

Research on the Construction of School Village Party Against the Background of Big Data

Taking Zhuhai College of Jilin University and Hetian Village as an Example

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Abstract—This research is made for the further implementing of the spirits of the 19th National Congress of the Communist Party of China in the new era and President Xi Jinping's ideas of Socialism with Chinese characteristics, and further strengthening the construction of the party organization. Currently the Chinese people are actively innovating grass-roots party construction mode, exploring the practice of "school village party linkage", implementing the school village complementary advantages and mutual harmony development, activating the grass-roots party organization work, using big data integration of schools and village community resources to promote rural revitalization, and building rich platform for the country. Against the background of big data, the school-village party construction and co-construction work is a tool that uses the Internet for information collection and two-way flow of resources, and integrates resources through the joint efforts of colleges and universities to help the rural party construction and co-construction work, so as to promote the rapid development of rural areas in the economic field, education field and medical and health field. At present, the party and the state attach great importance to poverty alleviation, rural party schools and the promotion of the strategic planning of rural revitalization. The construction of rural party schools is the practice of "rural revitalization" strategy, which provides a new innovative model for grass-roots party building and rural development in colleges and universities, and provides new ideas for promoting rural revitalization and improves the pertinence and effectiveness of poverty alleviation in colleges and universities.

Keywords—school village party construction; the background of big data; rural revitalization

I. INTRODUCTION

Four decades of reform and opening-up has helped hundreds of millions of Chinese shake off the stigma of poverty. According to the latest data, by the end of 2013, there were 82.49 million rural poor populations in China, according to China's poverty line. In livelihood issues, groups in difficulty often have more and stronger demands, so they need to be given more attention and help. In his

report to the 19th national congress of the communist party of China (CPC), general secretary Xi Jinping reiterated the historic mission of "resolutely winning the battle against poverty" and explicitly stressed that "it is a solemn commitment of the CPC to let the poor and poverty-stricken areas join the whole country in entering a moderately prosperous society in an all-round way." And in order to achieve this goal and further play the social service function of colleges and universities, boost rural revitalization, and serve the new rural construction, this research uses big data analysis method. Taking Zhuhai College of Jilin University and Hetian Village of Dapo Town, Maoming city as examples, this paper explores a new way to revitalize the countryside.

Party building in school and village is the strategy of "rural revitalization" and the practical support and development of grass-roots party building in colleges and universities. It innovates the grass-roots model, promotes the revitalization of rural areas, improves the pertinence and effectiveness of poverty alleviation in colleges and universities, and provides new ideas for the construction and promotion of the party in schools and villages. However, the existing research has the following deficiencies. Namely, the research is mainly carried out from the aspects of the existing problems of rural party construction, the goals of school-village party construction and joint construction, and the corresponding improvement mechanism, and less research is carried out from the aspects of the realization path and achievement of school-village party construction and joint construction from big data, and the research is not deep and comprehensive enough.

II. THE SCHOOL VILLAGE PARTY CONSTRUCTION FACES PROBLEMS AND CHALLENGES

A. Lack of Accurate Research on School and Village Party Construction from the Perspective of Big Data

The main problems existing in the current research on school-village party construction and co-construction lie in

that the research mainly focuses on the path of school-village co-construction and integration of resources and the discussion on school-village cooperative school-running mode construction, which lays particular stress on the theoretical and overall comprehensive research. Although there have been some research results on the co-construction of school-village party construction from a special perspective, only a few articles have discussed the role of the co-construction model of school-village party construction and the promotion of the industrialization development model. Few studies have been conducted on the integration of big data technology with the model of party building in schools and villages. At present, only a few people have published research papers on the construction of the party building in the school village by using big data to find the more important research results, such as the paper published by Zhai Siyang, "Research on the work mode of colleges and universities to accurately finance the financing of poor students in the context of big data", which mainly makes an in-depth analysis of the specific application of big data technology in the construction of party building in the village. There is no research on the significance and function of big data technology to the construction of the party building in the school village, as well as the construction of comprehensive model, and many other academic issues. Against the background of big data, the school-village party construction and co-construction is a powerful supplement to the party construction of rural revitalization at the grass-roots level, and also a concrete application of the targeted poverty alleviation thought and rural revitalization strategy.

B. Wrong Guidance of Information Against the Background of Big Data in the Construction of School and Village Party

In the era of big data, social data information has exploded. In addition to containing the correct information needed, this information contains, to some extent, wrong, bad and inaccurate information. This information that is not needed may make some decisions that are inconsistent with the actual situation in the process of party building in our school-village. Against the background of big data, the data information is virtual, fragmented, unstructured and so on, so some selfish people publish some false information for their own benefit, which leads people to make timely and reasonable use of these false information in the process of using big data and affects the effect of village committee construction on school construction.

C. Information Processing in the Context of Big Data

In the era of information explosion, information is being updated and changed every moment, which brings great challenges to the processing and utilization of information in school-village party construction. In colleges and universities, teachers and students can use computers for simple information processing. However, China's universities generally lack the awareness of big data, and the level of big data information processing is seriously inadequate, which makes it difficult to effectively improve the capacity of big data information processing. Agricultural big data application is also in the lack of specific strategy, and agricultural big data collection, analysis and practical

application is relatively difficult. Rural lack of information talent, and now our technical support for rural areas is very limited. Rural informatization infrastructure is weak, so now it is necessary to improve the ability of handling large data information.

D. The Concept of Party Construction in Schools and Villages Is Not Clear Enough

Targeted poverty alleviation is the essence and highlight of the poverty alleviation work of the party and the state in the new era. However, the concept of building schools and villages together to promote the rise of rural areas has not been put forward for too long. At present, the relevant concept of precision is only in policy documents, and the relevant plans and practical activities of party construction and joint construction are only carried out in some areas. In academic research, there is no clear definition of "party construction and joint construction of school and village", and the concept is still vague. By clarifying the concept of school-village party construction and joint construction, this paper strengthens the school-village party construction and joint construction against the background of big data.

III. STRATEGIES OF SCHOOL-VILLAGE PARTY CONSTRUCTION AGAINST THE BACKGROUND OF BIG DATA

For school-village party construction to build patterns in large data under the horizon of the reality of relatively few research achievements, and relevant results range is relatively limited, and many other shortcomings, this paper focuses on the current school-village party construction and joint construction and the main problems existing in party building to explore, and points out that the big data technology to build the school-village party can play a specific role to resolve the problem. On the basis of taking Zhuhai College of Jilin University and Hetian Village as an example, it is necessary to comprehensively construct the school-village party construction and joint construction model from the perspective of big data, so as to provide reference for more villages to carry out school-village party construction and joint construction.

A. Exploring the Party Construction in Schools and Villages with the Help of Universities and Big Data

The report of the 19th National Congress of the communist Party of China (CPC) proposes to implement the strategy of rural revitalization, which must be combined with the national big data strategy. It is necessary to make good use of the technical booster of big data, promote the deep integration of the Internet, big data, artificial intelligence and agricultural and rural development, and accelerate the economic and social development of rural areas. But based on the current situation that villages are relatively backward and lack the use of big data platform, this paper tries to connect universities with rural areas, and use big data to establish accurate school-village party construction and joint construction, and use big data to enrich the form of school-village party construction and joint construction project, and enhance its effect. Combining big data with targeted rural poverty alleviation and rural revitalization, it is necessary to draw on each other's strengths, continue to promote party

building in schools and villages, and solve the bottleneck of party building in poor villages and universities. Paper will introduce precision for poverty alleviation, the grass-roots party building thought of accurate identification, accurate support, concepts of data analysis and so on, innovative forms and methods of the school-village party construction, explore new measures of the precise school-village party construction, transform the previous one-way activity into two-way one between the teachers and students in colleges and universities and villagers, transform occasional activities into regular ones, transform one-way activity into a comprehensive activity.

B. Using Big Data to Establish the Precision of the Content of School-village Party Construction

In the traditional school-village party construction and construction environment, the object target can be said to be vague. For example, in the basic computer course, the teaching goal of a certain course can be "proficient in decimal and binary conversion", in which "proficient" is a vague degree word. However, in the context of big data of the school and village party building, it is important to make full use of the means of big data to overcome the above problems, to design the object of precision, that is, having a specific and accurate explanation and description (the basic idea of the explanation is the breakdown and refinement of the problem, the way of description is quantitative) of the party construction ability of every college and university and the level of poverty in each village and also the distance between them. Using big data to determine the precision of co-construction content, from the thinking, education, culture, economic development, health care and other aspects of accurate determination

That is to say, against the background of big data of school-village party construction and joint construction project, every goal to build the school-village party construction and joint construction shall be converted into complementary problems. Every problem should be decomposed and refined into small problems that can be quantitatively described. Through the analysis of the structure and trend of school-village party construction, and the overall situation of school-village construction in various provinces and cities as well as the situation of each village, the degree of joint construction, the degree of poverty, the type of poverty and the trend of poverty are grasped to provide an important basis for formulating development strategies according to local conditions. The effective connection between college resources and the actual situation of poverty alleviation in rural areas will help the formulation of school-village co-construction strategies to be more practical, so that targeted poverty alleviation can take root.

C. Using Big Data to Enrich the Forms of Party Construction in Schools and Villages

It is necessary to tap into the characteristics and resource advantages of colleges and villages, and further carry out diverse and colorful activities of party building in schools and villages. For example, a sharing platform is established by using big data to enhance communication and

understanding, promote sharing, talent exchange and information transmission between colleges and universities, and between village committees and villagers, so as to realize effective integration and utilization of resources and transform party building work to serve both party affairs and regional affairs. Using big data such as TV, radio, Internet and newspapers to strengthen and improve ideological and political work in rural areas; Using big data and the agricultural industry comprehensive depth fusion, agricultural market positioning and navigation for the analysis of agricultural production, management, agriculture, promote agricultural modernization production and efficient circulation of agricultural products, guarantee the quality and safety of agricultural products, improve the quality of the farmers and agricultural operation efficiency, optimize rural production and living of the ecological environment and realize the precise poverty alleviation, promote rural comprehensive ability, promote the strategy implementation to provide accurate and reliable data support for villages; efforts should be made to carry out cultural and sports activities such as elegant demeanor display, popular science knowledge, calligraphy and painting photography, and chess and ball games. It is necessary to carry out "environmental protection publicity waste classification" theme party day activities, on-site distribution of environmental protection leaflets for residents, and community residents to carry out waste classification, environmental pollution prevention and other aspects of interaction, and set up booth consultation for Hetian village villagers to answer questions and then do free consultation and free medical treatment for the villagers. By using big data, an Internet publicity platform for local village committees was established to let more people know about the cultural characteristics of the countryside and increase the influence of local culture.

D. Strengthening the Effect of Party Construction in Schools and Villages Through Big Data

First, it is necessary to integrate resources and jointly build and share them. School and village party construction and joint construction should achieve plan collusion, brand public use, activity co-operation and achievement sharing, so as to achieve mutually beneficial resources through big data, and form a long-term operating mechanism of co-construction and sharing of spiritual civilization. Second, build platforms and enrich activities. By using big data to build strong school and village party construction team, emancipate rural backward thought, help rural economic development, promote rural education development, promote the development of local cultural tourism industry, improve local medical and health level; Three is to cultivate sentiment, double quality. Efforts will be made to strengthen education in moral sentiments, ideals, beliefs, patriotism and cultural attainment, raise the level of comprehensive civilization of teachers, students and villagers in colleges and universities, and play a leading role in publicity and education for the construction of civilized and harmonious villages. By using big data, what expected effects the co-construction has achieved can be seen.

E. Establishing a Talent Training System for Agricultural Big Data: Talent Is Always the Core of Any Production Practice

Through the implementation of school-village party construction and targeted training by colleges and universities in rural areas, with the help of the talents of colleges and universities, new professional farmers and new agricultural operators will be cultivated. Their information technology knowledge level will be improved, and an "Internet +" modern agricultural construction team will be built. Through cooperation with universities and other scientific research institutions, a group of big data talents with knowledge of data mining, analysis, integration and management will be cultivated, so as to provide the necessary talent reserve for the new agricultural operation mode, improve the market competitiveness of the new agricultural operation subjects and achieve the goal of promoting rural revitalization.

IV. CONCLUSION

Academic circles have made a lot of stage achievements in the research of school-village party construction, but the relevant exploration and research on the precise, continuous and two-way construction of school-village party is still weak. Under the new situation, consciously exploring the precision, sustainability and bidirectional of school-village party construction and joint construction with the guidance of precision concept can not only provide theoretical support for the practice of school-village party construction and joint construction in colleges and universities, but also be conducive to the innovation of the way and content of school-village party construction and joint construction. Against the background of precise poverty alleviation and strengthening grass-roots party construction in the whole society, on one hand, it is necessary to draw lessons from precise concept which help to improve the effectiveness of school-village party construction, and from the poverty alleviation practice which college students participate in. On the other hand, it is important to strengthen the party and the villagers' two-way influence to promote activities for the villages, to improve the innovation of the university teachers and students and rural revitalization of the purpose of the entrepreneurial spirit, to achieve school-village party construction and joint construction against the background of big data. Based on big data analysis, exploration and research on the precise, sustainable and bidirectional construction of school and village party was conducted, aiming to improve the timeliness and accuracy of school and village party construction.

The research is mainly guided by the targeted poverty alleviation thought of general secretary Xi Jinping, and studies the precision, sustainability and bi-directionalization of school-village party construction and joint construction with new ideas. In the research process, preliminary understanding, first of all, was obtained of the current reality of school-village party construction by the theoretical achievements of the academic circle and the comprehensive analysis of the practice cases of school village party construction. Secondly, Zhuhai College of Jilin University

and Hetian Village of Dapo town are taken as examples to conduct an empirical investigation on the party construction in the school and village, and to explore the problems and reasons existing in the process of party construction in the school and village under the new situation. Combined with ideological and political science, management, psychology and other professional knowledge, it is necessary to enrich the content of party building in school villages, and strengthen the material and spiritual effects of party building between colleges and rural areas. Finally, it is important to introduce the concepts of accurate poverty alleviation, precision identification, precision help and big data analysis in the thought of party building at the grass-roots level, innovate the forms and methods of party building in school villages, and explore new measures for party building in accurate school villages, so that the one-way activities of colleges and universities to rural areas in the past can be transformed into the activities promoted by the two-way influence of teachers and students and villagers in colleges and universities, so as to achieve the purpose of improving the spirit of innovation and entrepreneurship among teachers and students in colleges and universities and the purpose of revitalizing the villages, to achieve the joint construction of the party building in the school village against the background of big data in the new period. Based on big data analysis, exploration and research on the precision, sustainability and bidirectional construction of school and village party was conducted, aiming to improve the timeliness and accuracy of school and village party construction.

It is believed that the background of big data, the joint work of party building in school villages should focus on the five tasks of "team building, mechanism building, education and environmental building" to ensure effective results. In the future, efforts should be made to form a long-term mechanism for party building in school villages, actively carry out the activities of "party building and consultation, co-operation of practical affairs, co-creation of civilization, joint activities, and joint solution of difficult problems", and expand a new way for party building and joint construction. It is also necessary to extensively mobilize and organize teachers and students to participate in the construction of village schools, help the people in need to do practical things, solve the difficulties, constantly improve the level of civilization construction in the new socialist countryside, enhance the feelings between teachers and students in schools and the masses, and comprehensively promote the construction and development of the countryside.

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