Research on the Construction of Big Data Information Platform for Party Building in Private Universities

Jinglian Hu and Yan Wang^(✉)

Xi'an Peihua University, Xi'an 710125, China
`303632668@qq.com`

Abstract. Using big data technology, private universities should innovate the content and mode of Party organization activities and build a big data information platform for Party building. By constantly improving the intelligent and scientific level of Party building in private universities, we can improve the work efficiency of Party building and effectively solve the problems in the informatization of Party building.

Keywords: Private universities · Party building · Big data information platform

1 Introduction

The rapid development of big data technology is gradually and profoundly affecting the thoughts and behaviors of college teachers and students, and brings new opportunities for the development of Party building. Big data provides technical support for Party building in private universities. The school running mechanism of private universities is flexible. They should be good at using big data technology and information means to carry out Party building, and constantly create a new situation for the development of Party building, so as to implement the new development concept [1]. The biggest participants in the grass-roots Party building of private universities are teachers and students. We should continue to strengthen political learning in the Party building work in order to improve the political position of college teachers and students.

2 Importance of Platform Construction

Party building in private universities is a systematic project formed around the core work of the party in private universities, organically combined with the party's construction policy, combined with the self-development of the Party committee of private universities with the development of various fields and elements of the school, and with the comprehensive deepening reform of universities, so as to promote the development of universities with Party building. We should enhance the enthusiasm and initiative of Party building workers in private universities, effectively innovate the governance mechanism

of Party building, and build a big data informatization work pattern of Party building in universities. The era of big data provides development opportunities and practical challenges for the important mission of private universities to develop themselves and serve the society [2]. The party building of private universities should give full play to the advantages of big data technology and knowledge. On the premise of strictly governing the party, they should broaden their horizons, focus on the overall situation, carry out diversified innovation in the purpose and scale of running a school, the vanguard banner of Party members, the system and mechanism of Party building, and make more contributions to improving the service of private universities to social and economic development.

Using the means of big data informatization, carry out the daily Party building of Party organizations in private universities. The big data information platform for Party building in private universities reforms the traditional forms of Party building activities, such as the formulation, reporting and review of Party branch plans, the submission and archiving of relevant materials in each stage of the process of recruiting party members, and the archiving and collection of materials in each stage are transferred from offline to online to form phased data for summary. In the process of uploading and releasing party building information, the party building platform shows great advantages, which can break the time and space constraints, realize the seamless coverage of the new trends of Party building information from leadership to organization, and ensure the timely, effective and comprehensive coverage of the party spirit to every Party member.

3   Platform Design

The construction of big data information platform for Party building in private universities needs to be designed from the dimensions of resource planning, module setting, sound system building, and scientifically build the platform, so as to promote the standardization and specialization of Party building in universities.

3.1   Overall Planning of Resources

The construction of the big data information platform for Party building in private universities should adhere to the Internet thinking, be farsighted, make overall planning, pay attention to the management, education, service and coordination functions of the network party building work, and integrate the Internet thinking into all aspects of the grass-roots party building work. We should formulate the overall plan and implementation plan of the big data information platform for Party building in private universities in combination with the actual situation of universities, and build a new network Party building model of online and offline interaction and the combination of virtual and reality [3]. In addition, we should reasonably integrate various resources inside and outside the school, organically combine the party building big data information platform of private universities with the construction of smart campus, coordinate resources, and constantly improve the effectiveness and pertinence of the party building big data information platform of private universities. Actively guide secondary party organizations to give play to their leadership functions, accelerate the pace of digital Party building, and gradually

build a new network Party building model with Party committees as the leading role, grass-roots party organizations as the main body, and Party members and the masses as the service object. In addition, while meeting the practical needs of Party building in universities, we should estimate the development trend of big data information platform for Party building in private universities in the future, and reserve sufficient expansion space for later platform construction.

3.2   Scientific Setting Function Module

Planning and designing functional modules is a necessary link in the construction of big data information platform for arty building in private universities. Scientific and reasonable module design can improve the efficiency of Party building and achieve good results. When setting up the function module of the big data information platform for Party building in private universities, we can design from the following directions. Through the platform, we can build a complete party member database, including the basic information of Party members, membership, Party membership and organizational relations, rewards and punishments and other basic information. With the mobile phone client, it can also realize the functions of personal information update, Party fee payment and organizational relationship transfer, so as to serve the grass-roots party organizations and the majority of Party members and the masses [4]. Through the platform, we can carry out party spirit education and training with rich content and various forms, break through the limitations of time and space, and help the normalization and institutionalization of Party member education and training. At the same time, the big data analysis method is used to portrait Party members from multiple dimensions, and the analysis results are used as an important reference basis for the design and implementation of party spirit education and training. Through the big data information platform of Party building in private universities, we can follow up and understand the ideological trends of college teachers and students' Party members in real time and answer their ideological and theoretical puzzles. We can also conduct comprehensive analysis and formulate targeted publicity and education programs to effectively resist the infiltration of bad ideology and culture into the ideology of college party members, especially college party members.

3.3   Improve the Management System

Scientific and standardized management system and orderly and efficient operation mechanism are the fundamental guarantee to improve the vitality and effectiveness of the party building big data information platform in private universities. First, we should establish a standardized operation mechanism. The construction of big data information platform for Party building in private universities must be under the unified leadership of the school Party committee, led by special departments, jointly participated by relevant functional departments, actively cooperated by grass-roots party organizations, and actively participated by all teachers, students and Party members, so as to give full play to the role of grass-roots party organizations as fighting fortresses. Second, improve the resource sharing mechanism. We should organically combine the party building work with daily business work in universities, and give full play to the function of collaborative education between Party building and ideological and political education. Relying on

the big data information platform of Party building in private universities, tap the potential internally and integrate resources externally. Promote the all-round development of party affairs in universities by means of big data technology. Third, strengthen the information audit mechanism [5]. The network age with complex and diverse information has brought great impact and severe challenges to college students who are in the formation stage of world outlook, outlook on life and values. The complex and huge network public opinion will perplex some college students' value judgment and value choice, and make them make unconsidered or incomplete choices and judgments. Therefore, in the process of building a big data information platform for Party building in private universities, we must establish a strict network information collection and release system, and adhere to the three-level review system of background managers, party affairs staff and grass-roots party organization secretaries. We should adhere to the principle of information release under the responsibility of special personnel, check at all levels, monitor in real time, be ready to deal with all kinds of network risks at any time, ensure the standardization, accuracy, timeliness and efficiency of the information released by the party building big data information platform of Private Colleges and universities, and jointly build a network information security firewall.

3.4 Build the High-Quality Professional Team

The construction and management of big data information platform for Party building in private universities are inseparable from high-quality professional teams. Building a professional team of big data information platform for Party building in private universities with strong politics, professional skills, strict discipline and positive style is a powerful starting point to improve the organization and cohesion of grass-roots Party building in universities. We should strive to build a fighting Party building team, and select a group of talents with excellent political quality, volunteer to work in the front line of Party building, and have big data information processing ability and Internet thinking as the staff of the big data information platform of Party building in private universities. [6] helps them master the operation mechanism and skills of the platform as soon as possible through training and one-to-one guidance, and strive to improve their ability to adapt to the new situation of "Internet plus party building", and provide strong talent protection for the development of the big data information platform of Party building in private universities.

4 Platform Module

4.1 Basic Information Service Module of Party Building

This module is mainly the data collection, analysis and Prediction Center of the party building system in universities. Its main function is to collect basic functional data resources such as the Party member information database, Party member development database, teacher-student files and various talent databases of the University, and to make horizontal comparison and vertical integration of these big data [7]. The functions of this module are: first, all-round information guarantee and authority setting of users at

different levels and different post types; The second is the real-time and effectiveness of information update. The link anchor between the platform operating system and each website of universities constitutes the data source and gathering point of the Party building system. Become a data platform for information sharing, experience exchange, characteristic display and organization co construction of Party organizations at all levels at the school level and college level; Third, the advantages of big data are used to refine the evaluation rules, and the weighted comprehensive scoring is carried out in combination with the online evaluation results, registration records and offline activity results in the system.

4.2 Party Building Information Learning Module

The learning module can provide a service platform for education and training for the majority of teachers and students' Party members. The learning of Party members focuses on persistence. Teachers and students' Party members can record key contents anytime and anywhere when they study the party's business knowledge and work skills, which can improve the service and work efficiency of grass-roots party organizations in universities for teachers and students at all levels, and establish a harmonious campus [8].

The characteristics of this module lie in the following two aspects: first, it combines the party's education with personalized education. Based on the consideration of the age, education background, gender and other data of the audience of college teachers and students, this module analyzes the data such as its web browsing records, microblog and wechat dynamics, forum comments and news comments, and realizes accurate push through the link anchoring function of the Party building system. Second, the combination of ideological dynamic capture and the maintenance of mainstream public opinion. In view of the real-time and dynamic nature of big data changes, we can more deeply analyze the ideological dynamics of various groups such as college party members, cadres, teachers and students, and make a dynamic evaluation in combination with the current political hot spots and key issues of Ideological and political education, so as to formulate a communication plan.

4.3 Party Member Activity Platform Module

The characteristics of this module are mainly divided into: first, the dynamic management of Party member development. At the beginning of the confirmation of the probationary Party member's identity, bind the campus card with the campus information system of Party members, teachers and students, and automatically enter the Party member's identity authentication and management. By anchoring with the Party member data information platform, Party member teachers and students can complete the transfer of organizational relations, check-in of Party member activities, regular collection of Party member thoughts, etc. Second, the networking and virtual community of Party members' activities [9]. This module can realize Party lessons, democratic evaluation of Party members, special learning activities of Party members and voluntary activities of Party members, and realize online and offline dynamic interaction. Virtual community through the network party building community, create a special discussion "chat room" for Party building, a forum for young Party members, an exhibition and evaluation of

the deeds of outstanding Party members, strengthen the guidance of Ideological and political education, and improve the ability of Ideological and political education for Party building.

4.4   Party Spirit Education and Training Module

The function of this module is mainly divided into three aspects: first, according to the current situation and needs of all kinds of Party members, teachers and students collected and analyzed by the whole Party building system, release curriculum packages for different groups of college party members, teacher party members, party members and leading cadres, probationary party members and formal party members. Second, make full use of the hot spots, interest composition, time fragments and other elements of Party members' attention to integrate and form the popular educational methods of micro theory, micro party class, micro punch in, micro knowledge competition and so on in the new media era, so as to enhance the appeal and dissemination of the Party building education platform. Third, increase the evaluation link of learning effect. On the one hand, evaluate the course learning and participation of Party members, on the other hand, collect the evaluation and suggestions of Party members' customers on the course structure, teaching effect and learning experience of the module, so as to continuously improve the actual teaching effect of the module.

4.5   Party Masses Information Service Module

By connecting the needs of society, enterprises and campus with the service expertise, service intention and controllable time and space information of Party members and volunteers, this module realizes data interaction and promotes the efficiency and intelligence of Party organizations and Party members in serving the masses. The main function of this module lies in the following two dimensions: first, Party mass service information management. Through the whole Party building system, collect the volunteer and service needs of Party members, sort out, analyze and design corresponding service projects, establish an institutionalized regular, fixed-point and base service information push and registration mechanism, and carry out two-way interaction between the needs of society, enterprises and campus and the volunteer service of Party members. Second, the combination of online and offline services. Combined with the on-the-spot service platforms such as school administration, educational administration, organization, student work and logistics security, Party members and volunteers are encouraged to guide or participate in course selection and evaluation, fault repair, difficulty assistance, academic early warning and complaint evaluation online, so as to continuously enhance the service ability and service quality of Party members by improving convenience and operability.

5   Conclusion

Building a big data information platform for Party building in private universities is not only the inevitable choice for the innovative development of Party building in the context of the new era, but also the only way to further promote the scientific level of

Party building in private universities. The platform is an innovation of applying Internet information technology to Party building in private universities. This can stimulate the vitality and vigor of the party members of teachers and students in private colleges, improve the management and service ability and level of party workers, and enhance the synergy of curriculum ideological and political work between teachers and students in private universities.

References

1. Yang, C. (2021). Actively promote the informatization of Party building in universities. *Practice (Ideological and Theoretical Edition), 03*, 36–37.
2. Song, J., & Liu, Z. (2020). Innovative exploration on network informatization construction of Party building in universities. *Cultural Industry, 05*, 116–117.
3. Zhang, X., Ren, W. Y., & Yang, F. (2017). Practical research on the mode of "internet plus party building" in universities. *Beijing Education (Higher Education Version),* (11), 55–58.
4. Zhao, Y. (2018). Research on the construction of "smart party building" model in universities in the era of big data. *Journal of Higher Education, 11*, 185–187.
5. Fang, H., & Zuo, Y. (2018). Research on the construction of "smart Party building" system in universities from the perspective of big data. *Exploration,* (3), 116–122.
6. Zhao, Z. (2019). On the innovation path of informatization of Party building in universities under the background of big data. *Contemporary Educational Practice and Teaching Research, 20*, 38–39.
7. Yin, C. (2019). Innovation and reform path of Party building in universities under the background of big data. *Management Observation, 25*, 96–97.
8. He, Q. (2019). Analysis on the way to improve the quality of Party building in universities under the background of big data. *Research on Modern State-Owned Enterprises,* (12), 332+334.
9. Yu, L. (2019). Information construction of Party building in universities under the background of big data. *Reform and Opening Up, 13*, 52–55.