# Research on the Mode of the Ideological and Political Education of the University Counselors in the Age of Big Data

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**Abstract:** As the most closely connected person with students' study and life, college counselors become the first system of students' Ideological and political education. They are required to adopt a more professional and scientific mode of Ideological and political education in the new era to improve the level of students' education. In the Internet age, because students are greatly influenced by internet speech, the traditional didactic education method adopted by counselors is not in line with students' expectations, so new education strategies should be adopted with the help of big data technology to improve the training level.

## 1. Introduction

In the new period, it is required that the ideological and political education of college counselors should abandon the original bad educational habits, help students solve the problems they face in their study and life, and give full play to the role of counselors. Big data era has brought changes to the new training methods, training paths and training results. Counselors are required to adapt to the technical and educational requirements actively in order to change the methods and meet the expectations of students in a short period of time.

## 2. The Defect of the Ideological and Political Education of the University Counsellors

### 2.1 Backward Thinking

Personal ideological backwardness is not uncommon in the current group of college counselors, and there are many forms of expression. This paper points out the causes of three problems [1]. One is that they only pay attention to the improvement of their own positions and fail to pay attention to the education of students. This kind of counselors simply regard the existing work as a pedal for their future promotion, do not take the initiative to analyze the reasonable needs of students, and even think that putting more energy into students will reduce the speed of personal promotion, not only can not help students solve problems, but also become "troublemakers" in the students' mouth. The second is that the individual's ideological and moral standard is too general, and the counselor's ideological and moral standard is higher. In order to lead by example and perform their duties in full accordance with the relevant systems, the current problem is that a large number of counselors do not pay attention to the integrity of their own ideas. Third, the implementation of the new system is not in place, the development and operation of colleges and universities will reform the management system according to the needs of the times, requiring counselors to practice it for the first time, some counselors do not have this idea at present.

### 2.2 Old Working Methods

One of the core concepts in the ideological and political education system is to perform their duties in accordance with the actual norms, and require counselors to be able to fully follow the idea of fairness and justice, adopt new methods to solve conflicts, and at the same time penetrate the content of ideological education work. At present, the problem is that the old working methods such as "Everyone is beaten 50 boards" and "class cadres will not make mistakes" are widely used in the work of counselors. For a large number of students, the fairness and fairness in the work of

counselors is naturally difficult to mention..

## 2.3 Fixed Work Concept

A large number of counselors fail to realize the importance of the transformation of work ideas, which leads to the inconsistency between the guiding educational ideas adopted and the needs of students, and the actual level of education can not be improved. The concept of work is usually caused by subjective factors such as counselors' prejudice and personal growth experience. Whether it is the ideological and political education work supported by big data technology or the requirements of ideological and political education work in colleges and universities in the new period, counselors need to shoulder their responsibilities and infiltrate the ideological education work. However, it is precisely because the work concept of counselors is too fixed, guiding them to use the original education and management experience to complete various tasks for a long time, and reduce the level of education.

## 3. The Way to Upgrade the Ideological and Political Education of College Counselors in Big Data's Era

### 3.1 Analyze the Needs of Students by Point by Point

College Students' needs for ideological and political education work are very similar, so in the experiment process of big data technology, counselors can understand most of the students' needs in the form of point-to-face. The investigation process is to use the network that has been monitored by the current school to study the retrieval frequency of students' knowledge related to ideological and political education work. By collecting samples, we can infer the problems faced by students. It is found that when a large number of students think that the current personal learning pressure and social pressure in life are great, the job that counselors need to do well is to use ideological and political education work to let students analyze whether there is a problem in their own thoughts that leads to the inability to face all kinds of challenges in life, and study whether the solutions to the problem are reasonable. The data collection process can take a natural class or a group of students as the data source.

### 3.2 Avoid the Heavy Points and Lighten the Weight and Construct the Educational Ladder

Avoiding the heavy weight and neglecting the light does not mean not to deal with the less problems at all, but to have a planned and targeted understanding of the difficulties faced by most of the current students, and to study in detail the ideas for dealing with the difficulties faced by the more primary school students after the solution. This paper holds that through the use of big data technology, teachers can already collect the challenges faced by a large number of students in the process of specific study and life, and then need to record these information comprehensively, and then find out the negative emotions which can have a serious impact on students' follow-up study and life. For example, at present, a large number of students think that they are unable to adapt to the environment in the social field, while a small number of other students are not able to adapt to the environment. The students think that the task of study is heavy, and fewer students consider themselves to be too large to come from the double pressure of the family and society. The problem that a counselor needs to solve is that the students face in the social field, in addition to helping the students to deal with the existing problems in a daily management and teaching process by communicating with the students, and also can issue reading materials and video data to the students on a regular or irregular basis, Improve the students' ideological and sound degree, and then finish the two education work after the completion.

### 3.3 Fairness and Justice, Building a Unified System

The construction of the unified system includes two aspects, one is the unified management system of counselors for students, the other is the management system of colleges and universities for counselors. The actual work content of the previous work is that the Counselor's work process should completely abandon the existing backward ideas, and the solution process should follow the

guiding concept of seeking truth from facts, so as to improve the fairness and justice of specific management and education work [2]. For example, if a student is isolated in the dormitory, the counselor should not adopt the principle of "big things, small things" but analyze the causes of the problem. And through the way of communication with other students in the class, to study whether there is a lack of personal personality of the isolated students. When this problem does not exist, it is necessary to give priority to the rest of the students in the dormitory to perform the educational responsibilities, and transfer the isolated students to other dormitories, and keep tracking whether the students also have social problems in the new environment. If not, further education should be provided to the rest of the students in the original dormitory. For the unified management system established by colleges and universities, the last elimination system can be adopted, that is, when receiving reports from students, it means that the counselor fails to perform his duties, and the school finds that the problem does exist through investigation, the counselor will be seriously dealt with. If the circumstances are serious, they can be dismissed. Under the joint effect of these two requirements, on the one hand, the actual problems of students can be solved, on the other hand, counselors can better improve their personal quality.

### 3.4 Personality Reform to Address Existing Problems

Although a large number of counselors can follow the unified management system established by the school, due to some subjective or objective factors, some counselors still have personal demands, and colleges and universities need to establish a personalized action system based on this content and principle to solve the problems between counselors and students. For example, although a counselor can actively perform his / her personal duties in the actual work education process, it infringes on the interests of some students, On the other hand, in the case of the current report, the school believes that the counselor does have a certain degree of problem handling irregularities, and in order to improve the handling level of various problems, it can also build a complaint channel for counselor application. After the comparison and analysis of materials from both sides, the school studies the current counselor's work level according to the actual situation..

### 4. Optimizing the Ideological and Political Education of College Counselors in Big Data's Era

### 4.1 Rethinking of Work Quality

The reflection of work quality refers to the Counselor's reflection on work quality according to big data technology, On the one hand, understand the current students' needs for ideological education, on the other hand, understand whether the actual work process has achieved due results. In the specific work and research process, the content that needs to be studied includes whether the counselor can understand the important basis of various facts at present, the use principle of the new management system, and the advantages of the new management system. In addition, it is also necessary to study whether the ideological education system of counselors is malleable. When it is found that these excellent ideas and thoughts are not available, on the one hand, counselors are required to better complete the reform of personal education system, on the other hand, they are also required to find the deficiencies in these work, so as to promote students to get better development [3].

### 4.2 Data Acquisition

The inquiry process of obtaining data, on the one hand, includes the influence degree of media speech accepted by students at present, on the other hand, the effect of their own work, the number of such data is relatively large, counselors need to use cloud computing technology to calculate the impact on students after all the data are obtained, and to analyze whether such speech is included in the platforms visited by all students at present. According to the model built in cloud computing system, we can understand the depth of students' thought change, and then adopt correct educational ideas and educational methods to reform the negative effects contained in it. For the effectiveness of their own work, it is required to analyze the current students' teaching achievements and the

efficiency of solving related problems under the new education system.

## 4.3 Construction of Work Ideas

The construction of work ideas includes two aspects: the construction of management ideas for counselors and the construction of Ideological and political education for students. The key point of the work mentioned in the preceding paragraph is that college counselors are required to take the initiative to improve their personal quality in the new era, including the importance of Ideological and political education and the depth of understanding of Ideological and political education. Through the assessment, we can study whether the counselor can complete the task according to the requirements of the new era. The next task is that the counselor brings all the data in the students' daily work and study life into the big data management system. Study the learning effect of students in different periods of time, find out the defects in the current education work.

## 5. Conclusion

In summary, the problems existing in the work of college counselors in big data's era include old personal thinking, backward working methods and so on, which leads to the low effectiveness of the actual ideological and political education. In the process of using big data technology, counselors and colleges and universities need to do a good job in planning and management. The system collects all kinds of data and feedback information about students' education, understands the actual education level, and on this basis analyzes whether the actual quality of counselors meets the requirements.

## Acknowledgement

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