

Research on the innovation of Ideological and political education mode in Universities in big data Era

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Abstract. The wave of big data has not only changed our work, life and education, but also provides new opportunities and challenges for the ideological and political education, innovative methods of Ideological and political education has brought new opportunities. Starting from the basic characteristics of big data, this paper probes into the innovation of Ideological and political education mode in Colleges and universities in big data era.

Introduction: since 2013, the term "big data" has gradually come into our vision. The big data bring us not only the revolution of information technology, but also the change of all aspects of social life. The field of education, big data is a kind of new educational technology, is a kind of new education carrier, therefore, how to use big data era brought the opportunity of a crucial field of education reform.

Basic Features of large data

From the logical analysis of speaking, we tend to judge the relationship between things according to causality, but big data era is gradually weakened causality, simply from the correlation of data to analyze and judge, so we can often find the analysis of the data between the two originally have no relevance. There is a wonderful relationship. For example, the United States WAL-MART type supermarkets to buy goods in the analysis of customers, beer and diapers found the two completely unrelated things often appear in the same shopping basket, and after analysis found that this strange collocation occurs mainly in young men, the reason is that when the mother to take care of the baby at home, when the father is responsible for the procurement, it will also buy two kinds of commodities, therefore, adjust the placement of the supermarket, the beer and diapers distribution in adjacent areas, which is not only convenient for the young father's shopping, but also improve the two kinds of merchandise sales. And this example is a big one when we use big data

Good reference, that is, according to data mining between different things.[1]

Simply collecting data does not make sense, and only when the development of a thing is discovered from the mass of data can be the value of big data be represented. In the era of big data, our data value mining is mainly reflected in two aspects, that is, research rules and forecasting trends. From the ideological and political education in Colleges and universities, we analyze the performance, behavior characteristics and psychological status, consumption habits and other data on students' learning to summarize some rules to summarize the behavior of some of the possible behavior prediction and on this basis, and then formulate the corresponding countermeasures aiming at these possible behavior. In the past ideological and political education, schools and teachers pay more attention to the development of students' individual behavior. Although we often say that "the wolf howl", but from a scientific perspective, we can not accurately determine what is "Zhu" and "red", but in the era of big data, such data analysis becomes simple, the school can judge the ideological environment according to students in micro-blog WeChat, the circle of friends and other social networking platforms and focus, and to adjust the work of Ideological and political education method.[2]

Using big data to innovate the value of Ideological and political education in Colleges and Universities

In the traditional mode of Ideological and political education in Colleges and universities, basically in the "talking" mode, that is, the school teachers due to the lack of necessary data support, only on the basis of experience of college students ideological trends to judge, and then according to the goal of subjective teaching design teaching development, and these design due to the lack of college students and ideological trends fit but it is difficult to achieve the desired effect. In the era of big data, the data can be collected on the thinking and behavior of students using the information platform, so from the macroscopic view, the school can grasp the trend of contemporary college students' thoughts, and understand the information era, the misunderstanding faced by the students, and then make the ideological and Political Education program for the whole; from the micro perspective, information the college students in the age of the individual esteem to the differences in thought and behavior of more and more, and the school based on the related data collection, can understand the reason of individual behavior, and determine the relationship between individual behaviors and collective behaviors, and deep-seated reasons of College Students Ideological and political education thought of failure, and then continue to optimize the teaching mode.[3]

Contemporary college students are almost grown up with the Internet, especially in the era of mobile Internet, smart mobile phone, PAD and other smart mobile devices has become almost a part of their life and learning, at the same time as the students active thinking of new things, have a strong desire to explore and try, in the social platforms activity also greatly facilitate the school to student data collection. In the era of big data, the school and the teacher can break past the extensive mode of Ideological and political education, to provide more accurate guidance for students, for example, teachers can use the students in micro-blog attention and comment on some popular social events to understand and correct the wrong ideological area; in addition, in the era of big data has been "sun" as a kind of culture, students in the social platform will make use of pictures, text, video and other ways to share their the passions, and schools and teachers through a large collection of data, not only can understand the students' ideological trend, also can find some difficulties that students encounter in life, learning, and combined with family and society many work together to achieve the education of students, and build a more perfect system, ideological education mode.[4]

The challenge of Ideological and political education in Colleges and universities in the era of big data

Although big data in the ideological and political education work have brought new opportunities, but also brings some challenges, which are mainly manifested in: 1. school teachers for the application of large data awareness is not strong, the application of big data is a professional problem, which not only includes the collection of data, including analysis with the predicted data, but most of the colleges not only establish the information collection system is relatively perfect, to carry out the work of Ideological and political education teachers have the ability to collect and analyze data, therefore, its teaching basically continues the traditional pattern, which not only caused a large waste of data, but also makes the school to grasp mode of thinking and dynamic behavior of college students in information age; 2. information asymmetry, this concept is borrowed from economics, which originally refers to the market transaction The two sides of the commodity information about degree of equivalence, in the era of big data, the schools and the students in the understanding of the ideological and political situation is not equal, but because the school information disadvantage, often in making errors, it is difficult for the students to provide effective guidance scheme; limitation of privacy and freedom of the Internet is one of the 3.. A contradiction, on the one hand it by way of a non real name makes some people can hide behind the screen in the speech, on the other hand through the sharing and dissemination of a powerful system of realization of infringement of privacy and even personal information, and the use of University of these data is likely to cause leakage of information,

and even violate the students the right of privacy, such teaching methods have obviously deviated from the ideological and political education purpose.[5]

The basic principles of the innovation of the ideological and political education made in the era of big data

The big data era to promote the innovation of ideological and political education mode in colleges and universities, but in the process of innovation and change, to truly play the role of big data should be, should adhere to the following principles: 1. visual principle, the value of big data reflected in the data analysis and conclusion formed, if the school is in use big data in the process, still using complex data to provide information for each department, it will obviously affect the acceptance of data and use, therefore, in the data generation process, the relevant departments should realize the visualization of data, namely the use of graphs, etc. for the portrait student groups and individual behavior, so that all departments will be able to to clearly understand the mode of thinking and dynamic behavior of college students, and according to the need to develop educational programs accordingly; 2. the principle of individuality, traditional thought The political education model for the main "uniform education mode is not only difficult to adapt to the students' individual state of mind, neglecting the development of students' personality, and the era of big data can provide more accurate data for the analysis of students' behavior, such as according to the student's on-line social networking platform time to analyze its behavior pattern and this, for ideological education programs to develop personalized open convenient ways; 3. the principle of real-time, in the traditional mode of Ideological and political education, teachers pay attention to the ideological education unilaterally, while ignoring the students' feedback, but entered the era of big data, there are more and more ways to students free to express opinions, schools and teachers can for a social hot events and students interactive, and understand the effect of Ideological and political education in the exchange of ideas, and according to the Problems in the timely adjustment of educational programs.[6]

The main way of Ideological and political education more innovation in the era of big data

In information era, universities in the ideological and political education situation more complex, some social bad ideas through the Internet on College Students' values and outlook on life has caused serious misleading, therefore, the school should be aware of the ideological and political education of the main body consciousness, and make full use of the advantages of big data. Play the main role in the occupation of new ideological schooling position, constantly improve the ideological and political quality. During the occupation of position of Ideological and political education, not only to establish data application consciousness, we should also improve the data collection mechanism, only in this way, it can ensure the accurate grasp of students' behavior and mental state, such as schools, teachers in recent years the organization's practice and participation rate to determine the influence rate of college students from the overall behavior preference in education and teaching; middle school students use the library or reference data, to determine the different students in different types of books reading preference, in support of big data, the ideological and political education will become more scientific and accurate.[7]

The traditional mode of Ideological and political education will enable students to produce a "superior" sense of distance, one of the most important factors which influence the teaching effect, but to enter the era of big data, service consciousness gradually, in the ideological and political education, teachers should establish a sense of service, namely to students as the center, to provide more convenient communication space for students' learning, life, combined with the problems encountered by the students to provide timely help. The school in the process of using big data innovation model of Ideological and political education in the first mode can use information tracking, data collection on students in the forum, such as attention to comments, in the face of the campus after the incident, the school should keep abreast of student evaluation, and according to the misleading information are timely disclosure and retort. In order to ensure the correct orientation of thinking of

students; secondly, the school should be combined with the correct values and outlook on life and establish a network communication platform, such as the use of WeChat public number for the students regularly push the material of Ideological and political education, and the discussion in the comments area and students, to create a network of good interactive atmosphere; finally, to expand the information communication channel. The use of QQ group, WeChat group, micro-blog, etc. the circle of friends and students closer communication and discussion between teachers and students emotional distance, and strengthens the credibility of ideological and political education on the basis of equality.[8]

Improve the data application mode, strengthen the ideological and political education influence

The application of big data is a systematic project, which involves data collection, data integration, data analysis, information security, feedback and other aspects, therefore, in the process of Ideological and political education mode innovation, should improve the application mode of data from multiple perspectives, to improve the ideological and political education of the school's influence. First, information security is an important problem facing the era of big data, convenient access to information makes the protection of privacy has become more and more difficult, and the school for students in the data collection process, should pay attention to the protection of information, to avoid information leakage problems, to ensure the information security of students; secondly and to enhance the guidance information for students, such as teachers' consumption according to the situation of the students of campus card, understand the basic economic situation of students, and according to the system development work study, living allowances and other decision-making; finally, schools should also obtain education information feedback through the ideological behavior focus on students' performance, to evaluate the effect of big data the application, to improve the effectiveness of Ideological and political education.

Concluding remarks

In short, big data is a data revolution of this era, it provides a new perspective and a new method for us to understand and transform the world, but it also brings new opportunities for the innovation of Ideological and political education mode in Colleges and universities. But the application of big data is not simple, in the application process, should set up the data collection, storage, use and open the standardization process, the data research, use range to be clearly defined, in order to protect students' privacy rights and freedom, so as to maximize the value of big data.

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