Transformation and Development Path of Ideological and Political Education in Colleges and Universities from the Perspective of Big Data

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Abstract: Today, big data technology is widely used in all walks of life, college teachers should follow the trend of the times, learn advanced big data technology knowledge, understand the development concept of big data, and formulate high-quality teaching strategies that meet the needs of current students. From the perspective of big data technology, combined with the current development of ideological and political education in colleges and universities, this paper puts forward the transformation mode and development approach of ideological and political education in colleges and universities from the perspective of big data, hoping to provide some reference ideas for the ideological and political education workers.

Keywords: Big data technology; Ideological and political education in colleges and universities; Transformation research; Development path

DOI: 10.47297/wspciWSP2516-252702.20200402

Big data technology updates the way we discover truth and explore the world, and presents more abundant and diverse information in front of us. The stage of higher education is the key period for the formation of students’ values. Any external environmental factors will affect their thinking pattern and behavior system more or less. Especially in today’s mobile intelligent products are highly popular, the application of mobile phones and various social media platforms has even more played a complex pattern of ideological and cultural communication, and ideological and political education in colleges and universities is imminent. Therefore, the ideological and political education workers in colleges and universities must keep up with the upsurge of the times, make full use of the advantages of big data tech-

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nology on the basis of in-depth exploration of students’ learning needs, and formulate an ideological and political teaching system suitable for the development of contemporary students.

1. The Influence of Big Data Technology on Ideological and Political Education in Colleges and Universities

(1) Big data expands the way of ideological and political education in colleges and Universities

Time is the distinctive feature and basic principle of Ideological and political education. College students are the important successors of the blueprint of socialist construction and the mainstay of future social construction and development. Therefore, with the rapid development of China’s political economy, science and technology, with the increasing of people’s material living standards year by year, the ideological requirements of college students are also higher and higher. Nowadays, the traditional ideological and political education has been unable to achieve the goal of cultivating students’ ideology and morality. Teachers need to use big data teaching methods to make up for this teaching gap. On the one hand, big data technology provides teachers with a more modern and flexible teaching approach, which makes ideological and political teaching content no longer stay in teaching materials and classroom teaching process, but really extend to students’ daily life. On the other hand, big data technology can better explore the internal development needs of college students in the new period by virtue of its functions of “data storage”, “data statistics” and “data prediction”, at the same time, use the new information carrier of “data” to enrich the resources of classroom teaching, make ideological and political education more extensive and deep, and effectively improve the efficiency and quality of Ideological and political education in colleges and universities.

(2) Big data constructs an interactive bridge of ideological and political education

With the application of big data technology, the teaching carrier of ideological and political courses is further updated, which effectively expands the way of ideological and political education for college students and builds a bridge for teachers’ ideological and political education. In the traditional ideological and political education in colleges and universities, many schools have the common problems of information block and information asymmetry, coupled with the limitations of ideological and political education content and form, many students have a prejudice on ideological and political education, and think that ideological and political edu-
cation is boring, has no practical significance and is preaching. Big data technology overcomes this shortcoming very well. By using big data technology, teachers can accurately locate students’ internal needs and learning interests, and transfer the “reformed” ideological and political education to students through their common new media social platform. While giving new vitality to ideological and political education, they get rid of the time and space constraints of students’ receiving education. In addition, big data technology has alleviated the defects of traditional ideological and political education, such as rigid form and heavy preaching. Teachers can use relaxed and lively language and vivid pictures to discuss current social hot spots with students, which also enhances the acceptability of ideological and political education and makes ideological and political education more approachable.

2. The Way to Realize Ideological and Political Education in Colleges and Universities from the Perspective of Big Data

(1) Designing flipped teaching classroom with the help of Internet Teaching Platform

Douyin, micro-blog, Kuaishou live broadcast and WeChat have become common social and entertainment channels for college students. Teachers can seize the characteristics of students, actively apply these internet teaching platforms in the ideological and political education process, and introduce high-quality network resources into ideological and political education activities. For example, teachers can borrow “Netease Open Class”, “TED”, “Blue Ink Cloud Class”, “Tencent Video School Version”, “MOOC” and other network teaching platforms and borrow the current popular “Flipped Classroom” teaching form to set off a new ideological collision. For example, when learning about the content of “Marxist Historical Materialism”, the teacher can first assign preview homework to the students before the class, put the relevant content to be learned in the form of video and PPT into MOOCs, Blue Ink Cloud Class and other software, and organize the students to learn the content in advance. In the subsequent classroom teaching, the teacher guides the students to discuss the Marxism content in a harmonious and friendly way. At this time, teachers no longer play the role of simply telling knowledge, but become the knowledge transmitter and classroom guide. By guiding students to combine the learning before class with their own independent thinking results, students can speak freely about the knowledge content of this lesson in a heated and friendly discussion atmosphere.
(2) Introducing multimedia teaching resources and concentrating students’ attention in class

In addition to the direct application of various internet teaching platforms, teachers can also search for multimedia teaching resources related to teaching content in the network open information platform, and display these audio-visual resources to students by multimedia means, so as to stimulate students’ enthusiasm for classroom learning. For example, when learning the relevant content of ideological and political education of modern history, teachers can search some film and television clips reflecting the modern history of our country before class, such as excerpts from movies and TV plays such as “Towards the Republic”, “The Last Emperor”, “Just like a Schoolmate and Youth”, to help students to arouse interest in the relevant content of modern history and focus on the students’ attention to the ideological and political classroom teaching. In addition, after playing the relevant clips, the teacher can guide the students to have a free discussion around the teaching theme of the classroom, talk about their own views on the great ideal of “the rise of a great country and the rejuvenation of a nation”, summarize the failure experience in the process of the development of modern Chinese history by comparing the full speed development, peace and stability of the motherland in the new era, and improve students’ participation in the classroom by establishing an equal and harmonious bilateral interactive relationship.

(3) Accurately locating the needs of students and creating a personalized teaching model based on aptitude

Every student is unique, and there are some differences among all students. Therefore, ideological and political education must pay attention to the development of individual personality and take into account the social development and personalized growth of students. Due to the influence of complex social relations, college students’ psychological development is not the same. The Traditional teaching is limited by teaching techniques and teaching methods, which makes it difficult to make a comprehensive and in-depth understanding of each student. Big data technology provides such a platform for students. Through the application of big data technology, teachers can fully realize the interest characteristics and internal needs of each student, as well as the common thinking of all students from the perspective of data information, which provides a powerful technical guarantee for the accurate teaching of teachers. In the actual teaching, teachers should actively apply various big data computing platforms, collect and integrate the information of students, understand each student’s learning experience and learning needs, and then start from the teaching content and teaching form of ideological and political education, to create a mode of ideological and political education that teaches stu-
students according to their aptitude. In addition, according to the information reflected in the data, teachers should adhere to the principle of combining general education and individual education, accommodate the different development situations of students, so that students can play their own ability to achieve the charm and practicality of ideological and political education.

3. Conclusion

To sum up, with the rapid development of big data technology, teachers should conform to the trend of the times, analyze the current teaching problems from the perspective of big data, make full use of the big data teaching approach based on the Internet platform, build a new ideological and political education mode in line with the characteristics of education and teaching in the new era, and better improve the ideological and political cultivation of contemporary college students. Therefore, teachers should deeply study the relevant contents of big data technology, flexibly use various ideological and political teaching methods relying on big data technology, and build a scientific and effective ideological and political education system for college students.

Works Cited


