

Using Big Data to Improve the Targeted Countermeasure of College Ideological and Political Education

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Abstract. Ideological and political education in colleges is of great significance in guiding students to establish a correct outlook on life and values. The diversity of social thoughts can affect students who are less able to identify, causing confusion in their thinking. Due to the old-fashioned impression of China in ideological and political education, the ideological and political education in colleges cannot cater to the students' ideological concepts and social development. Big data technology has the advantage of being able to filter out valid data from complex, large amounts of data to make more effective decisions. This paper has some grasp of the current situation of ideological and political education in colleges through questionnaire survey. On this basis, it analyzes the problems existing in the current situation of ideological and political education in colleges, and puts forward two targeted countermeasures to improve ideological and political education in colleges by using big data technology.

1. Introduction

College ideological and political education refers to the educational activities of colleges under the leadership of the Communist Party of China, which have a purposeful and planned influence on the ideological, moral and political aspects of college students. Its purpose is to promote students to form correct ideology and morality in line with the core values of socialism, and help students to establish lofty socialist beliefs. The ideological and political education in colleges is of great significance to the students who shoulder the historical responsibility and glorious mission endowed by the times to realize the Chinese dream.

The research and exploration of ideological and political education has never stopped. Hong Jun and Sun Fengping [1] started from the present situation of ideological and political education in colleges, and conducted a comprehensive and in-depth analysis of the impact of ideological and political education on the future development of college students. On the basis of analyzing the current situation of ideological and political education in colleges, they explored strategies to enhance the influence of ideological and political education on the future development of students. The micro-environment brings new challenges and opportunities to the ideological and political education of contemporary college students. Tang Liang [2] pointed out in his research that the era of big data has accelerated the spread of online public opinion. The impact of big data is not only influential in online public opinion, but its influence on college ideological and political education is also deepening. This kind of influence has both positive and negative aspects, which brings opportunities and challenges to the development of ideological and political education in colleges. Wu Feng [3] takes the characteristics of online public opinion as the starting point, and analyzes the positive and negative influences brought by network public opinion on college ideological and political education. The main body of ideological and political education in colleges is not clear under the current educational model. Although the teaching principle centered on the students is emphasized in the teaching process, there are still problems in the teaching subject in the actual teaching, especially in the case that the ideological and political education is not targeted.

Improving this targeted issue is of great help to improve the effectiveness of ideological and political education.

With regard to the pertinent meaning of ideological and political education, here are some views put forward by scholars. Wang Shan believes that [4], ideological and political education stems from the spiritual needs of people. Therefore, the development of ideological and political education should be carried out in response to the spiritual needs of human beings. Wen Daji and others believe that [5], the targeted needs of college ideological and political education should be based on the age, gender, education level and time and space of the educated to implement targeted education. Zhang Xiaolu believes that [6], the ideological and political education in colleges refers to the need to be closer to students, closer to society, and closer to reality in the process of education. Under the full understanding of the students, to solve practical problems. Qiu Renfu believes that [7] should focus on the pertinence of ideological and political education from both horizontal and vertical directions. Horizontally refers to the range. There are big differences between different countries and nations. Vertically refers to time. Even the same country or nation has different pertinence of ideological and political education at different times. Ding Guohao believes that [8], the ideological characteristics of educated is the basis for solving the pertinent problems of ideological and political education in colleges. Treating different educated with different teaching methods and means is conducive to solving targeted problems. Regarding the pertinent concept of ideological and political education in colleges, domestic scholars have their own opinions. At present, no authoritative definition has been proposed.

Domestic research on the pertinence of ideological and political education in colleges has already had relatively rich research results. Yin Yishan proposed [9] that we can start from the main body and content of ideological and political education to improve the pertinence of ideological and political education. From the main body of the subject, it is necessary to follow the law of student growth to optimize the relationship between subject and object. From the content point of view, it is necessary to refine the content of ideological and political education to follow the rules of ideological and political work. Cheng Kai and Zhou Youying believe that [10], strengthening and improving ideological and political work in colleges is conducive to cultivating socialist builders and successors. To achieve the goal of ideological and political education, we must further improve the pertinence of ideological and political education.

In a complex social environment, how to guide students to learn to analyze and correctly treat various social trends has become a problem for ideological and political educators. The development of big data technology has opened up a new path for ideological and political education workers to solve problems. This paper analyzes the current situation of ideological and political education in colleges through questionnaire survey. Through the research on the present situation, we analyzes the new situation faced by ideological and political education in colleges , and puts forward the targeted countermeasures to improve the ideological and political education in colleges by using big data technology.

2. Methods

2.1 Literature Analysis

Literature analysis method, also known as data research method and literature survey method, refers to the method of searching, collecting, screening, sorting and analyzing literature materials to help form a method for understanding fact science. This research has studied the literature related to the research of this subject through the network search and the knowledge network query. And innovated our own research perspectives on the basis of absorbing the excellent results.

2.2 Questionnaire Method

Questionnaire survey is one of the most commonly used methods in survey research, and it is also the most important survey method in this paper. This paper collects a large number of real and objective data by designing the problems that reflect the current situation of ideological and political education of college students, and grasps the current status of the ideological and political education of college students. Through system analysis, we find the existing problems and propose

effective measures and optimization paths according to the actual situation.

3. Experiments

In order to better understand the current situation of ideological and political education in colleges, the experiment designed the questionnaire based on the literature and actual situation of relevant research. A total of 20 questions were set up in the questionnaire, which investigated and analyzed the current ideological and political status of college students, the current status of ideological and political theory courses, and the current status of ideological and political education. The questionnaire was initially put online for testing to ensure the scientific and effectiveness of the questionnaire. The online questionnaire was random, but the results of the questionnaire were found to be normal distribution, in line with statistical laws.

This questionnaire conducted an anonymous random sample survey of college students from five college. The survey used a combination of electronic questionnaires and paper questionnaires. A total of 400 questionnaires were distributed, 381 were recovered, and 363 valid questionnaires were actually collected, with an effective rate of 95.3%. Among them, 200 electronic questionnaires and paper questionnaires were distributed, 186 electronic questionnaires were returned, 169 valid questionnaires, 90.9% effective rate, 195 paper questionnaires, 194 effective questionnaires, and 99.5% effective rate.

4. Analysis and Discuss

4.1 Analysis of the Present Situation of Ideological and Political Education

Faced with complex and profound international and domestic situations, diversified ideas, diversified development appeals, and complicated value judgments, the promotion of ideological and political education in colleges has become the focus of educational tasks. In order to better analyze the pertinence of college students' ideological and political education, we must first understand the general situation of current college students' ideological and political education.

The data collected from the experimental questionnaires are organized as follows:

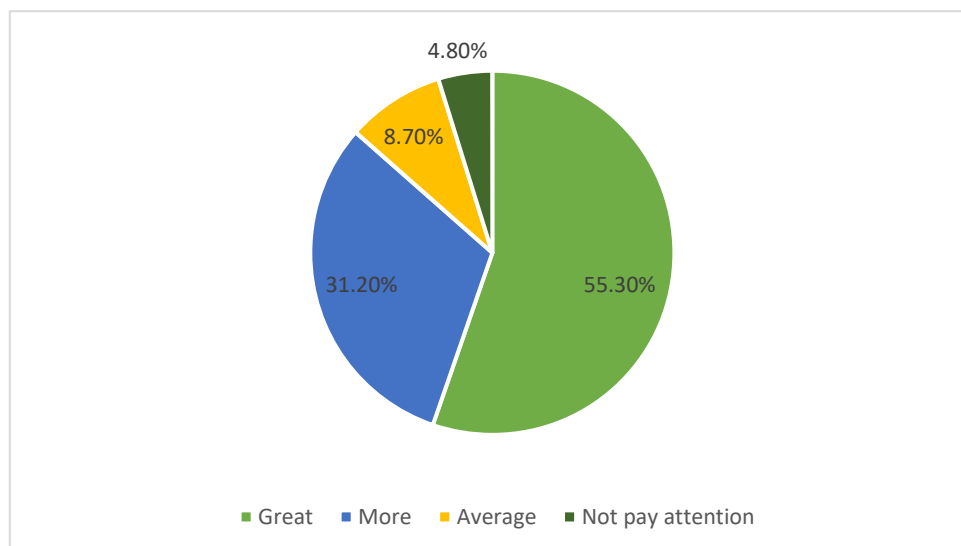


Figure 1. School attaches importance to ideological and political education

According to Figure 1, it can be seen that 55.3% of the students think that the school attaches great importance to ideological and political education, 31.2% think it is more important, 8.7% think it is average, and only 4.8% think it does not pay attention. This shows that the ideological and political education of college students has received widespread attention from colleges and universities.

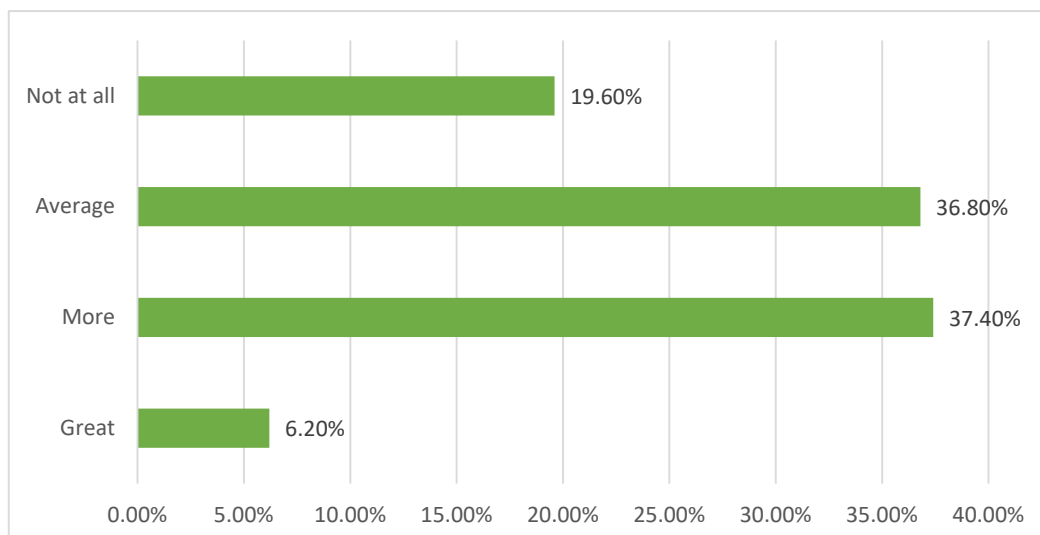


Figure 2. Students' understanding of the content of ideological and political education

According to Figure 2, we can see that 19.6% of students do not understand the content of ideological and political education. Through interviews, we learned that students who are not very clear about the content of ideological and political education usually do not listen carefully in the classroom of ideological and political classes, and do not like to communicate with counselors and teachers in daily life. From the other side, it can also be reflected that ideological and political teachers and counselors are less concerned about this part of the students.

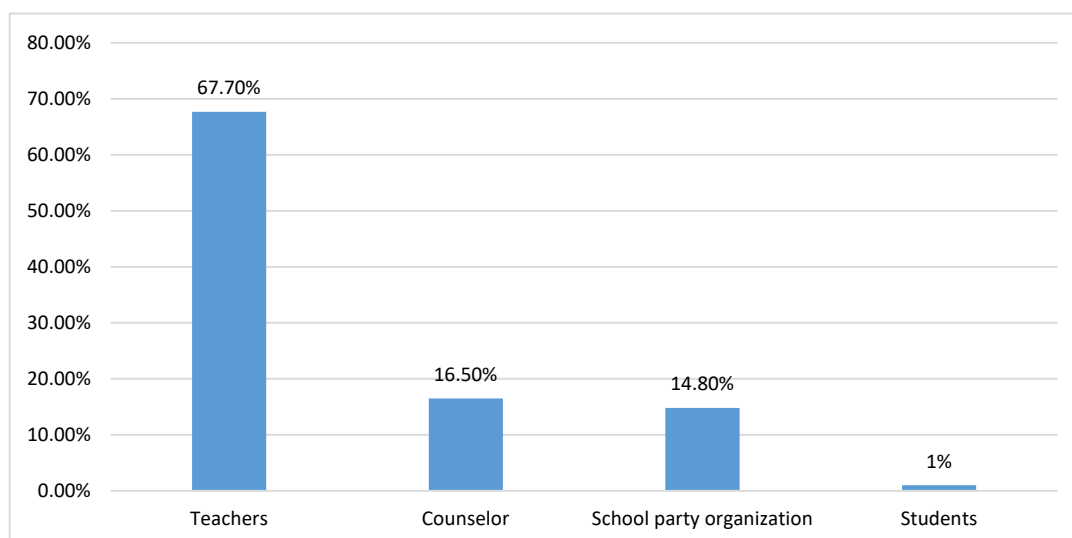


Figure 3. The main body of ideological and political education

According to Figure 3, we can see that the main body of ideological and political education in most students' schools is the ideological and political teacher, and very few are students. It can be seen that the ideological and political education of colleges has not recognized the importance of students as the main body of education. Education is never a one-way process. It requires not only the teaching of teachers, but also the reception and response of students. Traditional indoctrination education is not applicable to today's college students. Ideological and political education in colleges should not be limited to teachers of ideological and political education, and the main body of ideological and political education should be diversified.

4.2 The New Situation Facing Ideological and Political Education in Colleges

(1) The influx of social thoughts and the diversification of cultural development

The acceleration of reform and opening up and the process of globalization has brought about various Western social trends. The exchange and friction between Chinese and Western thoughts

have had a tremendous impact on the Chinese society and people's ideas. Although the New-liberalism, individualism, and hedonism of Western social thoughts are conducive to the development of thinking style and the innovation of ideas, but the individualism and hedonism are contrary to China's socialism. Excessive contact with new ideas will easily lead students to doubt about the socialist system.

With the development of the times, cultural development has gradually diversified. Different cultures communicate, blend and collide with each other. However, most college students have not yet formed a complete value system. If they are not properly guided, it is easy to produce distortions of values and ambiguity.

(2) The popularity of online media and the information of educational development

In the 21st century, online media has been widely used in society. Accessing information, conducting social activities, watching online lessons, and collecting search data through the Internet has gradually become a way of life for college students. However, in the online world, it is not always full of positive energy information, which makes students who are overly dependent on the network generate some extreme ideas and some inappropriate actions.

The rapid development of information technology has provided good technical support for the development of new media. Information has become the main driving force for economic development. It has brought about comprehensive reforms in politics, economy, society and culture. For the ideological and political education in colleges, the intervention of new media and the information of educational development are an inevitable trend.

4.3 Using Big Data to Improve the Countermeasure of Ideological and Political Education in Colleges

(1) Establishing an early warning mechanism and emergency mechanism for college students' network ideology

The ideological security of students is the biggest difficulty in the ideological and political education of colleges. College students are in the process of growth and learning. When faced with a large amount of information, they lack the ability to distinguish between complicated information and cannot screen the information. Especially in the face of negative grievances of the network that they can't distinguish the true and false, it is very easy to be unclear. Using big data technology to monitor the data changes of network ideology in time, timely analyze the possible outcomes of judgment, and provide technical guarantee for establishing the early-warning mechanism and emergency mechanism of college students' network ideology.

(2) A new mode of ideological and political education in colleges

In the data age, students' perceptions of the world have changed. The logical thinking of students has changed from the traditional abstract thinking logic to the image cognitive thinking logic. So, ideological and political educators should also change the traditional way of teaching. Through the innovative ideological and political theory discourse system, that it is easier for students to accept the learning style to increase the appeal of ideological politics. Use big data to get students' data about ideological politics, and by analyzing the data, design the learning plan that is most suitable for students to attract students' interest in learning and enthusiasm for learning. At the same time, we can use big data to analyze the hot topics that students are most concerned about, carry out positive publicity, promote ideological and political education in an interesting way, and guide students to develop positively and healthily.

5. Conclusion

Modern ideological and political education has different backgrounds and conditions. Due to the changes in people's ideological characteristics and ideological and morality and the current lack of pertinence of ideological and political education in the new situation, we can only constantly improve the ability and level of ideological and political education work if we correctly grasp the connotation and characteristics of ideological and political education. To strengthen the pertinence of contemporary college students' ideological and political education, we must follow all the actualities and specific analysis of specific issues. This is both a living soul of Marxism and a

methodology of science. Therefore, we not only need to pay attention to the state of mind and learning ability of college students, but also understand the social environment in which they live, and arrange appropriate educational content and design teaching methods based on these.

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