Research on the Innovation of Ideological and Political Education Mode in Colleges and Universities in the Data Age

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Abstract. With the rapid development of social economy in our country, the communication between people and communication is becoming more and more convenient and more and more rapid. In this context, the data are constantly expanding and becoming larger, and the data have penetrated each other. In the big data age, what is the most expensive? As the name implies, that is the talent. Therefore, under the advent of the big data age, ideological and political teaching in our country is facing many opportunities and challenges. Colleges and universities should pay attention to the application of large data technology practice, and constantly innovate the idea of ideological and political education in colleges and universities to explore new practical principles. This paper analyzes and discusses the innovation of the ideological and political education mode in the University of Great Data hoping to explore the new path and mode of improving the effectiveness of ideological and political education in colleges and universities.

Introduction

Large data with large volume of data, large and diverse data types, processing speed and high value of the characteristics of high density, for large data processing and analysis has become a new generation of information technology integration applications, the current large data is constantly change the way of observation and analysis of the problem, large data has become an important way to learn new knowledge, and has become an important way for people to innovate. Therefore, the ideological and political teaching work in colleges and universities, in the context of large data age, to actively implement the teaching reform work, teachers should focus on the full integration of large data technology, innovation and ideological political teaching work, so as to effectively improve the ideological and political theory of teaching.

The Opportunity and Challenge Faced by the Ideological and Political Education in the Higher Education in the Big Data

The Opportunities of the Current Ideological and Political Education in Colleges and Universities. In the context of the current large data age, when people need to make major decisions, you cannot rely entirely on their own intuition and experience, but can rely directly on the analysis of the data. Therefore, the ideological and political teaching work in colleges and universities can directly combine the large data technology to build an integrated ideological and political data teaching platform, directly to teachers and students before the presentation of the data collection, which is the era of large data under the ideological and political education The opportunities it faces. Teachers in the ideological and political teaching process, you can use large data technology, from various types of large data, the rapid capture of valuable information, and ultimately the rapid emergence of contemporary college students value orientation, ideological behavior and social hot spots [1]. In the process of large data, teachers in the ideological and political teaching process, we can avoid the experience and intuitively infer the error, the direct use
of data analysis to achieve a comprehensive description of the integrity of the ideological and political education to enhance the scientific and rational. At the same time, teachers can fully demonstrate the individuality of classroom teaching and improve the timeliness and pertinence of ideological and political education in the course of practical teaching. Teachers can directly combine the problems presented in the process of data analysis, Education, so as to truly enhance the efficiency and quality of ideological and political education in colleges and universities.

**The Current Challenges of Ideological and Political Education in Colleges and Universities.**

The Internet is a powerful big network, the development of large data is one of the models, the current ideological and political teaching work, need to fully large data technology advantages, and actively carry out ideological and political reform, innovation work, so as to continuously improve the ideological and political teaching The effectiveness of, but in the actual application process, or inevitably there are some real problems and challenges. First of all, many colleges and universities ideological and political teachers for the understanding of large data is still relatively lack of ideological and political teaching or traditional teaching in the examination and classroom teaching, teachers in such teaching methods cannot effectively grasp the students' ideological behavior cannot ensure the efficiency and quality of classroom teaching, a considerable number of teaching workers lack of knowledge and understanding of large data, which cannot effectively adapt to large data brought about by the teaching changes [2]. Secondly, because of the policies and evaluation system of colleges and universities, it is still not clear enough that the lack of support for various resources, which leads to the process of ideological and political education in colleges and universities, many students do not effectively use large data technology for teaching. In addition, due to the current school data collection platform construction is still imperfect, for students open and privacy data analysis of the limits of many aspects of the investment is not enough, the same to some extent affected the big data in the ideological and political teaching process application and practice.

**The New Era of Large-Scale Ideological and Political Education in Colleges and Universities**

**Personalized Educational Philosophy.** With the arrival of the big data age, in the course of ideological and political teaching in colleges and universities, teachers can directly solve the analysis of data and students' thinking behavior description, students directly to the teaching approach. In the era of large data, due to the quality of information ultra-high-end, more diverse and free sharing, these advantages for the ideological and political education of the individual to open a new era. The value of large data itself is not just for the data mining, collection and analysis, but through the analysis of the data, to enable college students to meet the needs of their ideological needs of education [3]. Therefore, the ideological and political teachers in the actual teaching process, we can actively combine the problems presented in the process of data analysis, combined with these issues, this part of the student groups targeted seminars, social practice and lectures. The students can also directly combine the results of data analysis, and actively carry out autonomous learning and students directly combine their own learning situation, the use of a variety of network learning resources, better to achieve their own learning tasks. For example, students can communicate and discuss the awareness of ideological and political learning in colleges and universities through the means of We-Chat, QQ and so on. They can better enhance the interest of ideological and political learning in colleges and universities, and stimulate students' autonomy and improve students' learning effect and quality.

**The Concept of Quantitative Schema.** In the era of large data, teachers can use the data of students to collect the way, and reintegration of people in different areas, and ultimately can use data collection, storage, management and visualization technology, access to valuable information. With the continuous development of the Internet, Internet technology has penetrated into all aspects of people's lives, and in this context, the big data to open a study of human core image of the world, people in the Internet world words and deeds, search, reading, etc. Habits, is the embodiment of the real world of human thought and behavior, large data technology to show people's inner world and the objective world [4]. In the era of large data, the data has become a measure of the objective world standards and standards, such as teachers can use large data technology to analyze students'
daily life, learning and other aspects of behavior, and visual way to display. In the course of ideological and political teaching in colleges and universities, teachers can fully combine the advantages of large data technology, understand and master the social hotspots, thoughts and behavior of students' daily attention, so as to form scientific and accurate evaluation and prediction of students' overall ideological quality. So we can ensure the objective evaluation of ideological and political teaching evaluation in colleges and universities and effectively improve the effectiveness of ideological and political teaching in colleges and universities.

**The Concept of Precision Research.** In the era of large data, teachers should constantly update their own ideology, to recognize the big data age and the past different, teachers should continue to enhance their sensitivity to information data, pay attention to positive analysis, classification and ideological and political education related data. For example, teachers in the classroom before teaching, you can use large data technology, the school students in recent years to participate in a variety of activities to sort out the data, through this way summed up the students of various hobbies, but also to ensure that the teaching of students more objective. For the current ideological and political teaching work in colleges and universities, teachers combined with college students in the life, learning and communication process of the data presented in the ideological and behavior of college students can conduct a comprehensive, the overall data assessment [5]. And finally grasp the students in a period of the ideological situation, value-oriented and psychological early warning and other information, so in the ideological and political classroom teaching to take targeted, scientific teaching content and methods.

**The Ideological and Political Education Innovation Path at the Era of Large Data**

**The Establishment of a Systematic Ideological and Political Database.** Nowadays, the ideological and political teaching work in colleges and universities should pay attention to the advantages of big data technology, and fully combine the problems, conclusions and laws in the actual analysis, and constantly improve the effectiveness and pertinence of ideological and political teaching in colleges and universities. Therefore, teachers in the era of large data, we should pay attention to the establishment of a system of ideological and political education database, combined with the University of Academic Affairs, libraries and the Office of Academic Affairs and other departments to work together to actively take the public network space in a variety of data. But also can use the ideological and political education teachers, counselors and other thematic network of survey activities, through such a way to collect relevant data, better to achieve people-oriented educational philosophy, the establishment of a more systematic ideological and political teaching database [6]. The value and function of large data itself is to find the problem, so teachers use the ideological and political education database is also a challenging practical problem. Colleges and universities should pay attention to constantly optimize and expand their own ideological and political education data platform, and always maintain the advanced nature of the data platform. In this way, the visualization of the activities of college students, and focus on visualization of the problems presented, and ultimately develop targeted, scientific solutions to the students to establish a good sense of the three, to enhance students for ideological and political teachers the degree of recognition, and better promote the development of ideological and political education.

**Carry out Personalized Ideological and Political Education.** In the era of large data, the ideological and political education for college teachers put forward the requirements of renewal, not only teachers should actively use the network platform, the school-related information in real-time tracking, but also fully follow the ideological characteristics of students. Under the background of the big data age, the ideological and political teaching in colleges and universities can use the advantages of new media technology to collect, inquire and concentrate on the resources needed in various teaching groups, such as the employment problems of students concerned, the social hot spots, academic performance, etc., to carry out targeted analysis and research [7]. Teachers can combine the results and problems of the data analysis, take appropriate measures, and for these students for special seminars, psychological counseling and interviews, etc., to carry out personalized customized ideological and political teaching activities, so as to promote the common
development of class students. Therefore, in the era of large data age, we should pay attention to perfect, expand the platform of ideological and political education in colleges and universities, enrich the way of ideological and political teaching in colleges and universities, and enhance the effectiveness of ideological and political education in colleges and universities.

Build an Open, Forward-Looking, Comprehensive Teaching Support System. With the continuous progress of the current era, the development of communication between teachers and students, the interaction is more convenient, ideological and political education activities in colleges and universities to carry out more convenient, teachers can actively combine the advantages of the network, and constantly enhance their own strength. Teachers are the communicators of knowledge, only to maintain the professionalism and advancement of teachers, can better promote a variety of ideological and political education activities carried out, and continue to enhance the brand and extensive activities [8]. The traditional college ideological and political teaching is based on classroom performance and test scores as the evaluation criteria, and with the arrival of large data age, you can directly use the large data technology process, dynamic and other characteristics, to better ensure the comprehensive and objective evaluation Such as social hot commentary, network of small papers and other means, so that you can better improve the efficiency of ideological and political teaching and quality. At the same time colleges and universities should pay attention to the open form to explore the relevant resources, and to maintain the prospective to analyze the current teaching problems, and then a comprehensive way to expand to ensure that teachers are concerned about the students can be timely and comprehensive guidance and answers and ultimately build an open, forward-looking, comprehensive teaching support system.

Conclusion

In short, with the advent of the current era of large data, people have a more profound understanding of ideological and political teaching work, so in the actual teaching process, we must continue to innovate teaching methods, and actively expand the ideological and political teaching content. Combined with the characteristics of the era of large data, said the future of Chinese ideological and political education in colleges and universities must undergo a reborn, in order to strengthen and students exchanges, interaction, deepen the understanding of students' ideas, so that the ideological and political teaching content more in-depth. In the era of big data, the innovation of ideological and political teaching in colleges and universities should intensify the investment of technology and should be innovative and bold into the large data field. Only in this way can we get closer to the distance between teachers and students and improve the efficiency and quality of ideological and political teaching in colleges and universities.

References


