Research on the Path of University IPE Quality Improvement under the Background of Big Data

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Abstract: University IPE (ideological and political education) is facing opportunities and challenges, We should objectively look at the important role of big data in university IPE. University IPE workers should keep pace with the times and make innovations according to the situation, empower the development of university IPE in the new era with big data, and continuously improve the pertinence and effectiveness of university IPE. This paper first analyzes the practical significance of improving the quality of university IPE, then analyzes the problems existing in university IPE under the background of big data, and finally puts forward the path to improve the quality of university IPE under the background of big data. The purpose is to improve the effectiveness of the implementation of accurate IPE in universities and promote the continuous improvement of the quality level of IPE in universities.

1. Introduction

Under the background of big data era, the implementation of university precise IPE (ideological and political education) is an important content of implementing Socialism with Chinese characteristics Thought in the new era of internship and university IPE reform [1]. Integrate their daily work with big data technology, formulate scientific and effective work plans while integrating various educational resources, and comprehensively improve the quality of university IPE [2]. University IPE workers should keep pace with the times and be new because of the situation, empower the development of university IPE in the new era with big data, and continuously improve the pertinence and effectiveness of university IPE.

2. Practical significance of improving the quality of IPE in universities

Today, we should attach great importance to university IPE, improve college students' political sensitivity and political discrimination, consolidate the defense line and barrier against the infiltration of western hostile forces, better grasp and expand mainstream ideology and culture, earnestly study, publicize and practice Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era,and And firmly grasp the ideological and political education in colleges and universities.

After entering the Internet era, the speed of information dissemination has been greatly improved, and the scope of information dissemination has been expanding day by day, and select topics of interest from them, showing a more personalized development trend [3-4]. Big data thinking can help universities establish a sense of data value, and at the same time, it can also help universities find the secret relationship between different things, so as to explore the essential characteristics of things and find effective ways to solve problems. Therefore, in the process of scientific application of various statistical tools and analysis tools, IPE workers should also settle their feelings and process and summarize the data attentively.

With educators in colleges and universities as the subject and students as the object, and with big data methods and technologies as the tool, so as to enhance the object's interest in IPE. Student-

oriented, caring for students, respecting students' independent personality, thoughts and feelings, making students consciously fulfill their moral responsibilities and abide by moral norms in their daily lives, so that they can become social subjects with self-education, self-management and a sense of responsibility to themselves and society [5].

3. Problems existing in university IPE under the background of big data

3.1. The construction of big data platform lags behind

At present, students prefer the Internet to collect information, but the information in the network is various and mixed, and there are some unhealthy and distorted information, which will undoubtedly increase the difficulty of education. Strong ability to accept new things, but immature body and mind, poor ability to judge things. Through the investigation, it is found that most students think that the information in the network will have a great influence on them, as shown in Figure 1:
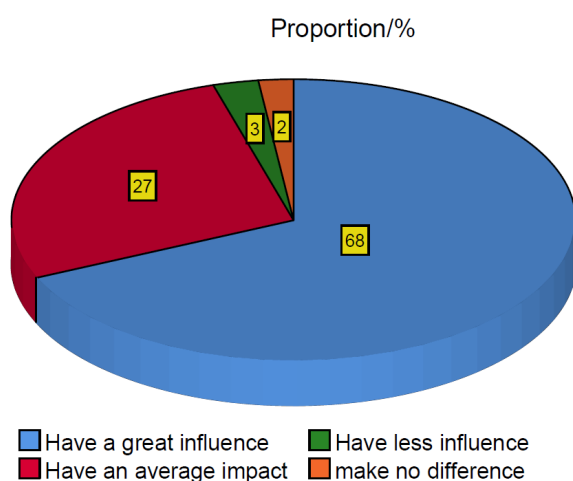
Proportion/%

Figure 1 Investigation on the Influence of Network Information on modern students

This puts higher demands on educators, who not only need to master solid theoretical and practical knowledge of IPE, but also need to improve their own theories and skills of big data, so as to ensure the smooth implementation of IPE in the big data environment [6-7].

At present, many universities have established online and offline education platforms, but there are still some defects in the platform construction, such as scattered data, lack of innovation and weak technical empowerment. Therefore, universities should actively use the new media data platform to improve their work efficiency. Moreover, the university has not made enough efforts to excavate the current intelligent campus data platform, which is not conducive to the improvement of data processing technology and the in-depth application of data. Then formulate specific index cores, data targets and operating systems, and finally run and process data on a unified big data platform to obtain scientific and effective data analysis results.

3.2. The sharing of big data is not smooth

There is a problem that data sharing is not smooth. On the one hand, there is an "information island" phenomenon in universities. Every department, unit and department of a university is an "independent kingdom", and there is no unified IT system [8]. On the other hand, there is a dilemma of data sharing and opening outside the university. The data outside the university mainly includes the data opening and sharing at the government level and the social level. In addition, the lack of open public platform for government data leads to poor data sharing channels. Poor data sharing is the result of multiple factors. Including cognitive differences on the use of big data in university IPE, excessive investment in big data infrastructure construction, imperfect related systems and policies, data privacy protection and so on. To break through this obstacle, it still needs a long-term and continuous effort.

3.3. The concept of education does not match the needs of educational modernization

Idea is the action guide of practice, and education work is bound to be inseparable from the guidance of modern educational ideas. Under the background of pursuing the improvement of education quality, the main body of education must first establish quality consciousness in the process of work. According to the traditional education concept, the core of education quality is intellectual education. Nowadays, IPE quality concept no longer emphasizes only one aspect, but shows all aspects of college students' development. Therefore, the education subject should strengthen the quality consciousness and change from the traditional knowledge-based quality view to the all-round development quality view.

The growth background and environment of college students in each period are not the same, which leads to the transformation of college students' ideological characteristics in different periods, and the traditional IPE concept is challenged, and innovative educational concepts have become a necessity to cope with changes [9]. In the actual college students' IPE, some educators lack modern reflection on Marxist theory, and are easy to give abstract theoretical lectures in classroom education. Lack of contact with life is easy to evolve into simple theoretical preaching, which lacks the appeal of the times for college students.

4. The path of university IPE quality improvement under the background of big data

4.1. Renewing the working concept of university IPE

Under the background of big data, great changes have taken place in the country, social environment, and the career and living environment of IPE and educatees. IPE work is a complete system, and it is not restricted by one person. To complete IPE, many people and groups need to cooperate, provide resources and help each other, and form good communication and exchange of information.

In the process of combining big data with IPE, the concept of sharing is also an important basic principle, so the sharing of information resources is emphasized in IPE. Therefore, IPE users should change their attitude towards social information resources and network resources from passive acceptance to active absorption, fully explore the effective components of brand-new data analysis technology that can be used by education links, and make reasonable analysis and creation. At the same time, based on the concept of sharing, they should sort out and summarize their own situations as a reference for other IPE users to form a real resource sharing mechanism.

At present, big data technology has important advantages in collecting data information about college students' study, life, entertainment, interpersonal communication, etc., and it can realize the visualization of college students' data information presentation, the quantification of measurement, and the induction of refinement. Integrate the concept of big data into all fields, links and key nodes of university IPE, and promote big data to become a new engine and new boost for university IPE reform and innovation.

4.2. Building a big data platform for university IPE

The lack of consideration and preparation in advanced equipment, optimized network environment, mature platform resources and perfect technical support for background system maintenance and operation will be very unfavorable to the construction of innovative online IPE courses. Universities need to enhance the introduction of big data technology, and constantly improve the level of education informatization[10].

Scientific and efficient data platform construction is the key to realize IPE accuracy under the background of big data, and it is necessary to build university data centers and application systems. The big data platform of university IPE is shown in Figure 2:
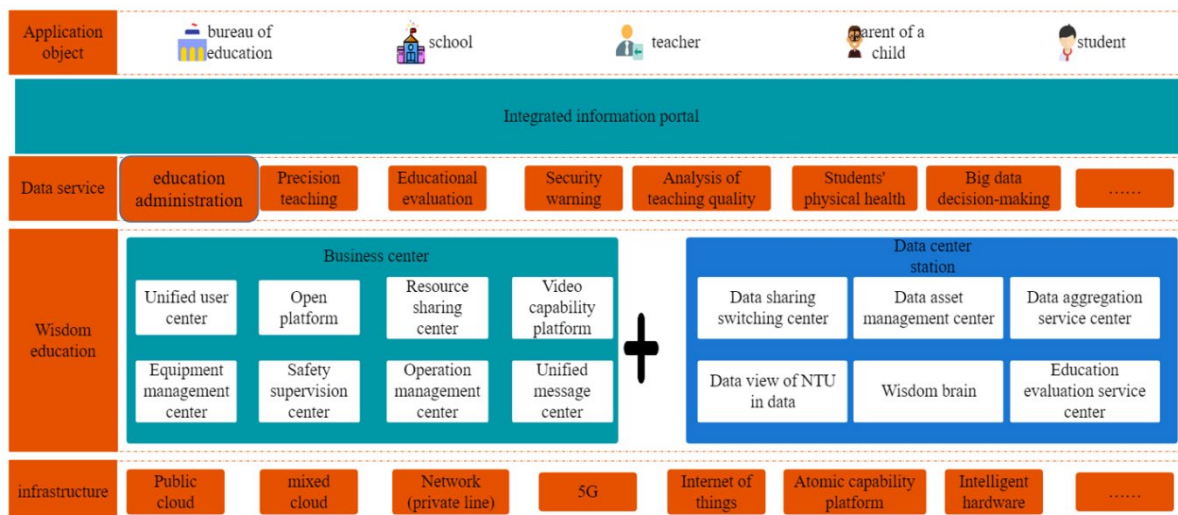
Figure 2 Big data platform of university IPE

By establishing a comprehensive data center and application system, universities can analyze and integrate all aspects of students' information, and better discover students' ideological changes and behavior laws from each student's visual dynamic data. In this way, university educators can also carry out IPE work with a clear aim.

4.3. Provide big data technical support

The innovation of university IPE integrating big data faces many technical problems such as data mining. Moreover, in the aspect of data management, because the unified semantic network has not yet been formed, most of the relevant data of university IPE belong to relatively independent systems, which hinders the interconnection between data. For university IPE, we should also actively build our own technology platform. Break through the traditional mindset and technical limitations, establish a criss-crossing grid university IPE information management system, and unify data standards. To improve the university IPE big data technology guarantee, it is necessary to achieve synergy while developing itself, and to ensure that big data technology has a good support from research and development, investment to income.

5. Conclusions

IPE requires systematicness and comprehensiveness, From the perspective of big data, university IPE refers to the improvement of the subject's concept and educational model on the basis of quantitative and qualitative analysis of big data, with educators in colleges and universities as the subject and students as the object, and with big data methods and technologies as the tool, so as to enhance the object's interest in IPE. Through the analysis and integration of big data, the application of big data classroom to university IPE will have a positive impact on college students' thinking and behavior, and will help to improve the quality of university IPE.

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