

Research on the Innovation of College Students' Ideological and Political Education in the Context of Big Data

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Abstract: Under the background of new media big data platform, big data has become an important carrier of ideological and political education for college students. The paper is to discuss the issues of the necessity of using big data platform to study college students' ideological and political education, opportunities and challenges brought by big data platform, countermeasures with the use of big data platform to strengthen ideological and political education and so on. It is concluded that using the big data platform to innovate the ideological and political education of college students is needed for the development and supplement of the traditional ideological and political education, thus how to utilize the rich form of big data platform to carry out ideological and political education is a subject that every counselor should think about and deal with.

1. Introduction

Using big data platform to innovate the ideological and political education of college students is to increase the appeal of education and improve the effectiveness of ideological and political education. It is the need to guide college students to use the Internet rationally and properly. Counselors are the backbone of conducting college students' moral education and ideological and political education. It can be seen that the responsibility and task of the counselor are huge, and the counselor's workload is relatively large. As a counselor with about three hundred students, how to effectively work well for students is a problem. The counselor should keep pace with the times and keep in line with the students. Especially after the mobile phone has the Internet function, the communication is more free from the restrict of the time and space, and contact opportunities are much more. How counselors and teachers use the platform of big data network to carry out ideological and political education is a topic worth studying.

2. The Necessity of Using Big Data Platform to Carry Out College Students' Ideological and Political Education

2.1 The Big Data Platform Can Improve the Effectiveness of Information Transmission, Expand Coverage, and Enhance the Influence And Effectiveness of Ideological and Political Education

Big data platform has novel and superb technical characteristics, which are incomparable to the means of traditional ideological and political education technology. The real-time nature of the Internet overcomes the disadvantage of poor effectiveness of traditional information transmission. With the advantage of fast speed, people can be aware of the world's major events at any time through the Internet without leaving home. It is helpful for educators to effectively convey ideas about health, science and so on with the Internet. Relying on the rapid spread of information network to carry out the ideological and political education, more and more education receivers can receive the information of Ideological and political education at once, which is greatly improving the efficiency and influence of ideological and political education.

2.2 The Flexibility and Diversity of The Big Data Platform Make the Educational Content Interesting and Enhance the Appeal of Ideological and Political Education

Various forms such as illustration and audio visualization make the content of ideological and political education in the internet more visual and vivid, which can better inspire education receivers imagination and curiosity, fully arouse their enthusiasm and stimulate their initiative. Advanced ideas would be consciously internalized in a relaxed and pleasant atmosphere, which greatly increase the penetration effect of ideological and political education.

2.3 The Virtual Feature of Big Data Platform Strengthens the Benign Interaction Between Teachers and Students and Enhances the Effectiveness of Ideological and Political Education

The traditional means of ideological and political education is a one-way instruction dominated by teachers. Now, the dissemination of information on the Internet is interactive. The two sides of communication in the network can maintain relatively equality and freely talk about their own ideas. Real opinions such as what is in favor of, what is against, whether understood, the acceptance can be stated clearly on the Internet. This kind of interactive and guiding education can greatly improve the effectiveness of ideological and political education.

3. Opportunities and Challenges Brought By Big Data Platform to College Students' Ideological and Political Education

3.1 Opportunities Brought By Big Data Platform to College Students' Ideological and Political Education

Firstly, information transmission is rapid and convenient. Information can be released and received immediately through the big data platform. There is almost no time difference between the releaser and receiver. Besides, the instantaneous information transmission from "one" to "one", "one" to "many" or "many" to "one" can be achieved without too much manpower and material resources. As long as one has a network terminal, he can publish and receive information conveniently. Compared with the traditional means such as conference, written materials, TV, radio and etc., the network can deliver information more quickly.

Secondly, information transmission is not restricted by time and space. The application of big data platform can make the information exchange break through the limitation of time and region. On the one hand, both sides can communicate on a certain issue at different time and place. The released information can be retained within a certain period of time. On the other hand, the communication time between the two sides can be not limited to working hours. Moreover, the communication between the two sides completely breaks through the geographical limit. Both sides can communicate in different places. They can even communicate face to face by using the network video technology.

Thirdly, the activity space is highly virtual. The activity space of big data platform can be a website, BBS, WeChat moments or a software program established by information technology. The reality of the platform is only 0 and 1. Highly virtual space can solve the problem of the restriction of real resources. It can produce a number of virtual classroom, community and class. It can link both sides together and carry out a variety of ideological and political education practice. It is resource saving, which can avoid problems of the traditional ideological and political education such as understaff, insufficiency of space, limited budget and dreariness.

3.2 Challenges Brought By Big Data Platform to College Students' Ideological and Political Education

Firstly, the application of big data platform challenges the authority of teachers. Traditional ideological and political education for college students is closed. Teachers, classrooms and textbooks are the main sources and channels for students to accept knowledge. Teachers are highly authoritative in students' minds. Many excellent teachers, with rich teaching experience and profound knowledge,

use their personal charm to conquer countless students' hearts. But with the development of network technology, students get and learn a lot of knowledge and information through the network platform more quickly. They are no longer passively waiting for their teachers to inculcate knowledge and codes of conduct as those in a traditional ideological and political education era. They are independent to a certain extent and possess ability and experience to access to information and analyze the problems.

Secondly, the application of big data platform challenges values education of college students. In the new media environment, the Internet platform has become a tool for western hostile forces to westernize, divide, infiltrate and subvert China. The western hostile forces attempt to achieve their peaceful evolution through the Internet platform. The thoughts of individualism and worship of capitalism also corrode the thoughts of young Chinese college students through the network platform. In addition, under the condition of China's market economy, there are many new problems: increased competition, scientific and technological competition, credit problems, environmental problems and so on are quickly exposed through the network platform. For the young college students who are naive and lack of ability in judgement, they are easy to get lost in the complicated information world of the network platform. Some college students are even misled by the bad information in the network platform and embark on the road of breaking laws and crimes.

Thirdly, the application of big data platform challenges the moral cultivation of college students. The network platform has the characteristics of anonymity, openness and shareness. Among them, anonymity inevitably brings the concealment of information exchange. On the network platform, the name is just a simple symbol. Without the real identity attached, it is easy to cause some moral problems. In order to express their dissatisfaction with something, some college students release rumors on the Internet, confuse the public, use uncivilized language, insult and even abuse others.

Fourthly, the application of big data platform is related to the physical and mental health of college students. The application of network platform influences the interpersonal communication in college students' real life. In real life, some college students are not willing to communicate with others, but they are busy updating their WeChat moments and checking blogs. The attraction of smart phones and computers is far greater than that of real people in front of them. Students sitting next to each other sometimes choose to chat online instead of choosing face-to-face communication. If things go on like this, college students will be unsociable, eccentric and indifferent in real life. They may distrust their teachers, friends and even families, and live in the virtual space of the network platform all day long.

4. Countermeasures With the Use of Big Data Platform to Strengthen Ideological and Political Education

Ideological and political workers in colleges and universities must face up to the reality of "duality" of the Internet and take countermeasures. According to the idea of "repairing the road, building a good car and providing quality goods", we should actively construct the system of online ideological and political work, make use of the special advantages of the network, constantly increase the appeal of online ideological and political work and prepare to meet new challenges.

4.1 To Increase Political Awareness

To cope with the challenge of network, the key is to occupy the network space with Marxism Leninism, Mao Zedong thought, Deng Xiaoping Theory and the important thought of "Three Represents" and to build mainstream website and database which can reflect the characteristics of The Times and the requirements of the socialist spiritual civilization construction. By making use of the advantages of network, which is interesting, normative and iconic, the pertinence and effectiveness of the education would be strengthened.

4.2 To Strengthen the Network Moral Education

To conduct network moral education is to make people actively abide by some public codes of conduct in the virtual network world, which can make our online world develop in a healthy direction. At present, college students tend to weaken their sense of Internet morality such as chatting online with profanity, spreading false information, creating computer viruses and acting as hackers. Schools should shoulder the responsibility of network moral education and strengthen network technical education and moral education.

4.3 To Strengthen the Norms and Management of Network Culture

The legislature should make laws and regulations on network behavior as soon as possible, so as to make the construction of network culture develop healthily on the track of rule of law. At the same time, the legislature and the competent government departments should crack down on all kinds of illegal activities using the Internet to purify the social environment of network culture as much as possible.

4.4 To Develop the Cultural Construction of Big Data Platform on Campus Network

Under the unified leadership of the university party committee, the rules and regulations for the monitoring and management of the network are established and perfected, network cultural activities with rich content, diverse forms, healthy and positive insight are carried out. Firstly, the school should monitor the network. College students spend lots of spare time on the campus network. The school has to keep the focus on the network for the monitoring purpose. Secondly, the school must strengthen the website construction. On the Internet, the school should establish a good campus network website. In order to improve the appeal and penetration of the ideological and political work on the Internet, the contents of various aspects of Ideological and theoretical education are transformed into numerous home pages. Thirdly, the school should improve the quality of the counselor team and strengthen teamwork, cultivating a new counselor team that not only understands the ideological and political education methods but also understands the art of healthy personality education and computer network technology. Fourthly, the school should carry out various online activities such as celebrity speech, celebrity dialogue and so on, which can attract more students to participate in online education activities and help students cultivate sentiments.

5. Conclusion

Therefore, the ideological and political workers should keep a positive attitude and thoroughly study the new situation and new problems faced in the new era and put forward effective measures to keep pace with the times so as to promote new development.

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