

# The Innovation of Ideological and Political Education Mode in Colleges and Universities in the Era of Big Data

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**Abstract:** With the continuous development of China's economy, the national living standard has been generally improved, and the development of computer technology has changed people's way of life. At the same time in the journey of education reform in our country, the application of network technology, China's education reform has a new development direction, in the process of ideological and political education in colleges and universities, related teachers need to constantly innovative teaching mode to curriculum targeted teaching, so as to cultivate a batch of excellent talents. This paper will explore the innovation and development of ideological and political education mode in universities in the era of big data, and the relevant methods are for reference only.

**Keywords:** Big data; University thought; Political education; Mode

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After entering the 21st century, China's science and technology continue to develop, the development of network technology makes the successful application of network technology in various industries in China, among which in China's education industry, the application is also very widely used, and in the process of continuous and exploration has also gained certain achievements. The advent of the era of big data has brought more challenges and more development opportunities for every industry. Every industry is also constantly strengthening its self-management, so as to realize the innovation and progress of the self-industry through innovative methods. The same is true in the process of vocational education in colleges and universities in China. The ideological and political education in colleges and universities is to let students establish a correct three views in the process of learning, so as to better deal with problems in the future process of future study and work. The ideological and political education in colleges and universities is the key to cultivate the developing talents of moral, intellectual, physical, aesthetic, aesthetic and labor for the society. Therefore, it is very important to strengthen the ideological education of students in the era of big data.

## 1. Problems existing in ideological education in traditional universities in the era of big data

### 1.1 The current situation of ideological education in colleges and universities

In the current process of college education, teachers usually let students recite a large number of knowledge points, so as to strengthen their understanding of knowledge, so this directly results in the weakness of students' practical ability in the process of learning. The traditional teaching mode has a single form, but also will kill students' interest in learning in a long-term learning process, and eventually lead to students' interest in learning can not be greatly improved. Due to the particularity of the stage of college education, students will be affected by other external forces throughout the whole learning process. Teachers also need to use such characteristics to further deepen the reform of their own teaching methods and pay attention to students' understanding of knowledge. In the process of teaching, teachers can let students learn independently, broaden their learning scope, and deepen students' understanding of learning. Political and ideological education lies in how to establish a correct outlook on life and values for the students. Therefore, the teachers can explain to the students through taking the relevant examples, so that the students can learn the experience and lessons from the examples. With the advancement of new curriculum reform, a variety of teaching forms emerge in endlessly, and the teaching method has achieved certain results in the ideological and political teaching process of college education, in the process of teaching, teachers pay more attention to the whole aspects of the ability of students ability, rather than just pay attention to students recite and memory of knowledge.<sup>[1]</sup>

### 1.2 Differences between teacher teaching and student thought

At present, the society is developing rapidly, people's ideas are different, and students' ideas will also follow the development of The Times. However, teachers cannot closely follow the development trend of The Times in the long-term teaching process, which also leads to certain differences between teachers' teaching and students. Traditional traditional ideological and political education in universities does not follow the change of students' thoughts, which causes the relevant teaching content does not conform to students' current ideological state in the process of teaching, which leads to the problem of students' low learning efficiency. So in view of this

problem, first of all, teachers should fully change their teaching mode and teaching concept, under the background of the era of big data, the ideological and political education mode should be dominated by the students as the main body, teachers, and in the process of teaching and learning, teachers should also give students full respect and appreciation, at the same time if the students encountered a series of problems in the learning process, teachers should also actively guide the students how to solve their own problems. Therefore, in the traditional ideological and political education mode in colleges and universities, we need to fully change their teaching mode and teaching concept, and in the process of teaching to add some textbooks, let students more interested in the process of learning, but also more willing to take the initiative to participate in the process of independent thinking. Under general circumstances, the textbooks used in colleges and universities are compiled according to certain requirements, rather than fixed textbooks and ideological education textbooks will change with the change of relevant policies in China, so teachers also need to pay full attention to the change content of ideological education textbooks in China. At present, many students like to learn through mobile phones, computers and other multimedia devices, and teachers also need to be fully aware of this. For example, teachers can enrich the teaching forms in the process of teaching, micro-class, group report and a series of forms to promote the classroom content. Although modern new economy books have been widely used in educational activities in recent years, many colleges and universities do not completely reform and innovate in ideological and political education, but continue the traditional education methods, which leads to the current general unsatisfactory learning situation and low efficiency of college students.<sup>[2]</sup>

## **2. Innovative methods of ideological and political education mode in universities under the background of big data era**

### **2.1 Explore the students' ideological state and innovate the teaching methods**

In the background of an era of big data, teachers' teaching methods can not be unchanged, but need to follow the development trend of The Times to constantly update their teaching ideas, and closely observe the current learning state of students, so as to formulate appropriate teaching plans. First of all, the teacher needs to do is the teaching content and needs to adapt to the implementation of the students' ideological development, only the teacher adds some innovative elements, such as the introduction of the implementation of hot evaluation, or add some case analysis, can effectively solve the problems existing in the process of ideological and political education in colleges and universities. Ideological textbooks after the problem is also seriously hindered the current ideological education work in our country to carry out important factors, and teachers in this teaching environment, you need to spend the current bottleneck period, actively use network information, for students in the classroom, add more new knowledge outside the textbook broaden students' field of vision. For the ideological and political education work in colleges and universities, it was not only required to master relevant theoretical knowledge, but also required to have certain self-thinking ability. For the same thing, each student will have different opinions, and the teacher plays a positive guiding role in the whole education process of the students. If the students encounter a series of difficulties in thinking about the problems or analyzing the cases, then the teacher needs to guide the students in the classroom. Therefore, in the current ideological and political classroom in universities, the most important purpose is to cultivate students' ability to self-think and self-solve problems. In addition, to let the students become the main body of the classroom, and to help the students to actively participate in the classroom learning, is also a problem that many ideological educators need to solve.

### **2.2 Explore the students' individual interests and innovate the teaching mode**

In the process of teaching, teachers can adopt the group discussion mode, which can not only promote the students' unity belief, but also stimulate the students to actively participate in the classroom discussion. At the same time, teachers can also hold relevant debate competitions in the classroom, so that students can have a deep understanding of the content in the textbook, and then translate it into their own language expression. Such a teaching mode is very conducive to the development of students. In the process of education in colleges and universities, we should always pay attention to students' development ability. Innovative teaching mode first requires students to use big data technology to deeply analyze students' interests and personality, so as to understand students' foundation of learning. Carry out any work need to prepare in advance, and for teachers, debate or group discussion, need to choose the direction of students currently interested in the discussion, if the content can not fully attract students' interest of students, then such discussion can not achieve the expected effect. Therefore, teachers can carry out online investigation through their mobile phone, let students fill in the relevant online questionnaires, collect some things that students are interested in and all kinds of hot events in the current society. In the classroom, teachers must fully observe the current learning state of students, and can not blindly teach in the classroom according to their own ideas.

## **3. Tag**

In the process of continuous development, we must pay attention to the convenience brought by the era to our teaching. At the same time, teachers also need to improve their teaching ability in the process of continuous development, and make full use of big data technology to provide students with a more personalized teaching mode.

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