

The turning and developing path of ideological and political Education in Colleges and Universities from the Perspective of big data

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Abstract: Big data's information usually has the characteristics of diversification and complexity, which not only has a far-reaching impact on all occupations, but also has a greater impact on the ideological and political education of college students. With the rapid development of big data's technology, the ideological and political education in colleges and universities has ushered in a new opportunity of development, and at the same time, it is facing great challenges. It is necessary to analyze the impact of big data on the ideological and political education in colleges and universities, fully excavating and utilizing the advantages of big data, and actively exploring the creative path of ideological and political education under big data background. Through the presentation and discussion of big data's basic characteristics, we can sort out the great numbers.

1. Introduction

In recent years, the rapid development of Internet technology and mobile business technology has led to the application of big data technology in China. In this environment, the ideological and political education in colleges and universities has also greatly affected. Under the influence of big data's idea, it is difficult to meet the practical needs of the contemporary students by the traditional educational methods and teaching contents in colleges and universities. Therefore, it is necessary to make full use of the advantages of big data technology in ideological and political education in colleges and universities, and to eliminate the adverse influence of big data technology on ideological and political education in colleges and universities. Actively explore the creative path of ideological and political education in colleges and universities under the background of big data, accurately grasp the characteristics and connotation of big data, and realize a large number in an all-round way. According to the link and integration of ideological and political education in colleges and universities, it helps college students to establish correct outlook on life and emotional attitude, promote the healthy growth and development of contemporary college students, and enhance the pertinence and effectiveness of ideological and political education in colleges and universities.

2. Overview of big data

Big data is constantly deepening with the popularity of the Internet, it is through the mass of data collection, collation, mining and analysis processing, to achieve a better selection and extraction of information resources, and show the following main characteristics: first, massive data. In the era of big data, the scale of data has reached an astonishing level. People receive, store and release information through network platform, communication equipment and tools, showing a large number of characteristics with a certain degree of integrity. The second is the diversification of forms. The big data era covers traditional structured data and different types of semi-structured, unstructured data, which use social media Data storage for the carrier, showing complexity, inherent relevance of the characteristics. Third, processing is fast and efficient. In the era of Internet, cloud computing, big data, the processing of different information data is also extremely efficient and fast. Emerging media such as Weibo, WeChat emerged, fully highlighting its maximum value. Through

the full mining of big data, the screening, refining and analysis of massive data information can be realized and its great application value can be brought into play.

3. The influence of ideological and political Education in Colleges and Universities under the era of big data

3.1 To provide a new way of ideological education practice in colleges and universities.

In the process of ideological and political education in colleges and universities in China, big data's technology and its analytical methods provide a new way for ideological and political practice in colleges and universities. Through data mining, analysis and visual processing, big data's technology and its analytical methods provide a new way for ideological and political practice in colleges and universities. It has greatly enhanced the credibility of ideological and political education in colleges and universities, and effectively predicted the ideological and behavioral trends and development trends of college students.

3.2 We should create a new teaching form of ideological and political education to students in colleges.

Big data provided a new form of teaching for ideological and political education in colleges and universities, shortened the distance between ideological and political educators in colleges and universities and college students, and implemented teaching students according to their aptitude under big data's analysis. We should change the way of thinking of educators, widen the vision of ideological and political education of college students, and enrich the learning resources of ideological and political education.

4. Problems faced by ideological and political Education in Colleges and Universities in the era of big data

4.1 The idea of educator is out of date.

Because of the influence of traditional teaching ideas, ideological and political educators in colleges and universities cannot fully use big data to analyze the ideological dynamics of college students, thus affecting the effectiveness of education. Under the background of big data, college students can select the information independently through the network to reflect the right of speech and autonomy. In this environment of strong subjective consciousness and equal status, educators need to choose a more acceptable way for students to convey educational information, in order to improve the pertinence and effectiveness of ideological and political education. However, due to the lack of skilled skills in the application of big data's technology, the teachers and scholars could not apply to the university. The high granularity and frequency of data appearing in students' learning activities analyzed and processed. Therefore, the analysis of the results is not integrated, and it is separated from the students' real life and thought dynamically, and then affects the quality of ideological and political education.

4.2 Relatively limited information-processing capacity.

Under the background of big data, faced with the complicated data and information of students, ideological and political educators in colleges and universities also need to have the corresponding data analysis ability, computer operation ability, and screening of the information. In order to ensure the validity of comprehensive analysis of data and information, and then accurately grasp the ideological dynamics and behavior habits of college students, combined with the practical problems of students, we can formulate corresponding intervention measures to promote the all-round development of college students. The explosive growth of massive data also caused the difficulty of data collection. It is necessary to collect these massive data in an all-round way, and to filter and process it to make it possible to collect and process the massive data in an all-round way. It can only use as visual data, which increases the difficulty of ideological and political educators in colleges

and universities. At the same time, the quantitative and qualitative analysis of these massive data also has great difficulty. Under the trend of increasing data scale, the timeliness of data analysis weakened, and the value of big data in ideological and political education in colleges and universities reduced.

5. The turn of ideological and political Education in Colleges and Universities under the background of big data

Big data had a profound influence on the traditional ideological and political education and practice. In this new situation, the main body of ideological and political education in colleges and universities, educational methods and other aspects of the inevitable turn.

The turn of subject and object of ideological and political education: in big data's era, the subject and object of ideological and political education in colleges and universities have changed. From the student level, in the traditional ideological and political education process, the students are in the object level, and the teacher has always occupied the main position, and has been respected and studied by the students; however, in the era of big data, due to the popularity of the Internet, students can learn relevant knowledge through the network. In addition, students in colleges and universities are in a stage of relatively strong curiosity, and they are becoming more and more interested in the Internet. A large amount of information data is affecting students' thinking, making it difficult to judge the correctness of information and misled by wrong information. When in class contact with the relevant content, will appear impetuous despise psychology. At the level of teachers, because of the influence of the Internet, if the traditional teaching method adopted in the teaching process, the students' interest in learning will reduced and the teaching effect will weakened gradually. The subject and object of ideological and political education in colleges and universities turn the research of ideological and political education into accepting psychological research, using psychological research, discourse expression and psychological demand, subjective role and demand prediction on this basis, and so on.

Use level. Therefore, under the support of big data, the turn of ideological and political education research in colleges and universities is to grasp and optimize the use of various kinds of information fine algorithm and preparation, has reached the ideal effect of ideological and political education.

In order to ensure the pertinence and validity of ideological and political education, we can find out the essential characteristics and rules of this kind of information by effectively linking the data information with the educational content in order to ensure the pertinence and validity of the ideological and political education work.

6. The Development path of ideological and political Education in Colleges and Universities from the Perspective of big data

6.1 The relationship Construction of ideological and political Education Community.

Under the background of big data, the main position of educators in ideological and political education in colleges and universities began to weaken gradually, and then it formed a multi-subject with the nature of inter subjectivity. In the process of multi-subject ideological and political education, both teachers and students have the roles of subject and object, and the state time acts on the object. Therefore, it is a form of construction of the ideological and political education community. The relationship between subjects is solidarity, lack of any link, ideological and political education county cannot carry out normally. Only when teachers regard students as equal subjects of education can they form a real interaction with students in mind and politics education, and then complete the process of ideological and political education. The students have to give full play to it. In order to be one of the main subjects of ideological and political education, it is possible to become one of the main subjects of the ideological and political education, thus the real framework is the community relation of the ideological and political education.

6.2 Establishing and perfecting the system of big data's laws and regulations, making it the guarantee of ideological and political work in colleges and universities.

Under the idea of promoting the reform of the global Internet governance system in an all-round way, we should strengthen the construction and perfection of the law and regulation system of ideological and political education in colleges and universities. It realized from the following aspects: first, the state should establish the relevant legal system of big data's collection and use, clarify the scope, contents and operating procedures of big data's collection and utilization, and ensure the institutionalization and standardization of big data system. Second, it is necessary to establish and perfect big data supervision, prevention, and control organization system, through the effective supervision and control of big data, had better standardize the use of data. Third, the ideological and political educators in colleges and universities should make rational and orderly efforts under the restriction of big data's laws and regulations system. Use the information resources; use the data resources to carry on the education.

6.3 Canonical data platform handler.

According to the actual needs of college students, the university should establish a perfect and systematic data management system, and set up standardized and refined data processing procedures to protect the security of college students' personal information and improve the ability of discriminating information.

6.4 Ideological and political individualization and gridding of College students.

With big data, we can avoid the traditional ideological and political education relationship model with teachers as the main body, and form the development direction of ideological and political education with students' needs as the main body. This kind of ideological and political education, which takes students as the main body, highlights the individual characteristics. At the same time, through the analysis of big data's personal ideological and political needs, we can conclude the explicit or implicit relationship between the ideological and political needs of college students, so as to achieve the gridding structure of individual and individual, individual and group, object and group. To explore precise gridding universities that can be crossed and connected.

6.5 Set up the thought of big data's ideological and political Education.

Under the background of big data's popularization, ideological and political educators in colleges and universities should set up big data's ideological and political education thinking, change the original traditional mode of thinking and stereotype, and use big data to excavate and analyze the individual characteristics of different students. Form targeted, specific case data, to make the best decision on ideological and political education through the combination of qualitative analysis and quantitative analysis, to customize personalized ideological and political education for college students. In addition, big data technology can help educators to sort out the context and trend of ideological and political education problems and clarify the implicit relationship between them, to avoid the loss of decision-making.

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