Application of Big Data in Ideological and Political Education
Lin-Lin HOU\textsuperscript{a} and Jing LIN\textsuperscript{b,}\textsuperscript{*}
Northeast Normal University, Changchun, Jilin, China
\textsuperscript{a}188192999@qq.com, \textsuperscript{b}linj468@nenu.edu.cn
\textsuperscript{*}Corresponding author

Keywords: Ideological and Political Education, Big Data, Big Data Application.

Abstract. As a distinctive feature of the Internet era, big data has become a powerful “weapon” in the development of education informationization all over the world, which provides a good chance for the development of ideological and political education in the effect of health education, information resources and the range of spread and so on. The combination of ideological and political education and big data not only will make ideological and political education more holistic, diversified, dynamic and open, but also plays an important role in innovating the methods of education, enriching the educational contents and increasing the utilization rate of educational resources and other aspects.

The Historical Inevitability in the Application of Big Date in Ideological and Political Education

In 1980s, American futurist Alvin Toffler put forward that the big data era is coming in The Third Wave, which arousing human`s enthusiasm to explore “big data”. In 2011, as the essay Big data: The next frontier for innovation, competition, and productivity released by the consulting company McKinsey formally put forward the concept of “big data”, big data began to be applied in all walks of life.

With the increasingly profound impact of big data on social development and the gradually obvious impact on the changing times, on August 31, 2015, the State Council of the People's Republic of China issued the Action Plan for Promoting the Development of Big Data and specifically demanded that the application of data technologies in education should be strengthened. Since then, the academe surges to do the research into application of big data in ideological and political education.

In the present study, the application of big data in ideological and political education is still in an exploratory stage. Most scholars have similar views and consensus on the significance and the development trend of ideological and political education under the mode of big data. However, the principles, paths and measures for the application still need further study. With instant exploration and innovation, big data as a new technology and strategy will surely lead the ideological and political education into a new era.

Principles of the Application of Big Date in Ideological and Political Education

As a new product of technological advancements and the society's development, big data has its own pros and cons. The application of big data brings ideological and political education massive data, rich information types and diversified education methods. Furthermore, the openness and equality of big data subvert the unidirectional and passive learning methods of ideological and political education, so the open, independent and interactive methods have gradually become the mainstream. And the application of big data sets a higher request to educators' specialization and students’ comprehensive learning ability.

However, the high-speed information processing and accurate data collection also make ideological and political education fall into the plight of garbage data processing, data quality, data security, information privacy and other issues.
Therefore, the ideological and political education researchers need help educators and students develop various abilities, and guide people to use a dialectic perspective to view and apply big data and scientifically grasp the opportunities and challenges facing ideological and political education in the age of big data.

Path and Measures of the Application of Big Date in Ideological and political Education

It is necessary to set up standards for the operation and use of big data and establish and improve relevant policies, systems, laws and regulations. According to the relevant standards, systems and laws and regulations of the government and the country, colleges and universities can formulate their own detailed measures basing on the their actual situation including information data management measures, network management regulations and information data operating regulations. Colleges and universities should not only actively promote the application of big data in ideological and political education, but also formulate scientific processes of big data’s collecting, storing and managing for the purpose of standardizing the ways, methods and behaviors of the application of big data and avoiding to apply big date in order to apply it and the unreasonable operation and use of big data in Colleges and universities.

Establish a scientific education evaluation system. The government or relevant departments of education should establish and improve the education evaluation mechanisms and feedback mechanisms of big data, and prepare assessment file, so the processing of the applications can be tracked all aspects of and the problems in every link of the applications can be discovered adjusted narrowly. The construction and implementation of big data should become one of the basic conditions for the operating of universities. And the government or relevant departments should guide colleges and universities to establish a benign development system of planning, evaluating, feeding back, innovating and re-planning. These can create favorable conditions for further put forward the scientific path of the application of big date in Ideological and political education. At the same time, colleges and universities should formulate education evaluation system basing on the actual situation, and evaluate the learning habits, knowledge needs, mental health and other aspects of the students for further revealing the laws of education, grasping the trend of students, and achieving the sustainable development of the application of big data in ideological and political education by multiple utilizing the theories and methods of informatics, computer science, pedagogy, sociology and psychology to apply and analyze the big data of ideological and political education.

Strengthen comprehensive education and cherish the cultivation of talents. The government and universities should re-plan the subjects of school students and teacher pre-job training under the times and educational needs, and appropriately add subjects related to big data by means of professional characteristics, such as informatics, statistics, computer science, etc. Strengthen the ideological and political educators’ abilities in information collecting, sorting, organizing and processing, improve educators` thinking mode switching from traditional unilateral and passive education method by using comprehensive thinking mode of big data to on-demand, personal, and diversified education thoughts and ideas, and constantly enrich and update educational technology and educational content. At the same time, colleges and universities also need to pay attention to students’ autonomous learning, exchange and interaction, data analysis, information security awareness and other capabilities, ensure that students can maintain a strong learning will in the age of information technology, learn to share, communicate with each other on the premise of strengthening their own information security awareness, and accurately filter, collect, organize and sort in mountains of data so that the big data can be scientifically applied in ideological and political education and colleges and universities can groom good successors of ideological and political education for the development of the application of big date in Ideological and political education.

As stated above, the application of big data in ideological and political education is a new phase of the development of ideological and political education. We must adhere to the problem-oriented method, fully absorb the positive result of research of ideological and political education at home.
and abroad and the successful experiences of the application of big date in other areas around the problems in the practice of ideological and political education, and keep on exploring the new innovation measures and path of the application of big date in ideological and political education to boost a scientific infrastructure and healthy development of ideological and political education.

Acknowledgement

The research presented in this paper is supported by the Jilin Province Social Science Fund Project 2017M6 (Research on the Construction of Big Data Ideological and Political Education under the Condition of Information Technology).

References


