

# The Innovation Path of Ideological and Political Education Based on Big Data

Ma Ruijing

Zhengzhou University of Light Industry, Zhengzhou, 450001, China

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**Abstract:** With the Continuous Deepening of the National Strategy of Building a Scientific Country, Big Data Information Technology Has a Leap-Forward Development Trend and Has a Great Influence on Students' Thinking Ideas. However, Based on the Complexity of the Network, There is Still No Major Breakthrough in the Ideological and Political Education Work under the Background of Big Data, and It Has Gradually Fallen into the Bottleneck of Development. Based on This, This Paper Analyzes the Dilemma in the Process of Ideological and Political Education in the Context of Big Data, and Proposes Innovative Paths in a Targeted Manner, in Order to Promote the Innovative Development of Ideological and Political Education.

## 1. Introduction

### 1.1 Literature Review

Ideological and political thinking from the perspective of modernization has received much attention, and with the development of the era of big data, ideological and political education is facing new challenges (Wang, 2019). By summarizing the characteristics of big data, ye Kai pointed out that big data brings a lot of data for ideological and political work, which is conducive to timely understanding the ideological trends of college students, and can predict the ideological development trend of college students and other advantages (Ye, 2016).Liu Yuan scholars believe that due to the rapid spread of big data and low value density, complex values may have an impact on the concept of students, resulting in bad consequences (Liu, 2015).After the analysis of big data by Du Wei scholars, it is proposed that modern ideological and political work faces a small proportion of students' contact with ideological and political education information, there is an information gap, and too many external communication channels lead to students being unable to distinguish the interests (Du, 2015).In view of the difficulties in the integration of big data technology and ideological and political work, sun Shucai proposed measures to improve the awareness of big data, improve the education service function, and improve the teacher training system, so as to promote the integration of big data and ideological and political work (sun, 2015).Hu Xia scholars use logical analysis method to put forward innovative paths for ideological and political education in the context of big data, such as cultivating personalized talents, realizing data-based education management, and building a digital information platform (Hu, 2017).

### 1.2 Purpose of Research

The current era is a computer age based on network information. With the rapid development of computing technology, big data technology has also been widely used, and big data technology has also been introduced in ideological and political education. Big data technology brings development momentum to ideological and political education and provides a good opportunity for its work improvement and future development. However, when I combed the relevant literature, I found that the study of ideological and political education in the context of big data is relatively one-sided. In this context, the exploration of the new path of ideological and political education in China has important practical significance for the development of ideological and political education.

## 2. An Overview of Relevant Theories

In line with the in-depth advancement of the informationization process of the times, the

emergence of big data is inevitable. Big data is based on massive information resources, providing people with help, solving practical problems, and having extremely important practical significance for real life. In this context, the ideological and political education work should be actively reformed and actively adapt to the changes and developments caused by big data technology. In the context of big data, the essence of all things in the world becomes information data. Social phenomena and natural life are all data products (Zhang et al, 2017). And after dataization, any problems encountered in daily life can quickly find relevant information based on big data. This allows many people to do what they thought they couldn't do before. Under the impetus of such reforms, ideological and political education will inevitably combine big data technology to achieve development in the new era. Specifically, on the one hand, the school builds a sense of data and allows students to form a data-based mindset. After years of ideological and political education, the school also stores a lot of information, which is integrated into data. At the same time, the students with large foundations will generate massive amounts of data every day. In the work of students' spiritual education, these data information will be more and more valued, and such information will be sorted out, rules will be found, and students will be more targeted.

### **3. The Dilemma Faced by Ideological and Political Education in the Context of Big Data**

#### **3.1 Traditional Education Concept Thinking**

The traditional educational concept has been pursued in China for a long time. Even the current network ideological and political education is still in the initial stage of exploration. The teachers and students of the vast group are relatively weak in the concept of big data. Therefore, ideological and political education needs to build a new type of thinking with innovative ideas. Teachers have always been teaching as subjects, and students are in a state of passive indoctrination. However, ideological and political education in the context of big data requires teamwork, and teachers and students work together to explore the issues behind big data. In addition, big data requires students to have a lively thinking, can adapt to the rapid change of big data information, and quickly grasp the knowledge points to improve the timeliness of student education. However, the traditional concept of education has long made students' thinking become curative. The ideological and political education based on big data is difficult to be accepted by students and practically applied.

#### **3.2 Big Data Platform Builds Lag**

In recent years, the state has promoted the construction of a "smart campus" under the network. Building a new type of smart campus plays an extremely important role in the data collation and analysis in ideological and political education. However, the "smart campus" based on big data technology is subject to many factors, and its assumptions still have hysteresis. Big data platform is not an independent individual. Its technical level is extremely high. The hardware, software and personnel who build big data receipts need high level and large capital. Because there are not many primary schools, middle schools and colleges in China. Running funds, so the construction of big data receipts is slow and lagging. In addition, due to the multi-professional environmental factors of colleges and universities, the construction of their own data platforms by various professions will result in waste of resources, and there will be insufficient financial, human and material resources to build together. As a result, the big data platform once fell into a bottleneck period.

#### **3.3 Limitations of Offline Ideological and Political Education**

At present, ideological and political education is still educated in accordance with the indoctrinating teaching of the traditional education model. The teacher is the main body and the students are passive audiences. This model is still relatively fixed. The educational environment is still limited by time and space, and there are great limitations. In addition, the teaching methods of ideological and political education have not been changed. Many campuses cannot see the importance of ideological and political education, and they have a perfunctory attitude toward

ideological and political education. Based on the teaching materials, the teacher copies the content to the PPT and allows the students to learn independently. This approach has not played a practical role, and instead causes students to reject the ideological and political education curriculum. To a certain extent, the boring teaching methods of offline political education have diminished the interest of ideological and political education. Moreover, due to time and space restrictions, offline ideological and political education is mostly limited to the “small data” field. A large number of resources and content cannot be effectively shared, and it is difficult to achieve the goal of ideological and educational education.

#### **4. The Innovation Path of Ideological and Political Education Work under the Background of Big Data**

In the context of big data, the work of ideological and political education by relevant departments in China requires pragmatic and genuine, and cannot violate objective laws. We should have a clear understanding of our own positioning, provide scientific and theoretical guidance services for all teachers and students, enrich the educational methods of ideological and political education, build a clear ideological and political education system, and promote the innovation of ideological and political education. Based on this, the following suggestions are made.

##### **4.1 Follow the Footsteps of the Times and Update the Educational Concept**

With the continuous development of science and technology, the educational model is constantly changing, and the network-based multimedia teaching methods are popular among students. On the general campus, political teachers are mostly responsible for ideological and political education. In this way, the teacher is in the process of carrying out ideological and political education work with the students. First of all, we must improve our own ideas and concepts, we must correctly treat new models and new ideas, do not prejudice any ideas, and treat such issues fairly and equally. Guide and educate the thoughts that students may deviate from the right path, not because of prejudice and prejudice, and cannot be viewed in a comprehensive and objective manner. In this regard, we will promote the implementation of ideological and political education in China and promote the process of ideological and political education.

##### **4.2 Correctly Establish Educational Goals and Cultivate Comprehensive Talents**

Faced with the predicament of ideological and political education under big data, our schools must carry out ideological and political work in accordance with the goal of building new talents and the actual situation of the school. For example, for college students, according to the national “public entrepreneurship, innovation” mentality guidelines, a series of publicity activities for college students, and cooperation with off-campus enterprises to enhance the application of students skills. In the face of different campus environments, the goals of ideological and political education set are different. If you want to make use of the practicality and timeliness of ideological and political education, it is necessary to set clear educational goals for students at different stages in the existing educational achievements, so as to improve the quality of ideological and political education.

##### **4.3 Combine Education Mechanism to Provide Correct Value Orientation**

If ideological and political education wants to achieve innovation on the inherent path, it must be combined with the education mechanism of the campus itself to make ideological and political education the correct guide for student ideology. Guide students to the right path as they deviate from value orientation. In addition, it is necessary to create new and trendy words to attract students' attention. Because the first form of ideological and political education is a theoretical narrative, students may have a conflicting psychology, so that ideological and political education can not achieve the desired teaching effect. If you improve your words, you can increase your students' attention and guide students to form good moral qualities. When the ideological and political education is innovating in the path, it is necessary to combine the educational mechanism. The two

complement each other, effectively promote the deepening reform of ideological and political education, and improve the overall quality of students.

## **5. Conclusion**

Under the influence of the era of big data, the teaching method of ideological and political education reform is an inevitable path. The education method in the early stage of reform will inevitably face many challenges. In particular, the ideological and political work has shifted from the macro level to the micro level. This process requires ideological and political staff to continuously enhance their comprehensive capabilities. In particular, the capture of new media and big data and the improvement of their own management level, in order to make college students' ideological and political education work is not a facade, really pragmatic and effective, and play a role in educating people.

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