Combination of Big Data and Ideological and Political Work in Colleges

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ABSTRACT   The advent of the era of big data has overturned the traditional ideological and political work of colleges and universities, and provided an opportunity for the launch of our ideological and political work. The innovation of the system, the integration of team building, the use of big data, and the innovation of ideological and political work better meet the development of the times.

1. WHAT IS BIG DATA

2013 is called the year of big data. Big data has developed tremendously since 2013 [1]. What is big data? In fact, it is very simple. Big data is actually a huge amount of data. These huge amounts of data come from data generated around the world at any time. In the era of big data, any tiny data may have incredible value. Big data has four characteristics, which are: Volume, Variety, Velocity, Valu, which we generally call 4V [1].

McKinsey, the world-renowned consulting company, first proposed the era of "big data" . McKinsey said: "Data has penetrated into every industry and business function area today, and has become an important production factor. The mining and use of massive data indicates A new wave of productivity growth and the arrival of consumer surplus waves. "" Big data "has existed in the fields of physics, biology, environmental ecology, and military, finance, communications and other industries for some time, but because of the Internet in recent years And the development of the information industry.

Can big data be used in ideological and political work in colleges? The answer is yes, ideological and political work in colleges and universities should take this as an opportunity for development, dare to face challenges, set up new work thinking, rich positions, innovative system, The integration of construction in four aspects makes good use of big data.

2. Characteristics Of Big Data Applied To Ideological And Political Work In Colleges And Universities

The industries with a high level of big data application are mainly concentrated in the five major industries of telecommunications, finance, government, transportation, and medical. Traditional college ideological and political work still stays in the "small data" era, so can universities' ideological and political work apply big data? Well, the answer is yes.

2.1. Characteristics of Big Data Volume and Variety Are Conducive to Resource Integration

The improvement of the quality of ideological and political work in colleges and universities needs innovation. The development of the times has brought new ideas and working methods. Big data has brought us a lot of new things [2]. Ideological and political work in colleges and universities is also one of the new areas of big data applications Since the admission of a student to a certain university, various data have been established successively, the academic performance in high school, ideological status [2], family status (this is dynamic), the academic situation in each academic year after admission (credit completion status), public elective courses Professional course selection, scholarships, bursaries, punishments, online data in schools, library data, canteens, school supermarket consumption data, graduation employment data, and other systems have been

gradually established, but in traditional college ideological and political work These data connections are loose and resources are not well integrated. We can find their associations through the analysis of large and diverse big data to better serve, educate, and manage.

2.2. Characteristics of Velocity and Value of Big Data Enhance Relevance and Timeliness of Education

In the traditional ideological and political work of colleges and universities, students' ideological dynamics are more face-to-face communication, obtained from inquiries from the sides, questionnaire statistics, etc., with less information, fragmentation, poor quality, and not scientific. Big data Velocity in the era of big data The (high-speed) feature solves the one-sidedness of traditional college ideological and political [2] work. In such an era of high-speed information development, the vast majority of people have access to the Internet every day, such as Weibo, WeChat, online transactions, photos, videos, etc. Especially the most active college students, from these data, they can capture the college students 'ideological status, social interaction status, predict public opinion, and enhance the relevance and timeliness of education.

3. How to Apply Big Data to Ideological and Political Work in Colleges

3.1. Establishing Big Data Awareness

In the era of big data, to establish a sense of big data, thought is the precursor of action [2], and philosophy is the guide to practice. Traditional college ideological education is more qualitative education, qualitative research refers to experts in this industry, according to personal intuition, feeling experience to look at some fresh data to make judgments, put forward preliminary opinions, and then Make a comprehensive summary [3]. Quantitative analysis refers to the use of modern mathematical methods, processing based on some data, establishing digital models to find the relationship between variables and so on. It can be said that quantitative research is more accurate, while qualitative research is highly subjective. Qualitative research is also based on quantitative research. It is a further deepening of quantitative research. Quantitative research mainly uses advanced mathematical models for analysis, while qualitative research will appear a little rough [3]. Educators in colleges and universities must establish a way of thinking about big data, find their relevance from some seemingly unconnected data, analyze and mine these big data, grasp the thinking dynamics of each student, and understand the commonality and Personality, targeted education [3].

3.2. Widening of Working Positions

In the era of big data, new methods of ideological education [2].in colleges and universities should be born out of it. Yiban plays a great role in ideological and political education in Kunming College. Yiban is a comprehensive interactive community that provides education [3], teaching, living services, culture and entertainment. The website integrates mainstream Web2.0 applications such as forums, social networks, blogs, and microblogs, adds a one-stop service for educational informationization customized for teachers and students at school, and supports multiple access forms such as WEB and mobile clients. Kunming College has the second most active class in the country and the first in Yunnan Province [3]. It has played a great role in ideological and political education. Post-00 college students use new media such as QQ, Renren, Weibo, WeChat, and Fetion every day. In the new territory of ideological and political education, new media has new features such as outstanding individualization, increased audience selectivity, diverse expressions, and real-time information release. It has the advantages of interactivity, holography, digitalization, and networking. An important position for us to carry out ideological and political education.

3.3. Institutional System Innovation

Since a student was admitted to a certain university, various data have been gradually established, academic performance in high school, ideological status, family status (this is dynamic), learning status in each academic year after admission (completion of credits), professional courses for public

courses Course selection, scholarships, bursaries, dispositions, online data in schools, library data [3], canteens, school supermarket consumption data, employment data at graduation, etc. have been accumulated by many departments. In traditional university management, this information is fragmented Yes, there is not much correlation. In the era of big data, we need to fuse these data, and use the collected data for data access, data processing, statistical analysis, and correlation analysis [3]. It is meaningful in comparison with universities. Information, guide students ideologically, care for students in life, guide students in learning.

3.4. Integration of Team Building

Traditional ideological and political educators require excellent ideological and political qualities, broad knowledge, good abilities, and good physical fitness. In addition to the requirements of traditional ideological and political educators, they must also master Media technology, good at data collection, data access, data processing, statistical analysis, correlation analysis, universities should strengthen the big data training of ideological and political class teachers, counselors, class teachers, student cadres.

4. Summary

To sum up, the arrival of the era of big data covering the traditional ideological and political work, provided an opportunity to send Zhang ideological and political work of our universities [4], we must dare to face challenges and establish new thinking at work [4], rich positions , integration and innovation, team building institutional system of four aspects of the use of big data, innovative ideological and political work to better cater to the development of the times, to lay the foundation for improving the quality of educationm，However, since the student was admitted to a certain university, various data have been gradually established, the academic performance in high school, ideological status, family status (this is dynamic), the academic situation in each academic year after enrollment (credit completion status), public elective courses Professional course selection, scholarships, bursaries, dispositions, online data in schools, library data, cafeterias, school supermarket consumption data, employment data at graduation, etc. are all student privacy [5], how to master this degree: we generate through students Understand the behaviour of various data and further do a good job of ideological work and the protection of citizens 'privacy. This is the difficulty of our work. Only by constantly exploring in the work, find a good entry point [6].

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