Research on the Model Innovation of Ideological and Political Education in Higher Vocational Higher vocational colleges in Big Data Era

Aiwa Huang
Hainan Institute of Science and Technology, Haikou, 571126, China

Keywords: Ideological and political education, Higher vocational higher vocational colleges, Big data.

Abstract. With the rapid development of network information technology, we have entered the data era from the digital era. Big data era provides many new opportunities and challenges for the innovation of ideological and political education in higher vocational higher vocational colleges. In the face of new opportunities, only constantly innovating the teaching resources teaching methods. teaching mechanisms and teaching environment, can we realize the authentic education functions of ideological and political education in higher vocational higher vocational colleges in big data era.

Introduction

The emergence and rapid development of big data have greatly changed the model of human thinking and the internal structure of the ideological and political education environment. Exploring the characteristics and development of ideological and political education in the higher vocational colleges in the era of big data is of great practical significance for enhancing the effectiveness of ideological and political education and promoting its innovative development. The higher vocational college students in the network information, dating, communication and other platforms have generated a huge amount of data, but this is only a small part of the big data which can be drawn from the ideological and political education of the higher vocational college students. The ideological and political education of the higher vocational college students is a discipline that studies and analyzes the past ideological trends of the higher vocational college students, and accordingly predicts the future behavior of the higher vocational college students, and finally puts them into practical action. As the object is the higher vocational college students as a special group, they thought active, proactive, and dare to innovate and practice, therefore, the idea of dynamic is more difficult to grasp, the future of its behavior and speech are more difficult to predict. The thought and behavior of the traditional ideological and political education of the higher vocational college students conducted long-term scientific research, has made many remarkable achievements, but overall from the real scientific research as well as from the ideological reality research results and students also there is a great gap between theory and reality seems to be a bit disjointed. Big data is not just from the Internet itself, the internet acts as an accelerator and switch for big data. Because of the information and the development of the Internet of things, some life school of ideological and political education process, curriculum and students' ideological and political work, social practice activities, students' ideological and political data will be merged in big data. This will surely endow vocational the higher vocational college students with new characteristics in ideological and political education.

Opportunities and Challenges of Ideological and Political Education in Higher Vocational Higher vocational colleges brought by Big Data Era

Opportunities. A prominent feature of the era of big data is the impact of big data on human thinking. In the era of big data, the ideological and political education should not only guide students to explore the cause and effect of things, but also guide them to explore the relationship between
things. The era of big data provides a new world-wide space rich information can satisfy the curiosity of students for higher vocational college students, arouse their curiosity and creativity, and expand students' active thinking, the development of higher vocational college students' mental potential, help students better realize self-value. At the same time, higher vocational college students can meet different places at the first time. Different types of data, according to their own needs some information to make judgments, to improve self-awareness, strengthening subject consciousness, get to know and master the latest and most advanced professional theoretical knowledge, deepen the understanding of textbook knowledge, perfect knowledge theory system, greatly broadens the horizons. The most important link in the ideological and political education is the communication between the subject of education and the object of education. This kind of communication is achieved in the traditional ideological and political education environment through individual conversation, theme class meeting and so on. Due to the interference of many factors such as technology, psychology, education is often unable to accurately grasp the ideological changes of the students, which relate to the work of Ideological and political education. The arrival of the big data era allows higher vocational college students to express their opinions freely and at any time and place. The ideological and political education workers can also get rid of the unfavorable factors of traditional ideological and political education, to collect the students’ data timely reflecting the ideological trend to provide students with the scientific world outlook, life outlook and values guidance.

Challenges. Big data and mass of information easily lead to anxiety and fatigue psychology. Open big data while for higher vocational higher vocational college students to provide a great degree of freedom, students can freely access and generate data, but also easy to cause some students to indulge their own behavior, weaken the sense of responsibility, a moral concept. Our attention is the rapid transmission of data exacerbated the negative information, harm some decadent values behind the dubbed universal values by the Blitz, the traditional mainstream values of impact and challenges. This makes some weak minded, lack of rational judgment of higher vocational higher vocational college students at a loss, the value of choice confusion and value orientation disorder, and even national consciousness weakened. The traditional ideological and political education is mainly a one-way education activity. The educators teach and the educators listen. The educated master the right to speak and decide what to teach. The educated cannot make their own choice. In the era of big data, data coverage, the educated can according to their own needs to dig data, analysis of data, and form their own cognition, questioning education, the dominant position of the ideological and political education workers shake. Because of the conditions, access to the differences in education and access has differences in information, education information may be more comprehensive than education, advanced, more inclined to use their own judgment, to choose their own view is not willing to accept the information and authority to weaken the dominant position in the ideological and political education to a certain extent. Some of the ideological and political educators in the face of big data into a total denial or blindly cater to the misunderstanding. This will lead to a certain degree of damage to the ideological and political education leading education.

Model Innovation of Ideological and Political Education in Higher Vocational Higher vocational colleges in Big Data Era

Innovation of Teaching Resources. Big data provides rich educational resources for ideological and political education in higher vocational higher vocational colleges. The basic characteristics of the era of big data is huge amount of data. With the development of the Internet, the Internet data has increased exponentially, providing a large amount of data information for mankind. These data provide a very rich educational resource for ideological and political education in higher vocational higher vocational colleges. First, from the amount of speaking, the era of big data network data quantity is big, hitherto unknown, completely subvert the traditional media era to print publications as the carrier of data thinking, ideological and political education can obtain useful educational resources from these massive data. Formally speaking, in the era of big data, the form of network data is unprecedented. In network data, both traditional media information resources, also has a video, text
and other winter films, network information resources of the network, especially the network information resources of many Internet users created their own, these various forms of data resources can greatly enrich the content and form of Ideological and political education in universities. From the qualitative point of view, the quality of network data is uneven in big data era, which requires the ideological and political education workers to refine and purify the resources to obtain high-quality educational data resources. The teaching resource of Ideological and political course refers to the ideological and political education resources that can reflect the ideological attribute of Ideological and political theory course and possess the function of Ideological and moral education. The use of high-quality teaching resources can not only improve teaching effectiveness, but also reflect the cognitive situation of teachers' teaching ability and theoretical understanding. The teacher's manual selection of teaching resources is time-consuming and laborious. According to the time of preparing lessons, it is impossible to make all aspects of the teaching materials available, which makes the choice of teaching resources more limited. Big data technology can easily solve this problem and complete the integration of intelligent resources.

Innovation of Teaching Methods. The rise of big data in educational application research provides a new way for ideological and political education in vocational higher vocational colleges to meet new challenges and new requirements. Under the influence of big data thinking, the essence of education returns to the development of individual learners, and the educational model develops from the collective teaching in the traditional classroom to the digital personality education. Through the analysis of large data generated on the life and learning behavior of higher vocational college students, interest value orientation, can obtain each student's hobbies, learning ability, acceptance level and so on, can support the personality development of student’s study, these data can be used to improve education and service work, but also provide a feedback to the existing students education and services. Through the analysis and feedback the behavior of interactive information, improving education will change the existing mode of the unity of form and content of education mode, and then according to the characteristics and learning needs of students to carry out personalized education in the true sense. In the process of higher vocational college campus life and learning, big data will record their web browsing, consumption status, learning and other aspects of the data, these data can effectively reflect the students' ideology, personality psychology, mode of thinking, behavior, value orientation and a lot of information content, and describe the individual students or groups the mental state and personalized picture in visual form, is helpful for teachers to personalize the ideological and political education for students, ideological and political education to achieve the equalization of opportunities. It is beneficial for ideological and political workers to teach students in accordance with their aptitude, to maximize the potential qualifications and values of students, and to promote students' healthy and growth.

Innovation of Teaching Mechanisms. The scientific educational management mechanism is the prerequisite for the ideological and political education in the era of big data. The arrival of the big data era needs to innovate the management system of Ideological and political education, to adapt to the new environment of Ideological and political education as soon as possible, and effectively solve the problem of new ideological and political education. The coordination environment of big data focusing on many departments under the ideological and political education to rely solely on the ideological and Political Work Department have some difficulty, need many departments involved to achieve good practical results thus can be constructed by ideological and political education department as the main body, to participate in technology, communication, information security and other related departments. The management mechanism of close cooperation, the formation of the ideological and political education ability in data analysis, data filtering, data integration and data processing must have clear management responsibilities and specific requirements, the responsibility to the people, to ensure the efficient operation of the ideological and political education system. The standard data processing mechanism is the core of the ideological and political education in the era of big data. Hundreds of thousands of ideological data about vocational higher vocational college students. To maximize the effect of Ideological and political education, it is necessary to process the collected data and convert the unstructured data into structured data. Different people in different
processing methods of data processing, the standard is not the same, may cause the final information obtained with the actual situation of the students had access to, and provide objective basis for the implementation of the ideological and political education. It requires a unified standard of data analysis, data filtering, data integration and other step to achieve the best effect of data processing.

Innovation of Teaching Environment. Big data makes the education environment of ideological and political education more complex. Many network information and information are flooded in the network, and it is changing rapidly. It has many kinds, wide sources and complex network environment. It is the main characteristic of the network environment in the era of big data. Big data make the ideological and political education network education environment not controllable. With the arrival of the big data era, the speed of network manufacturing data will be faster and faster, many data from all corners of the earth, it is difficult to identify its discrimination, it is more difficult to control it. Big data causes higher vocational college students to become more social. In the era of big data, from work to entertainment, students not every hour and moment influenced by big data, big data provides more space for students' network activity, is a direct result of higher vocational college students in the virtual network of many data lost. Big data changes the campus educational environment of Ideological and political education in higher vocational colleges and universities. Big data to make the school education resources and space unlimited amplification. The rapid rise of some good value in big data mining in new social organizations and enterprises, organizations and enterprises to maintain competitiveness in the era of big data, to adapt to the era of big data requirements, optimize and reform of their own. Big data exacerbated social competition. Big data of the government, social organizations and individuals to greater pressure, cannot keep up with the pace of rapid development of big data changes, it cannot adapt to the trend of social development, it may be eliminated during social development. Big data provides abundant educational resources for the ideological and political education, education is not only confined to the classroom space, network education, but the integration of resources and network data. Big data has spawned new social organizations.

Conclusion

Ideological and political education in higher vocational higher vocational colleges is a systematic project, which requires higher vocational colleges to constantly seize opportunities and explore new ideas. Making use of big data to improve the functions of ideological and political work in higher vocational higher vocational colleges is not only the innovation of big data application, but also the reform of ideological and political education. All staff in higher vocational higher vocational colleges should be fully aware of the important role of big data, and strive to push forward the model innovation of ideological and political education in higher vocational higher vocational colleges.

References


