

Research on the Innovation of Network Ideological and Political Education in Colleges and Universities from the Perspective of Big Data

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Abstract: In colleges, everyone, including college students, is the maker, disseminator, user and analysis object of big data. In the new socialist era with the flourishing of big data and multi-cultural interaction, how to make a scientific and efficient, reasonable and lawful use of big data, explore the deep law of network ideological and political education in college, carry out the network ideological and political education work in college with target, and improve the quality of ideological and political education in college, concerns not only the growth of the youth, but also the development of the society and the country.

1. Introduction

Data, if it is just “number with evidence” but not connected to objects, is meaningless. However, once data is associated with a specific thing and in the position of the observed object, it can reflect the relationship between the number and structure of this specific thing. With the continuous popularization of network and information technology, we have stepped into “big data era”. Various types of complex and huge amounts of unstructured data continue to emerge on a large scale, and the channels of data sources explode, including not only local documents, audio and video, but also network content and social media. Big data is the result of the quantitative change of information explosion to qualitative change. Enterprises, public institutions and individuals can collect and analyze data on a large scale through the Internet, and can generate and release data. Big data can do what we cannot do with small data, and it has great scientific and social value. As a social phenomenon, behavior and activity, network ideological and political education in college not only creates data, but also is influenced by data. Network ideological and political education in college is also inevitably faced with opportunities and challenges brought by big data.

2. Theoretical basis for data research of network ideological and political education in college

Theoretical basis is the ideological source and the most basic support of academic research. Without theoretical guidance, there is no depth of research. Without theoretical support, there is no thickness of research. In the process of research, the thesis mainly draws nutrition from the following theories, obtains inspiration and finds the foundation.

2.1 Influence of Marx and Engels on the formation and development of ideological and political education data methodology

Marx pointed out that the result of scientific perfection must be related to the effective use of mathematics (data). Engels once argued that “number” represented the purest definition of “quantity” known to human beings, and it had the difference of “quality”. Mao Zedong stressed three “know to notice” -- namely the quantity of things, the basic statistics and the key percentage, as well as the determination of the number of “quality” and the boundary of quantity. Social phenomena, like natural phenomena, are the combination of quality and quantity. It can be said that Marx, Engels, Lenin and Chinese communists have accumulated many valuable ideological resources in terms of data methods and theories of ideological and political education [1].

Data is the object that Marx and Engels always paid attention to and studied. Marx once said in his “manuscript of economics and philosophy in 1884”, “the power of human beings from the social

state is the ability to divide labor and distribute different jobs among different people, that is, the ability to exchange mutual services and various products that constitute the data of life". Marx and Engels sharply pointed out the problem of the capitalist private ownership by collecting data, investigation, summary, analysis, reasoning - "the alienation is partially reflected in the refinement of the data of the need happening and satisfying the need, as well as the livestock-like barbarization producing need and the most thorough, rough and Abstract simplification".

Big data itself seems to be disordered, and it is usually based on the target or purpose direction of data users to carry out data source planning, and then to identify, clean, sort and explore the massive data collected, and turn them into big data information with "relevance", so as to truly produce applications. In other words, big data only provides unprecedented material conditions for humans to have "relevant thinking" and solve the problem of information asymmetry, while big data itself cannot directly solve human problems. In the specific practice of revolutionary propaganda, Marx and Engels collected and sorted out a large amount of data and materials, which made a beneficial exploration for the research of ideological and political education data (statistics).

2.2 Structure of the innovative system of network ideological and political education in college from the perspective of big data

2.2.1 Core layer

Concept innovation lies in the core layer of the network ideological and political education system innovation in college, and is the foundation, core and premise of the network ideological and political education innovation activities in college. Under the context of big data, the concept innovation of network ideological and political education in college is to change concepts and renew concepts, and form new concepts and consciousness that can better adapt to the development of big data environment, more effectively use big data resources, more effectively realize social benefits and seek further development of network ideological and political education in college. Concept is like the rudder, mechanism, path and carrier of a giant ship sailing in the great river and sea. Without the innovation of concepts, the innovation of mechanism, path and carrier will lose support.

2.2.2 Fixed layer

Mechanism innovation is at the fixed layer of innovation system, which mainly means that mechanism innovation is closely around the core layer -- the periphery of concept innovation. Mechanism innovation refers to the innovative action rules and behavior habits that should be followed by combining the era background and technical characteristics of big data and implementing the achievements of ideological and political education concept innovation in college in work and activities. It is a part that has normative and binding influence on the whole system, and mechanism innovation is the guarantee for the realization of the whole system innovation.

2.3 Functions of the innovative system of network ideological and political education in college from the perspective of big data

2.3.1 High-efficiency connection

The means of natural evolution is to connect people with each other and to connect people with society. Therefore, connection is the basic feature of nature and its evolution process. A person sends a message of WeChat, and there are more than one hundred Like messages. This process is called connection, during which the amount of data changes [2]. In the Internet age, connection can happen in an amazing amount. The connection with millions of people basically covers a field. The connection covering hundreds of millions of people is Facebook. Big data technology is naturally connected with new media, and network ideological and political education in college has a new carrier and opportunity under the dual effects of the two.

2.3.2 Ecological cleaning

In the work, big data must be fully used, effectively explored, dynamically applied, compared

and intelligently pushed. The data generated in each link of network ideological and political education in college should be screened and cleaned scientifically, instead of simply being exchanged and shared. In fact, it is not only the network ideological and political education work in college, but also any field of the current society that is deeply branded with big data.

3. Innovation on the content implementation path of network ideological and political education in college from the perspective of big data

In this paper, the contents of network ideological and political education in college are clustered and screened at two levels. The first level is based on the nature of the network ideological and political education events, divided into four types: social events directly related to the interests of students, social events not directly related to the interests of students, and campus events directly related to the interests of students, campus events not directly related to the interests of students. The second level is based on the content of network ideological and political education, divided into five types: network ideological education, network political education, network moral education, media literacy education, and network cultural education.

So, the cluster and screening for network ideological and political education in college under the perspective of big data is more perfect, and also can form a system, with both systematicness and integrity, a clear structure, and fully containing the diversified social and campus events, with more social orientation in the process of teaching.

4. Coordinative linkage and case practice of content implementation

4.1 Coordination of application system and teaching database to improve resource value

It shall make full use of network education database, linkage with application system. From the perspective of big data, the single network teaching resource stored in the database in the past should be connected with other parts to improve its ability to increase self-data. Therefore, to build ideological and political teaching resources in college, the qualitative thinking planned in the past should be changed to some extent, that is, starting from two perspectives. The first is to realize the intelligent joint drive of application system and database to deal with the phenomenon of information isolation. The second is the use of data mining technology, making the simple database information realize the form or qualitative change, such as knowledge base or knowledge map form, which improves the college ideological and political education work and learning efficiency to a certain extent.

4.2 Coordinative linkage of network ideological and political education multiagent in college

Network ideological and political education in college is integrated and coordinated. From the perspective of big data, college ideological and political education is no longer a single chain teaching with teachers as the supplier and students as the demander. It is not only the mutual transformation of the roles of students and teachers and the two-way iteration of information, but also the diversification of ideological and political education subjects. Teachers and students are still the leading role, but at the same time, there are also the support of the network culture construction studio and other league and student organizations, such as the ministry of student affairs, the school league committee, which has created a new pattern of network ideological and political education in college.

4.3 Coordinative linkage of network ideological and political education in college in various forms

Compared with the traditional ideological and political system, the network ideological and political system in college has four main advantages. First, the forms of new media carrier are diverse, and students can learn easily according to their preference. Educational function has diversity. Second, the virtual network ideological and political space subject and environment break through the time and space limitations of information iteration, so that students can study faster

anytime and anywhere beyond space. Third, the interaction and sharing of learning process and the openness and transparency of information make the relationship between educators and education subjects more harmonious, equal and integrated. Fourth, the mass information, new media with its timeliness and update speed bring a wide range of information about ideological and political education to students.

5. Conclusion

As we all know, colleges are endowed with the evaluation and reputation of “the place where knowledge is created” and “the place where ideas converge”. Knowledge and idea are the strong advantage and power of colleges to serve the society. The natural advantage of big data is that it can spread knowledge and ideas across regions and beyond time and space. The value output by network ideological and political education platform can be embodied in the following aspects: firstly, relying on big data technology and facing the social public, the complex knowledge and ideas are transformed into interactive graphics and video, to carry out the popularization education, shortening the distance with the public, and promoting the knowledge quality of the public, cultivating the consciousness of its data, so as to make “learning society” realized in the pleasant interaction.

References

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