

Exploration of Practical Path of Precise Ideology Education in Universities Based on Mega Data

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Abstract: The integration of mega data technology and ideological education is not only the development trend of future education, but also the inevitable requirement for ideological education to adapt to the development of the times. Precise Ideology Education refers to carrying out an accurate ideology education based on the intervention of cutting-edge technologies such as mega data and artificial intelligence, and guided by precise thinking and ideas. With the help of mega data and artificial intelligence technology, ideological education can realize digitization, personalization, real-time, visualization and intelligence. Universities should recognize the new characteristics of ideological education in the fresh period and actively apply mega data to the field of ideological education to realize the innovation and development of ideological education, so as to provide necessary support for the improvement of students' ideological literacy. This paper analyzes the core idea of Precise Ideology Education based on mega data technology, and discusses the practical path of its application in university Precise Ideology Education.

1. Introduction

Precise Ideology Education is a precise educational activity of ideological and political education by using cutting-edge technologies such as big data and artificial intelligence under the guidance of precise thinking and ideas.[1]By Using modern information technologies such as the Internet of things, mega data and cloud computing, Precise Ideology Education can accurately identify, analyze, make decisions and evaluate the psychological, learning and living conditions of students and individuals, and can also achieve the precise education, management and services for students. Mega data has spawned many new information technologies, deconstructed people's traditional thinking mode, reconstructed new information cognition mode, learning thinking mode and communication and interaction mode [2]. Nowadays, mega data is widely used in all aspects of university education .It also affects the life, learning and thinking of university students in different fields, promotes the comprehensive reform of university education, and puts forward higher requirements for university ideology education. Traditional ideological education should actively face the era of big data, comply with the development of the times, innovate the teaching concept and teaching mode of ideological education, and give full play to the teaching effect of big data in the field of ideological education.

Ideology education is the work carried out by the Party to solve the problems of people's thoughts, ideas and political positions and improve people's ideological consciousness. The integration of mega data technology and education is not only the development trend of education in the future, but also the inevitable requirement for ideology education to comply with the development of the times. The wide use of mega data has both advantages and disadvantages for ideological education. As one of the important places of ideological education, universities should not only give play to the advantages of their traditional ideological education, but also actively respond to challenges and use mega data technology to improve the effectiveness of ideological education. At present, the core problem of university ideology education is to ignore the subjectivity and differences of students, which not only weakens the pertinence and effectiveness of ideology education, but also greatly inhibits the enthusiasm and initiative of students to participate in ideology education [3]. Promoting the deep integration of big data technology and ideological education can solve the problem of asymmetric supply and demand of ideological education

teaching in universities. Using mega data technology to accurately supply and truly meet the growing and reasonable needs of contemporary youth is the logical starting point for universities to implement the fundamental task of educating people in the new era. The rapid development of mega data technology provides strong technical support for the implementation of precise ideological education. The mining of mega data can help us to accurately grasp the education objects, the analysis of mega data can help us to precisely supply education content, the monitoring of mega data can help us to control the education process, and the construction of mega data evaluation system can help us to accurately evaluate the education effect[4]. Precise Ideology Education must adhere to the practical principles of following objective laws, proceeding from reality and personalized precise education, build a perfect ideological system and mechanism from the overall level, realize accurate perception of the ideological and political work situation with data drive, and turn to complex paradigms in terms of thinking, content and behavior, so as to finally realize accurate force on the objects of ideological education [5].

2. The Inherent Requirements of Precise Ideology Education in Universities

2.1 Respect the law and objectives of ideological education

General Secretary Xi Jinping has emphasized that to do a good job in ideological work in universities, "we should follow the law of ideological work, the law of teaching and educating people, and the law of students' growth". This important exposition not only provides a fundamental basis for universities to carry out ideological education, but also points out the methodology and focus for implementing precise ideological education. The internet of things, mega data, cloud computing, artificial intelligence and other cutting-edge technologies have brought great innovation and development opportunities for the ideological education in universities. We should not understand mega data technology in precise ideology education only from the perspective of technical means. Precise ideology education is not a simple combination of traditional ideological education and big data technology, but to see the essence through the phenomenon and find out the hidden value of massive data through the analysis of mega data technology. In the new era, the fundamental problem of ideology education in universities is what kind of people to cultivate, how to cultivate and for whom to cultivate. In the process of implementing precise ideology education, the universities shall respect the law of educational and firm their political position in order to cultivate excellent talents for national and social construction. Mega data information processing has been expanded from "random samples" to "all samples". Through the construction of scientific data model and the in-depth mining of a large number of data, precise ideological education can more accurately reflect the hidden details and characteristics, which will help us to grasp the objective laws of education and explore the real demands of students.

2.2 Improve the accuracy and pertinence of ideological education

As an important channel of moral education, ideological education in universities can not be separated from focusing on reality and grasping practice, otherwise it is difficult to ensure the accuracy of education [6]. Before making the educational plans and strategies, universities must accurately grasp students' psychological changes and growth trends. Precise Ideology Education is a new mode of Ideological and Political Education. By accurately grasping the educational object and situation, targeted provision of educational content, using scientific educational methods and accurately controlling the educational process, it finally realizes the unity of "precision" and "accuracy" of Ideological and Political Education. The connotation generation of Precise Ideology Education includes "precise identification" of educational objects, "precise customization" of education programs, "precise drip irrigation" of the education process, and "precise evaluation" of education effectiveness. The intervention of mega data makes it possible to achieve the goal of Precise Ideology Education [7]. In the era of mega data, Precise Ideology Education relies on massive data to intelligently obtain real-time feedback information, so as to accurately describe everyone's thoughts and behaviors. The digitization of thought and behavior has made full

preparations for the scientization, technicalization and intellectualization of our Precise Ideology Education. Precise Ideology Education overcomes the unidirectional limitations of the traditional ideological and political education model: it shortens the information processing process and feedback process, more conforms to the group characteristics and personality needs of students, and prevents information distortion and cognitive deviation in the education process. Therefore, Precise Ideology Education can actually improve the timeliness, pertinence and accuracy of Ideological and Political Education in universities.

3. The Practical Path of Precise Ideology Education in Universities

3.1 Accurately grasp the educational object

Accurately grasping the educational object is the premise and foundation of Precise Ideology Education. In the traditional ideological education model, due to the lack of data docking and evaluation, the educational subject's judgment on the educational object is vague and can not accurately evaluate the educational object. Relying on mega data technology, we can comprehensively record and dynamically track the target educational objects and their behavior tracks. Through data mining and correlation analysis, we can accurately identify the target educational objects and grasp the ideological characteristics and actual needs of the target educational objects. We should apply mega data to the scientific analysis of students' characteristics and the accurate mining of students' problems. The application of mega data technology to Precise Ideology Education in universities can change the ideological education from extensive management relying on experience to scientific management based on data analysis, from inclusive general education to targeted individual education, from top-down one-way indoctrination to student-oriented two-way interaction. With the help of big data technology, we can analyze the differences at the individual level on the basis of grasping the overall commonness of the educated; By establishing a data model, we can provide personalized education programs that meet the individual needs of students. In this way, we can reduce the ideological and political education from the macro level of the group to the micro level of the individual, improve the pertinence of teaching, and realize the unity of students' overall development and personality differences. The Precise Ideology Education system model is shown in Figure 1.

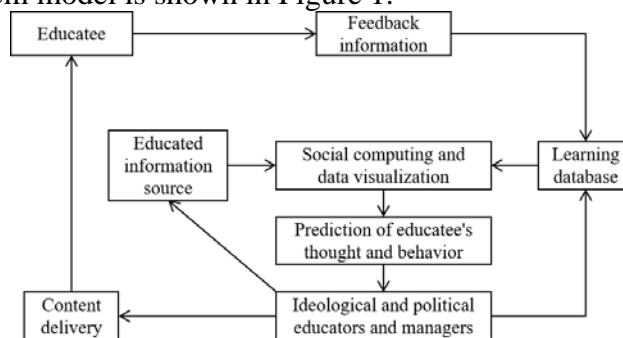


Figure 1 Precise Ideology Education system model

3.2 Reasonably optimize the content supply scheme

In the era of mega data, we should learn to speak with "data", actively mine, collect, sort out, analyze and summarize data, and have a keen idea of data. Ideology educators in universities should conform to the development trend of mega data era, make full use of modern educational information technology, dig out the information data generated by college students in campus life, accurately grasp the characteristics of students' thoughts and behaviors, and interpret students' ideology problems with their discourse system. To implement Precise Ideology Education, we should enhance the affinity and pertinence of content supply, positively respond to the concerns of students' growth and development, actively solve the internal spiritual needs of students on the basis of accurately judging the thoughts and behaviors of educational objects. Only by improving the quality and efficiency of Ideological and political education contents can we achieve the balance

between supply and demand of Ideological and political education contents. We can choose the educational contents that students are willing to accept and that are close to students' life and adopt the educational methods loved by students to enhance the pertinence of the supply of ideological education contents. We can prepare personalized and differentiated educational contents according to the actual needs of different objects at different stages, so as to enhance the pertinence of the supply of ideological education contents.

3.3 Actively change the way of educating people

In the process of ideological education practice, whether the educational methods and presentation means are scientific and innovative directly restricts and affects the effectiveness of education to a certain extent. To implement Precise Ideology Education in universities, we must abandon the traditional undifferentiated supply and drive the ideological education into an accurate and personalized supply, so as to improve the pertinence of supply, highlight discourse affinity and enhance the effectiveness of ideological education. In the era of big data, it is necessary to carry out targeted and personalized education for students according to the information reflected in the data, provide a variety of educational means, and adopt different educational countermeasures for different students. According to the results of data analysis, educators can fully understand their teaching quality and effectiveness, improve teaching content and teaching methods in time, and integrate the hot topics that students pay attention to into the ideological education and teaching, attracting students' attention, which not only improves students' interest in learning but also enriches educators' teaching process. We should carry out targeted education according to the situation and personality characteristics of students, and formulate an education model in line with the law of students' own development. For example, we can enhance the vividness, intuition and experience of ideological education methods based on students' use of media and their cognitive acceptance preferences. We should also continue to broaden educational channels to let students get out of the information cage, broaden their horizons and receive diversified learning resources through the combination of theoretical teaching and social practice, collective discussion and personal thinking, fixed content and independent choice.

3.4 Effective implement the educational evaluation and feedback

Accurate evaluation and feedback of educational results are the basis for educators to make scientific decisions and the key for educators to scientifically control and effectively manage the educational process. For the traditional ideological education, its evaluation means are relatively single, its evaluation process lacks dynamic updates and its assessment results lack data support. So the evaluation methods of traditional ideological education show the characteristics of experience, static and fuzziness. By using mega data technology, we can establish a mega data evaluation system for ideological education, dynamically monitor and objectively evaluate the ideological and behavioral characteristics and change laws of educational objects, so that the process of ideological education can be evaluated, monitored and fed back in real time and dynamically. In the era of big data, by using modern technologies such as big data and artificial intelligence, Precise Ideology Education can easily track and monitor all students in real time, use massive data for automatic analysis and judgment, and accurately predict students' future ideological and political status. Universities should build a dynamic evaluation system for Precise Ideology Education, which is conducive to timely grasp the ideological dynamics of college students and provide reliable data analysis for accurate management services. The universities should also build a real-time feedback system for accurate thinking and politics. It can reduce the intermediate links of information transmission, balance the information asymmetry between students and ideological workers, avoid the cognitive deviation caused by the empirical management of traditional ideological education, and improve the scientificity of ideological education in universities.

4. Conclusions

Promoting Precise Ideology Education is not only an important measure to promote the reform

and innovation of ideological education, but also an important premise to improve the pertinence of ideological education, and an effective guarantee to promote the healthy growth of college students[8]. Precise Ideology Education is a new pattern of ideology education under the strong intervention of cutting-edge technologies such as artificial intelligence and mega data analysis and the guidance of precise thinking. Under the background of the mega data era, promoting the innovation and development of ideological education with the help of modern technology can not only make teaching have the spirits of the times, but also realize the overall development of students' comprehensive ability. Now the university ideology education must take the road of reform and innovation, especially pay attention to the advantages of mega data technology, establish brand-new educational ideas and choose modern educational methods, so as to better solve the existing problems of ideology education in universities.

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