Exploration of Big Data Ideological and Political Education Driven by Data

Shaohua Shi

College of Humanities and Sciences of Northeast Normal University，Changchun Jilin Province 130117, China

153170375@qq.com

Abstract. The thesis first illustrates the research background of ideological and political education driven by big data and the necessity for big data to drive the modernization of ideological and political education. Then it comes up with some strategies to accurately realize the targets of big-data ideological and political education in the hope of deeply integrating big data with ideological and political education.

With the deepening development of information technology and internet technology, our country has made a great achievement in information construction and big data has become an important force that drives the development and improvement of every walk of life in current society. It is also an essential tool and technical force to promote the modernization of ideological and political education, which refers to the development pattern of increasingly adding modern factors to the field of ideological and political education like educational concepts, educational objectives, teaching content, educational method and educational management under the current background of economic, political and cultural modernization so as to promote the development of ideological and political education work from the traditional to the modern and from the low-level modernization to the high-level modernization. This is the inevitable requirement of the modern age and the inevitable demand of human modernization as well as the internal need of human innovative development. Big data is the product of the development of information technology and an important symbol of era development. Meanwhile, it provides efficient technical support for the development of ideological and political education modernization. Therefore, the facilitation of big data should be fully applied in promoting the development of ideological and political education modernization.

1. Research Background

Carrying out ideological and political work is one of political advantages and fine traditions of our Party. It requires ideological and political education to keep pace with the times, and innovate and develop increasingly to adapt to requirements of era development instead of being stubborn and stiff. Meanwhile, modern information technology should be applied actively to promote the better implementation, modernization, modernity and effectiveness of the work. In December, 2016, on *the Meeting of Ideological and Political Work in National Colleges and Universities*, President Xi Jinping pointed out that when carrying out ideological and political work in colleges and universities, "new media and new technology should be actively applied" to make the traditional work innovative and alive and make it deeply integrated with information technology to improve the modernity and attraction. In the following year, on the *Second Collective Learning of Political Bureau of the Central Committee of the Communist Party of China*, he stressed that we should actively adapt to "historic opportunities taken by the information revolution", "positively make good use of big data" and master its development laws to promote a better development of work. On 12th *Collective Learning of Political*

Bureau of the Central Committee of the Communist Party of China this year, he also highlighted that we should actively apply the latest information technology, enhance its deep combination with media and make public opinions bigger and stronger to consolidate the common ideological basis that makes people unite and develop together.

Judging from the national planning, the Party and the country attach great significance to the development of information technology and show great expectation for bringing information technology into ideological and political work to promote work development. Since *the 18th National Congress of the Communist Party of China*, General Secretary Xi Jinping have put forward relevant requirements for driving the modernization of ideological and political education work with big data and pointed out its future development directions.

2. The Necessity for Big Data to Drive the Modernization of Ideological and Political Education

As for ideological and political work, General Secretary Xi Jinping advises to change, innovate and develop according to different events, times and situations. He also advised to bring in the latest modern technology and new media technology to improve the modernity of ideological and political work, level of modernization and the attraction of work. This indicates a working direction for carrying out ideological and political education work in the new age in China. In return, it also hints the backward situation of the inconsistent ideological and political work with era development at present. Meanwhile, the age is not only developing towards informatization, world-wide ethos also meet and compete with each other fiercely. Moreover, there are various values and complicated global context. Because of these reasons, how to enhance the cohesive force and leading force of socialist ideologies under this background seems to be an important issue to be solved in present ideological and political education work. Faced with the complex situation, we should positively face challenges and difficulties, actively apply big data and new technology to promote the innovative development of ideological and political work.

At first, big data technology can provide effective power and functional support for improving the efficiency of ideological and political education work. As for traditional ideological and political education work, it uses simple instructional modes and educational resources are usually scattered, so the educational effects are not that ideal. Therefore, in order to make ideological and political education more effective, many researchers and workers have made great efforts and explorations, but they got little effect. However, the emergence of big data technology can create a new situation for ideological and political education work. It provides a brand new thinking model, breaks the analytical thinking model of the causal relationship between thinking and behavior, and makes the correlation analysis between thinking and behavior become an important direction of thinking. It can leads people to recognize and master rules of ideological and political education more accurately in supplying accurate guidance and personalized education work. Meanwhile, big data can enrich forms and educational resources of ideological and political education. It can gather and integrate the scattered resources to improve the resource utilization rate. Using big data technology, people can quickly collect, classify and integrate relevant educational resources to offer personalized learning resources according to users' learning status. Meanwhile, it can give timely and visual teaching to share data resources. On the basis of integrating resources, an online education platform can be constructed with big data technology to promote combination of online and off-line education and develop a new model of ideological and political education work. Secondly, big data technology can become the drive and engine of ideological and political education work to improve the cohesive force and leading force of socialist ideologies. In

the new historical period, numerous and complicated values as well as competitive ethos bring great challenges to ideological work, especially ideological work under the network environment, so new technology and work patterns are urgently needed to promote its modernization and improve the cohesive force and leading force of socialist ideologies in the new historical period. Big data technology can analyze and evaluate data information of diversified ethos and values. It can forecast dispositions of human thoughts and behavior accurately, which provides some data and technical support for providing efficient guidance in education; Moreover, when it comes to educational work, big data technology can make ideological and political education work interesting, make educational methods various. Digital, pictures, sound and other forms can be used to make the boring, abstract and tedious content more lively. It can also achieve some functions like quick communication, real-time sharing and online learning. At the same time, it is of great benefit to monitoring and managing public opinions, timely understanding public ideological trends and their inner voices so as to stick to the correct ideological guide, resist the influence and permeation of wrong ideological trends and then adhere to the cohesive force and leading force of main-stream ideologies.

3. Accurate Realization of Big Data Ideological and Political Targets

Many creatures in nature have the ability to learn and evolve, so do human beings. Actually, these abilities belong to a self-adaptive ability of the fittest survive which means to change themselves according to the change of external environment so as to survive from the changing surroundings and get the target of self-survival. Darwin regards it a natural capacity that every creature possesses to adapt and evolve. In essence, it is the ability of trial and error. All plants and animals learn and evolve though this and human beings, a kind of higher animals, also make them smarter through this. For example, Shennong tasted hundreds of grasses to research and explore their medical functions, which is a representative trial-and-error method. Judging from the scientific terminology and theory, trial-and-error method refers to negative feedback control discussed in the control theory, which means gradually getting close to targets through negative feedback and then finally realizing the expected purpose or the environmental objective[1].

The system of ideological and political education is a huge system which is open and complicated. It has its special objective, that is, strengthening moral education and cultivating people to foster qualified talent for socialism modernization construction. In order to achieve this great aim, the educatee should be given corresponding theoretical and moral education to help them set correct views of world, life and value, insist on Marxism-Leninism socialist ideologies and theories, have favourable ideological and moral cultivation and learn to observe laws and disciplines. Therefore, connected with theories above, a negative feedback system can be built so as to get closer to and practice basic goals of education. A lack of negative feedback mechanism is like driving without front windows and the instrument board, which makes it impossible for drivers to know the speed and target. Therefore, the negative feedback mechanism is an important theory in constructing a digital ideological and political education system and it is the instrument panel and weatherglass of ideological and political education, which reflect states of the education work. Of course, ideological and political education work of the traditional model can not be given digital supervision for the shortage of necessary data, so the role of the negative feedback mechanism can't be played fully. However, there are still some restrictions in this mechanism: At first, it lacks a great deal of feedback data, which makes it impossible to accurately master the educational state; Secondly, the data collected are not so authentic and reliable, which means the existed data will be not real if there are; Thirdly, a system that can collect and process data online is lacked, so it is difficult to get the latest status state. For this, the latest real-time situation can not be

mastered and the mechanism will become unstable or inaccurate. As a result, all of these disadvantages make the traditional ideological and political education system fail to become an open-loop control system of the negative feedback mechanism, which slows the speed of ideological and political education work and leads to the unsatisfactory result.

The coming of big data times provides powerful technical support for constructing a negative feedback mechanism in ideological and political education system and it offers a great deal of real-time feedback data to the construction. At first, the data size is huge. Through applying intelligent and automatic techniques, big data technology makes it possible for the system to get online and real-time mass data, especially status data of educators' thoughts and behavior can get continuous and real-time data through big data technology. Next, the obtained status data are more authentic and objective. Supported by big data, system data are collected intelligently and automatically and they are not influenced by human subjective consciousness. Instead, it can provide authentic and objective data, which prevents ideological and political education system from being misguided by wrong data. Finally, data collection supported by big data can be automatic without any human work, which improves work efficiency. Meanwhile, data can be obtained quickly and the processing capacity is enhanced greatly online, so it can react quickly. For example, when discovering someone is down in spirits, it will quickly take some measures to comfort or motivate him to prevent more serious incidents from happening, which greatly improves the efficiency of ideological and political education work[2-4].

System feedback can be divided into two system patterns, including positive feedback system and negative feedback system. The former compares the current state with the scheduled objective, then enlarges the deviation between the reality and target to get closer to the expected target through repeated iterations, which finally makes the system unstable or breakdown. The latter shrinks the deviation and then depending on repeated iterations, it promotes the system to get closer to the scheduled target more quickly and makes the system more stable. Supported by big data technology, depending on online negative feedback system, ideological and political education can be carried out continuously guided by negative feedback information to perfect the relevant content and mechanism, especially carrying out reforms in relevant ideological and political carriers to make ideological and political education system a self-adaptation system that can learn and evolve continuously and further realize the great aim of strengthening moral education and cultivating people.

The online negative feedback system supported by big data is like the ideological and political education system equipped with a microscope and telescope, which can not only get some microcosmic details, but also forecast the future of ideological and political education system. Meanwhile, combined with the real-time online system, the open but complex ideological and political education system will form a complicated self-adaptation system for a specific purpose, which avoids blindness and improves efficiency so as to do better in achieving the job aim of fostering character and civic virtue[5].

4. Conclusion

Supported by big data technology, the way human know the world has changed greatly. Collecting and processing data in the system of ideological and political education can be intelligent, automatic and real-time, which improves the efficiency and objectivity of data collection. Because of ideological and political big data, the traditional ideological and political education work can become objective data-intensive work, which can make the whole system a data information system that can analyze and calculate. Meanwhile, through data mining and data calculation, the regularities of ideological and political education work can be achieved, which makes ideological and political algorithm become possible and have its own expression. Therefore, some problems that can not be solved in the past

ideological and political education work can be explained with science now and the future development directions can be foreseen accurately to make a strategic plan. Therefore, ideological and political education can also be done with data, which promotes ideological and political education to develop from the past experience-based normal science to data-based empirical science and promotes ideological and political subject to develop to the age of calculational ideological and political science.

References

[1]   Zeng Min and Liang Yuwen. The Research of Innovative Methods in Ideological and Political Education in Colleges and Universities in the New Media Time [J]. Education Modernization . 2017(23)

[2]   Liu Liangliang. Challenges and Solutions to Ideological and Political Education in Colleges and Universities under Network Ecological Environment[J]. Journal of Northwestern Adult Education College . 2017(03)

[3]   Du Huan. System Construction of Postgraduates' Ideological and Political Education under the New Situation[J]. Western Quality Education. 2017(11)

[4]   He Xihui and Mao Wenlu. The Illustration of "Time-Effect Dilemma"of Undergraduate Party Members' Ideological and Political Education[J]. Journal of Hengyang Normal University. 2017(03)

[5]   Zhao Jinghua and Du Chengyi. Primary Exploration of Network Ideological and Political Education of College Students in the Micro Age----the Practice and Thinking Based on yiban[J]. Journal of Liuzhou Vocational Technical Institute. 2017(03)