

# Research on the Application of Big Data in Ideological and Political Education

Qi Yan\*

School of Marxism, Jiangxi University of Science and Technology, Jiangxi 341000, China

\*Corresponding author: Qi Yan

**Abstract:** Nowadays, with the continuous development of economic and other related factors, the value and influence of ideological and political education are gradually getting people's attention. In colleges and universities, because contemporary students' thoughts and psychology are very complex and are characterized by instability, colleges and universities continue to carry out ideological and political education, continue to explore related education, continue to innovate educational methods and methods, and pay attention to humanistic care to ensure Effective development of ideological and political education is very necessary. This article combines the characteristics of the development of colleges and universities in the new era, and conducts a brief analysis and research on the application of big data in ideological and political education.

**Keywords:** big data; college students; ideological and political education

## 1. Introduction

With the continuous popularization of computer and Internet technology, big data has become the mainstream of the times. Compared with traditional ideological and political education, ideological and political education in the era of big data has changed greatly. Whether it is storing data or retrieving information, ideological and political education in the era of big data has become more convenient and efficient, and it is very popular among young people. Favor. As an important part of our country's educational work, ideological and political education in colleges and universities is particularly important to realize innovative services in the era of big data.

## 2. Ideological and Political Education and Big Data

### 2.1. The Concept of Ideological and Political Education

At present, there are many opinions about the interpretation of the concept of ideological and political education in academia. This article uses the definition given in the book "Principles of Ideological and Political Education" (Chen Wanbai, Zhang Yaocan) as the standard. Ideological and political education refers to the use of ideological, political and moral concepts that meet the needs of social classes to have a purposeful, planned and organized impact on society and social group members,

and to regulate their ideological and moral character. Its essence is a social practice activity<sup>[1]</sup>. At present, because our country is in the critical period of socialist modernization, in order to fundamentally improve the quality of the whole people, it is determined that the main target of ideological and political foundation is college students. In the process of carrying out ideological and political education in colleges and universities, the simplest and most radiating way is to combine theory with practice. Through the linkage between campus and society, the established principles and guidelines are respected in practical activities, and ideological and political education is effectively implemented and cultivated. The correct "five outlooks" of college students: world outlook, outlook on life, outlook on politics, rule of law, and outlook on ethics.

### 2.2. Big Data Concept

There are many controversies about the definition of big data in academia, and the existing research results are more descriptions of big data-related content. Simply put, the term big data was first proposed in 2013, and this year is also known as the "first year of big data" in Chinese history. Big data began to change the development of social production and integrate with various development fields. Create new value and wealth.

Among the disciplines that first defined the concept of big data, it is stated that big data is beyond the scope of processing compared to ordinary computers. It requires technicians to use tools and techniques to process additional information. With the improvement of the level of social development, the society believes that big data is not simply collecting data, and its value is reflected in the processing of data. Therefore, some scholars have proposed that big data refers to the discovery of valuable content through the processing and analysis of massive amounts of data and information. Used in products or services, is a deep insight into the value of information<sup>[2]</sup>. Based on the above, big data refers to the development of various types of huge data processing based on professional technology. Its value should be reflected in the development trend of the data after the acquisition of data processing and analysis, so that the correlation between various types of information can be displayed. In precise forecasting and practical activities, therefore, it is not a simple data collection. And with the update and support of cloud technology and network hardware equipment, big data technology

integrates data generation, data analysis, data sorting, data storage, data sharing and other links to build a complete ecosystem.

### 2.3. Big Data Ideological and Political Education

Integrating big data with ideological and political education can simply understand that big data ideological and political education is the integration of big data in ideological and political education, but this understanding is too one-sided. In terms of the nature and actual value of the two, big data ideological and political education refers to the use of constantly updated knowledge, information, and science and technology through college education to change the "five outlooks" and ways of thinking of college students, making it used in social practice activities. The subject of new technology and new knowledge.

### 3. The Feasibility of Using Big Data in Ideological and Political Education

Feasibility mainly includes three levels, one is possibility, the second is rationality, and the third is necessity. From the current application value of big data, it leads the essential change of social production and development and is integrated into the ideological and political education of colleges and universities. It will have a profound impact on subject development, teaching quality evaluation, subject-related decision-making, and teacher ability training.

College students generally believe that ideological and political education has a certain degree of authority, whether it is educational content or educators. Therefore, ideological and political educators are usually "authoritative figures" of the school, with rich life experience and a solid theoretical foundation. The team also has a certain status and is respected. But the existence of the so-called sense of authority has made the distance between students and ideological and political education and educators farther and farther. Based on the surface of "authority", students are more compliant with the requirements of ideological and political education and mainstream values, leading to educators. Always unable to understand the inner reality of the students, it is difficult for the counselors and the school to have a comprehensive and timely understanding of the students' situation<sup>[3]</sup>. In colleges and universities, it is student life that can best reflect the dynamics of students' thoughts. In the past, there were limitations to the way that counselors, department heads, and other conversations understand students. At this time, big data not only plays a role in providing educational resources, but also Use students' dynamics on big data, such as social software, shopping websites, video websites, etc., to go deeper into student life and understand the phased changes of students' thought dynamics.

At the same time, the timeliness of ideological and political education determines its educational effect and educational value. In the process of ideological and political education, it is necessary to have a full and comprehensive understanding of current social dynamics,

find the right entry point, and correct students' wrong thoughts in time. For example, in recent years, the "naked loan incidents" that have frequently appeared on university campuses have caused students to make incorrect choices guided by wrong values, which have had a very bad effect on students' body and mind. Using big data, schools can keep abreast of other colleges and universities and related social developments, prevent similar incidents as soon as possible, and improve the timeliness of ideological and political education<sup>[4]</sup>.

### 4. Issues of ideological and political education in the context of big data

#### 4.1. Content Flows into Form

It is not difficult to find that during the period of ideological and political education in colleges and universities, relevant education staff have paid full attention to the ideology, but they have not been able to implement it in the practical links during the education period, and they are more of a mere formality. First of all, based on the background of big data, the persistence of ideological and political education in colleges and universities is not enough. Colleges and universities cannot truly develop it into a long-term and lasting thing, so they cannot leave a deep impression in the hearts of students. Therefore, they cannot truly bring out the value of political ideological and political education. Secondly, the inspection of ideological and political education in colleges and universities is not thorough enough<sup>[5]</sup>. This reason also causes the ideological work of colleges and universities to be more of a mere formality. Third, the ideological and political education work in colleges and universities is not carried out in a timely manner, and there is a large amount of squeeze. The above three reasons lead to the common problem that the content is mere formality in ideological and political education.

#### 4.2. Poor Innovation Spirit

When carrying out ideological and political education in the new era, the thinking of some relevant education staff is relatively behind the development of the times, and also shows rigid characteristics. The spirit of exploration and innovation of some times has not been shown in them. Faced with this situation, students gradually lose interest in ideological and political education, thus ignoring the importance and necessity of ideological and political education. The lack of exploring spirit and innovative spirit will also make students' learning effect poor. Therefore, it is very important to continuously explore new methods of ideological and political education<sup>[6]</sup>.

#### 4.3. Part of the Level of Ideological and Political Education is Unclear

Under the background of the era of big data, the work of ideological and political education in colleges and universities has become more and more diversified. However, in some colleges and universities, the educational work carried out has the problem of "one-pot cooking". At present, although the major thematic

activities of the ideological and political education work are aimed at different ideological education objects, the results of relatively more educational activities show that the problem of unclear levels is still significant and cannot be fundamentally determined. To really solve the "one-pot" problem<sup>[7]</sup>. So during the work process, the main manifestation is that some education staff pay too much attention to and pursue the realization of the macro-objective of educational work. Therefore, they face some specific micro-objective problems when they are actually working, and they cannot really control and solve them.

#### 4.4. Insufficient Ability to Integrate Theory with Practice

In the new era of big data, more and more people are focusing on the ability to practice. Similarly, the ability to integrate theory with practice in ideological and political education is also important. However, students usually master the basic history and other aspects of the superficial basic theories, do not have a very good understanding of the latest era policies and backgrounds, and lack the corresponding ability to integrate theory with practice. Knowledge that can't be learned and applied will eventually become ephemeral memories under the gradual erosion of time. It will not stay in the students' brains for too long, and will not make itself more prominent in the process of communication. This also runs counter to the original purpose<sup>[8]</sup>. The ideological and moral level of students is very important. Any stage of the declining process will have an extremely important impact on the students' own abilities, experience and other related levels, and they will not be able to improve their own quality.

### 5. The Application of Big Data is an Inevitable Requirement for the Modernization of Ideological and Political Education in the New Era

From the feasibility analysis of the application of big data in ideological and political education, it can be understood that big data can help college ideological and political educators analyze data better, discover the interests and hobbies and different needs of students, so as to provide students with better Service. On the other hand, the era of big data has also dealt a certain blow to the traditional ideological and political education model. If relevant educators in colleges and universities cannot learn to use big data analysis in time and keep up with the trend of the big era, sooner or later they will fall behind. Therefore, relevant staff in colleges and universities should seize the opportunity to change their educational philosophy. They should not only value resources or rigid knowledge, but should shift their focus to user groups and "living" knowledge<sup>[9]</sup>. Innovation is the most precious consciousness in the 21st century. Learning to innovate can bring new vitality and vitality to the ideological and political education of colleges and universities.

Specifically, the application of big data in ideological and political education is an inevitable requirement for changing the effect of ideological and political education.

At present, the application of big data in economics, medical and health and other fields is continuously deepening, which has gradually penetrated big data thinking into the field of education, playing a role in teaching reform, teaching method innovation and other aspects. Time-sensitive education, through practice, the teaching effect has been significantly improved<sup>[10]</sup>. For example, a university builds a MOOC platform based on big data, launches cloud classroom teaching, uses the advantages of the network's fearless time and space constraints, so that more students can obtain high-quality classroom resources, and record and analyze the data generated by students in class to understand students The learning habits, analysis of learning difficulties and key points facilitate the school's grasp of the students' situation. In the process of ideological and political education, the application of big data is an important measure for colleges and universities to change their awareness of innovation and educational thinking. It can comprehensively count student data, comprehensively organize data content, mine effective information, and control the teaching situation, accurately and meticulously. To conduct teaching evaluations, provide targeted teaching content based on the actual situation of students, ensure the scientific decision-making of teaching, and get rid of the boring nature of preaching, and cooperate with various ways of receiving education such as micro-classes, MOOCs, and flipped classrooms, in an innovative way Attract students' attention and improve students' participation and interaction in ideological and political education<sup>[11]</sup>.

The application of big data in ideological and political education is an inevitable requirement for the promotion of personalized education in colleges and universities under the background of quality education. The value of the earliest big data is more displayed in the business field. Through user browsing history and intelligent engine search information, promote related information or products, optimize service methods, enhance user experience, and enable users to enjoy customized and accurate services of merchants. Applying this advantage to ideological and political education can realize personalized education based on the requirements of quality education. On campus, the network is an indispensable technology in the study and life of contemporary college students. Schools can use smart devices to collect data and information generated by students on the campus network, such as in the environment of libraries, dormitories, canteens, and activity rooms. Through campus network and all-in-one card equipment, the behavior information generated by students is recorded on the network platform, and combined with the students' practical activity participation, grade points, academic performance, personal planning, personal hobbies and other aspects, it is a personalized ideological and political education The content provides information and data to make education guidance more targeted, guide students to be positive, gradually make up for shortcomings, and develop comprehensively<sup>[12]</sup>.

## 6. Application Strategies of Big Data in Ideological and Political Education

### 6.1. To Integrate Big Data into Ideological and Political Education, We must Learn to Deeply Understand

At present, the world economic situation is in a stage of profound changes. The characteristics of the times such as economic globalization and world multipolarization have become increasingly prominent. The international pattern and national order have been continuously adjusted. A large number of Western cultural thoughts have begun to flood into the country, especially for Chinese students. College students have had a more profound impact. In the current era, the value of college students has become more and more diverse, which has also led to the need for in-depth understanding of students' ideological and political education in the context of the new big data era, which is conducive to promoting students' educational level and becoming students. Deepen the inner motivation of your own thoughts. Specifically, colleges and universities should continuously strengthen the ideological and political education practitioners' awareness of the value and advantages of big data technology, develop it as the main body of practice, and actively adopt big data technology in carrying out educational activities. Among them, it strengthens educators' awareness of big data innovation, and constantly realizes through practice that the current integration of big data technology and education has become an irreversible trend. For college education, there are both opportunities and challenges. Schools can organize Educators receive relevant training, explain the use of big data, and actively promote the functions of big data, so that educators truly understand the advantages of science and technology, and form an atmosphere for active use of big data; and improve the construction of university hardware facilities and top-level design, Introduce advanced network intelligent equipment, serve the collection and analysis of big data, formulate management systems, policies, technical support simulation, etc. for the application of big data technology, and supervise whether educators use big data technology correctly in all links of educational practice activities<sup>[13]</sup>. In addition, strengthen educators' awareness of the value and advantages of data technology. At present, colleges and universities have initially formed a management pattern with organizational leadership, school leadership in charge, main responsibility of the Ministry of Education, group organization activities, and clear division of labor between schools and colleges for ideological and political education. Establish a professional ideological and political education team to be responsible for the specific organization and implementation of education work. Through the enhancement of professional quality and ability, the special training of big data technology should be normalized, and the skills of big data application should be effectively mastered. Understand the characteristics of contemporary college students' network application. Objective data analyzes the dynamic development and

change of students' thoughts, and enhances the initiative of educators in ideological and political education.

### 6.2. To Integrate Big Data into Ideological and Political Education, Learn to identify information

Under normal circumstances, workers conducting ideological and political education in colleges and universities are relatively familiar with the basic principles, basic history and development related to ideological and political affairs, or they have relatively mature practical experience, and are able to conduct oral expressions and organize collaborative activities. But in this case, people usually forget that the times are always changing, and they are always ossifying their theoretical knowledge. Instead of staying in place, they are always retreating because of the derailment of the times. This situation also leads to the backwardness of students. Therefore, students learn to understand the new connotation of ideology and politics in light of the background of the times. It is of great significance and responsibility. For example, as the background of the era of big data continues to deepen and strengthen, to carry out Internet ideological and political education work must learn to screen information. The information that the Internet brings to everyone is constantly changing and can be closely connected with the times. In carrying out Internet ideological and political education, due to some vulnerabilities of the Internet, it is very necessary to strengthen the effective management of the Internet. Today, when information is spread in all directions, information is also easily harassed, and it will be changed to a certain extent due to human factors. Therefore, we must strengthen the emphasis on this aspect to truly implement it. Students are faced with a lot of information, and screening is the prerequisite for learning.

However, in terms of guaranteeing information and technical security, colleges and universities still need to take the initiative, improve the information security system and technical system, and establish an ethical and moral guarantee system. Specifically, a security system is constructed for the rational use of big data, and the security of information use is strictly emphasized in training, and school leaders should carefully interpret the content of the security system to strengthen the sense of responsibility and professionalism of educators. The focus of the system is that students' private information should not be privately disclosed under any circumstances. The big data information obtained must be used for school discipline construction and discipline decision-making. When private data feedback involves illegal and criminal content, the information must be directly handed over to law enforcement agencies. Do not disclose or leak at will. And improve the technical security performance of the big data platform to form a complete risk assessment mechanism. For the intrusion of the platform signal, effective prevention and prevention are carried out to reduce the risk of data theft and tampering<sup>[14]</sup>. In addition, in the daily use of data, a supporting use system should be formulated. For different types of data and level data, permissions need to

be set and approved by the person in charge. During use, the technical staff will supervise the entire process. Once there is irregular information, Issue an early warning.

Regarding the construction of an ethical and moral system, educators must always be clear about their own job. The mastery of student big data information is to better guide students and enable them to have a good future development. Big data is not completely absolute. Errors or distortions may also occur. In the process of education, the concept of "judgment based on data" should be avoided, and decisions should be made based on data. Ideological and political education is an education subject with "morality" as the core. The integration and application of big data is carried out without violating the core of Lide Shuren and the concept of life-oriented. Individual development is constantly changing, and errors are inevitable. Do not use data to arbitrarily position the future and development of students, generate one-sided views, and make decisions that affect the future development of students.

### 6.3. To Integrate Big Data into Ideological and Political Education, We must Learn to Cultivate Talents

When students study traditional ideological and political education, they often regard the knowledge and conceptual understanding in books as the center of their own learning. However, in the new era, after the relevant educators in colleges and universities make certain innovations, students should focus on their own inner needs. Satisfying one's own reading needs and educational needs, allowing oneself to get a better reading experience and learning experience, can make the new ideological and political education work go further. In order to thoroughly achieve this goal, colleges and universities need to do the following. The first step is to train ideological and political education staff to ensure that they can use big data technology proficiently, and can use big data to analyze students' reading preferences and learning preferences, and to update relevant teaching resources. The second step is to innovate the service awareness of relevant staff and improve their overall quality and ability. Finally, work can be arranged according to the relevant staff's own expertise, so that they can give full play to their advantages and turn them into a certain aspect of talent.

### 6.4. To Integrate Big Data into Ideological and Political Education, Learn to Integrate Reality

First of all, actual life, that is, practice is the purpose of acquiring relevant knowledge. Only in practice can you apply the relevant knowledge you have acquired. Secondly, practice is also the driving force for the development of acquired relevant knowledge. In practice, one's own understanding of relevant knowledge can be deepened. At the same time, practice can make up for the lack of relevant knowledge acquired to a certain extent, or correct the part that deviates from the actual situation. Therefore, in life, learn to proceed from a realistic perspective, insist on seeking truth from facts and down-to-earth, and combine theoretical innovation with

practical innovation to achieve their true role. Therefore, in the era of big data, it is a crucial step for students to link ideological and political education with their actual lives. For example, big data can be used to strengthen the self-education ability of college students. The unity of knowledge and action is the ultimate goal of college education. Ideological and political education is based on theory, guiding students to practice, forming students' noble moral quality and good sentiment, and through cultivation Students have big data-related skills, learn to summarize and analyze self-generated information, and have a deeper understanding of themselves, so as to learn to identify their own needs, and to accurately position themselves for future development. This is also effective for realizing the unity of knowledge and action. channel.

## 7. Concluding Remarks

The value and significance of ideological and political education have attracted more and more attention. Relevant educators are constantly combining new technologies and new concepts to explore strategies to carry out ideological and political education more quickly and efficiently. Therefore, the spirit of innovation and keeping pace with the times are very critical. In the new era, applying big data, persisting in delivering positive energy and cultivating correct values, must enable successors in the new era to strengthen their ideals and beliefs, learn how to choose in the face of the big right and wrong, and truly grow into the pillars of the country and the times.

## References

- [1] Li L. The Dilemma and Countermeasures of the Application of Big Data in Ideological and Political Education in Colleges and Universities. *Knowledge Economy*, 2020; (13): 135–136.
- [2] Zhang Y. T. Rational thinking on the application of big data technology in ideological and political education in colleges and universities. *Today Wealth*, 2019; (23): 206–207.
- [3] Wei F. Y. The application research of big data in ideological and political education. *Journal of Xiangyang Vocational and Technical College*, 2019; 18 (06): 114–117.
- [4] Wu X. Y. Study on the Dilemma and Path of Big Data Technology Application in College Ideological and Political Education. *Journal of Jilin Radio & TV University*, 2019; (11): 131–132.
- [5] Han K. H. Summary of research on big data ideological and political education. *Journal of Weinan Normal University*, 2019; 34 (05):41–48.
- [6] Pu A. M. Study on the Application of Big Data Technology in Ideological and Political Education in Colleges and Universities. *Changjiang Series*, 2019; (01): 170–171.
- [7] Zeng M.; An B. X. The research of college network ideological and political education based on the era of big data. *Public Relations World*, 2020; 32 (17): 65.
- [8] Wang M. J; Dong W W. Responsibilities and missions of ideological and political education for college counselors based on big data. *Education Teaching Forum*, 2020; 33 (37):310-311.
- [9] Lang J; Wang J. "Information Cocoon Room" Challenges and Countermeasures to College Students' Ideological and Political Education. *School Organization Building and Ideological Education*, 2020; 43 (20): 13–15.
- [10] Zhang C. Y.; Xu Y. The impact of big data on the improvement of the effectiveness of ideological and political education in colleges and universities. *Journal of Hunan*

*Vocational and Technical College of Posts and Telecommunications*, 2020; 19 (2): 87–90.

[11] Zhu S. M. Research on the Challenges and Countermeasures of Ideological and Political Education in Colleges and Universities in the Big Data Era. *Knowledge Economy*, 2020; 21 (13): 142, 146.

[12] Xiang L. P. A preliminary exploration of using big data to innovate ideological and political education in colleges and universities. *Modern Economic Information*, 2020; 11 (13):

162-163.

[13] Luo H. J; Ping Z. Q. Driven by Big Data: An Important Engine for the Modernization of Ideological and Political Education. *Journal of Chongqing University (Social Science Edition)*, 2020; 26 (4): 257–266.

[14] Zhang F. Y. The promotion and implementation of ideological and political education by smart campus. *Teaching and Management (Theory Edition)*, 2020; 29 (6): 44–46.