

# *Research on Innovation of Ideological and Political Education Mode in Universities in the Era of Big Data*

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**Abstract:** Nowadays, with the rapid development of economy and society, China has stepped into the era of big data, which has profoundly affected the way of information transmission and made indelible contributions to the innovation and reform in all fields of society. For college students, the advent of the era of big data has prompted a change in their behavior patterns. Relevant personnel in charge of ideological and political education in colleges and universities must pay attention to this, and help students to establish a correct understanding of the era of big data to help them establish a correct three views, so as to make the spiritual world of college students more abundant. This paper takes this as the starting point to discuss, for the reference of relevant personnel.

## **1. Introduction**

With big data becoming the mainstream of The Times, the status of “Internet + Education” in the education circle is getting higher and higher, and ideological and political education in colleges and universities has also made a lot of exploration in this aspect in recent years. Because the era of big data can provide them with more abundant educational resources and more reliable information sources, the ideological and political education in colleges and universities is gradually transformed from the original empirical education to the direction of reform and innovation. How to realize the organic combination of the two in the era of big data and create a new teaching model is an urgent problem to be solved at present. This model is analyzed from several aspects in the following.

## **2. Challenges Facing**

### **2.1 Information Security and Lack of Talent**

At present, it is a trend for universities to introduce big data in ideological and political education, but it also exposes some problems. The daily browsing data of college students on the Internet will be monitored and recorded by the database, which will directly show the students' ideological dynamics, and may expose students' privacy. Therefore, how to protect privacy is an important topic. When using big data for ideological and political education in colleges and universities, it is difficult to ensure that students' personal information will not leak out, which may cause serious harm to students' body and mind. Therefore, it is extremely important to do a good job in information security protection. However, at present, the professional and technical personnel

in this area are quite lacking, resulting in a serious shortage of ability in resolving data risks in colleges and universities.

## **2.2 Teachers' Thinking on Teaching Needs to Be Changed**

In the traditional teaching model, the teacher is the main body of teaching, students rely on the teacher's explanation and the study of the textbook to master knowledge, access to learning information is relatively simple. But after entering the era of big data, student obtain obvious increase, ways of teaching information in the study life gradually occupied the main body status, but some did not keep pace with The Times to change teachers' teaching thinking, don't realize the importance of big data, also will not be able to use big data to auxiliary teaching, it will cause the conflict between teachers and students in the learning thinking. And teachers are the main body of ideological and political education for students, so they need to change their teaching thinking, which is of great benefit to guiding students correctly and doing ideological and political education well.

## **2.3 The Professionalism of Teachers Still Needs to Be Improved**

As the leader of ideological and political class, teachers play a guiding role in students' ideological and political learning. The level of their professional accomplishment has a decisive influence on the final teaching results. However, in reality, there are still some teachers who lack professional quality and do not have a thorough understanding of ideological and political theories, so they cannot guide students to further understand and comprehend them.

# **3. Innovation Approach**

## **3.1 We Will Intensify the Training of Teachers**

Teachers are the leaders of students. In order to do a good job in students' ideological and political education, the role of teachers is undoubtedly the most important. In today's era of big data, the problems analyzed above show that it is urgent to increase the training of teachers. This training includes two aspects. The first is the training of teachers' professional quality. The purpose of ideological and political course in colleges and universities is to cultivate students' correct three views, strengthen their sense of belonging and identity to socialism and other ideologies, and help them grow into an excellent socialist successor in the future. As the guide of the whole process, teachers' professional quality largely determines the final results of ideological and political education, so it is necessary to improve their professional quality.

Secondly, it is to strengthen teachers' understanding and mastery of big data knowledge. Through training, college teachers can make use of the forward-looking and predictive characteristics of big data to closely integrate it with ideological and political education, so as to improve classroom efficiency and promote the innovation and reform of teaching performance mode. At the same time, teachers should establish the consciousness of big data in their minds, collect and analyze the data of students' ideological and behavioral aspects, and realize students' accurate portraits by using data fragments, so as to strengthen the understanding of students.

## **3.2 Clear Ideological and Political Education Priorities**

The advent of the era of big data to various fields of social change, the college ideological education also changes greatly, influenced by deep in method and content, and in the principle,

function changed little, so clear good new era of ideological education emphasis is particularly important for the education work smoothly. At the same time, the era of big data makes the quantitative development of ideological and political education in colleges and universities become an inevitable trend, which also shows that it will be promoted to a higher level in the future. When carrying out ideological and political education, teachers should pay attention to the data collection of students' thoughts and behaviors in peacetime, grasp the trend of their ideological changes, and select the most reasonable way to carry out education.

### **3.3 Innovative Education Model**

As is known to all, in the past college ideological education, has stressed the importance of theoretical teaching, teaching model of the single, class effect is relatively boring boring, to the improvement of students' learning motivation is bad, it won't be able to improve the classroom efficiency, so it is necessary to innovate on the education model, through the adoption of reasonable measures to make the class more lively and interesting, help to achieve the improvement of students' learning enthusiasm and motivation. Teachers can, for example, by using the technology of data to analyze the students' personal preferences, and then find some of the students before the class is more interested in case and news, etc., and will speak of ideological theory teaching, the combination of this will not only help to improve the teaching effect, also can in aeriform in close relationship between teachers and students, to promote the efficiency of teaching.

### **3.4 Innovative Education Platform**

Traditional teaching methods leave students with an inherent impression that ideological and political education is only limited in the classroom and is difficult to be connected with the reality of life. Secondly, because classroom teaching is limited by time and place, it is difficult for teachers to know every student's situation at their fingertips. Therefore, it is necessary to innovate the education platform. First of all, colleges and universities should build multimedia platforms related to ideological and political education, such as Weibo accounts and WeChat public accounts, so that teaching is not limited to the classroom, but more diversified. Secondly, in the process of building the ideological and political education platform, the relevant responsible personnel in colleges and universities should pay attention to the selection and collocation of the content, try their best to connect with the actual life, and increase the interest to attract students to read.

### **3.5 Change the Subject of Education**

In the traditional teaching mode, the teacher has always been the main body of education, the situation is very common in today's still, cramming education makes teachers ignore the students' subject status, ignored the students' real needs, ignored the students' learning experience, conflict with the trend of social development, is not conducive to promote the efficiency of political education teaching. In order to solve this problem, colleges and universities and teachers must change the teaching philosophy, keep in mind students' dominant position in daily teaching activities, enhance students' sense of participation in classroom teaching, so that students can devote themselves to the study of ideological and political class. Teachers in the education teaching, for example, can be part of the time for the students, and on the basis of data collected from the information such as the students' personality traits to group them, our class discuss the difficult point of the interpretation of the ideological knowledge, or doubt about the debate, this will not only deepen students' understanding of ideological theory, also can cultivate the team cooperation

consciousness, different members in the same group can also achieve complementary advantages, make progress together.

#### 4. Conclusion

Ideological and political education in colleges and universities manifests the educational purpose of cultivating people by virtue, which is of great importance to the healthy development of students' body and mind. And in the era of big data, through the big data technology applied to education teaching, realize the organic combination of both, help narrow the distance between teachers and students, enhance the dominant position of students in the classroom learning, improve the efficiency of education, the teaching effect, and help students to establish correct through, become the all-round development of high-quality talents. Although there are still many problems in this regard at the present stage, effective innovation of ideological and political education mode will be realized in the era of big data as long as the right medicine is applied to the case

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