Network Ideological and Political Education in the Age of Big Data

Yong-Cheng ZHOU
Chongqing Business Vocational College, Chongqing, China

Keywords: Big Data Network Ideological and Political Education

Abstract. With the advent of the era of big data, this puts higher demands on the management of network ideological and political education in colleges and universities. At present, the value concept and implementation of network ideological and political education in some colleges still remain in the era of "small data". Therefore, this paper analyzes the relationship between big data and ideological and political education in colleges, and explores the challenge of big data to the ideological and political education of colleges and universities, and proposes countermeasures to strengthen and improve network ideological and political education.

1. Introduction

With the rapid development of Internet technology, the concept of “Big Data” emerged as the technology advancement and application of the Internet. In college campuses, students' online life is becoming more and more lively. The network sensation of colleges and universities has gradually become the content of attention in the management of colleges and universities. In the context of big data, college administrators should actively understand big data, use big data technology to analyze and forecast, and improve the management level of network ideological and political education.

2. The Link Between Big Data and Ideological and Political Education in College Networks

2.1 What is Big Data

Big data is not just a technology, but "is a kind of value, methodology." According to Wick Tomer-Schoenberg, author of Big Data Times, "Big data is something that people can do on the basis of large-scale data, and these things cannot be based on small-scale data. Completed. Big data is the source of people's new perceptions and new value; big data is also a way to change markets, organizations, and government-civil relations." He was more explicit in an interview with People's Daily. Put forward, "In my opinion, big data is a kind of value, methodology. We are not facing random samples, but the whole data; not accuracy, but hybridity; not causality, but correlation. This is a big change in field thinking is an interactive process—you can do big data in different ways and in different ways, and get different results and benefits.” The characteristics of big data can be summarized by “4V”. That is, Volume, Variety, Velocity, Value. Volume refers to the huge amount of data and the integrity of data in big data. Variety means finding intrinsic connections between vast amounts of data. Velocity can be understood as meeting real-time requirements more quickly. Value refers to the ultimate meaning of big data. That is, gain insight and value through data. Dr. Yang Ming, a computing and communications expert at the University of California, Riverside, stressed that "the big data that the media often talks about recently refers to the fourth-dimensional characteristics of big data, that is, the use value of data, mainly reflected in the intelligent analysis of data. At the same time, he pointed out that intelligent analysis is an investment in future wisdom, and the ultimate goal of the analysis is to make more informed decisions.

2.2 The Role of Big Data in the Ideological and Political Education of Colleges and Universities

Having a huge amount of data is only one aspect of big data. The most important thing is that it
can process the data, make the data more valuable and professional, obtain a series of information, and analyze these by obtaining some data. The reason for the data and the impact of the data. The number of college students in China is increasing day by day, and the information related to college students' thoughts is gradually increasing. However, the corresponding method of obtaining and acquiring such information is relatively backward in colleges and universities. This leads to the actual effect of ideological and political work in colleges and universities. Obvious. Therefore, under this circumstance, some colleges and universities have gradually established a network ideological and political education system. As a tool commonly used by contemporary college students, the network will reveal their own ideas through various platforms on the Internet (such as Weibo, QQ, WeChat). And the construction of digital universities has become a trend. Most colleges and universities begin to require students to use campus cards, so that campus cards record student life and learning information. Colleges and universities can collect information about each student through campus cards. The analysis of this information understands the dynamics of college students' thoughts and predicts the actions of each college student.

2.3 The Relationship Between Ideological and Political Education in Colleges and Universities and Big Data

The arrival of the era of big data has changed a lot of things, it allows things to develop in a quantitative direction, which provides convenience for many industries, and also provides tools for network ideological and political education in colleges and universities. First, network ideological and political education can be regarded as the network of ideological and political education. It relies on the network and the ideological guidance of relevant students through the network, so that they have the correct ideas and carry out the correct activities. To carry out network ideological and political education needs to establish a system with network ideological and political education as the core. This includes teaching platform, system and teacher team building. If these necessary factors are lacking, then network ideological and political education does not have any practical value. Second, the collection of network information by big data can meet the needs of network ideological and political teachers. Through the analysis of the data, we can understand the recent specific situation of each student and judge whether they have ideological and psychological problems. The problem can be solved in a timely manner by the school.

3. The Challenges Faced by College Ideological and Political Education Under the Background of Big Data

3.1 Big Data Types are Diverse

College teachers should understand the students themselves and are not bound by big data. The past data is just data, but the current data types are diversified, including pictures, forms, videos, audio, and web pages. These can be seen as sources of big data. In the case of a college student, in addition to obtaining information from his transcripts and student status, he can also learn about this student from his QQ space homepage, WeChat circle of friends, publishing Weibo, and forwarding Weibo. The data can refer to his browsing time for various web pages, the use time of some aspects of information, and even the time of mouseover. The diversification of data brings many inconveniences to network ideological and political teachers, but if you can overcome these difficulties, you can have a comprehensive understanding of a college student.

3.2 The Total Amount of Big Data is Huge

With the advent of the era of big data, TB and the need to meet the needs of data, PB can temporarily accommodate so much data, perhaps a while, the unit above the PB will appear. The ever-increasing amount of data is a feature of the era of big data, and it is also a challenge to the ideological and political education of colleges and universities in the context of big data. More and more data needs to be processed by teachers and with the increase of various types of data, The data can provide some convenience for the ideological and political education of colleges and
universities, but there are two things in everything. Some problems of big data itself should be paid attention to by college teachers. There is a lot of information on the network, but no one can explain what information is true, what information is false. Therefore, teachers must have the ability to store and process relevant data.

3.3 Big Data Circulation Speed is too Fast

Too much big data speeds up the circulation between data, and requires timely processing of data. Outdated data is not practical. The various tools that can process data are also developing with the trend of the times, which also makes college network ideological and political workers have more choices in data processing. They can use these software to process data and analyze data. The relevant conclusions are drawn, but the action of college students will change with time, and the data will be too fast. The network ideological and political education of colleges and universities in China has not reached the relevant level, and the network ideological and political teachers can only rely on it. It is a platform such as QQ, Weibo, WeChat, etc. In the past, when the data information circulation speed was slow, the teacher could analyze the students’ situation by understanding the students and their own teaching experience, but in the face of streaming fast data, the experience and skills possessed by teachers are often difficult to play a practical role.

4. The Corresponding Strategies of College Network Ideological and Political Education Under the Background of Big Data

4.1 Big Data Types are Diverse

Improve the network quality of managers and strengthen the application of big data applications. The ideological and political education of colleges and universities in the era of big data must establish data thinking and establish a sense of mining and forecasting of data values.

First, establish the mining awareness of the value of network ideological and political education data. Big data is the source of people's new cognition and new value. The huge information value released by big data makes online ideological and political educators must adopt new methods and technologies of big data, which are related to college students. Data and information for "technical understanding and technology mining", not only should pay attention to digital academic structural data such as college students’ academic performance, class attendance rate, campus card consumption record, network click rate, number of visitors, reposting amount, and posting amount. Value mining should pay more attention to the value mining of non-digital humanities information transmitted by e-mail, blog, Weibo, WeChat, etc., so as to continuously enhance the insight and sensitivity of college students' ideological and political education practice.

Second, college administrators should constantly improve their media literacy. Media literacy is the ability and attitude to understand, judge, and use the media. Under the background of big data, college administrators actively understand new media and new technologies, enter online life, and learn to carry out university management through big data. It is necessary for every party and government cadre and counselor to understand big data, to understand the rules of college students’ online life, and to promote their guidance on college network public opinion. Colleges and universities should provide training on big data-related knowledge and continuously improve the new media literacy of university administrators and counselors. Through the careful construction of the curriculum system, experts and scholars are invited to teach, and the enhancement of new media literacy is regarded as part of the construction of the ideological and political education team. To enhance the training effect, the ability to apply new media can be listed as one of the assessment contents.

4.2 Strengthen the Construction of Network Culture and Create a Healthy Network Culture Atmosphere

Create a positive online culture and provide a positive network environment for college students. Network culture is the carrier of thought and an important weapon for ideological and political
education workers. Colleges and universities can use the network platform to carry out socialist core values education and enrich the online spiritual life of college students. At the same time, help college students to establish correct network ethics and network concepts, cultivate students' good thinking habits and network participation methods, improve the ability to identify information and identify information; at the same time, advocate advanced, resist vulgarity, eliminate illegality, and train students in the network environment. Establish correct political awareness, legal awareness, responsibility awareness and self-discipline.

4.3 Innovative Public Opinion Feedback Mechanism

First, construct an online survey and analysis mechanism to conduct a sample survey of college students' thoughts in the form of online questionnaires in the opening quarter, graduation season and other special time nodes, and organize relevant experts to conduct professional evaluation and analysis based on survey information.

Second, construct a focus issue tracking mechanism to track the whole process of campus and social focus issues, sort out representative network opinions, analyze real-time public opinion guidance, and form effective countermeasures based on this.

Third, the management of colleges and universities should take the principle of content authority as the key to obtain the commanding heights of colleges and universities, and grasp the right to speak on the Internet. In the context of big data, the first definier of an event can often master the dominance of public opinion, and then influence the evolution of online public opinion. University administrators should strive to obtain the status of the primary definition of cyber incidents and prohibit the spread of rumors. University administrators should foster strengths and circumvent weaknesses, use "content" as the main point, timely disseminate the acquired real content, authorize the trust of students, and open the correct information, and the network public opinion can be successfully guided.

Acknowledgement

This article belongs to the college’s research project of humanities and social sciences in 2017 funded by Chongqing Educational Committee—“Research on Value Dimensions and Practical Application of Network Ideological and Political Education in Colleges from the Perspective of Big Data”. (Project No. 17SKS051)

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