Research on the Innovation of Teaching Mode of Ideological and Political Theory Course in Colleges and Universities under the Background of Big Data

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Abstract: The changes of the times will inevitably lead to great changes in the form of education. In the era of big data, ideological and political theory course is influenced by Internet thinking such as platform integration, cross-border integration, circle sharing, data analysis, etc. Its teaching mode, course content and teacher construction all need to be changed in an all-round way. The traditional teacher-led and experience-oriented thinking mode has been unable to meet the requirements of the era of big data. The traditional teaching content, teaching mode and teachers'principal position have been strongly impacted. At the same time, it also brings unprecedented challenges to the teaching discourse and teaching environment of ideological and political theory courses. Therefore, college ideological and political education should fully recognize the opportunities and challenges brought by the big data environment, reform the teaching thinking and teaching methods of ideological and political theory courses, to better adapt to the big data environment, and improve the effectiveness of ideological and political theory courses. Era.

1. The Advantages of Applying Big Data Technology in the Teaching of Ideological and Political Theory Courses in Colleges and Universities

First, the dynamics of big data helps to gain insight into the state of mind of students. The contemporary society is a society with diversified economic interests and diversified ideas. Due to the influence of various trends in the network, the state of mind of college students has changed significantly. With the support of big data technology, teachers can understand the students' thoughts and dynamics according to the students' browsing records, post information, and retrieved terms. Look up students'blogs, QQ, Wechat Friends Circle and so on, and explore deeper ideological problems hidden behind students, so as to have a deeper insight into students' ideas and improve the pertinence of Ideological and political education.

Secondly, the application of big data technology to innovate ideological and political teaching methods. At present, the advanced teaching methods such as flip class, Mu class and micro class are all inseparable from the support of big data technology. For example, flip class is recorded by teachers in advance, students complete their study before class, and then interact and communicate with teachers in class. In micro-lessons, the key points, difficulties and key points of the course are recorded into short micro-videos. After class, students learn repeatedly and break through the difficulties. Moss class uploads teaching materials such as pictures, audio, video, and test questions related to the course to a specific website, and students can learn independently. These information technology-based teaching methods have subverted the basic process of traditional classroom teaching, breaking the time and space constraints, and greatly improving the efficiency of classroom teaching. And big data also provides effective support for interaction between teachers and students and students. The interactive model based on information technology is not only more extensive, but also more flexible.

Finally, big data technology can be applied to improve assessment. At present, the evaluation of ideological and political theory courses in colleges and universities is mainly based on summative evaluation and explicit evaluation, ignoring implicit evaluation and process evaluation. The application of big data technology can track students'learning and living conditions in real time. It can not only evaluate students finally, but also evaluate students through data analysis, so as to realize the organic integration of explicit evaluation and implicit evaluation.

2. Problems in the Teaching of Ideological and Political Theory in Traditional Colleges and Universities

In the information age, the ideological and political theory teaching in Colleges and universities should also keep pace with the times. Only by constantly changing teaching concepts and teaching methods can we better adapt to the big data environment. However, in the actual teaching process, the traditional college ideological and political theory teaching still has the following problems:

2.1 Single classroom form

In the traditional college ideological and political theory course teaching, the teacher is not only the disseminator of knowledge, but also the leader and manager of classroom activities. The teacher carefully selected the content of the lecture, and the course also showed obvious authority and direction, and the students passively accepted the knowledge. However, in the era of big data, information circulation efficiency is getting higher and higher, teachers and students are equal in the information acquisition process, and information acquisition is more open. Students can also get information from teachers through other channels, and even get information faster and broader than teachers. Students can not only choose their own learning methods and content, but also express their views. Students are not only the recipients of knowledge, but also the disseminators of information. Therefore, the traditional single form of Ideological and political classroom has not adapted to the educational environment of big data.

2.2 The way of communication is rigid and students'acceptance is low.

The ultimate goal of Ideological and political education is to cultivate excellent talents with noble moral sentiment and perfect personality. Therefore, in the ideological and political education, the communication between teachers and students is very important. Only good and harmonious communication can understand students'ideological trends, gain students' trust and improve the pertinence of Ideological and political education. In the traditional ideological and political education model, teachers and students mainly rely on classroom interaction and short-term after-school exchanges. This limited exchange is far from achieving the educational effect of "spring rain". In the era of big data, people's ways of communication are more and more diversified. Various network communication tools can enable communication between teachers and students anytime and anywhere, so that teachers can timely grasp the students' ideological dynamics and discover students' ideological problems in time.

2.3 Student evaluation subjective, one-sided

The ultimate goal of ideological and political education is to educate people, and the human nature is very complicated. The students' ideological quality and ideological changes not only reflect the end of a test paper, but also the concept of backrest and the ability to shape a perfect personality. The traditional ideological and political education is too subjective and one-sided for the students' evaluation. The assessment methods mostly use the method of closing the thesis and closed-book examination, and pay too much attention to the evaluation of the results and neglect the process evaluation. In the era of big data, the means of data dissemination are more and more diversified. The evaluation methods such as introduction, promotion and customs clearance can not only increase the interest of evaluation, but also improve the participation of students, and the results are more just.

3. Teaching Innovation Strategy of Ideological and Political Theory Course in Colleges and Universities under Big Data Environment

In view of the problems existing in the traditional ideological and political theory teaching, we should innovate in the era of big data from the following aspects to improve the efficiency and effect of Ideological and political teaching, reflecting the epochal nature of Ideological and political education:

3.1 Application of Big Data Technology in Deepening the Theoretical Research of Ideological and Political Education

On the one hand, we should use big data technology to broaden the scope of Ideological and political education theory research. At present, the theoretical research of Ideological and political education in Colleges and universities is mostly confined to the first-level disciplines of Marxist theory and the disciplines of Humanities and social sciences, and has little cross-border relationship with the disciplines of natural sciences. The use of big data technology can innovate the original way of thinking in ideological education and further expand the scope of theoretical research. By integrating it with many disciplines, ideological and political education teachers in Colleges and universities can learn from the theories of other disciplines, learn from each other's strengths and weaknesses, constantly renew educational ideas and ideas, and enrich the theoretical system of Ideological and political education. On the other hand, we should use big data technology to strengthen the depth of Ideological and political theory research. Through data analysis, teachers can understand the problems existing in ideological and political education more accurately and deeply, and explore the internal mechanism of solving problems, and then based on the general law of ideological and political education, and study ways to improve the effectiveness of ideological and political education. The application of big data technology can expand the depth and breadth of ideological education theory curriculum research, further enrich the theoretical support of ideological and political education, and reveal the correlation and unity between different disciplines. Therefore, ideological and political education can use big data technology to realize the communication and reference of theoretical research methods between different disciplines.

3.2 Enriching the content of ideological and political theory teaching with big data technology

The information resources in the era of big data reflect the characteristics of quantification, diversification and high speed. Teachers should make full use of the technological advantages of big data, track and browse the topics of the era that students are more interested in, and integrate them into the ideological and political theory curriculum system. For example, big data technology can be used to retrieve small videos, animations and other resources related to the course content, so as to improve the interest of ideological and political theory courses and attract students' attention. You can also use big data to organize various teaching cases, update the teaching material library in time, present more new knowledge and new ideas to the students, and reflect the timeliness and timeliness of the teaching of ideological and political theory courses. In traditional ideological and political theory teaching, students of different majors, bases and regions adopt unified ideological and political textbooks, ignoring the individual differences of students. In view of this situation, teachers can use big data technology to improve the pertinence of Ideological and political education. On the basis of understanding students'real state of mind, we should select teaching materials related to curriculum content and add teaching cases appropriately. We can also choose different teaching contents according to the students'specialty and thinking mode, narrow the distance between Ideological and political theory course and students, improve the affinity of Ideological and political education, so that students can continuously improve their ideological and political literacy through subtle influence.

3.3 Teaching Evaluation of Innovating Ideological and Political Theory Course by Using Big Data Technology

On the one hand, we can use big data technology to strengthen students'procedural assessment. In the traditional teaching mode, the final examination is the last link of teaching activities. Teachers often know the learning effect of students through the final results. The ultimate purpose of assessment is to understand the degree of students'mastery of knowledge and the effect of teaching activities. It is impossible to get a fair, fair and comprehensive evaluation result only by a final examination paper. Assessment and evaluation should run through the whole teaching activities. Therefore, we should make a process evaluation of Ideological and political theory teaching. Making use of big data technology can not only understand the degree of

students'knowledge, but also understand their true state of mind by analyzing their micro-blog, Weixin friends circle, and browsing web records, so as to avoid teachers' subjective problems in evaluation activities as far as possible. On the other hand, big data technology can also improve the comprehensiveness of the evaluation of ideological and political theory courses. In the new era, the ideological and political theory courses in colleges and universities should reflect the characteristics of "big thoughts and politics". Under the "big thoughts and politics" mode, not only the participants are more diversified, but also the teaching content is more abundant and comprehensive. In addition to the traditional professional teachers, party and government cadres and students, the ideological and political participants in colleges and universities also include school counselors and faculty members. Therefore, the ideological and political teacher should actively change the concept, apply big data technology to analyze multi-channel data, and timely understand the learning status and ideological dynamics of students, faculty, and ideological and political education personnel. Colleges and universities can establish a special student database. Teachers of ideological and political theory can make full use of these data resources, not only can realize the comprehensiveness of thinking teaching assessment, but also solve the ideological problems existing in the learning process in a timely and effective way.

4. Conclusion

In the era of big data, the methods and means of ideological and political education will undergo tremendous changes. The innovation of big data technology as a research and working method can help us improve work efficiency and the level of work refinement, and has important significance in improving the scientific level of ideological and political education in colleges and universities. We should make use of the new opportunities brought by big data to ideological and political education, change the way of thinking of Ideological and political education in Colleges and universities, improve the research paradigm of Ideological and political education, and further explore the application of big data in the research and practice of Ideological and political education in Colleges and universities. Publicizing theory into mind, constantly expanding the position of public opinion, promoting educational activities to deepen and consolidate through the way of communication with the times, and ultimately achieving the educational goal of strengthening the ideals and beliefs of the whole society.

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