Analysis of the Micro-Propagation Mode of Big Data Ideological and Political Education

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Abstract: Following the development and progress of this society, the big data era has ushered in new development opportunities and challenges. Because of the development of big data, we can first understand all aspects of society. But big data's coverage is wide, the influence is big, at the same time big data also brought the ideological and political education dissemination pattern transformation. This brings new development opportunities and challenges to ideological and political educators.

1. Introduction

The arrival of big data not only brought the development of social science and technology, but also brought people a brand-new way of life, and has been widely used and developed in all aspects. Its arrival has brought new development opportunities and challenges to ideological and political education. We can use the rich resources brought by big data to promote the development of ideological and political education, because the convenience brought by the development of big data makes the way of dissemination of ideological and political education more and more close to micro-propagation. How to use big data to promote the development of ideological education micro-propagation needs our continuous practice.

Figure 1 Big data

2. The Application of Big Data in Life

In recent years, big data has become closely related to all aspects of our life and survival. We are in the era of big data, each of us has benefited a lot, everyone understands the convenience that big data brings us and provides the space to develop self-potential, it makes us convenient to live, to see a doctor, to travel conveniently. All say big data, so what is big data? Big data refers to the data collection which can not be captured, managed and processed with conventional software tools in a certain time range, and it is necessary for the new processing mode to have stronger decision-making, insight, discovery and process optimization ability, so as to adapt to the massive, high growth rate and diversified information assets. The "big data" era was first proposed by McKinsey,
a world-renowned consulting firm, which said: “Data has penetrated into every industry and business function today and become an important factor in production. The mining and use of huge amounts of data heralds a new wave of productivity growth and consumer surplus. Big data in the fields of physics, biology, environmental ecology and military, financial, communications, etc. The big data era has laid the foundation for the development of ideological education mode[1].

For example: taobao, jingdong, amazon and so on by collecting the user's browsing, searching, collecting, buying records and other data left behind, you can understand the user's preferences, and according to the collection of user records for marketing planning, attract users' purchase desire, thereby enhancing economic creativity. For example, some dating software is to use the Internet to find suitable friends for users, educational institutions are for users to develop their own education and training programs and so on these are the impact of big data. In short, all through the collection of big data, collation, analysis to help people understand the relevance of things and the direction of development, it is because of the large amount of data, various types, fast, high timeliness, so for the ideological education model to bring new development, create a new living environment. (Figures 1, 2)

Figure 2 Model of ideological education

3. The Application of Big Data in Ideological and Political Education

In the context of the rapid development of big data, it has been applied to various industries, in the era of big data ideological and political education is to provide real-time information, to achieve ideological and political education resources sharing, so as to achieve ideological and political education data.

At present, big data has developed rapidly in the ideological and political education of major schools in our country. Students' study, life, social and so on in the campus can use big data to provide information help for the prediction and decision making of the ideological and political education work in the school, which is beneficial to carry out the diversified ideological and political education work. For example, the card of each major school is to collect the students' consumption time, the amount of money consumed and the place of consumption, so as to understand the students' consumption level at school and the students' living habits, and the colleges and universities connect the big data with the library to understand the students' knowledge not only through the students' situation of borrowing books, but also by comparing the information of the students with the usual model, so as to infer whether the students' living conditions in school and the students' behavior of their studies have developed in the near future. With the application of big data in school ideological and political education, it can reflect the limitation of traditional education. Traditional ideological and political education is old, lack of scientific content, rigid form and no new ideas, while the emergence of big data has brought new development to traditional ideological and political education work, students can use big data to choose their favorite, interested ideological and political education video, big data can also recommend positive and healthy, new learning materials through students' browsing records, so as to continuously improve students' knowledge reserve and the guidance of correct values, can also use different carriers to
obtain more information, and finally achieve the purpose of education.[2](Figure 3).

Figure 3 Big data ideological and political education

4. Innovation of Big Data in Ideological and Political Education

In the innovation of ideological and political education under big data, we should be able to use data resources flexibly to carry out ideological and political education work on the basis of information collection, screening and integration. For example, the school can use big data to combine various forms in class and after class, so that the education model can meet the students' requirements, and use various software as the carrier to understand the students' ideological dynamics, in which we can spread the correct values from WeChat, QQ and so on at any time, so as to influence the students imperceptibly. To realize the optimization of big data teaching, make use of big data to understand the actual situation of students accurately, make different learning plans, let students find suitable learning methods for themselves, improve students' learning efficiency, and cultivate the talents suitable for the new era[3].

With the development of big data comes the problem of network security protection. Because big data can learn about people's lives by browsing through records, being used by lawbreakers can do us harm. This requires us to improve the network security protection, reduce the potential problems and threats of different people. For example, schools and educational institutions can use big data to obtain a large number of learning materials, real-time monitoring of students' mental state and students' life dynamics, so that they can maximize the different needs of students. However, we need to improve the campus network security protection to prevent students from being forced to absorb the bad values[4].

4.1. Micro-Propagation of Ideological and Political Education

The emergence of big data led to the development of new media technology, appeared in people's vision, into the ideological and political education in the mode. In particular, the use of new media, such as wechat, weibo, shaking sound, make the dissemination of ideological and political education appear micro-form, now the dissemination of ideological and political education is not only the inherent model, the arrival of big data for the dissemination of ideological and political education to create a new media, a wider range of ideological and political education to spread.

4.2. Carriers for the Dissemination of Ideological and Political Education

The development of big data makes the transmission carrier of ideological and political education more diversified and diversified. This is very different from the traditional newspapers, books, television and other ideological education dissemination carrier. For example, the mobile phone is different from the traditional carrier, and the mobile phone has the characteristics of portability, practicability and so on. The communicators of ideological and political education can use different carriers to browse, publish and educate the content of ideological and political education at any time and anywhere, thus making the content of ideological and political education spread more widely [5].
4.3. Streamlining the Dissemination of Ideological and Political Education

With the development of society, fast-food reading has become the mainstream of people's thinking, and streamlining the dissemination of ideological and political education is just in line with people in the trivial time to quickly absorb more information resources to enhance their own ability. Different from the dissemination of traditional ideological and political education, concise language, the text is more needed by modern people. Because in today's information explosion, people's brain capacity is limited, too much information is too complex, people will be subconsciously antipathy or rejection, usually the human brain will receive the information associated with you before the information or human experience, so we have to streamline the dissemination of ideological and political education, only if it is sufficiently streamlined to be able to enter the human brain, and our ideological and political education work can be regarded as a real development, as Gu Junhui said: "One is to say only a concept, you can not say too much, the more can not remember; the other is to delete the need to explain, people will subconsciously reject complex things, read understand things before easy to remember; The third is to delete the opponent can also say, so that there is no differentiation, everyone said, will not be remembered, so to keep up with the development of the times, so that the spread of ideological and political education to a wider range of beneficiaries, we need to streamline the dissemination of ideological and political education.[6].

5. Conclusion

We not only need big data to bring a lot of data, we also need to analyze these data and use the resources brought by big data reasonably and mine and manage it, so that we can turn the huge data brought by big data into an important source of ideological and political education micro-propagation. Because the development of big data brings new development to the ideological and political education work of each school, and it is widely used in all aspects of society, through different carriers, it brings different resources to different people, so as to enhance its own ability and realize the sharing of resources and the rational allocation of resources.

References