Discussion on Optimization and Integration of Network Teaching Resources of College Ideological and Political Courses in the Era of Big Data

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Abstract: At the present, the information technology develops with high-speed, the advent of the period of big data allows people to analyse and handle various data generated in production and life, and discover the internal laws of event development based on these data. The operation of big data is helpful for us to grasp the development law of the event better, forecast and assess the future process current of the event. At the same time, the big data thinking mode helps us to get information and learn knowledge more deeply and quickly. If we apply the big data model at the area of college teaching, it will bring about tremendous changes to college education. Nowadays, the ideological and political education in Chinese colleges and universities still maintains traditional classroom education model. Recently, due to the epidemic situation, online education has gradually come into view. In the information age, online education will be the general trend, therefore, the usage of big data in high-school education will receive unprecedented attention. In the era of big data, university ideological and political education should up to date and fully reflect the features of the new age. In addition, we must integrate information technology into all aspects of the educational mechanism, organically combine data thinking with ideological and political education, and contribute to the development of my country's university education. In this article, the author will discuss the optimization of network teaching resources of high-school ideological and political courses at the period of big data.

1. Introduction
As the continuous social progress, we are striding forward into the information times from the industrial age. Big data is both a product of the net age and an inevitable product of human development. As a new type of information value, big data can process massive amounts of information through a new type of information processing technology to obtain stronger decision-making power and discoverability. The importance of big data is that it can obtain a great deal of data information. Besides, it also can process these data information to obtain depth information which is not visible from the surface of the data. Therefore, when we using the big data we must rely on the distributed data mining methods of cloud computing. From the current application situation, big data has been well penetrated in many aspects, and combined with the wide usage of big data, big data has the following application characteristics in practical applications: (1) Relevance high. Big data contains plentiful information, and there is a large extent to correlation between the information. At the same time, these information applications also have a certain degree of independence. Thus highlighting the main characteristics of an item, which is also an important reference content for providing users with high-quality services in the later period. For example, many shopping software will calculate the user's interested thing relyed on the user's browsing history. When
recommending items on the homepage, they will mainly push these items to improve the targetedness of the content. (2) Strong social level. Big data has been well penetrated in many industries, which also provides reliable data support for regional economic development. From a macro view, big data information is able to objectively interpret the current urban development laws, and at the same time, it can also analyze some objective situations in depth, so it has typical social characteristics.

2. The Value of Integrating Big Data into College Ideological and Political Education

2.1 Innovative Educational Ideas
At this stage, social development has entered a new stage, and data information has become an important support for social stability. In this context, the education industry also needs to make some changes. We can no longer complete the ideological and political teaching tasks according to the traditional classroom teaching ideas, but we need to take full advantage of the convenient conditions given by age of big data to change the traditional educational ideas. In addition, we need to get the utmost out of the advantages of social software and the Internet, and transfer some of the ideological and political content with these tools, so as to broaden the channels and increase students' enthusiasm for ideological and political education courses.

2.2 Optimize the Ideological and Political Education Model
Under the background the gradual maturity of the network technology system, students' access to knowledge is also expanding. Therefore, how to correctly guide students' learning thoughts has become a problem that college teachers need to focus on. If teachers continue to use the previous "board-style" teaching methods, it will be hard to satisfy the demands of students' learning courses, and at the same time, it will reduce the efficiency of classroom teaching. At the network time, teachers can incorporate some real-time political content into the teaching content at the current stage, and at the same time combine some new teaching methods, such as flipping classroom mode, problem-leading mode, micro video mode, etc. In addition, teachers can also adapt the content to the current life, so that students can form a cognitive sense of the teaching content, let students combine their own cognitive laws to complete the course education, in order to maintain the students' enthusiasm for study and accelerate the progress of the course.

3. The Ideological Guidance of University Ideological and Political Education under the Background of Big Data

3.1 Student-oriented
In the traditional teaching model, teachers have always been the main body in educational activities. Ideological-political education has a certain degree of flexibility. Under the framework of the main body, ideas can develop in a diversified direction. As the main part of teaching activities, teachers will influence students with their subjective thinking, which limits the development of students' thoughts. In the context of the era of big data, the ways in which students acquire new knowledge and the richness of knowledge content are changing. At this time, we need to change the main body of teaching and take students as the subject of teaching activities. Then we assume the role of facilitator and guide students' thought development appropriately. This not only meets the diversified development requirements of students' ideas, but also improves the level of student character establishment.

3.2 Individualized Teaching
Just as there will be targeted item pushes on shopping pages, students as individuals have some differences in their learning abilities, learning interests, and learning foundations. At the period of big data, we are able to conduct a comprehensive analysis of students' comprehensive abilities. Teachers can use the analysis results to formulate targeted counseling measures, which also gradually enhance
the students' all-round capabilities and improve the result of ideological and political education.

3.3 Ideological and Political Education Integration
The main purpose of ideological-political education in colleges and universities is to help students set up correct viewpoint of value, restrict their own behaviors, and become necessary talents for social development. At the new Net time, we can use the advantages of the Internet to establish an integrated teaching model. In this model, it includes three aspects of online ideological and political education, classroom and practical education. These three parts are in a relatively independent state and have complementary roles with each other. For example, practical education can help students reinforce the learning impression of classroom education and online ideological-political education, while classroom education and online ideological-political education can provide reliable theoretical knowledge support for the Department of Practical Education. Using the relationship between them, we can establish a reliable integrated teaching model, so that ideological and political teaching activities can grease the wheels, and then improve the operation effect of the model itself.

4. Innovative Ways of College Ideological and Political Work in the Era of Big Data

4.1 Do A Good Job of Thinking and Innovation
By doing a good job of thinking innovation, teachers can stabilize the causal logic in ideological-political education, thereby improving the teaching effect of ideological-political education courses. In the traditional teaching way, the thinking forms used by teachers are mainly linear and progressive, but this teaching method is relatively closed, and it is useless to the rapid improvement of students' comprehensive ability at the present period of development. In the context of the period of big data, teachers can use the nonlinear characteristics of the network to complete the two-way transmission of information. In this way, when students receive new teaching methods or teaching information, they can complete the establishment of the knowledge system according to the causal relationship. Besides, during the teaching process, teachers can also adopt interactive teaching methods to exchange classroom teaching content, thereby improving the quality of information interaction.

At present, at the background of the rapid development of network systems, network education relying on the Internet has many application advantages. Therefore, in the course of cultivating innovative thinking, teachers can take advantage of the application advantages of the Internet to broaden students' learning pathways, thereby helping students to quickly establish a knowledge system and accelerate the speed of building their ideological character.

As shown in Table 1, according to big data, WeChat, QQ and Weibo rank among the most popular social software currently used by students. Therefore, teachers can use this as a breakthrough and use these tools to assist in the implementation of ideological-political education. Besides, in the course of educational activities, teachers also need to pay attention to the promotion of the core values of Chinese socialism, introduce focus topics in society, and improve the real-time nature of ideological-political education. For example, a teacher in a college uses WeChat to establish a discussion group, and some high-quality articles or interesting videos will be pushed offline to the discussion group. Students can also communicate through WeChat when they have questions. After a period of study, the student's grades have increased by 15% compared with the past. Besides, teachers take care of the use of network language in actual teaching, which enables students to actively participate in the study of ideological-political courses, effectively improving the situation of students being tired of learning.

| Rank | 1   | 2   | 3   | 4   | 5   | 6   | 7   |
|------|-----|-----|-----|-----|-----|-----|-----|
| Social Tools | We chat | QQ | Weibo | Credulity | in | YY | Renren |

Table 1 Ranking of Common Social Tools for College Students
4.2 Innovating the Model of Ideological-Political Education Supervision

By innovating the ideological-political education supervision model, teachers can timely find some deficiencies in the current teaching process, and promptly correct the problems and maintain continuous improvement, thereby improve the efficiency of ideological-political education activities. In practical applications, teachers can use multi-layer networks to build supervision platforms. During the course of building, first of all, teachers should do a good job in the classification of interactive modes. For example, the network can be divided into five levels, which are individual students, dormitory, class, college and school. The basic condition of these hierarchical networks is individual student activities. We can summarize the behavioral habits of students based on the relationship between individual students and the other four layers. Meanwhile, the learning habits of students are also very important parameters for curriculum adjustment, because this can reduce some adverse effects to a lower state, in order to help students establish correct values in life.

In the meantime, with the advantages of big data applications, we can build a multi-layer network management platform, where resources can be analyzed in detail, combined with the actual needs of different regions to adjust resources and improve resource utilization efficiency. First of all, in the specific application stage, we need to appropriately increase the capital investment in the establishing of the Internet platform to improve the integrity of the management platform. Secondly, the behavior of students can be analyzed in the application phase, and in this process, we also need to put a good show on information interaction and correct some erroneous data in time. This will also make the analysis results closer to the students' actual living conditions. Teachers can use accurate data to evaluate students' living conditions and formulate some targeted measures for the problems found. This can not only speed up the resolution of students' own problems, but also return students to the correct path of ideological development. Finally, for occasional updates to the management platform, we can improve the applicability of the platform content and improve management effectiveness.

4.3 Do the Innovation Work of Education Model

Doing well in the innovation of the education model can maintain students' enthusiasm for study and enhance the effectiveness of ideological and political education activities. In the context of the period of big data, we can take full advantage of the application of technical products, such as electronic drawing boards, flash animation, APP software, etc., with the help of these tools as a carrier for the implementation of teaching activities, to increase the penetration rate of ideological-political education content. From the practical application situation, we can use the characteristics of the network to improve the existing teaching content, integrate the substance of current affairs politics, and make the ideological-political knowledge more contemporary. In this way, after learning, students will enhance their spirit of patriotism and core literacy, and improve their comprehensive literacy. They can consciously judge the mal-information and highlight the value of youth in the new era. For example, an ideological-political teacher in a college has integrated educational methods such as flipping classrooms, mind maps, and micro-videos into the course teaching. In addition, in the design of lesson plans, teachers need to present some boring theoretical knowledge in a fun way, fully integrate the content of ideological and political education with actual life simultaneously, provide students with familiar teaching content, and increase students' teaching interest. As shown in Table 2, in the initial stage of the implementation of the new education model, teachers are also in the exploration stage, so the attendance rate, pass rate, and excellent rate are at a low level, but the teacher determines the teaching goals based on student interest and development characteristics, and constantly explores produce a complete set of educational content in accordance with the development of the times. The proficiency of the education model is also constantly improving. At the end of the semester course in June, the class excellence rate has reached 62.5%, and the attendance rate has reached 97.3%, which also means that the methods implemented by teachers have a very high value. At this time, teachers can not only attract students' attention, but also fundamentally improve the effect of ideological-political education in high school.
Table 2 Ideological-political Education in the First Half of 2019

| Month | Attendance | Pass Rate | Excellent Rate |
|-------|------------|-----------|----------------|
| 3     | 70.3%      | 50.3%     | 30.3%          |
| 4     | 85.6%      | 62.5%     | 45.6%          |
| 5     | 95.6%      | 70.6%     | 53.6%          |
| 6     | 97.3%      | 86.3%     | 62.5%          |

4.4 Use the Advantages of Network Classroom to Teach Students Cater to Students' Individual Needs

In the previous chapter, the author has mentioned that under circumstance of the big data era, the total quantity of information generated every day is huge, and with the help of the Internet as a medium, we can quickly share data information, which also provides many conveniences for ideological-political education. When college teachers provide guidance to students on ideological-political education courses, we can make the most of the convenience brought by the Internet to promote online classrooms. In the classroom, teachers can inspire students to think through some interesting knowledge lectures and classroom interactions. The enthusiasm of the political curriculum. For example, when an effective teacher conducts ideological and political education activities, he takes full use of the online classroom interactivity and implements a student-led classroom teaching model. In the formal teaching stage of the classroom, teachers set some guidance questions according to the content of the course. The questions are independently pondered by the students, and the teachers give appropriate guidance to deepen the students’ learning impression. And teachers can use the advantages of big data to collect data on the teaching situation, comprehensively analyze the effects of classroom teaching, clarify some of the deficiencies in the course teaching, make targeted model adjustments, maintain continuous improvement of the teaching status, and continuously improve the course teaching system. In addition, teachers can use big data analysis results to understand students’ current learning status, and provide some learning suggestions based on student characteristics. This also allows all students to learn useful curriculum knowledge through the classroom. Meanwhile, it also provides students with effective help for future development.

4.5 Improve the Security of Data Information Processing

The emergence of big data has provided many conveniences for people to obtain information. The risk of data information leakage has also increased during the data processing process, which also has an adverse impact on the private life of high-school students. For example, some colleges and universities leaked student information to society because of improper supervision. Therefore, students receive many spam text messages and sales calls every day, which has brought about unchanged life for students. In this regard, in the process of big data processing, teachers also need to protect the information security, improve the system firewall function, and reduce the information theft risk. At the same time, in internal management, learning also needs to set permissions well. For each access record, we must record the information. After the information leakage problem, we can quickly lock the target according to the record information, thereby enhancing the reliability of data information management and ensuring student information security.

5. Conclusion

In college education, ideological-political education is a very basic course content, and this course is also an important guarantee for improving the character of students. At the setting of the big data time, students get much data information through the client every day, which also enriches the students' knowledge sources. We can use the advantages of big data applications in ideological-political education, which can not only help students establish correct values. In addition, teachers combined with some innovative teaching methods can also effectively increase students' interest in study and enhance the effectiveness of ideological and political education.
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