Study on the Teaching Mode of Network Ideological and Political Theory Course in Higher Vocational Colleges under the Era of Big Data

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Abstract: The advent of the era of big data has changed the way people live and learn, and it has also affected the effectiveness of vocational education. At present, there are many problems in network ideological and political theory courses. Studying the teaching mode of network ideological and political theory courses in the context of the big data era will help improve the effectiveness of ideological and political theory courses.

1. Introduction

The era of big data has changed the way college students learn and live, and has also created a digital way of living for college students. The various changes brought about by big data have been exchanged and integrated on the university campus. It is bound to require higher vocational colleges to make full use of big data technology, change their work concepts, and closely link the ideological and political education of college students with big data. Big data helps reform the teaching mode of network ideological and political theory courses in higher vocational colleges.

2. Significance of Innovating the Teaching Mode of Network Ideological and Political Course in Higher Vocational Colleges in the Big Data Era

The era of big data has not only changed the way of teaching and learning, but has also deeply influenced the philosophy, culture and ecology of education. Therefore, in the era of big data, it is of great practical significance to carry out innovative research on the teaching mode of network ideological and political education theory courses.

(1) Conducive to promoting the innovation of teaching methods and methods of network ideological and political theory courses

The application of big data to the teaching of network ideological and political theory can change the original teaching model mainly based on "indoctrination" theory, build a student-centered teaching concept, and enhance the timeliness and the Interaction, so as to continuously improve the teaching effect of network ideological and political theory courses.

(2) Conducive to enhancing the effectiveness of online ideological and political education for college students

In the era of big data, the development of ideological and political theory teaching resources can make full use of network resources such as "Internet +" and big data, so that teachers and students can share resources, promote the spread of ideological and political theory network, and enrich the campus life of teachers and students So as to create a relaxed and enjoyable atmosphere of theoretical study, to achieve the purpose of internalizing the students' ideological and political education silently and quietly, so as to help college students establish the correct three-view education and realize the actual effect of ideological and political education.

(3) Conducive to the individualized education of ideology and politics of college students

In the context of the era of big data, it is possible to conduct effective and scientific processing and analysis of college students 'classroom behavior data. Teachers of ideological and political theory classes can accurately grasp the dynamics or doubts of college students through data technology platforms, and carry out targeted" pairs of One "personalized guidance and education, and finally realize that every college student has the opportunity to make a brilliant life.

(4) Conducive to mobilizing the enthusiasm and participation of college students

In the era of big data, the creation of an intelligent environment and the expansion of intelligent cyberspace have made teachers and students of ideological and political theory lessons more equal and autonomous. They can get rid of the invisible hidden characteristics of college students and help break the ideological and political theory teachers The bottleneck of communication with students provides new opportunities for the development of ideological and political theory classes, and stimulates the awareness of students' subjectivity and participation in learning.

3. Difficulties Existing in the Network Ideological and Political Course of Higher Vocational Colleges in the Big Data Era

(1) Emphasis on theoretical knowledge, and light social practice

At present, the ideological and political courses in most vocational colleges attach great importance to the transfer of theoretical knowledge. The teaching content is based on theoretical knowledge points. Students passively accept the transfer and indoctrination of theoretical knowledge, thus ignoring the cultivation and exercise of college students' social practice ability.

(2) Emphasizing classroom lectures and lessening teacher-student interaction

Good teacher-student interaction is an important guarantee to improve teaching efficiency and quality. In the era of big data, students' access to information is more diversified and more convenient. At present, the ideological and political classes in higher vocational colleges adopt more teacher-oriented education concepts, ignoring the leading role of students in the classroom.

(3) emphasis on traditional teaching, light wisdom teaching

Big data has profoundly changed our lives. It is bound to require ideological and political lessons to adapt to the development of the times. Using big data, the Internet +, AI + education, and intelligent teaching software to reshape the teaching model. At present, some teachers of ideological and political lessons use traditional methods. The teaching model, teaching materials, courseware, and lesson plans are all about teaching. Therefore, it cannot form the emotional resonance and emotional identity with students, which affects the teaching effect and teaching quality of ideological and political lessons.

4. The Practical Approach to the Teaching Mode of Network Ideological and Political Courses in Vocational Colleges in the Era of Big Data

In order to "live" and "mobilize" the ideological and political theory course, it is bound to require reshaping the teaching model, deeply integrating big data and ideological and political course teaching, and creating a network ideological and political course teaching mode.

The author distributed a total of 4,000 questionnaires and effectively recovered 3427 questionnaires. According to the analysis of the questionnaire survey, in the vocational college students' "What kind of teaching method do you like?" Survey, 77.06% of students like participatory interactive teaching, 43.86% of students like live teaching, and 43.68% of students Like class discussion. From the questionnaire analysis, it can be clearly seen that after "00" students prefer to play the main role in the classroom and are willing to participate in various teaching activities organized by teachers. Teachers publish preview assignments or teaching materials before class, and use data analysis and processing capabilities of big data technology to analyze and mine students' favorite teaching methods, teaching difficulties, teaching methods, etc. to provide teachers with data support, thereby Make teachers make scientific adjustments of teaching methods and design of teaching content more scientifically. Teachers no longer conduct traditional theoretical teaching during the lesson, but are responsible for answering questions and doubts. Give the classroom back to the students and make them the subject of education.

In the era of big data, the Internet is already closely related to our lives. Teachers of ideological and political classes should make full use of the advantages of intelligent education concepts, "Internet +", big data and artificial intelligence, transform teaching concepts, and integrate ideological and political theory teaching with intelligent education. Carry out in-depth integration to

build a team of teachers of network ideological and political theory courses. The professional network ideological and political teacher team should include the chief expert team, the main teaching team, the teaching support team, and the teaching feedback team. The chief expert team invites at least two well-known experts inside and outside the school to guide discipline construction, theoretical teaching guidance, and train core lecturers. The teaching team should not be too many, and it is recommended to use less than six. The main teaching team includes the school's outstanding ideological and political course teachers, party workers, influential ideological and political course teachers outside the school, and excellent talents in enterprises and institutions. Mainly responsible for the course construction program, online course learning resource library, making online course operation plans, recording micro-lessons, and answering questions and answers online. In the questionnaire "What do you think is the most attractive part of the meditation course?" Multiple choice questions, 61.02% of the students think that the teaching content is the most attractive. From the three options, it can be seen that students are concerned about the use of big data to analyze the students' points of interest and learning characteristics in a relaxed, happy and active classroom, and to design a teaching method that meets the characteristics and psychology of the students and adopts collective power. Integrate teaching resources to create ideological and political lessons with distinctive characteristics and students' favorite. The teaching support team mainly guarantees the operation and maintenance of the online teaching platform. The teaching feedback team is mainly responsible for collecting feedback from users. Each semester, based on feedback information, publishes online teaching satisfaction and provides suggestions for network operation. The construction of the network of ideological and political teaching teachers is conducive to giving play to the team's excellence, combining teachers' professional expertise and knowledge structure, rational division of labor, and completing the construction of the network teaching resource database.

Big data can realize online and offline mixed teaching by extracting and classifying the audience's learning characteristics, learning rules, and educational methods. Online, teachers release preview materials, teaching micro-lessons before class, think before class, and release questionnaires. Teachers ask questions that they think about in class, and let students take the questions to find information. Teachers analyze and sort out students' pre-preview situations before class, and dig deep into the student development and learning rules behind the data. The questionnaire survey mainly involves students' points of interest, doubts, and favorite teaching modes. Teachers conduct big data analysis based on the feedback from the questionnaire, design teaching activities based on the results of the data analysis, republish learning materials for the doubts, and track the data previewed by students again. In the classroom, the teacher mainly solves the problems that students cannot solve or are confused during the preview, but no longer adopts the traditional teaching method of teaching, but allows students to make full use of information on the Internet, teaching materials pushed by the teacher in the classroom, or in groups or individuals. Inquiry learning. With the help of big data holographic monitoring technology, teachers always pay attention to the data dynamics of students' learning, and realize dynamic evaluation from time to time, so as to accurately locate the learning dynamics of each student and personalize teaching management of students. At this time, the teacher is no longer the leader, but the guide and supporter, and really returns the classroom to the students. Under the guidance of teachers, students complete established teaching activities, such as group discussions, group debates, and opinion release conferences, so that students can take the initiative to think and be willing to participate, forming a collision of ideas. Finally, the teacher evaluates the teaching quality of ideological and political lessons based on big data and teaching software, detects the actual effect of teaching effects, predicts possible future teaching problems or achieved teaching results, and helps teachers make quantitative comparisons and reflect on their own Existing problems in teaching, give play to teaching strengths, learn from each other's strengths, and promote the improvement of the teaching quality of ideological and political results, so that students can "mobilize", "live" and "light up" in ideological and political classes, and teachers and students gain emotional identity and thought Agree.

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