view; while traditional epistemology can not be separated from the causal relationship between things, which is the embodiment of empiricism. Although it challenges the status of causality in traditional epistemology, it does not contradict it. It realizes the data unification of rationalism and empiricism, and forms a new big data epistemology.

5. Marxist Philosophical Values and Ethics in the Age of Big Data

Values are a kind of social consciousness, a product of social relations, and determined by the material living conditions of human society. Marx thought: "In different forms of ownership and social conditions of existence, the whole superstructure is composed of different emotions, fantasies, ways of thinking and world outlook. The whole class creates and constitutes all of this on the basis of its material conditions and corresponding social relations. The formation of values is not only restricted by social material living conditions and influenced by existing values, but also closely related to individual social life practice. Therefore, values are diverse. Under the same social and historical conditions, according to the different social environment and life experience of each person, the values are also different.

5.1 The Data Wealth Outlook in the Big Data Era beyond the Wealth Outlook in Marxist Philosophy

Big data is the inevitable result of the development of productivity, and it is an objective existence that is not transferred by people's will. In the era of big data, because of the existence of the Internet, there are mobile terminals besides fixed terminals, so that people of different social strata and age groups can understand all kinds of social information more quickly and conveniently. By focusing on data technology, different value concepts and values spread in a wide range, fast speed and high frequency, and the development of multiple values is more extensive.

Faced with the new situation of value contest worldwide in the era of big data, the new characteristics of value pluralism and the rapid dissemination of various values in the era of big data, it is of great practical significance and far-reaching historical significance to maintain and consolidate the guiding position of Marxism in the ideological field, to promote the all-round development of human beings, to lead the healthy and rapid growth of society. We should make use of big data technology to vigorously promote and publicize the mainstream value consciousness.

5.2 Development of Marxist Philosophical Values: Coexistence of Social Value and Self Value

In the era of big data, the coexistence of social value and personal value has accelerated. From Marx's point of view, we should not put social value and personal value at the opposite end of the conflict, they are not conflicting, one party must eliminate the other party's relationship in the struggle; human nature determines that only in the process of serving others, shaping the perfection of others, working hard for the happiness of others, and realizing social value, can we make ourselves more perfect, thus achieving social value. Realize personal value. Marxist philosophical values emphasize the dialectical unity of the two, so the coexistence of the two is reasonable and follows the law of social development.

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