



Analysis of innovation path of ideological and political education reform in universities under the background of big data

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Abstract: The development of college students is not only the accumulation of knowledge, but also the establishment of correct ideas and values. Nowadays, in the context of big data, the convenience of the network makes various ideas collided violently. College students are in a complex, changeable and information-intensive social environment, and their thoughts are very easy to be guided by the wrong ideas of the network. Colleges and universities should cultivate students' ability to think actively and distinguish right from wrong so as to promote their healthy growth.

Keywords: Big data; Ideological and political education; Reform and innovation

With the rapid development of information technology, the world has entered the era of big data. Big data is also widely used in all fields of life and work. Society and people are increasingly aware of the importance of big data, and use big data as a judgmental resource for development and expansion. In the field of education and scientific research in China, big data has also brought a certain impact on teaching methods and models. Under the background of big data, colleges and universities should innovate the mode and method of ideological and political education in time to keep up with the ladder of social progress. The rapid development of information technology and the Internet, including the channels of information acquisition, teaching hardware facilities and the generation of new ideas, all provide convenience for ideological and political education in colleges and universities, but at the same time, it also produces certain restrictions. Only when the educators have correct cognition and positive improvement, can the ideal goal of ideological and political education reform be achieved.

1. The significance of carrying out ideological and political education to higher education

The cultivation of students' moral sentiment is not only the teaching requirement of colleges and universities, but also the demand of society and country. With the continuous development of society and the rapid change of China's economy, it is necessary for colleges and universities to carefully consider what kind of state of mind and mentality the future college students will have to face the future challenges and opportunities. Colleges and universities should correctly train students' ideological and political quality, so as to lay a solid foundation for students to build a better society in the future. In the context of big data, college students' thinking has become very active and open. They are receiving network information from all directions all the time, and various ideas are constantly gathering, constantly exploding and constantly colliding. The development of the society and the country need high quality compound talents to promote, part of which is reflected in the moral quality, therefore, colleges and universities should actively help students to establish correct ideas and positive values. China's current employment situation is more severe, the society and enterprises not only require students to have sufficient knowledge reserves and personal skills, but also require students to have correct ideological and political concepts. In the process of ideological and political teaching, colleges and universities should conduct research on the current situation of the society, and help students to make continuous adjustments

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and self-positioning according to the reality, so that students can hold firm beliefs and noble professional ethics into their work in the future.

2. The impact of ideological and political education in universities in the context of big data

In the context of big data, Internet technology and multimedia are widely used in the field of education, which brings convenience to ideological and political education in colleges and universities. The rapid development of the Internet makes the channels of information acquisition more convenient, and the rich text, video and pictures in the Internet can directly or indirectly enrich the content of ideological and political education [1]. In the past, there were a lot of science and technology, humanistic spirit and ideas, are disseminated through the printing and distribution of books, but at present, these knowledge can be quickly obtained on the Internet in the form of e-books, which has a strong role in promoting the emancipation of college students' thoughts, which are the benefits brought by the Internet. At the same time, it is easy to get bad information through the Internet. Under the influence of such information, it is easy for students to change their mental health state. If they go astray, immeasurable losses will be caused to students' future.

3. Research and analysis on the effective reform of ideological and political education in universities under the background of big data

3.1 Actively create new and advanced educational concepts

In the context of big data, access to information is very informed. Therefore, we should make use of the most advanced science and technology and the Internet to reform the original teaching mode and idea, and adopt scientific and reasonable teaching means to cultivate students' correct ideology and morality. In 2013, when General Secretary Xi Jinping visited colleges and universities, he proposed to build new ideological and political education concepts [2]. If colleges and universities want to build new ideological and moral concepts quickly and accurately, they should pay attention to and improve the access to information. Strengthen the accuracy of the Internet information management, to filter the bad information, and jointly build a green and healthy network. At present, the speed and ability of students to acquire information is far beyond teachers' imagination. In the course of ideological and political education, it is necessary to improve students' participation, elevate students' teaching status, and attach importance to students' participation in ideological class. At the same time, teachers should adjust their teaching thoughts in time according to the timeliness and universality of network information. Educators should take the initiative to learn and cultivate the awareness of globalization, learn to combine western ideas with local culture and continue to develop. Only by constantly improving themselves can teachers bring better teaching experience to students.

3.2 timely update ideological and political education theory, teaching content and teaching methods

In the context of big data, a variety of ideas can easily be obtained on the Internet. Educators should timely update and change the content and form of teaching according to the development of society, the extension of the Internet and the emergence of new teaching methods. These changes should be the creation of new things on the basis of the original, rather than simply repeat and experiment on the original things. To update the teaching content, first of all, we should integrate Internet technology into the teaching content according to the content that students are easy to ignore or have never been exposed to. Secondly, teaching should be conducted in combination with national culture, which is the essence of Chinese culture. In order to avoid the invasion of western literature, Chinese culture should be given priority to strengthen the cultural identity of college students to the Chinese nation. Finally, deepen the moral education of the Internet comprehensively. It is inevitable that there will be negligence in the supervision and management of the network. Therefore, it is necessary to strengthen the cultivation of network ethics for college students, and cultivate the ability of risk control, information identification and self-control for college students.

3.3 Build a team of teachers with high comprehensive quality

The innovation and improvement of ideological and political education must first be reflected in teachers, who are

the media to spread new ideas to students. The teaching level and professional ability of teachers have a very important impact on the quality of students' education. As the main part of ideological and political education, teachers should have higher requirements and standards for teachers in the context of big data. In building a new team of teachers, emphasis should be placed on training teachers' ability to accept new ideas, identify information and adapt to new environments [3]. Therefore, it is the most important task for the departments of colleges and universities related to education or the government to increase the investment and use of educational funds, train and assess teachers regularly, improve the professional level of teachers, and set up high-quality teachers to carry out ideological and moral education for college students.

4. Conclusion

To sum up, under the background of big data in order to bring university students' ideological and political education better, we should actively make high-quality teachers, on the basis of the original, combined with local cultural characteristics, give priority to with Chinese culture, using the Internet to spread advanced thinking and advanced Internet technologies, create new reasonable teaching method, the change of the new teaching content, and pay more attention to students' subject status, help students establish the correct values and moral standards, promote the development of students comprehensive and healthy.

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