

Research on the Reform and Countermeasure of the Carrier of Ideological and Political Education in the Big Data Age from the Perspective of New Media

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Abstract: With the continuous updating and improvement in the era of big data, ideological and political education has gradually shifted from physical communication, media communication, cultural communication and active communication to network communication and data communication reform. Based on the perspective of new media, this paper will study the carrier reform and countermeasures of ideological and political education in the era of big data. This paper analyzes the current situation of the transformation and reform of ideological and political education carriers, and puts forward corresponding improvement countermeasures. The results show that with the continuous progress of China's era, the arrival of the new media era brings opportunities and challenges to the ideological and political education of colleges and universities in China. We must understand how to effectively combine college ideological and political education with carriers in the era of big data, and find effective countermeasures for the transformation of ideological and political education in colleges and universities in the era of big data, in order to facilitate ideological and political education in colleges and universities.

1. Introduction

With the development and progress of social science and technology, the era of big data has already had its own application field [1]. At the same time, the development of the era of big data has led to a variety of data and complex, a large number of valuable data is covered by useless data, a large number of professional academic data is misinterpreted by absurd theory [2]. This has also made it more difficult for people to find truly valuable information from the data network of the era of big data [3]. The second is the variety of information types. The data in the university database includes not only text, but also pictures, audio, video, geographic location, etc. [4]. With the development of colleges and universities, massive data has become an indispensable teaching resource in the teaching process of colleges and universities. In this context, it is of great significance to explore the carrier reform and countermeasures of ideological education for the construction of ideological and political education [5]. In recent years, academic circles have paid more attention to the ideological and political education in colleges and universities under the new media environment, showing an obvious upward trend, which is a hot spot in the theoretical research of ideological and political education. In particular, it has a certain impact on the ideological and political education in colleges and universities in our country. Under this era background, it can provide a brand-new educational environment for the ideological and political education in colleges and universities. But at the same time, it also brings some challenges to the development of ideological and political education in colleges and universities [6]. Therefore, with the increasing emphasis on innovation in all walks of life in recent years, the innovation of ideological and political education methods in the era of big data has become an important content of ideological and political education, which is especially important in the whole process of ideological and political education.

In the era of big data, the most prominent feature is massive data. With the development of the times, colleges and universities have gradually established their own huge databases, which are closely related to the development and progress of colleges and universities [7]. Under the influence

of the big data era, the use of network technology is increasing. Some information data deeply affect people's thinking and behavior [8]. As an important educational content, ideological and political education in colleges and universities has gradually changed its teaching carrier under the influence of big data [9]. How to carry out ideological and political education with reform as a new carrier is one of the key research topics for ideological and political education teachers in colleges and universities at this stage [10]. In the era of big data, huge amounts of data are overwhelming. The pervasive big data is quietly changing people's lives. Ideological and political education is deeply affected by it and its carrier is undergoing changes. In the past five years, the main direction of research has been mainly reflected in the origin and characteristics of new media, the theoretical basis of the combination of ideological and political education in the new media environment, and the research on the ways to improve the effectiveness of ideological and political education in colleges and universities. Therefore, in the ideological and political education of colleges and universities in China, the new media should be used rationally to carry out ideological and political education for college students. In this way, the level of ideological and political education in colleges and universities will be promoted, and the development of college students' physical and mental health will be promoted, so as to improve the level of ideological and political education in China's colleges and universities, and cultivate outstanding talents for the development of China.

2. The Carrier of Ideological and Political Education in Colleges

2.1. Ideological and political education carrier

Ideological and political education means that educators transmit mainstream social concepts, values, and ethics to educators through certain methods and media, thus forming the educators' own ideas and qualities. Through practical activities and ideological education, people will form the ideological concept of patriotism, love of the nation, and love of the family. In traditional management, ideological and political teachers only display and communicate relevant knowledge and requirements in the classroom, and the management method is relatively simple, and the effect is relatively small. The so-called carrier of ideological and political education means that in the process of implementing ideological and political education, it can carry and transmit the content or information of ideological and political education and can be used by the main body of ideological and political education. An activity form and material entity that promotes the interaction between the subject and object of ideological and political education. At the same time, it can also merge the technologies of traditional media to form a brand-new form of media communication and technology. Based on the era of big data, the research on the innovation of specific implementation methods of current ideological and political education is a research topic with both cutting-edge and cross-cutting characteristics in the research field of modern ideological and political education.

In recent years, the number of relevant studies on ideological and political education carriers is increasing, which represents that the majority of scholars have great concern about this. Figure 1 shows the trend of increase and decrease in the number of relevant documents in recent years.

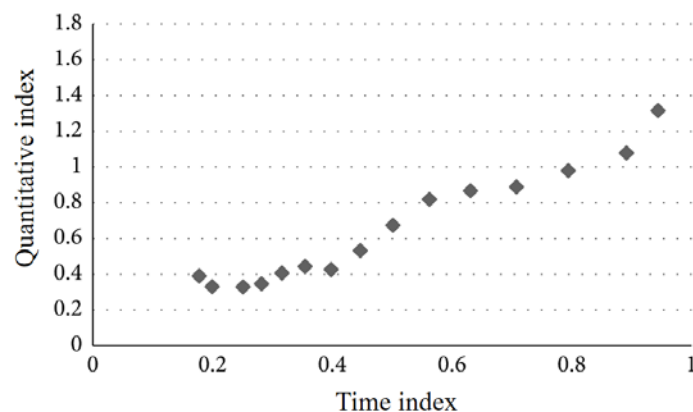


Figure 1 Trend of Increase and Decrease in the Number of Relevant Studies

2.2. Classification of Ideological and Political Education Carriers in Colleges and Universities

Physical carrier refers to actual objects as carriers, such as places, materials, equipment, etc. during meetings. Learning materials, learning equipment, etc. in theoretical learning are all physical carriers. With the progress of the society, the teaching hardware facilities in colleges and universities have been upgraded. The traditional teaching hardware facilities are mainly blackboard and textbooks. The change of information carrier is the most obvious manifestation of the change of ideological and political education carrier. The carrier of ideological and political education connects the subject and object of ideological and political education in the form of a bridge. At the same time, the boundary between the subject and object of ideological and political education and the carrier should be defined, and the three should not be confused. Moreover, the new media can also integrate the content and communication channels in traditional media, and effectively expand the new media communication channels in the process of integration. Big data originated from abroad. In China, the research on big data has only become a boom in recent years. For China, big data is a new technology application and thought expansion. With the advent of the era of big data, ideological and political education has not been confined to the single book education and activity education in the past, and has gradually moved toward information dissemination. Through online media teaching, network data analysis has moved toward everyone. The printing media has newspapers, books, magazines, etc., while electronic media includes television, film, internet, and broadcasting. The network has become the main way for young people to obtain information and exchange ideas.

3. Countermeasures for the Reform of the Carrier of Ideological and Political Education in the Age of Big Data

3.1. Pay attention to the relationship between the era of big data and the traditional carrier of ideological and political education

Network communication has become the most important mode of communication today. Compared with the traditional mode of communication, it has more convenience and more extensive people, but it also hinders the keyness and importance of people's information. That is to combine ideological and political education with management, to restrict people's behavior through certain organizational disciplines and rules and regulations, so that the people can develop good moral quality behavior habits. With the influence of the era of big data on ideological and political education, management methods have undergone certain changes. More effective management systems have been rationally formulated and infiltrated into students' daily learning activities through efficient methods. To establish a sense of cooperation, teachers should establish a sense of cooperation, cooperate with big data related organizations, select the data content needed for teaching from the huge database, and make use of it. The goal pursuit embodied by the management carrier and the requirements of ideological and political education have internal consistency. Adaptation means that when the information of the external environment cannot be absorbed, the cognitive structure of itself changes and reaches a new equilibrium with the external environment. At the same time, we should update the latest political information in time to help college students understand the current political information, accumulate rich ideological and political content, continuously improve college students' ideological and political moral qualities, and help college students establish correct values.

3.2. Establishing a Perfect Management System of Ideological and Political Education Carriers

Although people began to gradually realize the importance of ideological and political education, they began to carry out a series of practical activities and related courses of ideological and political education in schools. However, there is still a need to increase the ranks of ideological and political educators, and how to manage the carriers has become the focus of these ideological educators. This has the same goal as ideological and political education, so we should actively use management as a

carrier to strengthen ideological and political education in colleges and universities. Finally, to establish the awareness of foresight, teachers should have a certain awareness of foresight, discover the existing problems in a timely manner in more data, and do a good job in guiding students' thoughts and psychological counseling. In the process of social development, the acceptance of ideas, concepts, ideals, etc. by members of society will influence the choice of the carrier of the purpose of achieving ideological and political education activities. Throughout the recent status of ideological and political theory courses in higher education, advanced nature, scientificity, enthusiasm and progress have always been the main theme of the ideological and political theory courses in the new era, but it also inevitably produced corresponding problems. When establishing an online education platform, we should pay attention to the screening of educational information to avoid the impact of bad information on college students. Therefore, college ideological and political teachers should use more advanced educational methods to carry out professional ideological and political education for college students. Therefore, in such a big data era, it is necessary to improve relevant laws and regulations to promote the development of big data carriers.

Most students can afford to use new media for less than a day, but as the number of days increases, the number of people who feel “isolated” is increasing, which is enough to show that students are highly dependent on new media. . As shown in Table 1.

Table 1 Students' reliance on new media

Mental condition time	Within one day	1-3 days	3-5days	5-10days	More than 10 days
Does not matter	29.3	9.4	8.6	3.4	1.7
Can endure	41.9	17.6	17.5	17.5	16.9
Empty and lonely	17.6	29.5	34.6	39.6	24.8
Anxiety	10.5	19.6	34.4	27.3	34.5
Isolated	3.6	7.4	19.9	21.5	28.5

3.3. Strengthen the construction of big data talent team

In order to make big data effective as a carrier of ideological and political education, it is necessary to have a talented team with strong professional ability and comprehensive quality. Strengthen the construction of campus culture. With the rapid circulation of data, all colleges and universities have their own campus websites. The various student activities, campus construction, teaching equipment and management methods revealed the unique campus culture of each university. With the support of the data age, colleges and universities can guide students to establish a correct campus culture communication mechanism by optimizing the campus environment, enriching the campus information communication medium, and integrating campus information. In the field of ideological and political education, the trend of big data in education has received more and more attention. In the process of education, we must set an example, so that we can guide others with our own behavior and make the ideological and political education work more effective. In order to improve the external environment of ideological and political education. Although these facilities still exist, the introduction of information technology has changed the presentation of these carriers. For a long time, ideological and political courses in various colleges and universities still follow the traditional teaching methods in terms of teaching contents and teaching methods, and have not achieved good teaching results. First of all, teachers should use new media equipment to create communication channels between teachers and students, so that teachers can master the actual learning situation of college students, in order to carry out targeted ideological and political education activities.

4. Conclusion

To sum up, the advent of the big data era is pushing forward social development, and the carrier

of ideological and political education has undergone changes. Only by rationally using big data and strengthening the management system of the carrier can it truly exert its value and make ideological and political education work more smoothly. Colleges and universities should establish and perfect rules and regulations and strictly implement them to ensure the standardized management of colleges and universities. This can create a fair and equitable management atmosphere, and is also more conducive to students' ideological and political education, giving students more positive energy style. As an important part of higher education, ideological and political education should be combined with the characteristics and contents of the big data era. And through appropriate countermeasures, actively respond to the changes brought about by big data for ideological and political education, use physical carriers, and publicize ideological and political education information through propaganda columns and electronic display screens. Throughout the five years of practice and theoretical research on the ideological and political education of new media, the scope of the discussion is very broad. Provide students with real-time ideological and political education, improve the ideological and moral quality of college students, form a good patriotic sentiment, and promote the development of college students' physical and mental health. These improvements involve not only theoretical education, but also practical education, and more about networking and self-education.

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