Big Data Analysis of College Students' Daily Behavior and Ideological and Political Behavior Evaluation

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Abstract. In the age of big data, ideological and political education in military academies should keep pace with The Times and change the way of thinking. Applying big data technology to students' ideological and political education work, the evaluation model of students' ideological and political and daily performance based on big data is studied to give full play to the advantages of big data, in order to continuously improve the pertinence and effectiveness of students' ideological and political education. Applying big data technology to students' ideological and political education work, effectively exerting the advantages of big data, in order to continuously improve the pertinence and effectiveness of students' ideological and political education [1].

Keywords: Big data · Evaluation model · Ideological politics and daily performance

1   Introduction

In recent years, with the rapid development of the Internet, all kinds of people's behaviors appear on the Internet, which directly leads to the surge of data related to human behaviors. Unconsciously, human beings have stepped into the era of "big data". In 2012, the United Nations released a large data report named "Big Data for Development: Challenges & Opportunities", which proposed a huge data era, which will have a profound impact on all aspects of the whole society. Therefore, countries are devoting their resources and manpower to the research and application of "big data". In the information today, the ideological and political work of colleges and universities should keep pace with The Times, the way of thinking should be changed. Based on big data, this paper builds a part of the topic of "Big Data Analysis and Application Research on Students' Growth" in colleges and universities, aiming to make full use of big data technology, make full use of the advantages of big data, and constantly enhance the pertinence and effectiveness of college students' ideological and political work [2].

The basic principles of college students' ideological, political and life behavior evaluation based on big data are: quantitative evaluation and quality evaluation, subjective evaluation and objective evaluation [3], mass evaluation and organizational approval

evaluation. Through the collection of students' basic information, daily performance, political theory learning and other data, the ideological and political and daily performance evaluation method is adopted to make a comprehensive assessment of students, in order to judge whether the ideological and political quality and daily performance of students meet the requirements, and display red, yellow and green signals respectively. Among them, the red light means not meet the standard; Yellow is a warning that there are problems in thought, politics and life, and the possibility of failure, while green is qualified. In the ideological and political education system, team cadres, brigade leaders, school leaders and other people can from the "ideological and political" and "daily behavior" management interface real-time observation of every student's "dynamic" information, and timely feedback and intervention of students with problems, or formulate education strategy, adjust the teaching content, teaching methods and so on [4].

2   Background of Educational Big Data Research in Our Institute

In recent years, the campus network construction of our college has been continuously carried out, including: Teaching management system, student daily management system, computer management system, library borrowing management system, student physical skills training management system, student health management system, student diet management system, student personal development management system, student electronic psychological file system and other more than 10 systems are under construction. On the basis of campus network and card, the system can collect real-time information of students' ideology, politics, life, academic performance, physical skills, physical, psychological and other aspects in various places, classrooms, laboratories, training fields, libraries, dormitories, hospitals, clubs and other places on campus. In the process of data generation, "big data" will gradually take shape [5].

In order to better grasp and grasp the law of the growth and development of students, strengthen the whole process of education and teaching monitoring, promote the management and evaluation of students, improve the science of education and teaching decision-making, and promote the innovation and development of talent training and management methods in higher vocational colleges. The big data platform is used to carry out horizontal, horizontal and vertical mining of the growth data of students, extract the data reflecting their development status, analyze the problems in their training management, so as to provide scientific decision-making basis for the application of various levels and guide the cultivation mode and management method of students [3].

3   Evaluation Model of Students' Ideological and Political and Daily Performance Based on Big Data

In the age of information technology, the ideological and political work of college students must keep pace with The Times, change the way of thinking, in order to cope with the new opportunities and new challenges in the age of information technology. The application of big data technology in ideological and political work in colleges and universities can effectively exert its powerful power, so as to make it more targeted and effective.

3.1   Students' Ideological and Political and Daily Performance Evaluation Model

The framework structure of students' ideological and political and daily performance evaluation model based on big data is shown in the Fig. 1.

Through the collection of students' basic information, daily ideological and political, daily performance, Internet access, borrowing, student personal development and other data, the use of ideological and political, daily performance and other indicators to evaluate each student, to judge whether their ideological and political, daily performance to meet the requirements, respectively display red, yellow, green three lights. Among them, the red light means not meet the standard; Yellow represents problems in thought, politics and life, with the possibility of failing, while green represents passing. Ideological and political educators can observe the "real-time" information of every student from the management interface of "ideological and political" and "daily behavior", and give appropriate feedback and intervention to students with problems, or formulate educational strategies, adjust educational content, methods, etc. The calculation method of students' ideological, political and life behavior standard includes five aspects:

1. Ideological and political quality: mainly investigate the ideal and faith, patriotism, ideological and moral quality, law-abiding quality and other aspects of college students. It mainly quantifies the students' ideological progress, such as: enthusiasm for joining the Party, ideological reports, meritorious awards, law-abiding, unity and honesty (such as cheating), confidentiality awareness, etc. According to the different influencing factors, the score plus or minus of each project (such as 60 basic points for each person), the specific score plus or minus can refer to the management of the school.
2. Daily performance: students' attitude towards political learning, violation of discipline, good deeds, rewards and punishments, learning and exercise (absenteeism), etc. The score of each project will be added or subtracted, and the specific addition or subtracted score can be carried out according to the management regulations of the school.
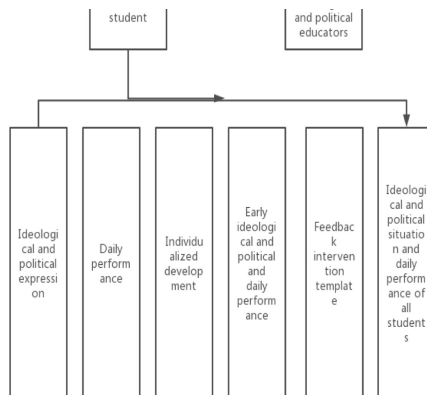

Fig. 1. Framework structure of students' ideological and political and daily performance evaluation model

3. Early ideological and political history and daily behavior history: mainly refer to or compare students' early ideological, political and life performance, so as to find problems, find reasons and intervene.
4. Network data: The use of computer network monitoring, integration and mining of students on the network of a large number of data, such as online time, interests, views, etc., to analyze it, positive views and trends are given points, negative views and trends are deducted points.
5. Personalized development: including participation in club activities, interest groups, public welfare activities, contests, competitions, etc. Plus or minus points for each item are calculated according to the school's regulations. Evaluate cadets' style and discipline, military appearance and discipline, formation, daily internal affairs, work attitude, etc. Contains 17 secondary indicators. The evaluation method is subjective evaluation and objective evaluation. The full score is 30 points (100 points for moral character and daily performance), and more than 30 points will be counted as 30 points. Subjective evaluation is the same as subjective evaluation of political performance. Objective evaluation is obtained by adding the score values of the items belonging to the secondary index. The final score of this part is subjective score + objective score.

Students' ideological and political and daily behavior reaching the standard algorithm is based on the difference of each score. Together with the weighting of each score, the final value obtained is the final predicted result. The specific calculation formula is shown in the following table. In the students' ideological politics and life, respectively show their ideological, political, life and other aspects of the score, total score and the final standard reference value, and respectively show red, yellow, green three different indicators to remind students and instructors. Students' ideological, political and daily performance were given a total score of 50% of the sum of the above four parts. A score of 70 to 100 is standard, 60 to 70 is warning, and a score below 60 is substandard (Table 1).

3.2 Analysis and Feedback of Students' Ideological and Political and Daily Performance Evaluation Models

The key to the application of "big data" in the ideological and political work in colleges and universities is its "predictability" and "prevention", which provides a preventive effect for college students and ideological and political educators. Through the analysis of data, students can timely find their progress and shortcomings; For students, when they shine yellow light, they should find out their shortcomings and analyze their shortcomings. In particular, the reduction rate of the secondary index should be carefully examined and deeply reflected. At the same time, you can also compare yourself with the good students, find the difference between yourself and the good students, so as to achieve the purpose of meeting the talents. Each student can compare the previous ideological, political and previous achievements to see whether they have recently made progress, progress, or regression. This model also has certain guiding significance in the aspects of team cadre, brigade leader and college leader. Ideological and political educators can find many excellent and unqualified students from their daily life. Praise the good ones and intervene in the bad ones. Especially bad typical, to pay attention to,

Table 1. Students' ideological and political and daily performance standards algorithm

First -order index	Secondary index	Weight	Calculation method
Ideological and political expression	Enthusiasm for party membership		Apply for additional points according to the application form submitted by students (calculated by percentage system)
	Ideological report		Add or subtract points according to whether the students submit the ideological report on time (calculated by the percentage system)
	Award for meritorious service		On the basis of the basic points, the summation of additional points (calculated by percentage system) is implemented (refer to the quantification regulations of the school for specific additional points)
	Abide by laws and regulations		On the basis of basic points, implement the sum of plus or minus points (calculated according to the percentage system) (the specific value of plus or minus points refer to the quantification regulation so the College management)
	Unity and integrity		On the basis of basic points, implement the sum of plus or minus points (calculated according to the percentage system) (the specific value of plus or minus points refer to the quantification regulations of the College management)
	Sense of confidentiality		On the basis of basic points, implement the sum of plus or minus points (calculated according to the percentage system) (the specific value of plus or minus points refer to the quantification regulations of the College management)

to timely analysis of the reasons (such as attitude is not right, failing, family changes, etc.), and mental health education, psychological counseling, to cultivate students' good personality. At the same time, students can also carry out targeted education according

to their specialties, interests and hobbies. At the same time, through the evaluation of all aspects of the ideological and political, life behavior of the majority of college students, we can also find some common problems, such as: in a certain period of time, a large number of electronic equipment is abused, or there are more internal affairs are deducted points. In view of the existing problems among college students, we should strengthen supervision, carry out lectures and spread positive energy. At the same time, with the support of big data, ideological and political educators can timely summarize new knowledge and new teaching methods, so as to make the teaching content and methods more forward-looking. For example, what kind of teaching methods can best meet the needs of students, and what kind of teaching activities can be better accepted by students; What are the more effective ways to consolidate and enhance education, and so on.

4   Conclusion

On this basis, the big data platform is used to carry out horizontal, horizontal and vertical mining of the growth data of students, extract the data reflecting the development status of students, analyze the problems in student training management, so as to provide scientific decision-making basis for the application of various levels and guide the cultivation mode and management method of students. It promotes the standardization of college student management and evaluation, improves the scientific nature of education and teaching decisions, and promotes the innovation and development of talent training and management methods in higher vocational colleges. On this basis, the big data platform is used to carry out horizontal, horizontal and vertical mining of the growth data of students, extract the data reflecting the development status of students, analyze the problems in student training management, so as to provide scientific decision-making basis for the application of various levels and guide the cultivation mode and management method of students. It promotes the standardization of college student management and evaluation, improves the scientific nature of education and teaching decisions, and promotes the innovation and development of talent training and management methods in higher vocational colleges.

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