

Research on Lnnovation Path of Ldeological and Political Education in Colleges and Universities From Big Data Perspective

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Abstract: nowadays, the application of information technology will not only record the data and information generated in the process of communication between people, people and nature, people and society, but also make use of the relevant information technology to effectively develop and utilize the hidden value of the database. Make it play its due application value. In order to explore the breakthrough of ideological and political education innovation in colleges and universities, this paper first analyzes the problems faced by using big data in ideological and political education in colleges and universities, and then probes into the solutions to these problems. Put forward the innovation path of ideological and political education in colleges and universities from the perspective of big data.

Keywords: Big data perspective; Ideological and political education in colleges and universities; Innovation path

Introduction: under the background of big data era, ideological and political education in colleges and universities can scientifically and effectively analyze the ideological state and behavior habits of college students with the help of big data technology, and test the recent educational results.

1. Problems of Ideological and Political Education Innovation in Colleges and Universities from the Perspective of Big Data

1.1 Information screening

Under the background of the current information age, every day there is a huge amount of data information filled with people's life, work and study, big data is quietly changing people's ideas and ways of life. For example, when people want to express a certain mood, they will first consider posting a message or sharing a few pictures in WeChat's circle of friends. Some people are used to checking in to a Weibo hypertalk every day, sharing Taobao shopping links to friends, recording their walking steps on social software. Because of the wide source of data information and many channels of communication, effective information and invalid information are mixed together, it is necessary for ideological and political education teachers in colleges and universities to have strong information screening ability. Once teachers do not control the standards and standards, it will have a negative impact on education.

1.2 Impact of Diversity Values

In the new era, college students are in a complicated network data environment, and this environment is also a carrier of multiple value culture. Although the level of cultural knowledge of college students is relatively high, but because of the world is not deep, life experience is relatively limited, outlook on life, world outlook, values have not been formally formed, resulting in some network of false information or harmful information lack of discrimination ability. In this case, college students' ideas are likely to be eroded by some bad information, resulting in their value orientation and right and wrong concept being adversely affected, which is not conducive to the growth of college students.^[1]

1.3 Risks to information security

At present, many college students do not realize that their online behavior will inadvertently expose personal information, including daily whereabouts, school location, interpersonal relations, home address and even family member information. The leakage of a large number of personal information will undoubtedly provide a chance for the crime of network fraud, thus bringing great hidden dangers to the personal safety of college students and their family members. College students must improve their awareness of self-protection and avoid exposing personal information to the network environment. Otherwise, it is very likely to expose oneself to personal security and information security.^[2]

1.4 Teachers' level needs to be improved

Behind the big data era, it is cloud computing, cloud storage and big data platform to provide technical support for it, in the major portal network, as long as the, you can search for a large number of related pictures, video, audio, animation and other information resources. Although these resources provide rich materials for college teachers to carry out ideological and political education, if teachers want to apply these qualities reasonably to educational activities, they need not only to screen them, but also to use various

specialized software to make them educational resources for students to learn.

2. The Innovation Path of Ideological and Political Education in Colleges and Universities from the Perspective of Big Data

2.1 Creating a New Position for Ideological and Political Education in Colleges and Universities in the Big Data Age

To create a new educational platform with distinctive network characteristics, to gradually form a database dedicated to the students of our school, to screen out all kinds of invalid information from the root, and to improve the quality of information. In this way, ideological and political education in colleges and universities can use various information technologies to accurately analyze big data. Through this way, we can understand the ideological dynamics and behavior habits of college students, and make a scientific analysis of their ideological development trend, so as to provide a reference for the next step of education and teaching direction. For example, by carrying forward excellent traditional culture and red culture, we can transfer textbook knowledge to students, so that ideological and political classroom is more vivid and attractive. In this new position of ideological and political education which accords with the interests and preferences of contemporary college students, we can realize the dissemination and transmission of socialist core values and help college students to establish correct ideas and beliefs in life.^[3]

2.2 Help students develop correct ideas through multiple teaching methods

In the information age, ideological and political educators in colleges and universities should adopt diversified educational and teaching methods to help students establish correct world outlook, outlook on life and values, so that students can consciously resist the temptation of all kinds of bad network information, and avoid the impact of various incorrect statements and thoughts on ideas and beliefs in life. The ideological and political educators in colleges and universities should understand the students' recent ideological state and behavior characteristics through many channels, and then speculate on whether there are some insoluble ideological puzzles or psychological obstacles, and then exchange ideas with students. After paying attention to the platform, students can not only get the latest campus dynamic information in time, but also communicate online to ensure that students' problems can be communicated in time and feedback reasonably. Through this tripartite linkage between schools, teachers and students, the quality of ideological and political education in colleges and universities can be improved, and those minor problems and minor contradictions can be solved in a timely and effective manner so that students can develop healthily.^[4]

2.3 Raising students' awareness of information security and self-protection

College students should establish self-protection consciousness and avoid revealing their privacy unconsciously. Only in this way, can the maximum reduction of security risks, do not give those lawbreakers a chance. In the era of big data, college students, as a new force among network users, are inextricably linked to the network in both daily life and learning process. Therefore, ideological and political education in colleges and universities should focus on cultivating students' awareness of information security and guiding students to learn to look at problems objectively and rationally. For example, some college students see some very attractive investment and financial information on the Internet, have a kind of opportunistic psychology, have unrealistic illusions about the return on investment, and provide individuals to each other. From then on into the other side designed fraud, light property losses, heavy personal safety risks. In this regard, we can give students facts and reason through case teaching method, and help students to establish information security consciousness.

3. Conclusion

Nowadays, big data has become an important resource for various industries to open up new fields and realize innovation and development. For the ideological and political education in colleges and universities, it is more necessary to innovate teaching strategies and open up new teaching ways with the help of big database and big data technology in the new historical period, so that the ideological and political education in colleges and universities can radiate new vitality and vitality. In this regard, all ideological and political workers in colleges and universities should recognize their own responsibility and mission, actively study the theoretical knowledge of big data, actively explore teaching methods related to big data, and strive to build a new educational model with the characteristics of the times.

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