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# Research on Innovation of Ideological and Political Education Method in Colleges and Universities in Big Data Era

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***Abstract***

The era of big data has brought about tremendous changes in people's daily life, work and thinking patterns. The ideological and political education of colleges and universities has also faced opportunities and challenges. To this end, college ideological and political education workers must strengthen data awareness, innovate data dissemination methods, and transform research paradigms to meet the requirements of the development of the times. This requires universities to continue to innovate, advance with the times, and strive to use innovative methods to promote ideological and political work. Guided by Marxist theory and combined with relevant knowledge of pedagogy and educational psychology, this paper comprehensively and profoundly explores the impact of big data on people's life style, thinking mode and education. On this basis, the current situation and new ways of Ideological and political education in Colleges and universities in the era of big data are discussed in depth, with a view to providing effective reference for the industry.

***Keywords: Big Data Age; Ideological and Political Education in Colleges and Universities; Innovation***

## 1. INTRODUCTION

The way of Ideological and political education, in short, is the basic way of Ideological and political education, that is, through what ways and channels educators exert influence on the educatees. After entering the 21st century, especially in the past five years, computer technologies such as big data, cloud computing, Internet of Things, mobile interconnection have developed rapidly and penetrated comprehensively, and human society is rapidly entering a new era of big data with massive data as the core [1]. In the age of data, whether to explore and exploit the potential value behind the data, anticipate and grasp the development trend of things, and realize the innovation of education depends largely on people's research attitude on big data function and its potential value. . Under the invasion of big data, the school's education system, management methods and service models, as well as the concept of learning and life of teachers and students have been greatly affected [2]. Faced with the advent of the era of big data, the ideological and political education in colleges and universities is also facing profound changes. How to use the big data technology to innovate the ideological and political education in colleges and universities has become a new topic.

## 2. BIG DATA AGE: OPPORTUNITIES AND CHALLENGES FOR IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Big data is a technology and a kind of "values and methodologies." What people can do on the basis of large-scale data, and these things can not be completed on the basis of small-scale data, is called big data. People can gain updated awareness and create newer values through big data; big data can also change organizations and markets, as well as government and citizenship relationships [3]. People who communicate with each other in such a virtual data platform can eliminate unnecessary interference and truly and effectively achieve the purpose of speech liberalization, so that not only can their privacy be well protected, but also the content of communication. And more realistic and effective in expressing ideas. The development of Ideological and political education is presented in the form of quantification. Through a large number of data analysis, teachers can timely grasp students' ideological

trends and value orientation, give full play to the characteristics of personalized teaching, making ideological and political education more targeted [4]. Therefore, ideological and political educators should effectively comb and integrate all kinds of knowledge and information on the network in advance, so that the content of Ideological and political education in Colleges and universities should not only meet the development needs of College students, but also meet the goals of higher education in China.

On the one hand, the challenge of big data to ideological and political education is to recognize the main body of education. In the era of big data, the educational objects become more complicated, which makes it more difficult for educators to understand and grasp the educational objects. In the era of big data, the data available for analysis is abundant enough, and can even be integrated into the analysis and processing of all data related to a particular phenomenon, instead of relying on random sampling, so that the collection and processing of specific target data can even achieve the collection of all data [5]. The ideological and political education work in colleges and universities can seize this opportunity. By constructing an integrated data platform, the public data presented by the teachers and students in the public network platform and the thematic network questionnaires will be collected, so that the ideological and political education work can be quantified and presented. The advent of the era of big data has provided unprecedented conditions and opportunities for human beings to access and utilize complete data, comprehensive data and system data in many areas and at a deeper level. Therefore, the use of high-tech to disseminate data has become the most important channel for college teachers and students to express their thoughts and emotions, to communicate with each other and even to confide in the heart. The use of accurate and effective objective data can also make college students more interactive in the way of ideological and political education in the context of big data information resources.

The advent of the era of big data has brought about a variety of teaching innovations in the field of ideological and political education in higher education institutions. This is both an opportunity and a challenge. With the changes in the economic system, political system reform, cultural education reform, and social lifestyle changes have followed. These changes not only bring vitality and vitality to social development, but also lurk many adverse factors that affect social stability, making the social relations in the new era more complicated. Under the impact of the big data era, its way of understanding and understanding the world is significantly different from the past, showing diversity and diversity characteristics [6]. At present, the ideological and political education in Colleges and universities has entered the era of big data, and the object of education is not random samples, but comprehensive and all samples; it is not a single data information of a student, but all data information of all students. At present, universities are dominated by traditional classroom teaching and examination results, lacking of dynamic grasp of teaching quality and instant presentation of students' ideological and behavioral state, and some teachers or managers lack awareness of the importance and functionality of big data, which makes it difficult to adapt to the new changes brought about by the era of big data. Of course, these opportunities can not meet the development of Ideological and political education in Colleges and universities. How much value and innovative power the big data era has for ideological and political education in Colleges and universities can not be conclusively concluded. But one thing is certain, big data has gradually become a core competitiveness.

## 3. Innovation of Ideological and Political Education in Colleges and Universities in the Age of Big Data

In the practical work of Ideological and political education in Colleges and universities, educators should be guided to build up the awareness of big data and give full play to its value, so as to promote the development of Ideological and political education in Colleges and universities with emphasis. As a worker of Ideological and political education, first of all, we should accept big data, meet the impact and change of big data tide, and respond positively to promote the development of Ideological and political education in Colleges and universities. Many problems and laws reflected in data analysis are analyzed and solved by using corresponding teaching methods and educational means, so as to continuously enhance the pertinence of Ideological and political education in Colleges and universities. The Network Ideological and political work in Colleges and universities should change from passive defense and monitoring to active occupation of the "highest point", so that it can truly become the spiritual home of college students on the Internet, a service platform for college students' growth, and an important way to lead college

students' online public opinion. The historical development proves that the sooner the person grasps and uses the new ideological and political education network, the priority will be to obtain the right to speak in cyberspace and to occupy the important position of big data research in ideological and political education. Therefore, establishing a big data awareness, applying big data technology, digging deep into big data and being able to effectively explore the laws behind the ideological and political education work of college teachers and students can provide a strong guarantee for the effective implementation of ideological and political education in colleges and universities. The correct reverse.

Data is a fundamental resource for scientific analysis and inquiry. Understanding the true characteristics of students' thoughts and behaviors, values tendencies, and mental health status requires objective and dynamic data as the basis for empirical analysis and scientific conclusions. College ideological and political education workers must establish the concept of seeing and knowing, actively collect and organize data information and analyze it carefully to enhance the forward-looking and predictive nature of education and improve the sensitivity to data information. In the era of big data, the ideological and political education workers in colleges and universities have put forward more stringent requirements, and they are required to use the sensitivity to data information to actively and autonomously accumulate information data and classify and summarize the data. In the Internet, the wanton dissemination of multiple values forms a huge information field radiating outward. Colleges and universities are the main position of ideology. The ideological and political education team should pay attention to improving teaching quality and consolidating the dominant position of Marxism in ideology. Ideological and political educators in Colleges and universities should actively excavate data, collect data, collate data, analyze data, summarize data, find out the crux of the problem, and ultimately achieve the purpose of using data to solve practical problems. When building the platform, different departments of the school need to combine with each other, and different project groups are established according to different needs. Some teams mainly collect data, while others do data analysis or application.

Create a mechanism of cooperation between big data experts and ideological and political educators in Colleges and universities. Introduce big data experts to improve data insight and decision-making ability. Professional big data experts can synthesize and extract complex data such as logarithmic numbers, text, pictures, audio and video. In a sense, it also reflects college students' pursuit of high happiness index life. In order to enhance the happiness of college students in the age of media survival and meet their spiritual needs, teachers must grasp students' real ideas, understand their ideological dynamics and guide them to self-improvement in a timely manner. Compared with traditional classroom teaching with knowledge transfer and test scores as evaluation criteria, big data realizes ideological and political education in colleges and universities more comprehensively through procedural and dynamic comprehensive evaluation indicators, such as online essays and social hot reviews. Teaching quality and goals. For example, in order to achieve more smooth information interaction, the school actively guides students to consciously establish correct values and maintain and improve the political education theme website. The dynamic features of big data can collect the required data at any time, enabling tracking analysis and dynamic analysis. In short, the individualized characteristics of big data make people's way of thinking personalized. College ideological and political educators should pay close attention to the needs of college students, formulate different ideological and political education measures and plans, and use high-tech means and analytical techniques to make the purpose of personalized education needs is truly realized.

## 4. CONCLUSIONS

The booming of data technology has made us unable to escape the era we live in. Especially the subject of ideological and political education in colleges and universities, because thought is the soul of a person, we must use our ideology to understand the world and transform the world. With the continuous development and popularization of mobile Internet technology, the openness and freedom of the network have become more prominent, which has greatly challenged the theory and methods of traditional network ideological and political education. Only by continuing to emancipate the mind, seek truth from facts, advance with the times, combine theory with practice, and follow the process of practice to theory and theory and then return to practice, can we truly play the immature and educational approach. In order to adapt to the rise of quantitative research in the era of big data, ideological and

political educators in Colleges and universities should eliminate ideological and technological resistance and establish a sense of positive innovation in the paradigm of Ideological and political education research. In the era of big data, ideological and political educators in Colleges and universities need to keep pace with "number", and construct a rational and innovative development model of Ideological and political education in the era of big data with objective, fair and fair values and common ethical baseline.

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