Problems and Solutions for Ideological and Political Education in the Big Data Era

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Abstract: Information technology is developing rapidly in the big data era nowadays, and it has a very important influence on every aspect of people's life. And in such an influence, it is necessary to carry out high-strength ideological and political education to provide a strong guarantee for the development of the times and the growth of students.

1. Problems of Ideological and Political Education in Big Data Era

In today's big data era, ideological and political educators must deeply study and discuss the problems existing in the new situation, and take the concept level and the technical method level as the starting point to study the relevant countermeasures of students' ideological and political education under the big data [1]. Based on this, this paper will explore the problems and countermeasures of ideological and political education in the era of big data, so as to improve the effectiveness and pertinence of ideological and political education.

1.1 The Old Educational Ideas Of Ideological And Political Educators

In the educational concept of most ideological and political educators, there is still the concept of paying attention to the overall and common development of students. Such a concept is very unfavorable to the development of students' individual personality, and then it is easy to make ideological and political education too formal. Therefore, it is necessary for the ideological and political educators of colleges and universities to set up and update their educational consciousness and ideas in all aspects under the background of the present big data era. Under the background of the big data era, students can use the network to obtain the information they need, which can not only strengthen the students' right of speech and subject consciousness, but also enable every student and educator to obtain equal status, so as to achieve the goal of improving the pertinence and effectiveness of ideological and political education when it makes it easier for students to accept the educational information transmitted by ideological and political educators. Students can even make use of the more mature big data information technology facilities to record, analyze and process the data in their own learning activities with high granularity and frequency, but also can provide a lot of accurate data through these data, which can make the data more individualized, microcosmic and detailed, and achieve the goal of individualized, individualized and micro-change of educational concept. Only in this way can we make ideological and political education close to students' life and promote students' acceptance.

Figure 1 Big data
1.2 Low Informatization Ability of Ideological and Political Educators

The traditional method of ideological and political education is very simple, most of them are educators to carry out overall education, or to talk to individual students, or to conduct random questionnaires and interviews. However, on the one hand, there is no way to pay real-time attention to every student's thought and behavior characteristics, on the other hand, there is no way to apply the corresponding information technology. Therefore, under such circumstances, most ideological and political educators can not be effectively improved information capacity. Based on this, in today's big data era, we must improve the information ability of ideological and political educators in colleges and universities. In this process, ideological and political educators should train the students' ability of computer operation, information screening and screening, Internet information collection and processing and comprehensive analysis on the basis of grasping the students' ideological dynamics and behavior habits, so as to enable ideological and political educators to understand and intervene in the changing situation of students' thoughts, so as to ensure the achievement of the school goal training and realize the effective improvement of the effectiveness of students' ideological and political education at the same time [2]. Of course, if ideological and political educators can make full use of the technical tools and methods of big data, then we must first improve the relevant ability and quality of ideological and political educators. In order to improve their ability and quality, the relevant education authorities and schools can provide short-term training or rotation training for ideological and political education workers, and train them through some planned measures. So that ideological and political educators can use computer software and new media skillfully, so that they can improve their ability of information analysis and processing, and realize the full adaptation to the needs of students' ideological and political education in the big data era.

1.3 Information Collection, Analysis and Processing Lag Behind

In today's big data era, many advanced technical tools and tools have been studied and provided, but many ideological and political educators still use the traditional way of questionnaire research, or only through the use of statistical analysis software to obtain the point of linear conclusions. Such a situation does not give full play to the advantages of big data dynamic and global technical means, but also makes the collection, analysis and processing of information too lag behind, and then the research conclusions and reality seriously inconsistent. And college students are rich in emotion, active thinking, the acceptance of new things is also relatively high. Therefore, if in the ideological and political education of colleges and universities, educators can not grasp the ideological pulse of students, it will make the theory and the final practice out of the serious disjointed, and then cause the phenomenon of closed-door construction. Based on this, it is necessary for ideological and political educators to use advanced technical means and tools to analyze a large number of relevant data under the background of the big data era, and to grasp the characteristics of students' ideological dynamics and behavior patterns in a timely manner, so as to enable educators to achieve the goal of giving ideological and political education life by being highly close to students' thinking and real life in the concrete implementation of targeted measures.

Figure 2 Information collection
2. Countermeasures of Ideological and Political Education in Big Data Era

2.1 To Strengthen the Training of Information Consciousness and Promote the Improvement of Information Ability of Ideological and Political Educators

Under the background of the big data era, the ideological and political educators in colleges and universities should study the information consciousness, the basic principles and methods of the big data, the application of the big data tools and so on, and then use these knowledge and methods to deal with the complicated information of the students, so as to promote the ideological and political educators' ability of information discrimination, classification, comprehensive analysis and processing, and play a full role in the ideological and political education of students. The ideological and political educators in colleges and universities should, based on the analysis and association of new media and students' ideological education in big data platform, carry out the analysis of problems, the implementation of measures and the practical investigation of research in a consistent and detailed way under the condition of adapting to the network environment.[3]. In addition, colleges and universities should strengthen the training courses of ideological and political education workers on the subject of information ability training, and strengthen the information ability and quality of ideological and political education workers through special lectures and thematic training courses, so as to promote the ideological and political education workers' ability of screening, analyzing and processing information, and then achieve the goal of enhancing the effectiveness and pertinence of ideological and political education work.

2.2 Innovation of Working Methods to Improve the Effectiveness of Information Analysis

Under the background of the big data era, the ideological and political educators in colleges and universities should constantly innovate the ways and methods of their work. And there are two innovative methods, one is to construct the all-round ideological and behavioral early warning mechanism in the work, the other is that colleges and universities can combine the traditional ideological and political education research methods and big data, qualitative research and quantitative research. In the first way, the prediction is the core of big data, ideological and political educators should make full use of the mathematical algorithm of big data in the analysis of massive data, and then carry out the possible prediction of behavior events. Ideological and political educators should establish and perfect the early warning mechanism of students' ideological behavior at the technical level, and study and analyze the information and data obtained through social network or self-media, so as to understand and master the characteristics of students' ideological dynamics and psychological behavior in a certain degree, so as to realize the effective avoidance of unexpected events and extreme events when the corresponding work is carried out. The second way requires colleges and universities to cooperate actively with the third party of society, and make full use of the advantages of relevant organizations in data analysis and information technology, so as to realize the reasonable access of students' relevant data and information based on the scientific decision of ideological and political education. In addition, ideological and political educators can actively create the big data platform for students' ideological and political education, and establish the collection, analysis and processing mechanism of data and information, so as to realize the common development with students' ideological and political education while building the links and cooperation among colleges and universities and technical communication channels.

2.3 The Construction of "Cloud Classroom" for Ideological and Political Education of College Students

Under the influence of traditional education, the main way of ideological and political education in most colleges and universities is to teach in class, students can only passively accept the content of education, but can not make their own choice, which makes the autonomy and selectivity of education too little, so that it is not conducive to the development of students' personality and ideological health. In the era of big data, a large number of online education methods and open
classroom have emerged, which makes the development of big data in the field of education more extensive [4]. Therefore, under such circumstances, the school should take the initiative to make full use of the big data technology, and establish a clear theme, a wide range of subjects, and then provide the ideological and political education content with various forms, rich content and ideological education in one. In this way, students can not only learn the "cloud classroom" of ideological and political education, but also choose the time and place of ideological and political education independently. In such a "cloud classroom ", we can analyze the students' ideological dynamics, learning effect and the hot phenomenon of students' attention, so as to realize the effective development of students' individualized education while realizing the interaction between teachers and students, so as to achieve the effect of enhancing the effectiveness of ideological and political education.

![Figure 3 "Cloud classroom" construction](image)

3. Conclusion

In a word, in the background of big data era, ideological and political educators must solve the problems existing in ideological and political education in various ways. Only in this way can we strengthen the ideological and political education of students, improve the effectiveness of ideological and political education, and lay a solid foundation for the future growth and development of students in accordance with the development of the times.

References


