

Research on Ideological and Political Education of College Students under the Background of Big Data

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Abstract: The arrival of the era of big data has brought important influence to all walks of life, but also to the ideological and political work of colleges and universities, including the influence of educational environment, educational subject and object, and educational carrier. This influence also brings opportunities and challenges to the ideological and political education of colleges and universities. Based on the big data environment, establishing the big data consciousness, developing the big data resources, using the big data method and constructing the big data platform, colleges and universities have become the only way to do a good job in Ideological and political education of College students. This paper reveals the connotation and challenges of Ideological and political education with big data, and explores the new direction of Ideological and political education development under the background of network big data era. It is of great significance for college counselors to carry out ideological and political education for college students.

1. Introduction

With the rapid development of Internet technology, nowadays big data is setting off an unprecedented information revolution. Its development has a profound impact on all areas of people's lives as an important part of education [1-2]. Traditional ideological and political education in Colleges and universities is strongly impacted by big data, and is facing a new development direction and pattern. How to deeply understand the connotation of big data ideological and political education, grasp the challenges it brings to traditional ideological and political education, and explore the new development model of college big data ideological and Political Education under the background of network big data is an important topic for teachers to carry out theoretical research and practice of Ideological and political education at this stage [3]. With the rapid development and application of mobile Internet technology, the data is blowout linearly. The development of big data has a strong impact on the ideological and political education in Colleges and universities, which is reflected in the change of teaching methods and thinking modes of educators [4]. Therefore, we should face up to the changes brought about by big data, seize the opportunities and realize the innovation of Ideological and political education of College students.

2. Characteristics of Ideological and Political Education of College Students under the Background of Big Data

(1) Environmental complexity

While the economy achieves leapfrog development, the complexity and uncertainty of the external environment are further enhanced, which has a strong impact on the development of various industries to a large extent. Like other industries, the field of education does not exist independently and must rely on the corresponding environmental development. With the development of big data technology, the external environment of College Students' ideological and political education is more complex and changeable.

(2) Diversification of forms

With the rapid development of information technology, the teaching method is no longer the traditional "blackboard + chalk" classroom teaching, high-tech equipment is gradually applied in classroom teaching. For example, multimedia teaching, voice classroom, etc. Traditional teachers

face-to-face and one-way indoctrination of knowledge into network interactive learning greatly promotes the efficiency of Ideological and political work and reduces the burden of teachers' lesson preparation.

(3) Resource information

With the advent of the information age, the high-tech means of education have been further improved, and the resources of Ideological and political education have been gradually improved. In the actual teaching process, teachers should display teaching resources from various angles and forms, such as images and videos, to effectively improve the image and vividness of Ideological and political education of College students, so as to promote the improvement of educational effect.

3. Opportunities and Challenges for Ideological and Political Education of College Students in the Background of Big Data Era

3.1 Opportunities for ideological and political education of college students in the background of big data era

(1) Big data provides a new way to comprehensively grasp the ideological dynamics of College Students

Contemporary College students, as “aborigines” in the network era, will record their data and information in “original ecology”. Big data technology can collect real-time online data information of students' real feelings, analyze and process it through data application platform, and visualize many trends and rules of students' thoughts, behavior dynamics and values hidden under the surface of information data [5]. Therefore, educators can observe students' situation comprehensively and extensively, grasp the law of students' ideological change, and enable us to understand students' ideological trends and behavioral trends relatively accurately, so that the educational process can be implemented efficiently.

(2) Big Data Provides New Channels for Realizing Individualized Ideological and Political Education

Big data can help ideological and political educators better understand students' interests and needs, predict students' learning behavior, learning attitude and efforts, tailor-made personalized ideological and political education programs for them, and realize online and offline, immediate interaction between teachers and students. In the interaction between subject and object of education, ideological and political educators can solve the various ideological contradictions and problems of different levels and different types of educational objects, realize the individualization and precision of education, and strengthen the pertinence and effectiveness of Ideological and political education [6].

(3) Big data expands new ideas for evaluating the effect of Ideological and political education of College Students

Big data technology provides the latest scientific methods and technologies, which provide new means for the study of irrational phenomena such as people's thoughts, behaviors, preferences, emotions and so on. Big data has the ability to pay attention to and track the micro-performance of every educational evaluation object in learning activities. In the era of big data, education evaluation covers not only students, but also variables that have a significant impact on the implementation of education, such as schools, teachers, curricula, environment, and so on. This new era evaluation concept is a comprehensive evaluation system of large data covering all the variables mentioned above.

3.2 Challenges of ideological and political education of college students in the background of big data era

(1) Shaking the leading position of ideological and political educators

According to the survey, the current evaluation of the ideological and political education theory course implemented by college students shows that only 13.6% of the students think that teachers can combine resources such as Internet and innovative methods of education. 73.60% of the people

think that textbooks are often the main content, PPT content fails to keep up with current affairs and politics, and teaching methods need to be innovated. 3.2% of the respondents thought it was normal, barely passable, and 9.60% of the respondents thought it was not good, as shown in Figure 1. It can be seen that the ideological and political education nowadays still relies on educators to grasp the right of discourse, decide the content to be imparted, mainly by theoretical inculcation, emphasizing classroom teaching, a one-way educational activity, focusing on moral education and emotional people. The educatees can not make their own choices, lack pertinence, and lack the convenience of effectively combining resources such as network.

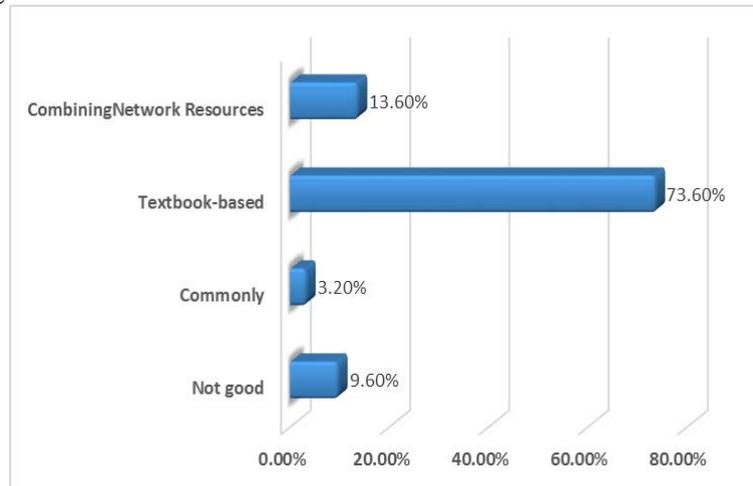


Figure 1 The evaluation of ideological and political education theory course by college students

(2) Increased the crisis of the infiltration of College Students' mainstream ideology

University period is the key stage of shaping students' world outlook, outlook on life and values, and the turning point of establishing correct three outlooks. Students generally have a strong ability to master data, but at the same time have the characteristics of screening, filtering and weak judgment. With the influx of abundant and huge amounts of information and data, their characteristics are enlarged in the new era, and how will they affect the values of College students? According to the survey results, the impact of network information on College Students' values is shown in Figure 2.

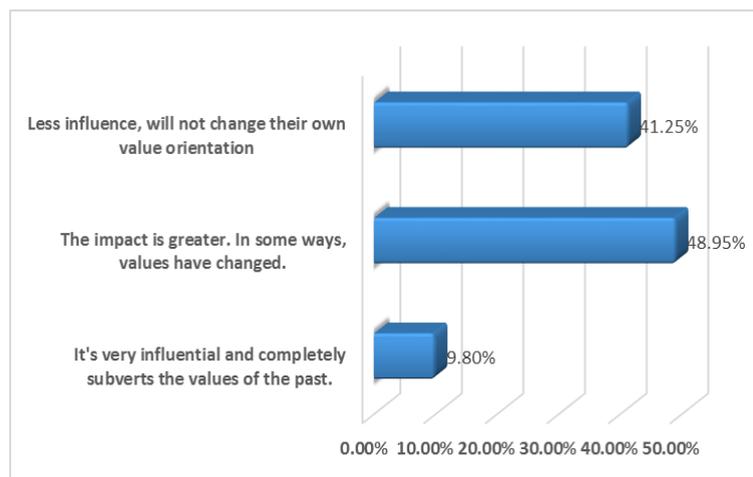


Figure 2 The impact of network information on college students' values

(3) Infringement on college students' privacy

The results of the survey on how you think lifestyle has changed in the big data age are shown in Figure 3. 83.90% of college students think big data provides convenience for life and learning, 62.25% of college students think big data provides an important platform for social model, facilitates communication and promotes friendship between friends. 93.45% of college students think that it is easy to disclose personal privacy information, such as false messages and

advertisements, which disturb their normal life and cause unnecessary losses in spiritual and monetary aspects. It can be seen that many students have been subjected to unreasonable possession and use of personal information, and then infringe on the privacy of students.

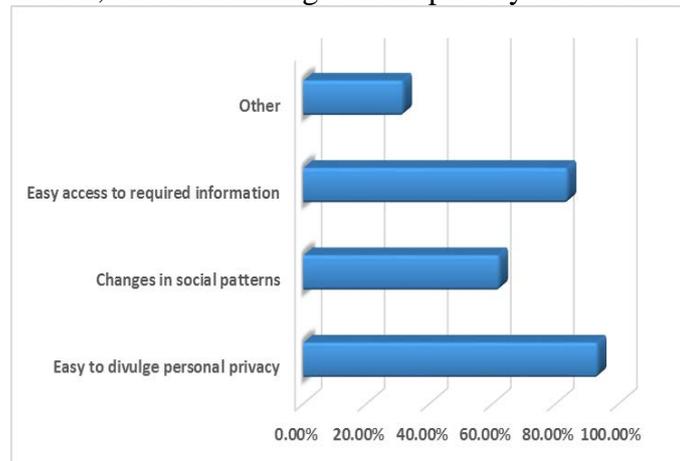


Figure 3 The impact of big data on college students' lifestyle

4. Research on Innovation of Ideological and Political Education in Colleges and Universities under the Background of Big Data

To carry out innovative research on Ideological and political education in the context of big data can create a grid mechanism. With each student as the smallest cell, through collecting the dynamic information of their thoughts and behaviors, we use quantitative graphics technology to analyze the correlation of information and further develop inference and prediction [7]. Feedback and deal with the deviation of students' thinking in time, guide students to establish correct ideas and abide by correct behavior norms.

4.1 The main contents of the mesh mechanism of ideological and political education in colleges and universities

The grid mechanism of Ideological and political education in Colleges and universities hopes to carry out corresponding education work relying on the digital platform of Ideological and political education. The management of the platform is divided into four layers, namely, schools, colleges, classes and individuals. As the fourth layer of the grid, individuals are the most direct dynamic reflection units of ideas. Class is the third layer of the platform, which constitutes the third layer subsystem, mainly responsible for collecting information. As the first and second layers of the platform, schools and colleges mainly consist of subsystems at different levels, which are responsible for collecting information, analyzing status, making inferences and feedback, coordinating actions and dealing with emergencies [8].

1) Complete resource allocation. In order to realize the grid mechanism of Ideological and political education in Colleges and universities, it is necessary to enlarge the scope of management on the basis of original human, material and financial resources, equip corresponding technical personnel, and realize personalized education for specific groups and individuals.

2) Timely feedback and communication. The traditional feedback and communication mechanism is reported to the superiors through the subordinates, so that the situation obtained by the upper managers can not directly reflect the real ideological situation of the students, and each college and class has also formed an "information island". The grid platform is used to re-divide the functions of each layer and establish information accounts. In this way, schools can not only communicate with students directly and obtain relevant information in time, but also provide timely feedback to information through colleges and classes, so that problems can be solved in time and accurately.

3) Realize resource sharing. Traditional resource sharing is mainly the sharing of information sent by schools to colleges or classes, while the horizontal information between colleges and

schools, classes and classes is basically not shared. The information sharing realized by grid is that all members at different levels can share information. This sharing includes not only top-down, but also bottom-up and full information sharing among members at the same level.

4) Coordination of actions at all levels. Grid mechanism can not only realize information sharing, but also be more conducive to the coordination of actions among members. In the work, there are often situations that can not be solved independently by a single class or college. Under the grid mechanism, various departments can use network resources to achieve collaborative work of educational resources and educational actions.

5) Emergency response mechanism. Grid can quickly capture some basic information of students, but whether these problems can be solved in time still needs a mechanism to deal with emergencies quickly, so as to guide students' thinking and behavior positively.

4.2 Using big data background to develop ideological and political education in colleges and universities

Ideological and political education in Colleges and universities must accurately reflect and effectively deal with the situation of society, teachers and students, which requires comprehensive consideration of various factors to achieve effective information coverage. Therefore, in the context of large data, the author constructs an event processing model based on grid mechanism.

(1) Based on the construction of information integrated platform, the working mechanism of grid is constructed

The model is based on the information synthesis platform and has two major centers, namely, the education execution center and the supervision and evaluation center. Set up full-time counselors as executive force, and set up full-time supervisors, the system of various job categories allocated to different departments. As shown in Figure 4.

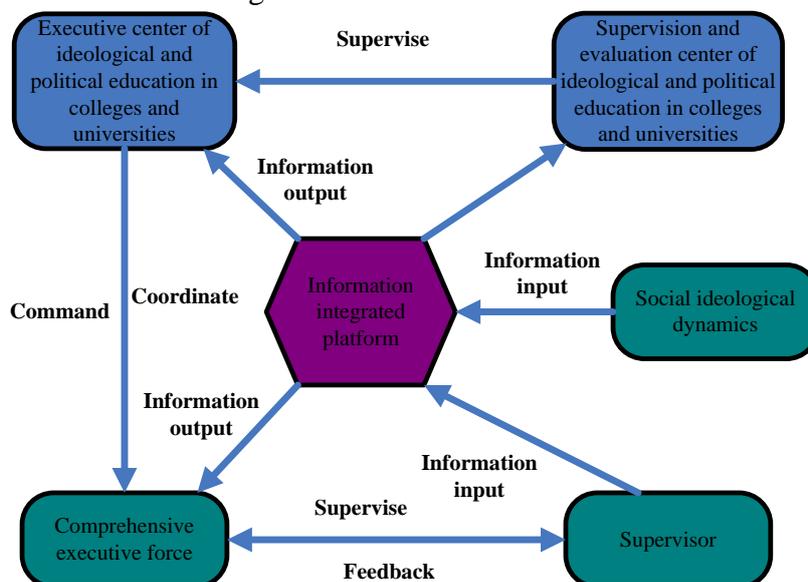


Figure 4 Grid mechanism of ideological and political education in colleges and universities

(2) Analysis of advantages and disadvantages of grid mechanisms

The grid mechanism of Ideological and political education in Colleges and universities designed by the author is an adjustable and dynamic mechanism, which can well adapt to the changes of Ideological and political education in Colleges and Universities under the background of big data. The main advantages are as follows:

1) From sampling to data coverage. Based on each student as the basic unit of the grid, the basic information of any student can be collected at the fourth level of the grid mechanism. Through the information synthesis platform, the 1st to 3rd levels can understand the dynamics of any student, realize personalized education for specific students, and solve the problems existing in students in a timely manner.

2) The participants can coordinate with each other. Under the background of big data, students' ideological situation is complex, which requires coordinated cooperation among classes, colleges and schools. This kind of resource sharing is inevitable. The implementation center, execution force, supervisor and supervision and evaluation center of the above-mentioned grid mechanism can share and exchange information and resources through the information integrated platform, which is more conducive to the coordinated development of Ideological and political education.

3) Data acquisition is more accurate and updated more timely. The grid mechanism collects the relevant information of students and teachers in real time, which can make accurate response in a short time, thus greatly improving work efficiency.

5. Conclusion

In the era of big data, we must fully understand and grasp the new opportunities brought by big data to the ideological and political education of College students. The ideological and political educators of college students should constantly enhance the awareness and ability of big data, improve the effectiveness of Ideological and political education of College students, and promote the innovative development of ideological and political education in Colleges and universities. Big data has brought about changes in the educational environment and subject and object of Ideological and political education in Colleges and universities. At the same time, ideological and political education in Colleges and universities has also faced tremendous challenges. Through the above analysis and practice, the grid mechanism can well adapt to the requirements of large data background, can significantly improve the efficiency of Ideological and political education, can effectively achieve the rational allocation of resources, seamless connection of teaching information, effective sharing of educational information and collaboration between teachers and students.

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