

Research on the Innovation Path of Ideological and Political Work in Colleges and Universities under the Background of Big Data

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Abstract: While big data brings opportunities to ideological and political work in colleges and universities, it also faces some challenges. Ideological and political educators in colleges and universities should actively use big data to carry out teaching activities, realize the reform of teaching methods and evaluation mechanism, so as to better realize the combination of ideological and political work and big data, innovate ideological and political work in colleges and universities, and help students set up correct three views.

1. The Influence of Big Data on Ideological and Political Work in Colleges and Universities

The coming of big data era is bound to cause an educational reform. For the ideological and political education work in colleges and universities, how to use big data reasonably, cultivate big data concept and master advanced teaching equipment skillfully is the key to the innovation of ideological and political work in colleges and universities.

1.1. Positive Impacts

Big data mainly refers to the use of Internet technology to collect and integrate data, and can extract information that meets the requirements of users. For the political education work of ideological people in colleges and universities, the use of big data can obtain a large number of valuable data, can understand the students' thoughts, and can predict the future ideological development of college students.

First of all, big data can bring a lot of valuable data to ideological and political workers in colleges and universities[1]The traditional data survey model has certain pertinence, some students will not show the real idea in the survey, makes the data not have the authenticity, and the small scale data can not draw the universal rule, is unfavorable to the ideological and political worker to carry out the teaching activity in depth. And big data can grasp students' ideas from many angles, and it is students' subconscious thoughts. Teachers can use big data to view the content of students' Baidu search, to view the content of their Weibo forwarding, so that they can roughly get the students' current mental state and the focus of their attention. The data collected under big data is authentic and can promote the further development of ideological and political education in colleges and universities.

Secondly, big data has brought great changes to teaching methods. Traditional ideological and political education is mainly classroom teaching, most of the students' enthusiasm is not high, listening is not serious, teaching quality and efficiency can not be improved. Among them, students are interested in the ideological and political course as shown in figure 1.1 below. And the use of big data technology can effectively combine teaching content with the Internet, using a variety of teaching methods to carry out teaching activities, so as to stimulate students' interest in learning. For example, teachers can use the teaching mode of micro-classroom to combine online and offline teaching to facilitate students to preview and review. A number of communication platforms could also be used for joint discussions.

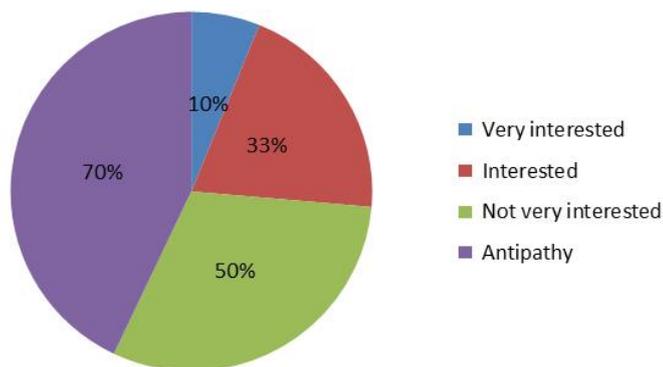


Figure 1 University students' interest in ideological and political subjects

Then, educators use big data to understand students' thoughts. Why teachers can not grasp the psychological characteristics of students and communicate harmoniously with students under the traditional teaching mode is mainly the lack of a platform for mutual communication. Then big data technology can provide communication platform for teachers and students, teachers can transmit teaching materials, publish discussions, and when students encounter problems, they can immediately seek the help of teachers. In addition, schools can use big data technology to establish a network course selection platform, which contains the whole course of college students' elective courses. Students can choose courses according to their own interests and hobbies, big data technology can analyze the students' course selection, then ideological and political workers can understand the students' inner thoughts, so as to further adjust the teaching content and make the teaching content more suitable for the students' thoughts.

Finally, big data can be used to predict the future development situation, so as to make early judgment and take remedial measures. For ideological and political work, big data can integrate and analyze the existing data, so as to predict the possible psychological state of students in the future.[2]. Once students are found to have ideological and psychological problems, workers should timely help them to solve their inner troubles, so as to improve the efficiency of education.

1.2. Adverse Effects

Although big data can guarantee its authenticity to a certain extent and reflect the students' inner real ideas, there will still be some false data, which makes big data not authoritative after integrating the results. For example, teachers use live classes to carry out teaching activities, can export members list and members online time from the software, but how many people really sit in front of the computer to watch the video can not know. Therefore, such data with false, will bring wrong judgment to the teacher.

In addition to having false data in big data to affect its authenticity, the application of big data technology may reveal the privacy of students. For ideological and political educators, in order to fully understand a student's thoughts, it is necessary to collect information such as his personal information, family background and his emotional situation, which has the situation of data leakage and infringes on the privacy security of students. At present, there are still some loopholes in the network security system, which is not enough to grasp the privacy of students is not infringed, and it needs further improvement by relevant technicians. As a double-edged sword, big data technology brings opportunities to ideological and political work in colleges and universities, but also faces great challenges, which requires colleges and universities to actively innovate the work path of ideological and political education.

2. The Innovation Path of Ideological and Political Work in Colleges and Universities under the Background of Big Data

2.1. Optimizing the Ideological and Political Curriculum

Under the background of big data, the ideological and political education classroom mainly

depends on the online curriculum. In order to make the education curriculum more in line with the needs of the students, the school can optimize the ideological and political curriculum construction. First of all, the learning platform can investigate the students' demand for this platform, learning interest and other content before the student registration, and then according to the content of the student search, optimize the home page display for the students, recommend the content of their interest for the students, so as to stimulate the students' interest in learning. Secondly, the platform should automatically filter out those inferior resources for students, such as poor content, too short time and so on, to give students the best learning experience.

2.2. Improved Management Systems

Big data appears in a short time, its application to college teaching, is still in the initial stage, its related management system is not perfect and mature enough, there are some loopholes. In order to ensure the authenticity and security of big data and ensure that students' privacy is not leaked, ideological educators should use encryption protection in the transmission of information, and do a good job of information registration, refine the responsibility, ensure that the staff each division of their duties and constraints, and the government should formulate relevant laws and regulations to restrain staff behavior, ensure that the big data workflow meets the requirements of the relevant system, and strive to establish a fair, reasonable and rigorous big data management system.

2.3. Innovative Teaching Using Big Data Technology

Under the background of big data, the way of ideological and political teaching has been changed, and the teaching mode of micro-course has appeared. The teacher makes the micro video according to the actual situation of the students and uploads it to the teaching platform, and the students can watch the video by themselves. Youth study is an important platform for college students to learn ideological and political, in which each issue of the speaker will hold toys as shown in figure 2.1 below. The micro-course education model is targeted, teachers can group students according to the data analyzed by big data, and make different teaching plans according to different groups of students, so that ideological and political education is more targeted and can achieve remarkable results. The innovation of teaching methods makes students have a change in the ideological and political curriculum, as shown in figure 2.2 below. However, while innovating teaching methods, teachers should not ignore the traditional teaching methods, we should integrate the two reasonably, and take micro video as auxiliary teaching means under the premise of adopting the traditional teaching mode, so as to actively promote the enthusiasm and initiative of students and improve the quality and efficiency of ideological and political work.



Figure 2 A picture of the youth's great learning and play

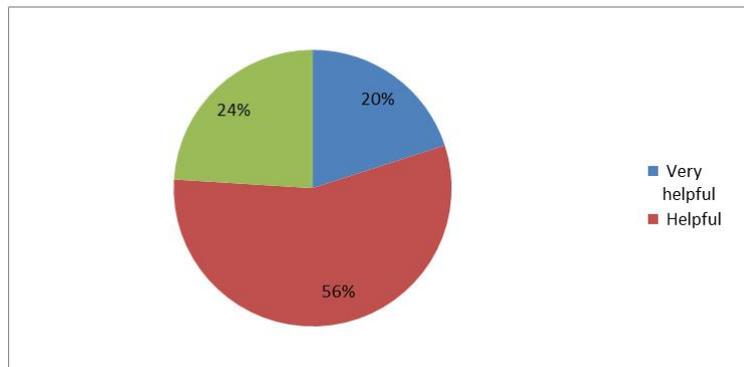


Figure 3 Students in colleges and universities believe that ideological and political education is helpful to their own development

2.4. Enhanced Data Sensitivity of Educators

Big data technology requires educators to have a strong analytical ability to mine the problems behind the data and express the data in words. Educators should strengthen the training of data sensitivity, analyze students' ideas from the data, and adopt different teaching programs according to the results of the analysis. At the same time, colleges and universities should carry out training to improve the ability of educators to analyze data. The main contents of the training include data collection, analysis and processing of ideological and political education, so as to enhance the sensitivity of educators to data[3].

2.5. Reform of the Educational Evaluation Model

In order to make the educational evaluation model more perfect and improve the effectiveness of ideological and political education, the staff should make good use of big data. First of all, we should broaden the scope of ideological and political education evaluation and pay attention to the multi-level and comprehensive development of students; secondly, we should establish a scientific evaluation system and carry out individualized guidance to students according to their specialties and classes; finally, the platform needs to update the data in time for the transfer of staff. In addition, schools can fully support the research of ideological and political education, encourage students to carry out scientific research projects, and deeply study the innovative tasks of ideological and political.

2.6. Improving the Comprehensive Quality of Ideological and Political Educators

Teachers play a key role in promoting students' ideological and political thinking. Professional teachers not only need to have rich professional knowledge, but also be able to master relevant professional skills, can use big data technology to analyze and control students' ideas. In addition, ideological and political staff can communicate and learn from each other and strive to improve their overall quality[4].

3. Concluding Remarks

To sum up, under the background of big data, the innovation path of ideological and political work in colleges and universities mainly includes using big data to optimize curriculum construction, perfect relevant system, innovate teaching methods, improve the sensitivity and comprehensive quality of educators to data, and reform the evaluation mechanism of education. In addition, we can make great efforts from the aspects of using big data to realize accurate ideological and political propaganda and guide the healthy development of campus public opinion, so as to give full play to the role of big data technology, so that the ideological education work can be further developed and the teaching goal of building up people by virtue can be better accomplished.

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