Research on the Thinking Mode of Ideological and Political Education in the Era of Big Data

Fang SUN

School of Ideological and Political Theory Teaching, North China Electric Power University, Baoding 071003, China

Keywords: Big data, Ideological and political education, Mode of thinking.

Abstract. The "big data" means the change of ideological mind, thus, political education in accordance with the mode of thinking must change with the situation to face this fresh and explosive development of educational background under the guidance of relational thinking, subjective and objective thinking, process thinking and experience thinking.

Introduction

The arrival of the era of big data, not simply means the geometric multiple growth of data, but also means a change of thinking. How to master, integrate, process, excavate, make good use of big data, and understand and grasp the current changes in people's way of thinking and behavior is related to the important task of the ideological and political education to scientific innovation target upshift. Thus, the traditional ideological and political education of the way of thinking must be changed to face the educational background of the fresh and explosive development.

The Double-Edged Sword Effect of the Big Data Age on the Traditional Ideological and Political Education

The concept of "Big Data" was first proposed by Victor Meyer Schoenberg and Kenneth cooker in the "Big Data Age", which refers to all the data analysis and processing rather than a shortcut to a random analysis (sample survey). Later, Gartner Group, the world's most authoritative IT research institutions, gives a definition of big data: big data, also known as "huge amount of data", refers to the need for new processing mode to have a stronger decision-making power, insight and process optimization capabilities of massive, high growth rates and diversified information assets. Big data has four characteristics: volume, variety, velocity, value, which can be summarized as 4V.

Big data and small data, relatively speaking, is the forefront of data analysis technology. Simply speaking, "Obtaining 10% of the information to predict the remaining 90% is a small data; mastering 90% of the information to predict the remaining is Big data, which is a technology, a value and a methodology," says Victor. "This is a big change in thinking and an interactive process—you can use a different angle, different ways to do big data, and get different results and benefits." [1]

The advent of the big data era confronts the traditional ideological and political education with new challenges and new development opportunities. On the one hand, the existence of big data mass information further resolves the ideological and political education, the main channel, the main position role. The arrival of the Big Data era has aggravated the ideological and political education that has been difficult in the information age. The network consultation is developed and mixed, but it is fast and effective. It attracts young people's attention from the traditional classroom education. Under the network information field, universal values, historical nihilism, neo-liberalism, democratic socialism, these speeches is not only confused the eyes of young people, but also dust their mind. On the other hand, the arrival of big data provides an opportunity for the development of ideological and political education. In the era of big data, "whether you like it or not, your reputation will become permanent, become ubiquitous, and the world knows more." [2] "Reputation can be instant analysis, storage, and as a passport to your special treatment and interests." [2] The moral dimension of the great
data era is only a spiritual symbol, and is closely linked to your economic identity and material interests, which is what makes us Ideological and political education is not only possible but also necessary. Sage Lao Tzu has long been a "virtues, too have" teachings, big data era contributed to the external factors of this thinking path, for the ideological and political education provides a new opportunity for development.

The "Big Data" Era of Ideological and Political Education Thinking Mode of Enlightenment

Traditional ideological and political education in the era of big data is facing both opportunities and challenges of the pattern, and thinking in the ideological and political education system plays a vital role, it directly affects both the process and results of politics education. Thus, it is imperative for the five alternative ways of political education thinking to adapt to the arrival of the big data.

Relational Thinking Instead of Entity Thinking

Entity thinking originates from the "metaphysical" pursuit of ontological and epistemological philosophies, which consider things are consist of several entities that are not related to each other, and each entity is isolated, fixed, and stationary. The relationship between things is only an external connection, not from the things. The representation of this kind of entity-based thinking mode in the process of ideological politics education is the highest entity, an absolute, desire "universal" educational law in the pursuit of education. Entity thinking mode leads to the simplification and immobilization of ideological and political education to the educated, and cannot see the fourfold relationship between man and the environment, man and society, man and nature. It seems to pay an attention to human education, but the effect is "people" which is only given a political means and is away from the value of the demands.

Marxist classical writers think that people are not "isolated" and the objective social relations is established through human activities, then people improve their characters, value orientations and lifestyles in this formation of the social relationship. The existence of social relationship is the objective condition that the morality comes into being. Ideological and political education should be the education activity in the relationship. Thus, the relationship thinking is a Marxist philosophy of the original way of thinking. "Specifically, to understand a thing is not from this thing to reason, but from the related things, that is, from the existence of things to grasp the related to this thing, or from the existence of things to grasp the relevant things."[3] The arrival of big data makes the real-time interactive information beyond the imagination region, the ideological and political education must learn to interact in the dynamic relationship between the questioning "people become what kind of people," "how people become". It is necessary to explain the world in the students’ way of perceiving the world, to use various media mutual exclusion to play a guiding role to the educated. Ideological and political education must attach importance to the reality of the world, to the individuals of the real world of linked, to the "reality of the individual" needs, dignity, value and development.

Subject-Object Unification of Thinking to Replace the Separation of Subject and Object Thinking

The separation of subject and object, opposing thinking mode is a metaphysical way of thinking, which regards the subject and the object as opposites and separates, and can not see the interdependence and interaction between subject and object. In the ideological and political education, educated person are educated as a purely control object and teaching object by educators, regardless of "passing" regardless of "into the heart." Educators and educated person have little or no communication between the exchange and the hot issues and ideological reality, targeted guidance and education can’t be targeted for educated person.

The unity of subject and object is a dialectical way of thinking: "Interaction is the ultimate cause of things. Only from this universal interaction can we achieve a real causal relationship."[4] Dialectical materialism holds that subject and object are interdependent, interacting and mutually transforming.
This means that the ideological and political education workers should be soberly aware that on one hand, it is imperative to pay attention to talking, exchanging, dialoguing with the participants, and concern about their physical and mental health growth. We’d better adopt the interactive, dialogue teaching methods; On the other hand, it is important to recognize that the object of teaching can also be transformed into a subject. Educators in the teaching activities should not be executive, but should be a minded waiter role. We can not only according to the educator's will and ideas to shape the students, while ignoring the needs of the students, students should be equal dialogues as the main body. We need to make full use of instant interactive micro blogging to guide their learning and self-cultivation. The relationship between the educator and the educated person should be a new type of partnership in which the personality is harmoniously coexisted.

**Process Thinking Instead of Static Thinking**

Process-based thinking is a dynamic expression of relational thinking. Marx's view of history's formation expresses us that the world is a process of life, and that nature, society, thought, and individual exist as processes. It is precisely because the "real individual" exists in the real, perceivable, and evolving social relations, so he is dynamic, living, continuous existence. From Heraclitus's "nothing to live, everything flows" to Sartre's "existence before nature", to Whitehead's philosophy of process, these projections cast this philosophical light. Marxist practice-based process-oriented thinking also achieve a revolutionary way of thinking change. "People should prove in practice the truth of their own thinking, that is, the reality of their own thinking and power, that is their own thinking of this shore on the practice of thinking about whether the reality of the debate is a pure scholastic philosophy."[5] "Everything exists and does not exist, because everything in the flow, are constantly changing, constantly generating and disappearing."[6] "In the end of the speculative place, in real life, it is described People's practical activities and the actual development process of real empirical science began to place."[7] These classic and profound interpretation make our understanding and implement the ideological and political education of the data age found the true meaning of the entrance.

The opposite of process thinking is the static way of thinking. In this mode of thinking, ideological and political education is concerned only with the question of "what is" and not "how to generate". The result is that morality becomes a prede- termed purpose, a skill, a stationary process, a rigid system, rather than a mental faculty of mental, emotional, and intellectual intellect. Morality and life are separated. Moral education, which gives way to moral knowledge education, has been training many people who only knows how to test but not how to get on with each other. The process of thinking broke the rigid and static moral education model, focusing on the use of dynamic, generative thinking to consider in the historical context of the ever-changing educational objects, especially focusing on college students' groups in big data age. Under the changing trend of internet thought and public opinion, the targeted ideological and political education needs to be implemented.

**Experience Thinking Instead of Inculcating Thinking**

Inevitably, the current ideological and political education in all sectors of our country in general is still the "infusion" mode of thinking. "Instillation theory" is put forward by Lenin, Lenin in "how to do?" There is a famous book in the book: workers cannot spontaneous generate socialism consciousness, this consciousness can only be instilled from the outside into. Lenin's indoctrination from the outside refers to "instilling from the outside of the economic struggle" is to train the workers' advanced political ideology, which they did not understand, and the indoctrination from the outside of their relations with the factory-owners" is to nurture class consciousness of "indoctrinating workers so that the working class knew itself the historical mission. [8] Lenin "instilling" produced in the Russian economy "spontaneous" extremely rampant historical conditions, with a clear practical relevance. I definitely do not deny that since the founding of the PRC, we have insisted on instilling into our young students the Marxist educational methods that have played an important role in improving their ideological and political consciousness and guiding them to establish a correct outlook on life and
world outlook. However, we must realize that, in the era of big data, the traditional ideological and political education should be timely transferred to experiential thinking.

Experiential way of thinking emphasizes "process", that is, pay attention to "real individual" process. In ancient China, the ancients praised the power of jiaqia, that is, Confirming the true feelings of justice, physical and mental harmony based on reasonable comprehension, through experience, interrogation, deliberation, discernment, an experience gained in practice, the combination of the classics and practices. Ideological and political education should follow this line of thought, the arrival of the "big data". Although the traditional ideological and political education has been challenged, but anything is not absolute, big data can also be used by us, ideological and political education author should catch up with the times in the era of big data to build a new platform for ideological and political education. We can try to target education closer to the actual life of education objects, target education content to avoid "grand narrative" or "absolute truth" instill, to overcome the simple. Politicization and utilitarianism, we should walk out of the road of pragmatism and the education of the people, start from the small, start from the side, and focus on the objective social relations so that people can accept the spiritual baptism in a good atmosphere and strive to moisten silence.

Summary

Ideological and political education of the object is "real individual", is the fresh living people in the present, is closely linked with the big data. They have their own emotional experience, have their own love and hate, ideological and political education, only to achieve the above changes in thinking can be achieved big data coexistence of the scene.

Acknowledgement

This research was financially supported by the Hebei Social Science Foundation and Central University Research Fund.

References


