

Innovative Development of Ideological and Political Education in Colleges and Universities in the Age of Big Data

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Abstract: The emergence of big data and the coming of big data era have brought tremendous changes to human society's way of thinking about the world and the way of behavior of transforming the world. The innovative development of ideological and political education in colleges and universities also presents opportunities and challenges. Starting from the study of the connotation of big data and the characteristics of big data era, taking the opportunity and change brought by clarifying big data for ideological and political education in colleges and universities as the traction, and taking the research and analysis of the predicament and challenge faced by ideological and political education in colleges and universities under the era of big data as the guidance, this paper puts forward to improve the quality of Ideological and political educators in colleges and universities, establish experts on big data and ideological and political education. This paper explores the innovation and practice of ideological and political education in colleges and universities in the era of big data from four aspects: cooperative construction mechanism, strengthening legal risk control of using big data in colleges and universities, and strengthening ethical constraints of ideological and political education in colleges and universities.

1. Introduction

As early as 2010, Professor Schoenberg, as a "prophet of the era of big data", published his prospective research on big data in The Economist magazine, saying that big data has opened a major era transformation. In 2012, the United Nations issued the White Paper on Big Data for Development: Challenges and Opportunities, pointing out that the emergence of Big Data is a historic opportunity for the world, announcing the arrival of the era of Big Data, and giving a comprehensive strategic proposal for the correct use of Big Data in the application process. 2013 is called "the first year of big data". Domestic and foreign experts in big data industry and even governments have begun to emphasize the value and importance of big data in different ways. In the 13th Five-Year Plan of 2015, China put forward "Implementing the National Big Data Strategy, Promoting the Open and Sharing of Data Resources", clarifying the importance and application of big data from the level of national strategic development, and pointing out that most of them are

important. According to the times, it is bound to be paid more attention and attention by the society in a wider range and to a deeper extent.

Under the background of the big data era, as the training position of higher education talents, universities have natural advantages in three aspects: the subject, object and carrier of education. Therefore, more and more scholars begin to explore the organic combination of big data and ideological and political education in Colleges and universities. Big data is gradually applied to the ideological and political education in Colleges and universities. Many colleges and universities have carried out practical application based on big data in the aspects of students' learning and living behavior in schools, students' network behavior, and classroom teaching of Ideological and political theory and extracurricular practice, and explored the innovative development of Ideological and political education in Colleges and universities in the era of big data. Compared with traditional ideological and political education, big data brings new data technology and methods, but also subverts them.

Traditional thinking practices have changed the new way of thinking and behavior of human beings to understand the world, greatly improved the conditions of Ideological and political education in the new environment, laid a good foundation for the innovative practice of Ideological and political education in Colleges and universities, and had a far-reaching impact and significance on the innovation of Ideological and Political Education in Colleges and universities.

2. Difficulties and Challenges of Ideological and Political Education in Colleges and Universities in the Age of Big Data

While big data brings innovation opportunities for ideological and political education in Colleges and universities in the new era, due to the rapid development of big data as a new emerging technical means in recent years, the corresponding concepts, cognitive methods, research paradigms and relevant legal norms have not yet been adjusted in a timely and effective manner. Therefore, ideological and political education in Colleges and universities also faces many difficulties and challenges in the collection, application, management and development of big data.

2.1 Challenges of Big Data to Ideological and Political Education Workers

On the one hand, the challenge of big data to ideological and political education is to recognize the main body of education. In the era of big data, the educational objects become more complicated, which makes it more difficult for educators to understand and grasp the educational objects. Under the impact of the wave of the big data era, its way of understanding and recognizing the world is significantly different from the past, showing the characteristics of diversity and diversity. Faced with the infiltration and infiltration of Western ideology into the younger generation, ideological and political educators are required to have comprehensive, holistic, compatible and diverse educational concepts and thinking in order to cope with diverse educational environments and complex educational objects, firmly grasp the right of discourse, and maintain the dominance and authority of Ideological and political education itself. Another aspect of the challenge for ideological and political educators is how to effectively use big data for theoretical research and practical operation. Most of the ideological and political educators in Colleges and universities are teachers, researchers and counselors of Ideological and political theory courses. They have no professional and systematic understanding of the big data derived from computer and mathematics disciplines, lack the ability to use big data information technology, and it is difficult to achieve rapid breakthroughs and improvements in the short term. The ideological and political educators are shackled by technical barriers and lack of understanding, understanding and application of big data itself and its application, which affects the value realization and function of

big data in the field of Ideological and political education.

2.2 Legal Risks in the Use of Big Data

At present, the application of big data in Ideological and political education is mainly to collect and analyze college students' campus behavior data. There are different security risks and even legal risks in every stage of data collection, storage, analysis and application. The contradiction between the application of big data and the privacy protection of citizen information data is just like the positive and negative sides of a coin. On the one hand, big data technology itself needs to collect and process personal information comprehensively, which will inevitably infringe on personal privacy; on the other hand, if we give up or selectively use personal information, we will lose the significance of big data itself. The most typical example is the "Prism Gate" incident in the United States. Even if the government's justification is to safeguard national security and prevent terrorism, the monitoring and collection of user's personal information is also subject to international torture and questioning by law, human rights and other aspects. Therefore, we must attach great importance to the legal problems existing in the use of big data, and be cautious in order to prevent the gradual development of small data. Through the peripheral electronic tools and equipment of big data application, ideological and political educators in Colleges and universities can observe and monitor the students' behavior trajectory, and make analysis, prediction, and discrimination and take corresponding measures. However, if the educator did not inform the students or without their permission before that, even if the starting point or result of the act is beneficial to the students, it is also an infringement on the students' right to privacy as citizens from the perspective of law. This is the legal risk of applying big data to ideological and political education in Colleges and universities, and it is also an important aspect that cannot be ignored by ideological and political educators in Colleges and universities.

3. Innovative Development of Ideological and Political Education in Colleges and Universities in the Age of Big Data

3.1 Training and Improving the Quality of Ideological and Political Education Workers in Colleges and Universities

In the era of big data, ideological and political educators in Colleges and universities should first change their thinking concepts and consciously integrate and strengthen their learning with an open mind. Historical development has proved that the sooner and more in-depth grasp and use of the new thing of Ideological and political education on the network, the more priority will be given to the right to speak in cyberspace and occupy an important position in the study of big data of Ideological and political education. In order to make effective use of big data to serve ideological and Political Education under the new situation, educators should establish and adapt the thinking mode, research paradigm and educational side with big data as a tool .School functional management departments should take the lead in building corresponding data resources.

At the same time, in view of the weakness of the ideological and political education team in understanding and grasping big data, colleges and universities should organize systematic professional training to help them improve their ability of data analysis, interpretation and prediction, and effectively apply it to educational activities in order to realize the value of data. It is difficult for ideological and political educators to become experts in big data technology, but through systematic training, they can quickly form thinking mode of big data, grasp the essentials of educational concepts, combine their rich experience in Ideological and political education, through scientific analysis and comparison, make massive data become valuable ideological and political

education resources.

3.2 Creating a Cooperative Mechanism between Big Data Experts and Ideological and Political Education Workers in Colleges and Universities

In terms of teaching practice and management service needs of Ideological and political educators in Colleges and universities, we should take the discourse system of Ideological and political education as the leading factor, give full play to the technical advantages of big data experts, and establish a new model of Ideological and Political Education under the big data environment in Colleges and universities through cooperation and mutual assistance. By mining, analyzing and utilizing the students' learning process and behavior data, and through scientific data analysis process, we can discover the characteristics and rules of students' ideological and political education learning, accurately grasp who is learning, what to learn, how to learn and the results of learning, so as to keep abreast of students' learning process and effect, and timely adjust the teaching and management services of Ideological and political theory courses. The contents and methods of education should be scientific, individualized and accurate. Only in this way, a complete ideological and political education chain based on big data can strengthen the in-depth cooperation and cooperation between the two sides from the platform and mechanism, and achieve good results.

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