Study on Network Ideological Security Education Strategy in Guangxi Universities Based on Big Data Technology

Jingtian Gao

Guilin University of Electronic Technology, Guilin, Guangxi 541000, China

Keywords: Big data, Guangxi universities, Ideological safety education

ABSTRACT: Ideological Safety Education Is One Of The Extremely Important Tasks Of College Education.As The Forefront Of National Ideological Work, Colleges And Universities, In The Era Of Big Data, The Network Ideological Security Education In Colleges And Universities Is Facing A More Severe Situation And Challenges. In This Regard, We Should Understand The Meaning Of The Network Ideological Security Education In Universities In Guangxi, Further Enhance The Awareness Of Big Data, Constantly Improve The Construction Ability And Level Of Big Data, Establish The "One And Two Starting Point" To Establish The Mainstream Ideological Security Concept, Enhance The Big Data Analysis And Response Ability Of Online Public Opinion; Improve The System And Mechanism, Constantly Consolidate The Dominant Position Of The Mainstream Ideology, And Better Guarantee The Network Ideological Security Of Universities.

1. Introduction

General Secretary Xi Jinping has pointed out that "Schools are at the forefront of ideological work, not an ivory tower nor a Peach Blossom." "The most important thing in youth education is to teach them the correct ideas and guide them on the right path."With the rapid popularization of mobile Internet and the wide application of big data technology, cyberspace has become the "comment hub" for college students to express their comments and many opinions, and become the "main battle place" of ideological struggle, while college students serve as the vanguard of the network position.

College students are not only the object of network ideological education, but also the object of network ideology influence. All kinds of network ideology profoundly affect the correct formation of college students' three views. Among them, the mainstream and positive network ideology plays a role in promoting the formation of the college students 'three views, and the negative network ideology plays a role in the formation of the college students' three views, and this negative impact becomes more threatening due to the conscious network ideological attacks and infiltration of the hostile western forces. At the same time, Guangxi region has obvious exchanges with other countries due to its geographical characteristics. Therefore, we should attach great importance to the network ideological safety education in colleges and universities in Guangxi, study and take relevant measures to effectively enhance the effectiveness of network ideological safety education in colleges and universities in Guangxi, and maintain the ideological security of college students.

2. The Meaning of Network Ideological Security Education in Universities in Guangxi

With the advent of the era of big data, the network ideology of universities in Guangxi also presents a new situation and characteristics. Western capitalist countries and the surrounding developing countries instigated by developed capitalist countries, deliberately produce cultural thought penetration, domestic non-marxist social trends, college education and teaching ecology also presents new characteristics and forms, these affect the network ideological security cannot be ignored. Big data era has new technologies such as accurate push and face recognition classroom control governance ability gradually integrated into the network ideological security education in colleges and universities, full superposition of big data information rich, various forms, efficient properties, in enhance the network ideological security education in real time, comprehensive, scientific at the same time, also let the network ideological security education difficulty. Therefore, under the new situation, it is of great practical significance to carry out the research of college network ideological security education.

Network ideological security education in Guangxi colleges and universities is an important means to establish the ideological concept of college students in Guangxi, safeguard the national ideological security, and train the socialist builders and successors. Common cognition is the fundamental of ideology, Therefore, mainstream ideological education, namely socialist core value system education, is the basis of network ideological safety education for college students; And security and crisis is always a group of companion concept, only to network ideological threat to maintain a clear understanding, to attach great importance to network ideological security, firmly establish the college students network ideological security education consciousness, improve the network ideological security education content, from the network ideological crisis education, network ideological threat case, etc. Network ideological security education is colleges and universities in order to deal with the complex and changeable network ideological threat, guide college students to set up the correct values, collaborative education power, comprehensive use of online education platform and ways, purposeful, planning, and organized in college students to socialist core value system education, network ideological security situation education and network political media literacy education based on education practice.

3. Current Situation of Network Ideological Work in Guangxi Universities under the Big Data Horizon

At present, the ideological safety education in colleges and universities in Guangxi District has maintained an upward trend, but it should also be seen that under the new situation, there is a long way to go to build a socialist ideology with strong cohesion and centripetal force, and the network ideological safety education in colleges and universities is still facing severe challenges.

3.1 The Mainstream Ideology of Family Education in Guangxi Colleges and Universities is Seriously Absent

Guangxi universities are among college students, More than half of them are Guangxi, Guangxi, as an ethnic minority area in the southwest frontier, Its people all live in relatively closed areas, Ideology also tends to be conservative, The response to new things and the outside world also lags behind, Although, with the development of information communication technology, More and more new network platforms came into being, Smartphones are also gaining popularity, But there are still some people in some border ethnic areas for various reasons, China has been emphasizing the local network ideological security problem, Even to misinterpret it, Cause the disidentification and dissupport of the network ideological security, Then it leads to the serious absence of the

mainstream ideological family education of college students. Due to Guangxi as the southwest frontier of poor problems, backward, poor infrastructure, network security supervision work, network ideological security is not strong and the development of the environment is relatively bad, some local people simply think that network ideology is the national level, is the developed region and the central region. Association with the region is not big, will not have an impact on personal interests, causing a few parents to the content of network ideological security education attention and implementation is enough, lack of for children's network ideological security education of initiative and creativity, long-term absence of family education, Guangxi college students to network ideological security education on the surface, more so, In real life, it is easy to be seduced by the western hostile forces and then resist the network ideological security education from universities and teachers.

3.2 Guangxi Colleges and Universities Are Not Working Together Enough to Promote Network Ideological Security Education

Network ideological safety education in colleges and universities should be a complex and long-term systematic project. Its benign development needs the overall planning, coordination and coordination between various key links, so as to maximize the teaching effect. However, in practical education, the integration and participation of ideological safety education in universities in the overall promotion is low. In the era of big data, The theme status of network ideological security education in colleges and universities is faced with the dual challenges from "everyone is the source" and network culture and multicultural, In the process of jointly promoting the full-time group of ideological and political teachers and administrative and counselors in colleges and universities, and integrating various online resources such as official website, official TikTok and official TikTok to promote online ideological security education, Lack of powerful, accurate "starting point"; There is no interconnected integration mechanism between the specific work of teaching, scientific research and administration, It is difficult to form an effective and coordinated promotion of the network ideological security education system in colleges and universities; University administrative network information system is numerous, Such as engineering, finance, personnel, educational affairs and other systems, But the systems do not connect with each other, Information presents the "data island" phenomenon, Systematic and normal guarantee mechanism is difficult to form, It is not conducive to promoting the long-term development of network ideological education in universities in Guangxi.

3.3 The Level of Online Ideological and Political Security Education in Colleges and Universities in Guangxi Needs to Be Improved Urgently

The China's Education Modernization 2035 issued by the CPC Central Committee and the State Council in 2019 clearly stated that accelerating education reform in the information age is one of the top ten strategic tasks for China's education modernization. With the rapid development of mobile Internet technology, many new situations and problems appear in network ideological security education in colleges and universities, and it has also put forward higher requirements for the comprehensive quality of educators. First of all, the openness of network virtual space and the development of we media platform make the cyberspace present a "state of a hundred schools", and the authoritative status of mainstream ideology is constantly impacted by various thoughts and viewpoints, which puts forward higher requirements for the mainstream ideological theoretical foundation of educators. Universities propaganda and ideological work in Guangxi region own quality needs to be further improved, and the mainstream ideological teaching team of colleges and universities must also adapt to the needs of new media development, need to cultivate a batch of

skilled network emerging media technology, proficient in the operation and management of a variety of media, and can be effectively embedded in the mainstream ideological content of teachers. However, the reality is that universities are still very cautious about the operation of new media, and the ability and concept of the teaching team are relatively lagging behind, which has become the short board of network ideological security education .next, The youth group is a generation growing up with the Internet, "Known as the 'Internet Generation', Their dependence on the network exceeds that of any previous era, Have a super curiosity mentality and a super high ability to use new technologies. ", The dominance of educators due to the information advantage in the traditional education model is weakened, Even nothing exists, This reduces the educational effect of education instilled in traditional theory, Higher requirements are put forward for educators to timely change their educational methods; once more, The network has become a new carrier and position of youth ideological security education, This requires educators to be able to use new media technology, Improve their own network media literacy.

4. Specific Path of Network Ideological Work in Guangxi Universities under the Big Data Horizon

4.1 Establish the "Integration and Two Starting Points" and Establish a Mainstream Ideological Security Concept

With the socialist core value system education as the main body, with the network ideological security crisis education and political media literacy education as the "two starting points". Among them, "one body" is the foundation, "two starting points" is the auxiliary and support. The socialist core value system is the main content of China's mainstream ideology. Using the socialist core value system to educate students can deepen students' identity of the mainstream ideology, help students to set a value benchmark and stand firm in value, which is the basis of network ideological security in Guangxi. Network ideological security crisis education and political media literacy education can improve students in the face of network ideological attack and complex network information of crisis consciousness and discrimination ability, timely screening and mainstream ideology, consciously resist and resolutely oppose, play an auxiliary role in maintaining the ideological security of college students network. In the process of education, schools at all levels should increase their efforts to take good ideological and political courses, use the socialist core value system, and carry out network security education through class meetings, lectures, publicity weeks, etc. In teaching, educators should closely combine the hot events of network concern to students, guide students to analyze the value position behind network events and speech, make objective and accurate judgments, so as to help students establish correct values and improve political media literacy.

4.2 Enhance the Ability of Big Data Analysis, Judgment and Response of Online Public Opinion

In the second collective study of the Political Bureau of the 19th CPC Central Committee, General Secretary Xi Jinping stressed: "Being good at obtaining, analyzing and using data is the basic skill for leading cadres to do their work well." College management workers should also be good at using big data to do a good job in public opinion analysis and response, improve the risk prevention ability of network ideology, and enhance the value leading ability of mainstream ideology.

On the one hand, colleges and universities need to train a very effective talent team. In the environment of big data, in order to master the initiative and leadership of network ideological

security education, universities must first cultivate a group of high-end ideological talents who are familiar with big data technology. By establishing the talent training mechanism related to big data technology, determining the talent training objectives and programs, and focusing on cultivating the network ideological safety education talents with professional quality.

Secondly, we should be good at using big data to carry out public opinion analysis and risk early warning. Not only through data information collection, filtering, analysis and computing technology, we can identify and predict the possible risks in network ideological security education and master the dominant power of teaching content, first "voice" of hot events, influence and influence the trends of public opinion, analyze the network platform, conduct data statistics and analyze the trends of public opinion events and social hot spots, so as to conduct targeted ideological guidance and value guidance, and improve the influence of mainstream ideology.

4.3 Improve the System and Mechanism of Network Ideological and Security Education

In terms of systems and mechanisms, we will establish a working mechanism for the unified leadership of Party committees and the joint management of all Party and government departments. School party committee should shoulder the leadership responsibility, considering system design, mechanism construction, financial support, platform construction, talent reserve, propaganda department (moral education), school youth league committee, students, educational affairs departments to closely cooperate, pay close attention to the theoretical propaganda, campus culture, campus network, curriculum construction, student management, realize education forces closely cooperate, all kinds of education position connectivity. In terms of teachers, give full play to the educational synergy of ideological and political class teachers, head teachers and other course teachers. Ideological and political teachers should rely on classroom teaching to play the main role of network ideological safety education; head teachers should carry out daily ideological, political and cyber-based security education according to students; other course teachers should improve their political position, explore the socialist core socialist values contained in the curriculum, and pursue the unity of curriculum knowledge and emotional objectives. In addition, we should pay attention to play the main role of teenagers in network ideological safety education, guide students to actively participate in classroom teaching and related cultural activities, and guide students to constantly understand, reflect, correction, precipitation, so that students can deepen the value experience in the interaction and thinking, stand firm politically, and enhance the discrimination ability.

5. Conclusion

Therefore, only a deep understanding of network ideological security education in Guangxi, further enhance big data awareness, constantly improve the construction capacity and level of big data, establish "two points" to establish mainstream ideological security concept, enhance the big data analysis and response ability of network public opinion, improve network ideological security education system and mechanism, constantly consolidate the dominant position of mainstream ideology, and make greater contributions to further guide college students to establish correct network ideological security consciousness.

Acknowledgement

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