Research on the Cultivation of College Students' Core Values in Ideological and Political Teaching Based on Big Data Analysis

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Abstract: The cultivation of college students' core values is an important reality of Ideological and political education in colleges and universities. Therefore, based on the analysis of big data, the author studies the cultivation of college students' core values in ideological and political education. The results show that it is of great practical significance to deeply analyze the opportunities and challenges brought by big data to the cultivation of college students' socialist core values and to put forward practical strategies with a clear aim. Moreover, in the context of such an era, in the ideological education of core values for all college students, if we do not rely on the advantages of big data to explore new educational approaches and strengthen educational effects, it will cause serious waste of resources.

1. Introduction

At present, a major trend in the development of information technology is to extract valuable pieces of information from massive data [1]. The arrival of the era of big data is changing the various fields of society, affecting people's thinking, behavior, and promoting the transformation of traditional industries [2]. It will also have a profound impact on the mode of cultivating the core values of college students. How to seize opportunities and meet challenges is the choice of the times that ideological and political education workers must face in colleges and universities [3]. The literal meaning refers to massive data, but its essence not only contains a large amount of information, but also contains reading, writing and retrieval of massive information [4]. From the actual situation at present, most college students belong to the only child, their parents dote on them very much, and they are at the center of the family [5]. But when they enter the university, they spend most of their time with their classmates, which makes it difficult for them to integrate into the collective life atmosphere. The cultivation of good core values can enable people to look at things and conduct actions in a better perspective and standard [6]. The era of big data "has opened a major transformation of the times, and is gradually changing the development model of the whole society." Therefore, we must thoroughly analyze the challenges faced by college students' core values education in the context of big data, and actively carry out path innovation.

The core values are the cognition, understanding, judgment or choice made by human beings on the basis of certain thinking senses. They are the criteria and criteria for people to recognize the world and act [7]. Therefore, it is of great practical significance to further study it in order to promote the cultivation of College Students' core values. Big data technology provides a new technical means for the dissemination of core values of College students. The concept of big data has been published on the covers of many world-renowned journals, such as the Wall Street Times, which represents the coming of the era of big data [8]. At present, although many college students have joined the Communist Party of China, they regard the oath of membership as one of the important conditions for their form and future job hunting. I did not think that I had taken the heavy responsibility after I took the oath, of course, let alone the oath of the party is the true belief of her [9]. The spirit of the times is the universal spiritual essence unique to each era, and it is an effective reflection of the social development trend and the people's wishes in an era. At present, the cultivation of college students' core values does not follow the trend of the times. The application of

big data is shallow and effective (10). Big data has opened up the theoretical changes in the study of core values of college students, which has led to the transformation of traditional core values from qualitative analysis to quantitative analysis.

2. College Students' Core Values Education Objectives under Big Data

The educational goals of college students' core values have undergone certain changes under the influence of big data. With the rapid development of information technology, a complex and diverse big data communication environment has been created, and a communication platform for stereo systems has been constructed. Scholars have studied the cultivation of college students' core values from different angles. Teachers can build websites with core values as the theme, and then upload their own various types of teaching videos of various styles to the website for students to watch online or download and learn. Because college students are influenced by many different factors, they are not clear about the criteria of value judgment, which can be said to be very confusing. Therefore, when college students judge the right and wrong of certain problems, they lose the most fundamental criteria. The spirit of the foreword of the times is an important criterion for the perspective and measurement of the state's political, economic and cultural construction. College students lack stability in their emotional identification with core values. College students' recognition of core values must be combined with their own understanding of society. When social phenomena deviate from core values, college students' recognition of core values is low. Therefore, in the context of the era of big data, it is of profound significance to educate young students on core values by using massive data.

With the continuous development of society and the increasingly close interaction between people, the generation and application of big data has become an inevitable trend of the times. And it is changing our daily life imperceptibly with its characteristics of large amount of information, flexibility, diversity and strong pertinence. The arrival of the era of big data is inevitable, which is a trend from data quantity to qualitative change. Explore the education method of combining big data with college students' socialist core values. And try to explore the feasible path of innovation, and then maximize the building of regional characteristics of the socialist core values of educational thought and spiritual power. Transitioning traditional random sampling to big data calculus will give a more complete picture of students' perceptions of values. Big data has higher requirements for processors than traditional data. People engaged in big data processing must have very strong decision-making ability, and can insight and discover the final result from massive data. Optimizing the complex data processing process, its strategic significance is not the huge amount of data, but the value of data and professional processing. In general, student education is completed in elementary school. Only by doing this can teachers make the students they have developed a useful person.

In recent years, the number of research on the cultivation of College Students' core values in China is increasing. Fig. 1 is a trend chart of the number of research on the cultivation of College Students' core values in recent years.
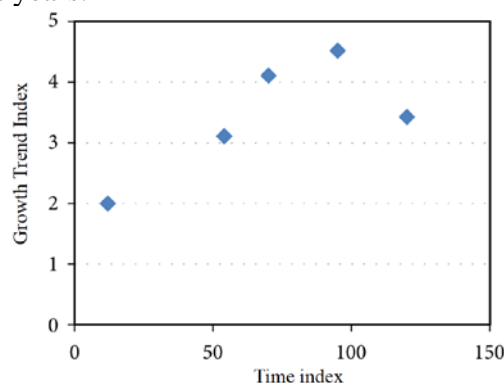

Fig.1. The Increasing Trend of the Number of Research Projects on the Cultivation of College Students' Core Values in Recent Years

The rapid changes of regional culture and the development of the times greatly affect the formation of College Students' ideas and the choice and change of their value orientation. This has been recognized and accepted by most college students. In the era of big data, the research object and method of core values will not be limited to the demonstration subject of traditional significance. One-sidedness and disharmony of College Students' identification with core values. How to effectively carry forward the national spirit and the spirit of the times and effectively integrate the core values education into the ideological and political education of College students? Promoting college students to form correct world outlook, life outlook and value outlook is not only the premise and foundation of promoting college students' all-round development, but also a new practical problem being actively explored by colleges and universities all over the country. In addition, because students can view or download videos to generate click-through rates, teachers can also summarize which type of course or which style of course is more popular with students based on click-through rate. In order to better meet the needs of students after the choice of teaching style and jewelry style. As an important part of social talents, college students are the backbone of China's social economy and culture. It can be said that the goal of college students' core values education under big data is to comprehensively improve the comprehensive moral literacy and ideological quality of college students under the perspective of big data. Promote college students to form ideal beliefs with the characteristics of the times, consciously practice the core value system, and provide strong spiritual support for the growth of college students.

3. Optimization Strategy of Cultivating College Students' Core Values under Big Data

Faced with the opportunities brought by big data and many challenges, colleges and universities must pay attention to how to transform big data technology into ways and methods to cultivate the core values of innovative college students, explore opportunities in the era of big data, and avoid the challenges it brings. The network is an important carrier for contemporary college students to contact the society. The diverse information and data of the network makes the recognition and practice of the core values of college students fragmented and diverse. This requires further research on the strategies for cultivating college students' core values in the era of big data. The various calculation methods of the big data system can help the school to summarize the learning methods and practices that are most suitable for students. At present, in the process of teaching, professional courses are often the focus of education. Then the students' employment and postgraduate entrance examination as the goal, ideological and political education is only a form, colleges and universities do not pay attention to ideological and political education. In terms of teaching content, ideological and political education in universities should effectively integrate the connotation of core values into teaching content, and reflect and teach core values through ideological and political teaching content. Correspondingly, we should adjust the classroom education model and actively guide college students to make correct choices in the critical period of value transformation, so as to make education more targeted.

Students are in their youth, and they are in a critical period of value formation. To implement small-scale targeted teaching, to answer students' doubts in the process of socialist core values education. With the help of big data, schools can actively classify students and adjust their learning courses according to their individual differences. With the help of digital multimedia technology and computer equipment, rich teaching experience will be shared, so that the value and practical significance of big data can be maximized. Ideological and political teachers should pay more attention to the construction of campus culture. Because the theme of a university is campus culture, campus culture is the theme of a university. This is the same as the educational theme of the core values. The teaching content is a powerful reflection of the main purpose of teaching, and the teaching method is an important means to increase students' enthusiasm for learning. If a university has a good campus culture, then the university will have a positive situation. In addition, you can change your education style accordingly according to the changes of the times. In the era of big data, emerging media technologies have become the mainstream of information dissemination carriers, and their advantages in the process of disseminating socialist core values are unmatched by

traditional carriers.

Second, strengthen the construction of the carrier. The core value carrier is "the medium that connects the subject and the object, and has the function of subtly affecting and regulating the knowledge and beliefs of all walks of life." The emerging platforms of various networks in the era of big data are springing up, WeChat, Weibo, blog and other network platforms. Widespread use has promoted the pace of college students' integration into the information world. Specifically, we will use the means of Internet communication to instantly understand the ideological dynamics of college students and answer questions related to the management of core values in a timely manner. Through the exchanges and interactions between teachers and students, the recognition of college students' self-accepted price core value education is improved. By analyzing the history deeply embedded in the system, big data can be used to derive learning strategies and teaching suggestions that best suit the current situation and future trends. At the present stage, because teachers' teaching time is limited to a certain extent, so that teachers' teaching is only a form, and even the most basic teaching tasks can not be accomplished in peacetime teaching. Needless to say, the core values education is the key to expand teaching. In addition, teachers should innovate the way of Ideological and political education through modern teaching ideas and make use of modern teaching tools and means. Changing the dull and rigid impression of Ideological and political lessons in students' eyes will really attract students' attention to ideological and political teaching.

4. Conclusion

At the present stage, because teachers' teaching time is limited to a certain extent, so that teachers' teaching is only a form, and even the most basic teaching tasks can not be accomplished in peacetime teaching. Needless to say, the core values education is the key to expand teaching. In addition, teachers should innovate the way of Ideological and political education through modern teaching ideas and make use of modern teaching tools and means. Changing the dull and rigid impression of Ideological and political lessons in students' eyes will really attract students' attention to ideological and political teaching. At the same time, we should also be alert to the harm brought by the introduction of a large number of spam information in the era of big data to college students, and enhance their ability to identify information, so that they can become excellent builders and successors. Faced with the profound changes in the era of big data, a comprehensive analysis of the opportunities and challenges brought by big data to the cultivation of College Students' core values can track and solve many problems encountered in the education of College Students' core values. Then understand the general law of value cultivation. In a word, all of the above prove the effectiveness and scientificity of College Students' core values education under the big data.

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