

Challenges and Breakthrough Strategies of Ideological and Political Education in Colleges and Universities in the Era of Big Data

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Abstract: At present, big data is extremely developed, and big data has been integrated into all aspects of society. Under such conditions, ideological and political education in Colleges and universities needs to try to improve students' interest in learning, make the whole learning process more efficient, and make ideological and political education more popular. However, due to the integration and development of big data and political education in Colleges and universities, the time is not very long, So at present, there are still many problems to be solved, such as how teachers should adjust on the basis of the previous teaching methods, and how to integrate science and technology and book knowledge to the best. These problems are still worth exploring. This paper will discuss the challenges and Breakthrough Strategies of Ideological and political education in Colleges and universities in the era of big data.

Keywords: Higher education; Ideological politics; Big data

Introduction: This paper mainly focuses on the challenges faced by ideological education in Colleges and universities in the era of big data and the corresponding countermeasures. In terms of challenges, it mainly expounds in detail from students' low interest in learning, excessive dependence on electronic products and teachers' lack of understanding of network products. Corresponding countermeasures are also put forward for these two points: first, teach students to distinguish between good and bad information; second, be good at learning network products and enrich classroom content.

1. Challenges faced by ideological education in Colleges and universities in the era of big data

1.1 Students have low interest in learning

First of all, from the perspective of the development of big data, college students enter the university after a long and hard study. It is easy to produce burnout in the learning process of the University, and the university is a free and open environment. Teachers can no longer control college students by collecting mobile phones or disconnecting the Internet. The learning of the university itself is a link that needs self-consciousness.

From the content of Ideological and political education itself, college students are a very flexible group, with a complete three outlook system and judgment ability, strong personality, and they are often interested in interesting and more practical courses. Ideological and political education is a course that tells about ideological theories, and the content is often dominated by philosophy and sociology. College students generally think that such a course is boring, and many contents are difficult to understand, so most students have a certain resistance before or in the process of learning, and are not interested in ideological and political education courses. Therefore, how to prevent students from being excessively addicted to the Internet, make ideological and political education courses more interesting, and improve students' interest in learning is a very urgent topic^[1].

1.2 Teachers' ability to master big data is low

There are many ideological and political teachers in Colleges and universities who have little or no knowledge of big data, which is also an important obstacle to the big data of Ideological and political education. First of all, from the perspective of the cognition

of network information, many teachers do not use dialectical thinking to treat network information, and often either fully affirm or completely deny big data, but in fact, network information is very complex, and teachers should learn to help students distinguish good information from bad information.

Secondly, from the perspective of applying big data to the classroom, many teachers don't understand big data, let alone use it. Big data is not only an information, but also a tool. Many older teachers understand big data and affirm the importance of big data. They want to apply big data to their own classroom, but they won't use relevant tools in the process of application and don't know how to collect information, I don't know how to show these information through new media, so it also creates a big difficulty in big data in Ideological and political classes.

2. Strategies for breaking through ideological education in Colleges and universities in the era of big data

2.1 Identify good and bad information and help students establish correct Three Outlooks

The network world is a world with a huge amount of information. College students are good at using the network and are curious about the network world, so they are the most comprehensive group to receive information. However, because college students have not much social experience and do not know much about the content of a certain part of the information, they may be misled by rumors or inferior information, thus affecting their three outlooks and thinking. College students are the backbone of social development. The ideological and political education in Colleges and universities teaches students how to be a person. With the development of the network, the content of Ideological and political education in Colleges and universities should also keep pace with the times. It is necessary to teach students not only to establish a correct outlook on life and values, but also to teach them the concept of data^[2].

In addition, ideological and political education is also a course related to national education. College students are different from other groups. They have high network information technology. Some students will "climb over the wall" to get information on the Internet. However, because the Internet is not controlled, it is often full of reactionary remarks about the country, and even some illegal information is spread on the Internet, so wrong network information will not only make students establish wrong values, More serious may lead to students' criminal behavior, so ideological and political education in Colleges and universities should let college students look at network information rationally, learn to distinguish high-quality information from low-quality information, and improve their ability to judge good and bad information, so that they can guide their practice with correct values.

2.2 Make full use of network tools to improve classroom efficiency

For most college students, ideological and political education is a boring subject, but for them, the network is an interesting thing, and students generally believe that theoretical knowledge is more difficult to learn, but practical knowledge is more dynamic and easier to learn, so in the big data environment, ideological and political education should also actively integrate with big data, Explore a series of more interesting forms, which can not only improve students' interest in learning, but also improve the efficiency of the classroom.

Conclusion:

In a word, in the era of big data, ideological and political education in Colleges and universities must make corresponding changes. Teachers should actively improve themselves, make themselves teachers of a new era, strengthen the design of the classroom, make the classroom more interesting, and students' interest in learning is higher. Treat students and guide them to learn to distinguish and process information, cultivate students into good young people in the new era with correct three outlooks, and turn ideological and political education in Colleges and universities into an efficient and attractive course.

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