Big Data Helps Reform and Innovation of Ideological and Political Education in the New Era

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Abstract: With the continuous development of information technology, the impact of big data on education reform continues to intensify. As far as the reform of ideological and political education in colleges and universities is concerned, big data can not only change the traditional way of teaching, but also influence the way students think. Therefore, ideological and political education workers in the new era should make rational use of the advantages of big data and actively carry out reform and innovation. In this regard, this paper explores the status quo and the dilemma of big data to help the reform and innovation of ideological and political education in the new era, and proposes a series of countermeasures for reference. It is hoped that it can provide some help for ideological and political education workers in the new era.

1. Research background

1.1 Literature review

With the advent of the era of big data, ideological and political education needs to undergo reform and innovation, and it can adapt to the needs of the development of the times. Big data has not only opportunities but also challenges in the process of reforming and innovating ideological and political education in the new era. Therefore, many scholars in China have developed a strong interest in big data to help the reform and innovation of ideological and political education in the new era, and have carried out a lot of research. Zhao Wei believes that the innovation of big data on ideological and political education requires the formation of a cross-educational model of ideological and political theory teaching, college students' ideological and political work, and campus spiritual civilization construction (Zhao, 2016). Liu Zhi and Hou Zhenzhong studied the significance, bottlenecks and challenges of the reform and innovation of postgraduate ideological and political education in the new era. They believed that the reform and innovation of postgraduate ideological and political education in the new era faced the party and the state's emphasis on postgraduate ideological and political education, environmental impact at home and abroad, and education. Opportunities and challenges in three aspects, such as object change (Liu and Hou, 2019). Wang Ying and Dai Zuxu believe that promoting the evaluation reform of ideological and political education can break the barriers to data use, improve the accuracy of analysis, innovate research methods, and form a new paradigm for the evaluation of ideological and political education (Wang and Dai, 2018). Zheng Shuxiang's research on ideological and political teaching in colleges and universities in the era of big data, aiming to provide theoretical basis for ideological and political education in colleges and universities under the new situation (Zheng, 2015). Liu Chunbo believes that in the era of big data, we need to construct a big data ideological and political education model based on the relevant characteristics of big data, and realize the effective integration of the old and new education models(Liu, 2016). Li Bing believes that ideological and political education in colleges and universities should carry out reform and innovation, and adopting innovative educational methods can promote ideological and political education to better play its educational role (Li, 2013).

1.2 Purpose of research

The most important issue for ideological and political educators in the new era is how to use big
data rationally. With the advent of the era of big data, ideological and political education workers in the new era want to improve the ideological and political education of the public in the new era, and they need to use big data to help ideological and political education. Integrating big data into ideological and political education in the new era can promote the reform and innovation of ideological and political education in the new era. However, after sorting out the research results of domestic scholars on big data to help the reform and innovation of ideological and political education in the new era, it is found that most scholars are more unilateral. In view of this, this paper comprehensively analyzes the challenges faced by big data in helping the reform and innovation of ideological and political education in the new era, and proposes corresponding reform and innovation countermeasures, in order to help reform and innovate ideological and political education in the new era, and continuously promote the development of ideological and political education in Xinshida. Carry forward the theme of the new era.

2. Big data helps the status quo of reform and innovation in ideological and political education in the new era

Big data has helped the new development of the discipline construction of ideological and political education in the new era. At present, the construction of the discipline of ideological and political education in the new era faces the coexistence of opportunities and challenges in its development. At the same time, the discipline construction of ideological and political education in the new era is characterized by universality and concentration. In the process of development of the ideological and political education discipline in the new era, combined with China's national conditions, the excellent culture is integrated into the ideological and political education of the new era. The society is constantly developing. The ideological and political education in the new era has not yet conformed to the trend of the times and keeps pace with the development of the times. Big data constantly promotes the development of the discipline of ideological and political education in the new era and provides new methods and ideas. Therefore, big data is a feature of the development of the times. Traditional ideological and political education only conducts moral education and does not involve big data. As a new era of discipline construction, ideological and political education has not fully integrated big data, and big data analysis has not been fully applied, but big data has already begun to help the construction of ideological and political education in the new era.

Big data helps innovative methods and tools for ideological and political education in the new era. Traditional ideological and political education methods and tools can no longer meet the needs of colleges and universities in the new situation, and are in a form that requires continuous reform and innovation. Ideological and political education began to understand the mission and responsibility in the new era. Rational use of big data, the implementation of big data throughout the ideological and political education in the new era, through the big data to innovate the methods and tools of ideological and political education in the new era. The new tools of big data can promote the credibility of ideological and political education. Ideological and political educators use the analysis of big data and share some ideas and views of ideological and political education with the content of big data processing, which is more acceptable. The ideological and political education curriculum has not only been limited to the teaching of textbooks, but is actively undergoing teaching reforms and is beginning to shift to big data.

3. Big data helps the challenges faced by ideological and political education in the new era

3.1 The traditional ideological and political education model is affected

In the era of big data, students have a wide range of ways to understand knowledge, so students will have more knowledge. When a teacher conducts ideological and political education, if the knowledge points of the explanation are the same as the knowledge points that the students understand, then the students think that they are already familiar with the knowledge points, and
they will be dissatisfied with the teacher's knowledge; if the students already know something Knowledge points, but the knowledge points that teachers explain are different from the students' previous cognition. Students have a high probability that the teacher's knowledge level is not high, thus undermining the teacher's prestige. In addition, students can get the information they want online at any time through big data. When teachers want to conduct a series of ideological and political education for students, students will not concentrate on receiving. Therefore, in the era of big data, the traditional ideological and political education model has been greatly affected. It is difficult for ideological and political educators in the new era to keep up with the pace of development of big data and find an ideological and political education model that adapts to the development of big data. If the ideological and political educators of the new era cannot adapt to the development of big data and cannot meet the needs of social development, the education model will inevitably be impacted and will not be recognized by students.

3.2 Lack of talents in ideological and political education in the new era

In the new era, ideological and political education talents can't meet the needs of schools. At present, the school's new era of ideological and political education workers are basically held by school teachers. In addition to daily teaching and work, teachers often provide psychological guidance to students. Therefore, teachers' time and energy are limited. It is a difficult task for teachers to let teachers go to work as ideological and political educators in the new era. The school's new era of ideological and political education workers can not meet the needs of the era of big data, and the ideological and political education talents in the new era are quite scarce. The new era of ideological and political education can use big data to analyze problems and solve problems. Big data provides an effective technical foundation for the school's new era of ideological and political education workers. However, in order to maximize the role of big data and promote the school's new era of ideological and political education, it is necessary to combine mechanisms and talents. The lack of talents in ideological and political education in the new era is a major problem faced by big data in helping the reform and innovation of ideological and political education in the new era.

3.3 New era big data processing is more difficult

Under the traditional ideological and political education mode, it is difficult to accurately grasp the ideological dynamics of the educated, and the circulation and dissemination of information are restricted by many factors. This shows that the analytical methods of ideological and political educators are very singular and have great limitations when exploring problems. The emergence of big data has changed this situation, and ideological and political educators do not need to rely on limited sample analysis, and the information that can be analyzed is diverse. With the continuous development of big data, information will continue to develop, new information will become old information as time goes by, and future information will become past information. At the same time, the data information is not all good information, and bad information will appear. Under the background of big data, ideological and political educators in the new era will continue to deal with problems and will encounter various problems again. This shows that the ideological and political education in the new era is more difficult than traditional ideological and political education.

4. Big data helps the reform and innovation of ideological and political education in the new era

4.1 Update the concept of ideological and political education in the new era

Big data is a kind of value and methodology. In terms of understanding data, big data makes the public feel a huge thinking revolution. With the help of big data, the reform and innovation of ideological and political education in the new era should update the concept and integrate big data thinking. At the same time, ideological and political education workers in the new era should increase the propaganda of big data and make the public aware of the importance of big data. First, the ideological and political education in the new era should firmly grasp the reality of life of the public and adhere to the people-oriented principle. With the intelligent and networked life of the
public, the life of the public has encountered many problems. The ideological and political 
education in the new era, through the help of big data, should fully explore the psychology of the 
public, so as to better satisfy the public and promote society. The development of the public. Second, 
all aspects of the life and work of the public have changed differently due to big data. Big data has a 
profound impact on social culture. Big data will help the ideological and political education in the 
new era to raise the awareness of big data in the public, the development of big data, and the 
ideological and political education in the new era will continue to reform and innovate with the 
development. Third, big data to help ideological and political education should pay attention to 
individual differences, not to treat the objects of education, and to design appropriate ways to 
educate different educational objects in order to enhance the effect of ideological and political 
education in the new era.

4.2 Establish a new era of ideological and political education team

In the context of big data, the ideological and political education workers in the new era have 
become more complicated and difficult to process data. Therefore, big data has more stringent 
requirements for ideological and political education workers in the new era, and a new era of 
ideological and political education teams should be established. The new era of ideological and 
political education teams should have the expertise to process data compared to individual workers. 
First, the ideological and political education team in the new era should have big data thinking. It 
should be aware of the data collection methods. It should understand the data management process 
and must be sensitive to data. It can quickly analyze information through data. Second, the 
ideological and political education team in the new era can grasp the inner relationship between the 
ever-changing data, and can analyze the deep influence of big data on the ideological and political 
education in the new era. Third, the ideological and political education team in the new era needs to 
 improve its comprehensive quality and get real and practical information from the results of 
analyzing the data. By using big data to help reform and innovate the ideological and political 
education in the new era, we must use big data technology to explore more big data resources. In 
the new era, the ideological and political education team should strengthen its ability to rationally 
apply big data, and some training measures can be taken to enhance the effect of ideological and 
political education in the new era.

4.3 Optimize the Ideological and Political Education Environment in the New Era

The ideological and political education environment in the new era has gradually become 
complicated due to the influence of big data. The ideological and political education in the new era 
needs to make rational use of big data resources and promote the increasingly optimization of the 
ideological and political education environment in the new era. The first is to systematically sort out 
big data resources. The public has insufficient access to information resources for ideological and 
political education in the new era. Imperfections in data information can exacerbate the lack of 
communication between the public and the public. At present, we should let the ideological and 
political education in the new era have a perfect information channel, promote data sharing among 
the public, strengthen the internal connection of the public, and provide a good information 
platform for ideological and political education in the new era. The second is to strictly manage data 
and develop a standard. At present, the continuous development of the network environment 
requires real-name registration for activities on various network-related platforms. In order to 
protect this information, it is necessary to strictly manage the data to prevent data leakage and 
adverse effects. Accelerating data push has become an important direction of current ideological 
and political education. Effective development of big data can expand the application fields of 
ideological and political education in the new era.

5. Conclusion

Under the influence of big data, the ideological and political education in the new era will further 
enhance scientificity. Only by rationally applying big data and using big data as a new tool and new
method for ideological and political education in the new era of innovation, can the ideological and political education in the new era develop more good, in order to promote the main theme of the times. Big data plays an important role in the reform and innovation of ideological education in the new era. The ideological and political education workers in the new era should make effective use of big data, do a good job in ideological and political education, and then spread China's excellent traditional culture and promote socialist core values. Create an atmosphere of positive sunshine and full of positive energy.

References


