

Discussion on the Innovative Development of College Ideological and Political Education in the Age of Big Data

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Abstract: With the continuous reform and progress of education in China, ideological and political education has become the focus of teaching design in Chinese universities. Ideological and political education can affect students' ideological orientation and ideology security to a certain extent, so its importance is self-evident. Under the premise of the era of big data, the ideological and political education in colleges and universities has ushered in opportunities and challenges. As a major position for the cultivation of diversified talents for the society, colleges and universities in China are worthy of improvement and optimization. In the following, this article will focus on the current situation of ideological and political education in China's colleges and universities, and elaborate on how to effectively implement its innovation and development from the aspects of educational content and educational forms. It is hoped that this will promote the reform of political and ideological education in colleges and universities in China, and help the group of college students to establish. Correct ideological and political awareness.

1. Introduction

Under the premise of rapid development of information technology, the era of big data has become an important opportunity for reform and innovation in all walks of life. Similarly, the impact of the era of big data on college education cannot be ignored. At present, the various behaviors of the public in life will be branded as data. This is one of the main characteristics of the era of big data. Therefore, political and ideological education in colleges and universities will also have a certain relationship with the era of big data. The large scale of data, the general trend of data value, and the direction of intelligent guidance have certain positive effects in the ideological and political education of colleges and universities. The teachers should actively study the changes of students' thinking in the era of big data. On this basis, we design a targeted development strategy to create a scientific and rational ideological and political learning platform for students.

2. Reforming the content of ideological and political education and increasing the scientific nature of corresponding education

In the era of big data, traditional ideological and political education is undergoing the impact of the wave of reform. Ideological and political education in colleges and universities refers to the use of certain ideological concepts, political views and ethical norms to enable students to have a certain degree of thinking logic in line with modern social ethics in the relevant learning process. In the traditional ideological and political education of colleges and universities, teachers mainly rely on theoretical teaching to complete the corresponding educational work by explaining Marxism-Leninism and Mao Zedong Thought. At the same time, the teaching examples are also relatively one-sided and simplistic, leading students to study. In the process, a good learning experience cannot be achieved, and learning enthusiasm is difficult to improve. With the advent of the era of big data, teachers can transform the previous theoretical teaching and teaching into a science education with data analysis and case description as a supplement. Therefore, in the ideological and political education of colleges and universities in the era of big data, teachers should focus on the main characteristics of the era of big data, and apply the corresponding data to verify the correlation between theory and practice, so as to achieve a specific understanding. The

ideological level of contemporary college students groups lays a solid foundation for students' ideological education.

For example, a group of teachers engaged in relevant education work can first create a set of scientific data collection, processing, and analysis data teaching application models based on summing up their own work experience, and use information technology to collect ideological and political education content related to different topics. Data and apply. For example, teachers can explain the awareness of network application to college students, and they can use the theme of "information flooding on major software in the era of big data". Through a large range of data, the platform has been upgraded to a certain extent due to the large increase in Weibo users in recent years. It has become a network platform for college students to vent their personal emotions, and language violence has become the mainstream direction of the use of such groups, reflecting the problems of partial college students' extreme and potential depression. After the teachers show the relevant data to the students, they gradually introduce personal data insights, so as to break the negative thoughts of students from the psychological level of the students from the inside to the outside, and finally achieve good educational results.

3. According to the characteristics of big data, do ideological and political individual refinement education

At present, the object-oriented education of colleges and universities in China is mainly the group of college students. Therefore, the teachers are basically more inclined to pay attention to the overall educational effect, but in many cases teachers ignore the education of individuals with ideological and political needs. At present, one of the main features of the era of big data is that the scale of data is large and the scope is wide. It can play a good role in data support education for teachers to carry out teaching work. And the ideological and political education in colleges and universities is a long and arduous process. In this way, teachers can obtain the ideological dynamics of college students in a timely manner based on big data analysis technology, and present the recent ideological behaviors of college students through effective screening. Trends, and through regular questionnaire surveys to understand the changes in the individual's ideological needs, together with the campus community and other teachers to achieve individual refinement education, and thus open up new horizons for the innovative development of ideological and political education in colleges and universities.

For example, the teacher can design the corresponding "mental health questionnaire" every semester. The content of the questionnaire mainly includes students' views on personal life view, marriage view and career view. In order to ensure the authenticity of the data of the questionnaire to the greatest extent, teachers should ensure that the results of the questionnaire are only used for ideological and political education in schools and will not be used for analysis by any social institution. At the same time, the teacher should also explain to the students that there is no standard answer to the results of the questionnaire. Students are required to carefully fill out the questionnaire according to their personal circumstances. Afterwards, the teachers will summarize the results of all the questionnaires collected by the teachers in the principle of "specific analysis", and make the summary results into specific written reports, so that it can be used as the main adjustment basis in the post-deological and political education. In addition, relevant teachers must work with counselors to reduce the group-wide approach to regular education, and to strengthen the practicality of ideological and political education through conversations with individual students and psychological counseling.

4. Use the modern network platform to expand the ideological and political education work space

The impact of the era of big data on education is not only that teachers can carry out more scientific teaching activities on the basis of data analysis, but also has a great positive role in the change of teaching mode. The birth of the online education platform It is one of the representative

products. As the college students are exposed to more information technology products in daily life and learning, especially the MOOC, it is widely used in many universities and colleges for teacher teaching and student learning. The same form of education is also a product of the era of big data. Therefore, teachers can actively use the popular online class playing platform, such as MOOC, Zhizhi, Erya, etc., so that students can achieve the ideal student independent education effect by watching the ideological and political education courses on this kind of online course platform. Let students use their more familiar data transfer tools to achieve more effective educational outcomes.

For example, teachers can search all relevant ideological and political courses in the MOOC in advance, and combine the ideological and political education work and educational goals of the school to select the most suitable courses, and require students to complete the corresponding online teaching on time. The teacher then designs the campus theme forum according to the content of the course. The forum is mainly used by the student group to complete the corresponding online self-study course and exchange the questions and feelings generated by the individual during the learning process. In the process, the teacher must also perform the personal teacher responsibilities, regularly log in to the forum to solve problems for students. At the same time, teachers can also use the characteristics of the era of big data to statistically study the progress and depth of online learning of students, and effectively improve the teaching content and teaching mode in the form of curriculum evaluation, so that the online course platform becomes a platform for students in addition to the campus classroom learning platform. Another learning world outside. Of course, teachers should also collect students' online learning feedback experience in time to facilitate subsequent education supplements.

5. To strengthen the pertinence of ideological and political education in colleges and universities in the era of big data

With the increasing content of social reforms, social conditions have become more complex, which means that the thinking of college students has also become more diverse. In the traditional ideological and political education of colleges and universities, the corresponding teachers limit the scope of the students' thinking to a small scope, and do not combine the actual influence of the society. Therefore, it is difficult to grasp the dynamic thoughts of the educational objects in the teaching, so as to design an educational strategy that deviates from the actual needs of students. At the same time, in the context of the accelerated changes in the thinking of modern college students, students are more likely to lose their personal development direction in the flood of information in the era of big data. In this regard, teachers should be based on the development trend of the era of big data. On this basis, we should explore the value relationship between data and students' learning and life. By grasping the core value of big data, we should design more contemporary features. The content of ideological and political education enables students to feel a sense of intimacy and practicality in the process of receiving relevant education, so as to maximize the acceptance of ideological and political education.

For example, when teachers help students to plan their careers, it seems that career education and ideological and political education are irrelevant, but in fact, career planning is to guide and plan students' professional thinking, professional behavior, professional ethics, etc. And ideological and political education includes the content of moral education. In this regard, teachers can use the moral level as the entry point of ideological and political education. First, use big data to showcase the cases related to career planning, such as the employment rate of college students and the national professional rankings of college students, and then introduce the professions. Big data such as moral cognition and professional ethics implementation make students realize the importance of professional ethics in data analysis. At the same time, teachers can also extend the "three-view education" in the era of big data. Start with the concept of the overall three concepts of most students, and use the targeted data to enrich the educational content and give students a full and true ideological politics. Education classrooms, in order to effectively improve students' negative and one-sided thinking and behavior, and provide excellent prerequisites for students' future social

development.

6. Transforming the educational thoughts of educators based on the era of big data

In the era of big data, the Internet and various types of mobile terminals have become the main tools for data transmission. Similarly, various information is more open to the public and has a wider range of penetration. The quality of college education determines to a large extent whether it can cultivate useful talents for the country and society. Therefore, advancing with the times is the main feature of college education. Ideological and political education is a key reform project in modern education in colleges and universities. Corresponding educators need to improve and optimize all aspects of their own capabilities in combination with the era of the era of big data. If the teachers responsible for ideological and political education in colleges and universities continue to be restricted by traditional educational thoughts, unable to identify individual educational identity, and fail to establish an education awareness that correctly applies the advantages of big data education, it is difficult to achieve significant educational results. For this group of teachers, we should first strengthen our awareness of innovative education, build a corresponding education system based on the times, and improve the quality of education.

For example, school leaders can regularly carry out seminars on the theme of “reform of ideological and political education in colleges and universities in the era of big data” in colleges and universities. Teachers who participate in relevant education work are actively involved. In the seminar, teachers need to reflect on and improve the application of big data teaching and the combination of teaching cases in the ideological and political education work of colleges and universities. The school's top management also tries to create opportunities for ideological and political education work exchanges with other universities, so that the school's teachers can get more inspiration for big data applications in the exchange activities. At the same time, teachers and teachers in the school should also achieve excellent resource sharing as much as possible, gradually improve the quality of team teaching, and consolidate the core idea in the work of ideological and political education - the dominant position of Marxism teaching. Not only that, but teachers must also strengthen their ability to acquire data and information, get rid of the traditional ban on books, and provide strong knowledge and ability support for the creation of a good educational environment.

7. Change traditional educational thinking and highlight the forward-looking ideological and political education

Ideological and political education is a gradual process. Teachers must not only pay attention to the process of education, but also pay attention to the results of education. The application of big data in various industries is not only the result of analysis, but also predicts the development prospects of the industry. This is one of the reasons why big data is widely used. And in the era of big data, cloud computing, Internet of Things and other related data processing professions began to show unique professional charm. Therefore, in the ideological and political education work, teachers should transform the traditional causal teaching thinking into the modern related degree of connected thinking, and highlight the forward-looking of relevant education in the teaching work as much as possible so that students can also be in the process of receiving education. Try to predict the future direction of personal thoughts and behaviors.

For example, teachers can make specific investigations on students' usual classroom behaviors, examination psychology, and interpersonal relationship. In order to enable students to accept surveys more willingly, teachers should preferably use online questionnaires. Due to the instability of big data, the results of the online questionnaire analysis obtained by teachers may be greatly deviated. Teachers can also reduce the prediction error by visiting students and viewing social practice reports. At the same time, teachers can use mathematical modeling, theoretical hypothesis, sample survey and other methods as an auxiliary way of big data statistics, try their best to provide rational guidance on the basis of big data, and give students thoughts and behaviors from the aspect

of students' life study. Warmth and help.

8. Conclusion

In short, the influence of the era of big data has penetrated into all aspects of modern society. Teachers should choose the educational resources that “take their essence to ruin their dross” and truly apply the characteristics of big data to the ideological and political education of colleges and universities. By highlighting the forward-looking education, students can achieve multi-faceted and scientific ideological and political education research from the aspects of personal psychology and future personal development direction, helping students to improve their personality and establish correct three viewpoints in their college career, thus providing ideological and political education for colleges and universities in China. New directions for development.

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