

Innovative Analysis of Ideological and Political Education for Vocational Students in the Era of Big Data

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Abstract: With the development of science and technology, society has officially entered the era of big data, and information technology has quietly integrated into all aspects of social life, affecting people's lifestyles, and educational activities are no exception. Education departments should keep up with the pace of the times, promote new ideological and political improvements among students in vocational colleges, and innovate and adjust to a certain extent the work of cultivating students in vocational colleges. Rationally and scientifically integrate information technology into the ideological and political education classrooms of higher vocational students, ensure the effective implementation of the ideological and political education work of higher vocational students, and improve the ideological and political level of students.

1. Introduction

Higher vocational colleges are places for the country to cultivate high-quality technical talents, and have a very important talent training function. At present, the number of vocational colleges and universities is increasing year by year, and the number of talents is also increasing. However, in the era of big data, in addition to excellent technical majors, higher vocational students must also have ideological and political abilities that meet the requirements of social development. Under the influence of big data, students in vocational colleges are prone to negative problems such as lax thinking and unclear political direction, which must be paid attention to. In the face of the challenges brought by the era of big data, vocational colleges and universities should actively innovate and promote the integration of ideological and political education and big data to improve teaching efficiency.

2. The Problems Faced by Ideological and Political Education in Vocational Colleges under the Background of Big Data

2.1. Students in Vocational Colleges cannot Correctly Distinguish the Complicated Information Data on the Network

In the era when information technology has not yet grown, students' acceptance of ideological education is limited to the teaching of teachers, families, mainly elders, or the ideological spirit

transmitted in the dissemination of teachers' knowledge. Teachers play a crucial role in educational activities, and students are mainly irrigated with knowledge in the classroom, with few other channels. In today's era of rapid development of big data, people will be exposed to a variety of network information every day, and the dissemination of knowledge is no longer limited to the classroom, on the Internet, people can browse a large amount of information, not only limited to national current affairs, but also social events in all walks of life ^[1]. It is so simple and convenient, so the threshold for network information release and dissemination is not high, resulting in a variety of information flying all over the world. People casually post unfavorable, vulgar or false information, which can easily have a negative impact on students who have not yet been exposed to society. When vocational students are in an information environment with more misguided information, the formation of values may be biased, and the effectiveness of teachers' ideological and political education will also be reduced. Therefore, this should be the first key problem that vocational colleges need to solve.

2.2. It is Difficult to Integrate Ideological and Political Education with Big Data in Vocational Colleges

Under the rapid development of big data, the most basic need of vocational colleges is to have corresponding hardware facilities, but some equipment of domestic vocational colleges is not satisfactory. Moreover, most of the ideological and political education work in the country's vocational colleges and universities is still at the stage of teachers speaking and students listening, and the form of education is single, and passive acceptance cannot arouse the students' interest in learning at all, so they will not think at a deeper level, and the understanding of the political ideas received only stays on the surface, which is very unfavorable to the improvement of students' critical thinking ability. There are also teachers who often teach ideology and politics only to explain to students, and fail to innovate or analyze students' personalities in combination with network technology, and use the network to serve the classroom ^[2]. Moreover, for vocational colleges, the evaluation system of the school itself and some policies and guidelines on ideology and politics are not perfect, and there is a lack of a large number of information technology support. Moreover, there are certain risks in the use of data, and under the premise of not affecting students, the running-in of big data and ideological education is still a certain challenge for vocational colleges.

2.3. Higher Vocational Colleges Lack Accurate Screening Technology for Big Data

The rapid development of the Internet is everywhere in life, and people most often contact social platforms, websites, various software, etc., and higher vocational teachers can use it to simply obtain some content or data on ideological and political education. How to accurately search, accurately screen out efficient and useful data, and classify and save these data is a technical problem that is difficult for teachers of vocational schools to solve, and it is obvious that such immature technology cannot be fully applied to the work of higher vocational colleges to educate students ideologically and politically ^[3]. The information in big data is not only abundant and repetitive, but also mixed with some bad information, and teachers must ensure that the information is true and effective in the process of obtaining it, so that it can be implemented in ideological and political education work. At the level of vocational colleges, it is not possible to provide teachers and students with effective and accurate network technology, such as the construction of an open database and the protection of students' personal privacy, and the mining and technical support for talents who are good at data analysis and application. Under the influence of this series of factors, it is difficult for vocational colleges to successfully use big data technology ^[4].

2.4. It is Difficult to Change the Teaching Methods of Teachers in Vocational Colleges

The Internet is widely disseminated, and it is difficult for teachers and students of vocational colleges to discern accurate information on the Internet, and teachers are reluctant to easily try to combine ideological and political teaching with the Internet. First, the network has huge uncertainty, which is not easy to use accurately; Second, students' ideological and political cognition under exam-oriented education is still stuck in a shallow understanding, and they are accustomed to rote memorization instead of thinking deeply in combination with reality. Old-fashioned education has a certain comfort zone and paralyzing effect for teachers and students, and on this basis, it is still difficult for teachers and students to adapt to the classroom model created by new Internet technology [5].

3. Methods for Vocational Colleges and Universities to Use Big Data Technology to Innovate and Practice Ideological and Political Education

3.1. In Ideological and Political Work, Use the Dominant Position of Teachers to Innovate

First, in a high-quality classroom, teachers should dominate; Secondly, in terms of political education in vocational colleges, teachers who want to find suitable ideological and political aspects and content that is suitable for students' actual life in the huge information group must constantly explore and innovate, maintain the learning spirit to learn and progress in unknown fields, and implement the spirit of innovation to integrate and adapt the existing knowledge system and big data information; Finally, grasp the dominant position in the classroom and lead students to combine network technology into a new classroom mode [6].

Teachers can use the prediction function of big data to predict students' behavior, thoughts, and students' thinking trends in certain time periods, such as which time is the highest concentration of students and which time is the slack period of students in the whole class. These are known, so that teachers' ideological and political teaching strategies can be fully exerted in the classroom, and teachers' real and effective information and knowledge transmission can greatly avoid students being misled by bad information [7]. While implementing teaching activities, teachers should also pay attention to whether students will be affected by the Internet, not only to have more comfortable communication with students, but also to be able to distinguish the impact of information on students in time, so as to avoid bad information taking advantage of the void to affect the formation of students' ideological and political concepts.

3.2. Higher Vocational Colleges should Scientifically Organize Education Teams that Integrate Ideology and Politics with Big Data

Higher vocational colleges should make specific implementation plans for the education policy of integrating big data and ideological and political education, and only with specific implementation plans can they more efficiently complete the innovation goals of higher vocational colleges and better cultivate high-quality technical talents for the country.

First, to cultivate ideological and political teachers' network technology and comprehensive quality should be carried out from both practical and theoretical aspects, network technology training should start from improving teachers' sensitivity to data, training teachers to accurately capture the information they want in a large amount of information, and then cultivating teachers need to have excellent data analysis, screening, storage and other capabilities, when students are puzzled, they can professionally use network technology to solve problems for students [8].

Second, under the condition of sufficient ability, vocational colleges and universities should try

their best to introduce some comprehensive talents with strong network technology and technology, familiar with education and teaching work, high ideological and political awareness, and correct three views to join the education contingent to be cultivated by vocational colleges, which can not only play a role in leading the contingent forward, but also accelerate the mature development of the network-based ideological and political education model.

3.3. Correctly Establish the Concept of Big Data and Better Implement Ideological and Political Education

The concept of big data is the basic concept of the action of vocational colleges, and the correct concept can ensure the implementation of the action. In the learning of network technology, teachers should maintain the correct concept of big data and integrate more data technology into the content of ideological and political education^[9]. The era of big data can improve classroom efficiency, and at the same time guide students to establish correct concepts, reflecting the value of the application of big data to ideological and political education, and inspiring more ideological educators to motivate their learning.

In ideological education activities, teachers should not only lead students to learn networked ideological and political classrooms, but also continuously transmit correct big data concepts to students. In the actual classroom teaching, teachers can use big data technology analysis to find students' problems in a timely manner, and improve and adjust in time. Outside the classroom, teachers should strengthen the continuous tracking of network technology, scientifically predict students' ideological deviations and general trends under class, once abnormal situations are detected, ideological and political education teachers can carry out accurate guidance and correct psychological counseling, so scientific and reasonable data analysis and prediction are of indispensable importance for ideological and political education in vocational colleges^[10]. As a perfect service system, big data should make full use of the ideological education work of vocational colleges, and the correct concept of big data can be integrated with it, in order to effectively improve the accurate grasp of students' ideological and political education work by vocational colleges.

3.4. The Teaching Mode of Ideological and Political Teachers in Vocational Colleges should be Integrated and Innovated with Big Data

Under the background of big data, teachers should be more inclined to use more comprehensive tools such as chart display, animation, and life video when teaching in the classroom. The content that fits the actual life of students can make students feel the interest and practical application of knowledge more intuitively. The deep display of Sinicized socialist thought can bring students a deeper understanding^[11]. First, the time of ideological and political classes in students' schedules is limited, and teachers should make full and effective use of the convenience of big data to conduct video analysis of teaching difficulties, so as to visualize boring theoretical knowledge with flexible and vivid pictures, stimulate students' interest and improve classroom efficiency. Second, in view of the characteristics of students' active thinking and rich information, the consistent classroom mode is transformed, so that students can turn passive into active, teachers take the subject as the leader, supplemented by data analysis to achieve individualized teaching according to students' differences, and allocate strong and weak classroom resources according to the different characteristics of students^[12].

4. Conclusions

In the era of big data, the information on the Internet is complicated, and it is difficult for students

to distinguish and easy to be misled. Vocational colleges and universities should face up to the challenges of difficult problems, actively carry out innovative education work, integrate network technology into students' ideological and political education, and at the same time continuously strengthen the comprehensive ability of ideological and political educators, correctly establish the concept of big data for teachers and students, and cultivate more high-quality technical talents for the country.

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