

Research on the Innovation of Ideological and Political Education Mode in Colleges and Universities based on Big Data Era

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Abstract: In recent years, “big data” has become non-negligible actual background for people, which is closely related to people’s survival and life. As the new perspective and method for people to know the world, big data is the important window for people to have fresh cognition on things and create new value. Under the background of big data, how to conform to the trend and innovate ideological and political education in universities has become non-negligible key problem for us in order to connect with the era development.

1. Ideological and political education innovation necessity in universities under the background of big data

Firstly, the development of big data technology provides new idea and platform for ideological and political education innovation in universities. As a kind of front-end technology resource platform, big data enjoy exceptional advantages, which are advanced in technology and ideology to provide great help for ideological and political education work in universities. Rich information resource and professional theoretical analysis of big data can offer relatively correct evidence for decision-makers in the ideological and political education process, help them to master basic learning status and knowledge level development of the students, and make prediction on possible problems and trend in the future reasonably based on analysis on the ideological behavior of students. Meanwhile, the decision-makers can conduct data analysis on the behaviors of students and know the ideological change of students better thus to formulate targeted teaching strategy scientifically and adapt to the personalized development demand of students better.

Secondly, the rich information resource of big data provides powerful support to the ideological and political education development in universities. The massive information of big data is beyond imagination. From tremendous amount of information resources, the ideological and political educators can almost obtain all needed education information and resource as well as sufficient resource and technology for support. Besides, the form and content of data information are diversified, involving data and text messages and even a large number of network information resources with other forms, which largely enriches the form and content of ideological and political education.

Thirdly, big data offers fresh resource environment for ideological and political education that is data information resource environment. Education environment is an indispensable part of ideological and political education, while the change on social change from big data is owing to change on survival environment to a large extent. In the fresh environment based on big data, people’s survival mode and communication mode all have changed, which has certain influence on the ideological and political education environment. With the transmission and application of data information, the students have gradually broadened their views, besides, they can learn knowledge not only from textbooks but can contact with wider fields such as politics and current events, meanwhile, improvement of information transmission and communication efficiency have completely changed the exchange mode between people. All the above-mentioned are reflected in specific links of ideological and political education, and become the background of ideological and political education innovation.

2. Current ideological and political education situation in universities under the background of big data

2.1 Psychological development instability of university students

From perspective of student subject, the student groups in universities have their own characteristics, wherein, the most obvious characteristic is their unique psychological feature. In fact, the university students in their youth are in a relatively unstable stage of psychological development. They have experienced the middle school life tensely, and university is the first step for them to enter the society. They enter university and live far away from their parents and friends, if they can not adjust their psychology properly during this period, they are easier to be disturbed by academic pressure, social competition pressure and interpersonal communication pressure thus to form psychology problems. Under the background of big data, university students can obtain massive information and have relatively broad view, therefore, they have higher requirement on personalized development. But meanwhile, owing to lack of social experience, when they are impacted by various values in the information era, they are likely to feel confused, therefore, paying attention to the psychology of university students is one of the important topics involved in ideological and political education in universities.

2.2 Insufficient personality of ideological and political education in universities

In recent years, with the development of science and technology, especially the progress of internet technology, ideological and political education in universities has developed towards networking and informatization, however, the form change fails to change the traditional core of ideological and political education. Actually, the leading mode of ideological and political education in universities is still the traditional ideological and political education mode. Therefore, though students are the subjects of teaching activities, the teachers still play the leading role. And though students have higher requirement on personality in new stage, they still have insufficient space to give play to their subjectivity, initiative and autonomy. The reasons are as follows: firstly, traditional ideological and political education idea pays less attention to personalized demand of students but adopts an education mode of centering on infusion, which can not adapt to the new requirement and development of students; meanwhile, teachers have no corresponding condition and mechanism to master the student situation but rely on personal observation and emotional judgement. In reality, the big data era provides good platform and opportunity for personalized development of students, offers rich resource and convenient condition for innovation and development of ideological and political education work, but current, it is not applied well.

3. Ideological and political education mode innovation strategy of universities in the big data era

3.1 Perfect the teaching staff construction

The teaching staff of ideological and political education in universities should guarantee their diversified knowledge and advance with the times. In the teaching staff selection process, it is needed to not only pay attention to the theoretical level of ideological and political education of teachers but also center on their politics quality and learning capacity as well as their awareness in advancing with the times, focus on selecting some talents having full understanding of big data knowledge and application ability thus to make them join in the teaching staff of ideological and political education in universities. In the actual ideological and political education work, the educators should, on the one hand, strengthen communication with professional technicians and learn work experience thus to make big data technology adapt to the ideological and political education requirement in universities better; on the other hand, they should adopt an open attitude and way of thinking to observe the ideological status and change of students from developmental perspective, base on the analysis and result obtained from big data technology to adjust their teaching plan and method positively, solve various teaching problems and formulate fresh teaching

plan.

3.2 Establish data platform for matters related to students

Universities should collect various data resources of students, such as learning and life situations, consumption situation and various information published in campus and off-campus network media, and then compare the data resources with those of the departments of universities, such as related data resources of student work of various departments and colleges, for integration and analysis thus to establish the basic data platform of students; meanwhile, universities should actively and positively make contact with multiple parties to establish data system jointly, for example, they can have information cooperation with government departments and off-campus enterprises to expand data resource space; in addition, they need to integrate the media network resources including related student data involved in e-commerce and social entertainment platforms thus to increase field information concerned by students and expand database content of ideological and political education.

3.3 Adjust education content according to new demands of students

The contemporary university students have distinct group characteristics, for instance, most of them come from only-child families, with the social development and increasing living standard of people, they can enjoy more resources in their growth process, and many of them have formed the self-centered habit. In recent years, the technicalization and informationization enhancement in our country as well as penetration of IT life in daily behaviors of people have impacted the traditional information acceptance habit and old way of thinking of people. While the university students in the new social environment have also formed their unique information acceptance mode to a large extent. They can contact a large number of information resources from internet media through mobile phone and computer thus to broaden their views and gradually form their own ways of thinking and opinions, but at the same time, they also face impact from various information and tend to accept the novel-form information which conforms to their personalized demands.

Based on this premise, the traditional ideological and political education majorly adopts the single mode of teachers giving lessons in classroom, which can not fully attract the students. In view of teaching contents, the teachers center on fixed theoretical knowledge teaching, though the teaching contents are very important, many students think such kind of teaching is dull, as a result, the ideological and political education objective is difficult to be achieved. Therefore, the current recruitment mode should be adjusted properly to adapt to the new teaching requirement in the big data era.

4. Conclusion

The big data era has already come while ideological and political education in universities has also stepped towards a new development stage under this background. Integration of big data and ideological and political education in universities allows ideological and political education to obtain richer data information, broader view and more diversified form as well as more scientific prediction and analysis processing mode, which all create new platform and pattern for ideological and political education development and innovation.

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