

# Problems and Countermeasures of Ideological and Political Education of College Students in the Era of Big Data

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**Abstract:** Under the background of big data era, the ideological and political education of college students should also actively explore the main problems faced in the new situation. Contemporary college students can get more information from the outside world through Internet information. The disorder of network environment society has a great impact on College Students' Outlook on life, values and world outlook. In the ideological and political education of college students, we should also actively adapt to the changes of the times, make use of the combination of Internet technology and the characteristics of students, constantly improve and innovate the work, and then guide students to form a correct outlook on life and values.

## 1. Introduction

Big data is the product of knowledge, intelligence and network under the information science revolution, and it is also affected by economic globalization. This is a major transformation in the economic, political and cultural fields. Big data technology has attracted the attention of many regions. Big data is not only a tool of education, but also an important information resource and method strategy. Big data analyzes a large number of data in a new way to obtain high value products and services. Using big data, people can get new information and knowledge, create new values, and then have a greater impact on the organizational structure and market. It can be said that big data is an important assistant for people to obtain information, analyze problems and solve problems, which can clarify the complex social relations for us [1, 2].

At present, big data has become one of the focuses in various fields of society, and also one of the main forces to promote changes in all walks of life. The ideological and political education of college students also has the characteristics of big data. Colleges and universities have always been the most intense position for the collision of Frontier views and the confrontation of new ideas. Nowadays, mobile phones, computers and other Internet terminals are highly popular among college students. With the help of Internet mobile terminals, it has become an essential part of College Students' life to disclose their mood, release their opinions and obtain news materials. The ideological and behavioral habits of college students are also affected by massive network information to varying degrees, which makes the object and environment of Ideological and political education of college students in the era of big data more complex and presents many new features [3, 4].

In the context of the continuous development of big data era, contemporary college students have more network platforms for learning. So if college students are not satisfied with the content of traditional classroom teaching, they can broaden their knowledge through the Internet. At the same time, they can use the network platform to express their opinions on some problems, which in turn can improve their knowledge awareness. So the object of education is gradually transforming to the Internet.

## 2. The Proposed Methodology

Big Data. The formulation of big data originated from the field of it. Victor Meier and Kenneth Kukayer put forward in the era of big data: "big data is a technology for systematic analysis of massive data. Through big data analysis, it provides scientific information consultation for enterprises and institutions, and helps enterprises and organizations to make more effective decisions." "Big data is not only a technology, but also a value and methodology." Big data, also known as huge data, refers to the amount of data involved is too large to be retrieved, processed in a reasonable time by current mainstream software tools, and collated into various information to help enterprises make better business decisions. At the same time, data storage, data security, data analysis and other fields related to big data also belong to the category of big data. The essence of big data is to analyze and sort out all the huge amount of information and data collected, so as to obtain useful information and value, which is conducive to guiding social practice and decision-making behavior [5].

In a short period of several years, big data has injected tremendous change power into various industries. It can be said that the increase of social productivity and economic benefit brought about by big data has gone far beyond the technology itself. It is becoming the symbol of this era with an invisible force, and showing a trend of development as values and methodology. Under this background, the opportunities and challenges of ideological and political education in colleges and universities coexist. The dominant power and discourse power of Ideological and political educators in colleges and universities also need to be valued and re examined in the era of big data.

On the one hand, big data is an important means to solve problems, on the other hand, it is also a very key high-tech and method. Big data has the characteristics of large scale, fast speed, diversity and high value. Digital can record and collect all kinds of information in society by means of electronic transmission. Big data can operate efficiently and establish database at a faster speed. Data survey shows that the number of Internet users in China ranks first in the world, and teenagers are the highest proportion of Internet users. Big data can be used to transmit large amounts of data information by text, picture, audio and video. And big data can do data collection, judgment, analysis and prediction, which is also the most important role and value of data [6].

Today, big data has occupied a very important position in the daily management and teaching of college students. The full combination of big data, Internet and cloud technology promotes the smooth development of Ideological and political work in colleges and universities. In the ideological and political education of colleges and universities, the rational application of big data technology can obtain more and more comprehensive information, and then evaluate the quality of education more scientifically and objectively.

The era of big data plays a very important role in controlling the ideological changes of college students in a timely and comprehensive manner, which is also the basis and premise of innovative ideological and political education. In ideological and political education, educators should actively promote the organic combination of traditional advantages and modern advantages, improve the appeal of Ideological and political education to college students, and conform to the development trend of the times in daily work. In a sense, the organic combination of big data and ideological and political work in colleges and universities is the external embodiment of the development of the times. This fully proves that ideological and political education in colleges and universities should be constantly adjusted with the progress of the times, and meet the basic requirements of the new era of network ideological and political education, and fully demonstrate the positive role of ideological and political education in ideological guidance.

Compared with the traditional research, the research of ideological and political education of college students in the era of big data is more extensive and comprehensive. The traditional research generally adopts the sampling research method, selects the sample, uses the interview and the questionnaire and so on the way, obtains the few sample data, and then obtains the conclusion which covers all, inevitably has the insufficiently accurate and the biased place. However, big data analysis method can be used to learn the ideological dynamics and behavior habits of all the research objects,

master the most natural and real state, and understand all the research indicators of all the research objects to be investigated. On this basis, further analysis can be carried out to draw more objective and real conclusions.

In the research of ideological and political education in colleges and universities, researchers often choose a limited sample space to make qualitative analysis of the problems in reality, and then put forward solutions. However, in the qualitative research of Ideological and political education of college students, whether the selection of sample space is scientific or not will directly determine the accuracy of the research conclusion. Therefore, the survey data obtained by the ideological and political educators on the basis of limited sample space and the conclusions drawn there from are bound to be limited.

Many university teachers are still in the exploratory stage for the use of network platform and the teaching of network platform. In the use of network platform skills, college teachers still stay in some basic operations. If we can't skillfully use the operation technology of the network platform, it will bring a great negative impact on the ideological and political education of colleges and universities in the era of big data. In their own teaching level, most college teachers still keep the traditional teaching mode and thinking, which not only has great restrictions on the professional development of teachers, but also is not conducive to the cultivation of students' interest in ideological and political education. In the era of big data, there is too much network information, and teachers lack the ability to quickly select useful and real information, which will seriously restrict the ideological and political education in colleges and universities.

An Analysis of the Characteristics of College Students' Ideological and Political Education in the Context of Big Data. Big data can provide ideological and political educators with information about college students' ideological state, but it will also be mixed with a lot of irrelevant information, which will have a greater impact on the accuracy of the analysis results after entering the collection database. Technically speaking, these complex and valueless data and information are usually difficult to eliminate, which is another component of the analysis and research results. Therefore, the accuracy of the results will be disturbed. Ideological and political educators in colleges and universities should effectively analyze the ideological state of college students from an overall perspective. The data information and education content are effectively linked to find out the essential characteristics and laws of such information, so as to ensure the pertinence and effectiveness of Ideological and political education.

Under the background of big data, students' information data is also increasing. For the ideological and political education workers in colleges and universities, they should not only have professional knowledge, but also fully understand and master the ability of data analysis and computer operation, so as to realize the effective screening of information data and ensure the comprehensiveness and authenticity of information. In addition, through these information data, we can understand the overall situation and behavior habits of students in time, and deal with and solve the existing problems effectively, so as to improve the ideological and moral quality of students and achieve the purpose of ideological and political education.

The object of Ideological and political education of college students presents data. The most distinctive feature of big data ideological and political education is the "data" of research objects. The core of the research object's data is quantification, and the specific indicators can be reflected in the data, in short, speaking with data. The traditional ideological and political education workers mainly adopt the research methods of questionnaire and exchange discussion, so it is difficult to ensure the effectiveness. With the help of big data, the way of obtaining information has become invisible data background acquisition, which collects the network data information of college students in all aspects of study and life. These information can be expressed as the research object's data-based text, orientation, communication information and all other information. By analyzing these data and information, we can grasp the ideological dynamic and behavioral development track of college students, and give positive education guidance.

In the era of big data, the traditional explicit positive survey has been transformed into the implicit data acquisition in the background. With the help of big data technology, ideological and

political educators can effectively avoid the sense of distance and estrangement brought by face-to-face conversation with college students, and then collect all aspects of network data information of college students. In these data, it not only contains the time and place of college students' daily study, life and entertainment, but also contains the deep-seated information of college students' inner emotional development law, interpersonal relationship development trend and ideological and political consciousness. In the era of big data, the research object of Ideological and political education of college students is transformed from specific students to data generated by students. The ideological and political education of college students has also become a non-linear process of transforming the actual phenomenon into abstract data, and then through the analysis of data to grasp the ideological and behavioral development track of college students, and based on this to conduct targeted education guidance.

**The Reform Way of Ideological and Political Education.** The ideological and political education of college students in the era of big data is a multi-disciplinary and systematic project. It needs not only statistics, psychology, communication and other disciplines to provide theoretical support, but also communication, computer and other disciplines to provide technical support. However, in the actual research of Ideological and political education for college students, what is lacking is just a wide and in-depth interdisciplinary and multi-field cross research.

At the school level, first of all, school leaders should adapt to the development of the era of big data, actively change and update the concept of ideological education, and guide the ideological direction. Moreover, the school should plan and design the course of big data ideological and political education as a whole, and give the support of human, material and financial resources to the relevant personnel. Finally, we should supervise the situation of Ideological and political education, find out and feed back the problems that need to be improved in the process of teaching implementation in time in order to better promote the development of ideological and political education in the era of big data.

Under the background of big data era, the ideological and political teaching workers in colleges and universities need to have the ability of information processing if they want to fully grasp the ideological dynamics of students. Record, store and process relevant information such as students' educational activities and personal data in a timely manner, and make full use of data analysis and statistical technology to analyze and process all kinds of information, so as to obtain more implicit information.

One of the problems in big data processing and analysis is security protection. Once the data processing and analysis is not in place, it will leak the personal information of students and interfere with their normal learning life. In serious cases, it will even cause great economic losses and threaten personal safety. At the same time, excessive data processing and analysis will also have an adverse impact on the physical and mental development of college students. Due to the massive and diversified information contained in the data platform processing program, there are also a large number of false information in the miscellaneous data information system, which interferes with the subjective judgment, resulting in the lack of timeliness and accuracy of data processing and analysis, thus hindering the normal operation of ideological and political education. In this regard, colleges and universities should adhere to the basic principle of keeping pace with the times, establish and improve the data management system, build standardized and refined data processing procedures, so as to ensure the personal information security of college students and promote the good development of ideological and political education.

Each university should jointly establish a big data platform for ideological and political education of college students, establish a long-term data collection and analysis processing mechanism, so as to add mutual contact and technical exchange, and achieve the coordinated development of Ideological and political education of college students.

### **3. Conclusion**

In the era of big data, the ideological and political educators of college students should constantly

innovate their working methods and consciously learn to use the tools and techniques of big data to analyze and solve the practical problems faced by ideological and political education. Colleges and universities should take positive measures to solve the problems faced by the ideological and political education of college students. Guide college teachers to have corresponding data awareness in teaching practice. Through continuous exploration and innovation, to improve the quality of teaching, so that college students can not only get scientific ideological and political education, but also can get comprehensive development.

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