Research on the Innovation of College Students’ Ideological and Political Education in Big Data Era

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Abstract: Based on the new situation and requirements of big data era, this paper aims at the relations of schools, teachers and students, revolves the socialist core values of the "Ideological Education lifeline", puts forward the important principles of the innovation of the ideological and political education of college students, thinks of specific methods and measures for further work of the big data era was proposed to ideological and political education.

Keyword: college student, ideological and political education, the big data era

1 Introduction

With the deepening of globalization, the struggle in the field of ideology has surged, especially in the field of ideology and culture, and the international competition in the field of values has become tenser. The performance of the western countries through the Internet and other modern communications information technology on China's cultural output is increasingly fierce; with religious means of China's cultural expansion and infiltration forms of tricks; even openly through high-level forums, academic research and other ways to criticize our national culture And ideology. The situation shows that we must draw a heavy lesson from the disintegration of the Soviet Union, strengthen the socialist core values, build a "lifeline" in national security and social development, and lead young college students to consciously establish and practice socialist core values. Colleges and universities should always adhere to the direction of socialist school orientation, the ideological and political education of college students as a key link, and actively innovative ways of working methods, adhere to the political bottom line, the legal bottom line,
moral bottom line, and effectively enhance the ideological and political education of college students. We should consciously adhere to the socialist core values and the Marxist stand of this basic "bottom line" to fully understand their own ideological and political education in the fundamental task of doing the key position and important role in the full implementation of the party and the state established the historical mission.

In the background of large data age, the Internet is not only an important way for college students to acquire knowledge and information, to exchange ideas and feelings, but also an important space for hostile forces at home and abroad to compete with our party and government for young talents. It is an important area of youth ideological and political education. The colleges and universities should make full use of the internet as the guiding function of the important carrier of modern ideological and political education, and actively promote the ideological and political education network strategy project, and constantly open up and innovate the ideological thinking.

With a positive, correct and healthy ideological and cultural integrity of the socialist core values of the network position, so that China's network resources and environment to truly promote and carry out the main theme of ideological and political education And the important means to form the realization of college students "new political education network guidance", and ultimately build and improve the new model of ideological and political education.

2 The Current Situation of Ideological and Political Education for College Students

As the main battlefield of ideological and political education and ideological work of college students, universities, shoulder the task of studying, studying and publicizing Marxist theory, are responsible for guiding college students to establish scientific values, outlook on life, world outlook, cultivate socialist builders and successors. The great mission. The use of large data analysis to improve, guide and promote the ideological and political education of the new methods, the new era of social reality, the use of large-scale data. The ideological and political education system, to further strengthen and improve the ideological and political education of college students, to effectively enhance the effectiveness of ideological and political education of college students is the purpose of the current ideological and political work in colleges and universities, the ideological and political education system, Face new goals, new tasks.

3 The Ideological and Political Education of College Students in the Big Data Age Facing New Challenges

Youth is the hope of the country and the nation and the future, the glory of the times belongs to the youth, the responsibility of the times to give young people. In the fierce international competition, the college students are fully
implementing the strategy of rejuvenating the country through science and education and strengthening their talents. They strive to cultivate the world outlook, outlook on life and values of college students in line with the requirements of the times, and constantly improve the ideological and political quality of college students. It is of great practical significance to ensure the success of the cause of socialism with Chinese characteristics and to accelerate the realization of the grand goal of socialist modernization with Chinese characteristics.

Contemporary college students are good at using the network to obtain information, rich data and information channels and resources so that college students have access to knowledge at any time, but in access to knowledge and information is prone to "shallow reading" cultural phenomenon, which led them to know a lot of information at the same time But have a spirit of emptiness, experience and psychological emptiness cannot be met and fulfilled. Data show that 75% of modern college students do not read the newspaper, see also superficial view of the water, in television, magazines and other aspects of the selection of popular entertainment programs or film stars. The most frequent contact with the network is the media, as they get the most important way to obtain information, they often through WeChat, microblogging, QQ, paste it and other social media to disseminate information. In the network, people's virtual communication ability far more than the actual communication skills, particularly easy to make people in the network to form a virtual personality, which will affect the real life with others exchanges. Some students rely too much on social networking, sometimes lacking self-control, leading to Internet addiction and personality changes. According to the survey: nearly 10% of our adolescents are Internet addiction groups, most of them show extreme sensitivity, like personal solitude, tend to abstract thinking, do not obey the social norms of personality characteristics. Of which about 3% of the performance of depression, the spirit of decadence, eccentric, malaise, serious or even cannot continue to complete their studies.

4 The New Mission of College Students' Ideological and Political Education

The use of large data technology to innovate ideological and political education in colleges and universities is a new subject. Large data as a huge and complex information base, with high-end and cutting-edge technical features, it is around us with the various ways to change the way we observe the world, and analyze the way to grasp the problem. As a new tool in this era, big data has become a source of knowledge and innovation path. Faced with such a new era of the arrival of ideological and political education in colleges and universities also face profound changes. In the era of large data under the education work, its main ways of
participation are: students use the social platform, based on the network communication distance education, management of students in the information platform, large data analysis results can be applied to the students Management and communication channels, the use of large data information innovation is bound to become the future development trend of education.

5 The Innovation of College Students' Ideological and Political Education in the Big Data

In the era of big data, colleges and universities should adhere to the party's education policy and do ideological and political education. Ideological and political education in colleges and universities, to keep pace with the times, due to new circumstances, strengthen and consolidate the ideological position of colleges and universities to ensure that the cause of socialism with Chinese characteristics. At present, the emphasis on ideological and political education in colleges and universities is the construction of network media positions to strengthen the ideological struggle. The top priority of ideological and political education of college students is the ideological orientation of the formation of network public opinion. Colleges and universities should continue to improve the quality level and ability to work, make use of the traditional main channel of classroom teaching, follow the law of student growth, persist in educating people, insist on strengthening in the improvement, grasp the ideological and political education work rules, enhance ideological and political education appeal and Effectiveness, to meet the needs of students to grow and look forward to, so that all kinds of courses and ideological and political theory classes echo each other, with coordination.

6 Conclusion

Colleges and universities are the forefront of ideological work in our country, do ideological and political work of college students, not only can light up the fire of the students, to stimulate the wisdom of the majority of young people, but also to enhance the sense of responsibility of college students, mission sense of great significance, Therefore, it is necessary to use the advantages and disadvantages of the great data age, strengthen the positive intervention and correctly guide the ideological and political education of college students, innovate the new methods of ideological and political education of college students, and try to integrate the core values of socialism into the whole process of higher education, It is of great significance to guide college students to consciously establish the ideological consciousness of "diligence" and "repair virtue" and give full play to the core role of ideological and political education in the cause of concentrating, concentrating and reviving Chinese dreams.
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