

Research on Innovative Strategies of Ideological and Political Education in Colleges and Universities Based on Yaahp Software

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ABSTRACT

using yaahp software to analyze and optimize the work strategy of ideological and political education in colleges and universities is an urgent need of ideological and political education in the era of big data. firstly, this paper puts forward the evaluation index of optimizing ideological and political education in colleges and universities. secondly, according to the evaluation index, this paper constructs the evaluation system framework of ideological and political education in colleges and universities based on analytic hierarchy process; third, referring to the suggestions of experts, construct the judgment matrix of the evaluation results of ideological and political education in colleges and universities; finally, the evaluation results of optimizing ideological and political education in colleges and universities are obtained by using the calculation software, the evaluation results are analyzed, and some suggestions are put forward, in order to provide some useful references for promoting the effective development of ideological and political education in colleges and universities in the era of big data.

Keywords: *Yaahp software; big data; ideological and political education; strategy*

1. INTRODUCTION

1.1. An urgent need for ideological and political education in the Internet age

With the development of the internet age, the space for communication between people, groups, countries and countries is becoming wider and wider, and the ways of cultural communication are becoming more diversified, convenient and rapid. these characteristics of information communication in the internet age provide a broad space and many communication channels for ideological and political education. according to the first statistical report on china's internet development, the penetration rate of college students' internet users has been close to 100%, and almost all college students use the internet during school[1].these internet residents put forward new topics for ideological and political education in colleges and universities: on the one hand, the elimination of intergenerational knowledge gap. compared with the print media, because of its low threshold, the internet can open a large amount of knowledge information to everyone in the shortest time. in this way, the cultural dilemma of non-free

communication and asymmetry of information in the previous printing era has been changed, which is convenient for communication and information sharing between people at different levels. young college students were born in the internet environment. they have no problems of psychological exclusion, adaptation difficulties and lack of ability to mobile communication devices and software apps. it can be said that the use of internet media is like a duck to water. on the internet platform, for adults, it is no longer a problem of knowledge advantage, but a problem of outdated knowledge and ideas. for the younger generation, it is no longer a problem of knowledge gap, but a problem of insufficient ability to screen and distinguish massive internet information[2].on the other hand: the advent of the internet era has weakened the state's control over public opinion. in the past printing era, because reading was an individualized activity, printing media could easily distinguish people of different ages and different occupational types. national governance also facilitates the control of information. however, in the internet age, network information flashes quickly and is updated at any time. the internet will not shut anyone out, and information asymmetry no longer exists. however, we

should clearly realize that the network platform has "value guidance consciousness". the information transmitted by the network platform is selective and comparable. under the guidance of click through rate, the edited network information is screened and can quickly attract people's attention and catch people's psychology. especially in recent years, historical nihilism is popular on the network platform. how to stick to the position of the network platform and enable students to realize a more complex, rich and profound world of significance through the guidance of the network platform and education is very important. after all, education should pass on to the world through the network platform. people should not only master the material world, but also construct the meaningful world[3].then we need to make full use of big data analysis, timely understand the rheology of students' ideological hotspots, the rapidity of ideological rhythm, the volatility of network emotions and the variability of ideological views, we should provide a hierarchical model through ahp method, grasp the variables in time, and provide help for the sorting of ideas and guide students to learn to analyze problems, distinguish right from wrong, improve strategic concentration, highlight leadership in diversity, enhance ideological guidance and grasp the direction in the changing internet era, firm ideals and beliefs.

1.2.Big data helps the quantitative evaluation of Ideological and Political Education in the era of big data

The arrival of the big data era gives us a new vision of scientific and technological ideological and political education driven by data. from the essence of ideological and political education, ideological and political education adheres to the concept of all staff, whole process and all-round education, which can be said to be an open and complex education system. the advent of the big data era undoubtedly provides a large amount of information data for the cognition and regulation of the giant system of ideological and political education, which can realize the the whole ideological control , and highly integrate the basic information such as figures and chart analysis with social communication, ideological and public opinion, consciousness and other phenomena, so as to form a visual scale and dynamic map, the quantitative evaluation of ideological and political education can effectively make up for the first side of the qualitative evaluation of traditional ideological and political education, and truly realize the networking, digitization and intelligence of ideological and political education. the traditional investigation of learning situation adopts the method of individual interview and communication, and the information obtained is completely based on the subjective cognition and judgment of the educated; in the era of big data, we can leave our records in each historical time and space through data technology, and data analysis can

completely record all our thoughts, emotions and behaviors in the past, which is the real history and real data of every education. this does not need to be learned from the recall and conversation of the educated, nor does it receive the influence of others' words. it is objective and real data[4].in addition, in the era of big data, there are various ways to retain data, including text, audio, video, path trajectory, psychological activities, etc., which are all left in the data space in the form of data. everything the education have done in the past can be found in the data space. we can use ahp numerical control technology to scientifically and comprehensively describe the overall behavior characteristics of the education, it can also provide the whole thought, emotion and behavior. deepen data research and judgment and make data a new engine of ideological and political education. in short, the era of big data makes ideological education behavior observable and controllable, which also means that ideological and political education research has entered the scientific research series.

1.3.Big data promotes the innovation of the concept of Ideological and political education in Colleges and universities

The real significance of big data lies in discovering new knowledge, creating new value and bringing leapfrog development through big data exchange, integration and analysis. in the era of big data, schools should deeply cultivate big data and seek new changes in the development of ideological and political work in colleges and universities. first, the prominent feature of the big data era is the impact of big data on human thinking. in the era of big data, people pay more attention to the correlation between data, which has completely changed the inertia of human desire for causality for thousands of years. in other words, in the era of big data, we only need to know what it is, not why. such a change will completely improve the management efficiency of ideological and political work in colleges and universities. the ideological and political education in colleges and universities is mainly aimed at the special group of college students. they were born in the internet age and in an era of rapid economic and cultural development. in the face of this reality and the complex social environment given by the internet, they will inevitably have a sense of ideological crisis, mainly including moral crisis, psychological crisis, belief crisis and so on. the transformation of big data in the way people understand and perceive the world will provide new ideas for ideological and political education in colleges and universities. traditional ideological and political education should guide college students to explore the causal relationship of things. in the era of big data, ideological and political education not only guides college students to explore the causal relationship between things, but also guides them to explore the relationship between things. this change of thinking will

provide new ideas for the development of ideological and political education in colleges and universities. the widespread use of big data subverts people's habitual causal thinking mode and pays more attention to the quantitative change of data, which is reflected in the change of human thinking mode in the era of big data. specifically, when analyzing data and information, people pay more attention to the exploration mode of information itself and the definition of information, rather than the reasons for information dissemination and the impact of information dissemination. in the context of the big data era, this change in college students' thinking habits and ways actually expands the research scope of network ideological and political education in colleges and universities and subverts the educational concept of focusing on cultivating students' causality in traditional ideological and political education. therefore, in the era of big data, we should adapt to the reality of changes in students' thinking mode and change our educational concept and teaching thinking. this change of educational thought will undoubtedly bring the innovation and development of the ideological and political education system in colleges and universities. it can also be said that by analyzing the behavior and ideological characteristics of educates through big data, the educational concept of "student-centered" can be better implemented. The changes brought by big data to ideological and political education in colleges and universities as shown in the Fig. 1.

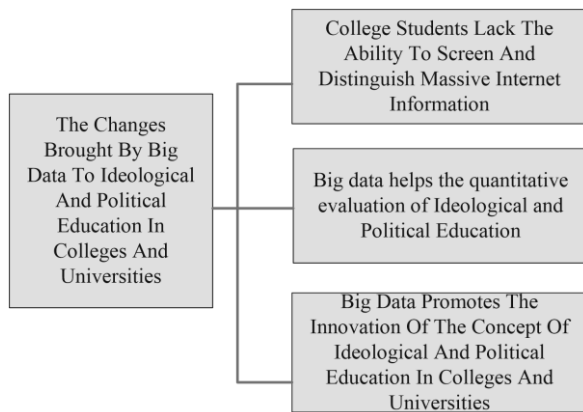


Figure1 The changes brought by big data to ideological and political education in Colleges and universities

The research objective of the paper is to analyze the practical problems existing in the introduction of big data platform to strengthen the ideological and political education in Colleges and universities, combined with the display demand of the introduction of big data into the ideological and political teaching, put forward the implementation path of using big data analysis to strengthen the ideological and political education in Colleges and universities, and optimize the ideological and political education work mode by using AHP method, a modern information technology, In order to achieve the digital construction of Ideological and

political education in Colleges and universities from the perspective of Internet.

2. PRACTICAL PROBLEMS

2.1. At present, big data information has a negative impact on College Students' values

At present, due to different economic levels and development stages, the west still has significant advantages in network information dissemination in the era of big data. the west uses big data to infiltrate ideology, making western cultural products and values readily available. The vast amount of data on the internet is also mixed with a large amount of bad information, which is very easy to cause ideological confusion among college students. there are many data information guided by unhealthy social trends in big data. when college students use online data, they are easily influenced by various unhealthy social trends, resulting in confusion at the level of values. in the vast amount of data, i don't know which values should be adhered to and how to use values to analyze problems and distinguish right from wrong. the impact of this big data on values should not be underestimated. many college students are under the influence of all kinds of information on the internet, actively and passively, which has imperceptibly affected their outlook on life and values. in addition, the ability of college students to distinguish between right and wrong is very weak. most people blindly accept the various unhealthy social trends on the internet without analysis, which offsets college students' values and reduces their sense of social responsibility.

2.2. Ideological and political workers in Colleges and universities lack big data awareness and ability

The reform of education evaluation system brought about by the data age is obvious to all, but the matching data awareness and information literacy of college educators do not match the current situation of the rapid development of big data, especially in the field of ideological education in colleges and universities. specifically, big data emphasizes objective and comprehensive data analysis, but ideological and political workers in colleges and universities have not been able to distinguish big data thinking from previous data awareness, and generally lack the most basic understanding of big data. secondly, the understanding of big data pays attention to the correlation between various data. however, the teaching management practice of ideological and political workers in colleges and universities still stays in grasping typical cases, or sampling research or personal interview, so as to obtain a small amount of data, and use a small amount of data to evaluate the ideological and political literacy of all students, which is undoubtedly one-sided. moreover, big

data awareness pays more attention to the accurate prediction of data, which requires college ideological and political workers to have the ability of accurate prediction of data. it is difficult for traditional ideological and political educators to accurately predict the ideological and political work, and then they cannot ensure the feasibility of the ideological and political work plan. this is because big data awareness does not analyze the existing information and situations. it pays more attention to finding potential problems in the correlation and cohesion of data and predicting the possibility of development, so as to more accurately grasp the opportunity, timely and effectively intervene and guide students' thoughts and behaviors, and do a good job in early warning and situation control of ideological and political work in colleges and universities. therefore, ideological workers in colleges and universities use big data to predict and control students' ideological dynamics, and their awareness and ability need to be further improved.

2.3. Big data intervention in the ideological and political education system of colleges and universities is not perfect, and there are certain risks

The application of big data to ideological and political education in colleges and universities requires the participation of all staff and the cooperation of all departments. however, at present, different parts of student big data are scattered in different departments of colleges and universities. although they all have student data information in each department, due to their own work, it is difficult to effectively integrate the data information and there are a large number of information islands. if there is no ideological and political big data integration mechanism, it is difficult to effectively integrate the scattered information, it is difficult to produce value resonance effect. at present, the top-level design and macro structure of big data evaluation of ideological and political education in colleges and universities are not mature, so they can not concentrate and effectively coordinate educational resources, and it is difficult to turn the ideological and political education system into an adaptive system for continuous learning, debugging and evolution. at the same time, we should also see that there are still some risks in the use of big data. in digital campus, data collection is automatically registered through corresponding electronic devices.

information collection is often done under the condition of students' ignorance, and in addition, the frequent occurrence of citizen id number and other privacy information leakage and sale in the network media in recent years. if the big data platform of colleges and universities fails to deal with students' personal information security, it will seriously infringe on the legitimate rights and interests of college students and bring greater negative impact. in short, in the use of big data in colleges and universities, it is particularly important to manage the relevant information and data of education and avoid the risk of information security. The challenge of big data to ideological and political education in colleges and universities as shown in the Fig. 2.

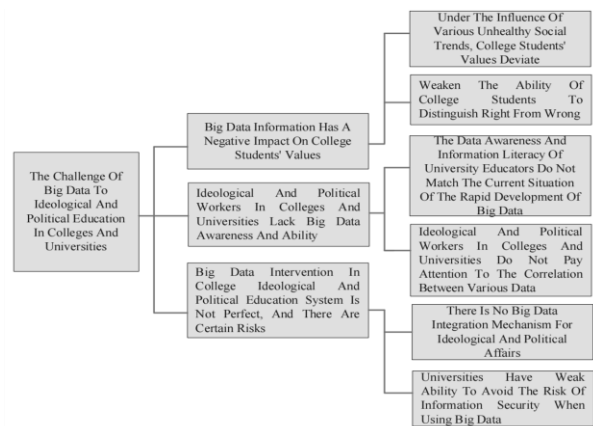


Figure 2 The Challenge of Big Data to Ideological and Political Education in Colleges and Universities

3. IMPLEMENTATION STRATEGY

As shown in Figure 3, the primary evaluation index of strengthening ideological and political education in colleges and universities in the era of big data preliminarily formulated in this study is mainly analyzed from three aspects: optimizing working thinking, high student satisfaction and efficient and orderly ideological and political work. after consulting experts and integrating expert opinions, quantitative thinking, storage thinking there are three evaluation indexes of research and judgment ability. in terms of high student satisfaction, two evaluation indexes of active participation and sense of harvest are designed. in terms of efficient and orderly ideological and political work, two evaluation indexes of systematization and accuracy are designed.

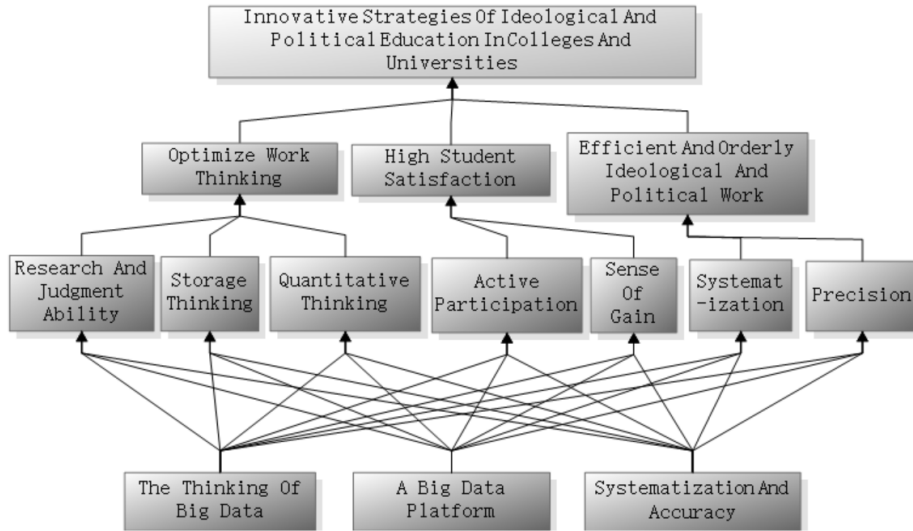


Figure3 Hierarchical structure model of innovation strategy of Ideological and political education in Colleges and Universities

Finally, through the analysis of yaahp software, the weight of the evaluation index of ideological and political education in innovative colleges and universities from high to low is as follows: strengthening the thinking of big data to innovate the concept of ideological and political education (57.59%), actively building a big data platform for ideological and political education jointly built and shared by all colleges and universities (33.88%), and the integration of ideological and political big data extends to systematization and accuracy (8.53%). (as shown in figure 3) combined with the above figure, the conclusions of strengthening the research on the strategy of ideological and political education in colleges and universities in the era of big data based on Yaahp can be summarized as follows:

Orderly
Ideological
And
Political
Work

Table 1 Single ranking index weight table of innovation evaluation level of Ideological and political education in Colleges and Universities

First-grade Index	Weight of Index	Second-grade Index	Weight of Index
Optimize Work Thinking	0.6814	Quantitative Thinking	0.4686
		Storage Thinking	0.1597
		Research And Judgment Ability	0.0530
High Student Satisfaction	0.2160	Active Participation	0.1728
		Sense Of Gain	0.0432
Efficient And	0.1026	Systematization	0.0912
		Precision	0.0114

3.1. Strengthen the innovation of Ideological and political education concept with big data thinking

Big data thinking is quantitative thinking, relevant thinking and experimental thinking[5].it is a pluralistic concept, which mainly refers to a way of thinking about the re integration and optimization of the whole industry ecology through the interconnection and interoperability of users and terminal product platforms on the basis of the continuous development of network platforms. with the advent of today's information age that only data is supreme, ideological and political educators can have the awareness of the era of big data. like their natural sciences, they use data to describe and analyze research objects. the calculation and analysis of big data can summarize the relevant laws contained in a large amount of ideological and political education data, and can become ideological and political algorithms, thus, the law of ideological and political education can have its own expression. therefore, based on the big data of ideological and political education and its data laws, we can scientifically explain the phenomena existing in the past ideological and political education system, and more accurately predict the development direction of ideological and political education in the future, so that the ideological and political work will no longer fight an unprepared battle.

this requires ideological and political educators to have big data thinking. they should get rid of the previous

sample analysis and learn to use data analysis tools, but analyze, process, refine and create massive ideological and political data. seek and mine the relationship between data representation and common value to achieve progress between the outside and the inside. in addition, ideological and political educators should also have the awareness of data storage. massive data is always changing and fluctuating. because past data may also lead to behavioral trends and ideological changes to a certain extent. this objectively requires ideological and political educators to modernize their information thinking and work thinking, and use information to improve their ability to predict the development of events.

3.2. Actively build a big data platform for ideological and political education jointly built and shared by all college staff

The accommodation of information requires the participation and sharing of all staff. Ideological and political education requires all staff, the whole process and all-round participation. Building an ideological and political big data platform jointly built and shared by all staff in Colleges and universities is the due meaning of Online Ideological and Political Education under big data, which requires colleges and universities to have an overall consciousness, follow the law of ideological and political education and the two-way law of big data application, and realize a big data platform of personnel integration, discipline integration and resource integration. At the same time, we should pay attention to the protection of the legitimate rights and interests of the educated. We should standardize the processing activities such as the collection, storage, use, processing, transportation, provision and disclosure of student information, and shall not infringe on the personal information rights and interests of the educated.

Building a big data platform not only requires the high attention and overall planning of the university party committee. the party committee of colleges and universities should understand and promote the construction of big data platform from the macro perspective of the party's political construction, incorporate it into the overall layout of party construction, and form an overall project with the participation of teachers and students and the coordination and cooperation of various departments. at the same time, there should be a perfect evaluation system. if the evaluation system is a comprehensive evaluation, the awareness, ability and practical effect of ideological and political workers using the big data platform should be tested in the practice of ideological and political work, so as to completely overcome the blindness of ideological and political work; for college students, if they want to be able to use data to integrate into their study and life, they should also be assessed and evaluated accordingly, so as to stimulate students'

consciousness of integrating into ideological and political education and make them more agree with the scientificity of ideological and political education.

3.3. Ideological and political big data integration should extend to systematization and precision

Some scholars once pointed out that 93% of human social behavior can be predicted, and the hidden mode behind human behavior can be revealed through big data. the traditional ideological and political education, whether in ideological investigation or behavior evaluation, uses qualitative evaluation methods, lacking accurate data support. with the combination of ideological and political education in colleges and universities and big data, big data information should expand to "connotative" and "extensional". in the depth of "systematization" and "refinement", ideological and political education must pay attention to accurate collection and learn to use a variety of data mining technologies to collect relevant information in network interaction. in the era of big data, we can accurately collect basic data, resource data, behavior data and ideological data, and accurately evaluate the thoughts and behaviors of educatees [6]. these four kinds of data can be observed in the understanding, practice and feedback links of ideological and political education, forming a digital ecosystem of ideological and political education. in the process of collecting, sorting and summarizing ideological and political big data information, we should make full use of the memory function of the network, and finally gather the little traces left by students on the internet into the basic elements of big data analysis, so as to depict a three-dimensional and multi-dimensional education image with objective, comprehensive and real data, so that ideological and political teachers can perceive understand the educated from multiple angles, so as to increase the attraction, persuasion and penetration of ideological and political education.

4. CONCLUSIONS

According to a series of analysis of this article, we can see that in the context of this new era, the necessity and importance of applying big data in the field of ideological and political education in colleges and universities. In the future, in the use of big data for ideological and political education, Through AHP analysis, it is concluded that only by continuously strengthening big data thinking and innovating the concept of Ideological and political education, actively building a big data platform for ideological and political education jointly built and shared by all college staff, and the integration of Ideological and political big data should extend to systematization and accuracy. This paper will make full use of AHP method to optimize the ideological and political education mode, optimize and integrate ideological and political teaching resources, and build a collaborative education mechanism.

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