Application of "Cultural Data" in College Education from the Perspective of Big Data

Chunmei Xue¹,*, Aiping Cao²
¹. College of Technology and Art Jingdezhen Ceramic Institute, Jiangxi province 333001, China
². College of Technology and Art Jingdezhen Ceramic Institute, Jiangxi province 333001, China

*Corresponding author e-mail: 249846984@qq.com

Abstract. With the gradual popularization of the Internet, the technology of big data has gradually entered the public's vision, and its attention is increasing day by day. To improve the country's soft power and strengthen cultural self-confidence, data and information in the cultural field are undoubtedly of great concern. College students' inheritance and development of culture plays an important role in the strategy of strengthening national cultural soft power. Applying the technology of big data to the cultivation of talents in colleges and universities is the trend of development in the future. Colleges and universities should examine the value of "cultural data" in big data, adhere to the correct principles of education, and actively explore reasonable and effective ways to serve the cultural education in colleges and universities. This paper will focus on the application of "cultural data" in big data in the education of colleges and universities.

Keywords: Cultural Data, Culture, College, Education

1. Introduction
As early as 2017, general secretary Xi Jinping emphasized that the technology of big data develops rapidly, and it is the new stage of information process. With the convergence of information technology and human life, the Internet spread rapidly, and the global data shows the characteristics of explosive growth and massive agglomeration, which have influence development of economic, social governance, national management and people's life significantly. Countries all regard promoting
economic digitalization as an important driving force to realize innovation and development, and they have made forward-looking layout in cutting-edge technology research and development, data open sharing, privacy security protection and education[1].

The colleges and universities undertake the responsibility of training personnel. In the era of big data, carrying out education activities with the help of "cultural data" is consistent with the goal of enhancing national cultural soft power and cultural self-confidence. The important ways to strengthen and realize the function of cultural education in colleges and universities are adhering to the correct direction of education, adhering to the concept of all staff education, broadening the platform of cultural education and optimizing the environment of cultural education. In the age of Internet, it is necessary for colleges and universities to make full use of various resources and paths. At present, the relevant research in China is very few, and the reference materials for systematically carrying out "cultural data" education are relatively scarce.

2. The connotation of "cultural data"
In recent years, the culture and the related industries of national economy have been accelerate merging. The process of digitalization and networking of production, dissemination and consumption of cultural products and services has been quickened. The advantages of "Internet plus culture" have become more and more obvious. The "cultural data" concerned in this paper refers to the big data information and resources related to culture. Among them, "culture" refers to culture in a relatively narrow sense. In the article exploring the path of transformation and upgrading of "cultural data service" in the perspective of big data, Cao Liang pointed that cultural data includes two types--one is the data collected through special and specific methods, which contains the data of the national cultural relics statistical report system formulated by the Ministry of culture, the data of cultural surveys and statistical monitoring conducted by government departments at all levels, and the data of communication, and the other is a large number of idle user data generated in the actual cultural production or consumption process, which is not collected in time. This formulation defines the content of cultural data comprehensively.

In era of the Internet, the cultural information available to teachers and students in colleges and universities can be described as comprehensive. At present, academic circles have carried out research on food culture, tea culture, wine culture, book culture, ceramic culture, clothing culture and other fields. The cultural data concerned in this paper contains ideology, regional characteristic culture, book cultural resources, campus cultural activities and elective courses [2-4].

3. The principle of using "cultural data" to educate people in colleges and universities

3.1 Correct directions
As the main position of training talents, colleges and universities must take talent-training as their own duty. They should adhere to the correct direction of education, actively carry out humanistic care and guide college students to establish a correct world outlook, outlook on life and values. They should make reasonable use of and rational guidance in education with cultural data, not avoiding the use of authoritative cultural data. They should not rely too much on data and one-sided use of cultural data as the only basis for education and teaching. Educators should pay attention to the information and
signals behind the "cultural data", pay attention to students' studies, lives and emotions, and really aim at a specific goal to achieve cultural heritage, cultural innovation and cultural education.

3.2 Flexible ways
Format service content. In terms of cultural education, colleges and universities should not only adhere to the principle of education, but also adopt flexible ways of education. They can adopt the combination of on-class and off-class, the combination of theory and practice, the combination of public courses and professional courses, the combination of compulsory courses and elective courses, and the combination of theme and activity, so as to achieve a wide coverage and pertinence [5].

3.3 Diverse methods
Nowadays, post-2000s generation has become an important part of college students. They have strong self-awareness, active thinking, and diversified ways to acquire knowledge. Facing a large amount of network information, students will feel confused, even confused. Using "cultural data" to educate students in colleges and universities can help students understand authoritative data, answer questions and solve doubts, and the selected ‘cultural data’ can play a positive role in the growth of students, so as to enhance the effectiveness and cohesion of university education. However, it should be noted that the education methods with the help of "cultural data" should be diversified, not rigid, mechanical and single, and the assessment and evaluation methods should also keep pace with the times. With the help of diversified information platform, students can easily accept and their scores and achievements can be easily saved.

4. The application of ‘cultural data’ in college education from the perspective of big data

4.1 'Cultural data’ education-question one: where is the data?
At present, more and more attention has been paid to cultural education in colleges and universities, but there are still great difficulties in thinking about cultural education ideas and designing cultural education programs with the rich resources of big data. The first problem is to obtain, sort out and use the "cultural data" information. Colleges and universities should actively mobilize teachers to establish big data education thinking, and colleges and universities should also strictly check and supervise them. In terms of the acquisition of "cultural data", colleges and universities should actively take measures to mobilize teachers to collect cultural data, to use dialectical thinking, to analyze problems through data, and to carry out cultural education based on reality and combined with the actual situation of the local school, so as to ensure the authority, comprehensiveness, accuracy and effectiveness of "cultural data" [6, 7].

4.2 'Cultural data’ education-question two: How to choose data?
"Cultural data" resources are rich. In terms of education, colleges and universities should schedule overall plan and guidance, which can guide educators to establish big data thinking, but not blindly follow others' ways, not to rely on them. With the help of cultural data, the purpose of educating people in colleges and universities is to study the laws of contemporary education, the demands of contemporary college students, the hot spots and pain points of contemporary higher education more scientifically. The data should not be divorced from the reality, not rigidly stuck to a single field. The
educators should stand higher, combine macro and micro, and better improve the social responsibility of moral education in colleges and universities. Therefore, for the selection of "cultural data", educators should understand "cultural data" in advance, and make overall layout and reasonable use, which should be clearly reflected in both the teaching design scheme and the cultural activity design scheme.

4.3 'Cultural data' education-question three: How to use it?
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After the "cultural data" is collected and sorted out, statistics and analysis are needed. After integrating "cultural data", we should think about: how to use cultural data?

Firstly, it can be used for teaching. Taking our college as an example, our college is a comprehensive college which focuses on art. It is located in the famous porcelain capital. The most distinctive advantage resource is ceramics, and the corresponding "cultural data" is ceramic cultural data. In the teaching of professional courses and public courses, ceramic culture data can be reasonably used. In terms of professional course teaching, through data comparison, students can not only perceive the rich ceramic resources and the ceramic culture behind Jingdezhen, but also they can understand the opportunities and challenges of the development of the ceramic industry, and think about how to adhere to the sustainable development of the ceramic industry and take the road of characteristic development. In the aspect of ideological and political teaching, let the data speak from the perspective of the state and society[8].

Taking our college as an example, the Thanksgiving activity of "a letter from home on a long voyage" in the practical teaching of ideological and political course is a typical practice. Since ancient times, gratitude has been the traditional virtue of the Chinese nation, and also deeply nourishes generations. However, in today's society, practicality and utility have gradually become the value measurement standard of many people, which has a certain impact on the traditional gratitude culture. In this context, whether the heart of thanksgiving is far away from people's thinking is worth researching. This thinking can make use of the relevant "cultural data" reasonably. The "post-90s" and "post-00s" college students are a new generation growing up under the background of cross century and new century. Most of them are only children. They grow up in a comfortable environment. They have different characteristics in ideology, attitude towards life, value orientation and so on. Some of the "post-90s" and "post-00s" college students have a weak sense of gratitude. At the same time, the characteristics and current situation of college students bring new challenges to college educators.
Gratitude education for college students is not only the proper meaning of moral education in colleges and universities, but also an important means of cultivating college students' moral consciousness ability. Convincing data can help college students understand the current situation and the importance of gratitude education, and then guide college students to reflect on their own behavior, which will help them to strengthen the sense of responsibility of themselves, and guide them to have gratitude behavior. It also contributes to the establishment of human-oriented ecology in school education and the inherit of excellent traditional Chinese virtues.

Secondly, it can be used for carrying out campus cultural activities. Carrying out a variety of campus cultural activities is an important way of cultural education in Colleges and universities. The Chinese dictation competition of ‘the beauty of Chinese characters and the confidence of culture held by our university is to enrich college students' extracurricular life, improve their comprehensive quality and create a strong campus cultural atmosphere. This kind of activities can make full use of the "cultural data" resources in the design link, and then find out the cultural hot spots and interest points concerned by contemporary college students from the data. By reasonable planning and implementation of the activities, students will deeply understand the broad and profound Chinese culture, firm cultural confidence, and improve their personal cultural accomplishment. The competitions of calligraphy, seal cutting and photography held by our college are also exploration activities and implementation plans with the help of "cultural data". On the occasion of celebrating the 70th anniversary of the founding of the People's Republic of China, combining college students' photography hobby and aesthetic ability, we send our passion with calligraphy and painting, and leave history with shadow, to inspire students' patriotic passion and show students' patriotic feelings. These activities also put forward the requirements of reasonable use of Internet resources for students. The activities not only fit the theme of cultural power, but also combine with "cultural data", which can promote traditional culture and enhance college students' cultural literacy.

Third, we should make full use of local advantageous cultural data, and select local scarce educational resources to carry out cultural education. "Cultural data" resources are abundant. Cultural education can be carried out in combination with local advantageous resources, such as ceramic culture education and red culture education. "Cultural data" can integrate fragmented information and we should think over it through the signals reflected by the data. In the aspect of "cultural data" education, colleges and universities can combine the local and their own characteristic resources, developing and inheriting the local characteristic culture, and cultivating talents who can serve the local economic and social development.

Of course, cultural education in colleges and universities can not only be limited to local advantage resources. We can use the technology of big data reasonably to help students understand the academic frontier and the development status of cultural soft power, so as to broaden their horizons and expand their ideas[9, 10].

Taking Jingdezhen as an example, as the local characteristic cultural resources are ceramic culture, colleges and universities in Jingdezhen can collect, sort out and excavate ceramic culture for cultural education. Students can learn about ceramic market and ceramic culture by watching ancient ceramic pieces, entering museums and business centers to watch the fine works of ceramic masters. They can also approach the ancient kilns to make it clear that how the kiln fires to make amazing ceramic
products. They can also experience the craft and fun of making ceramics in the studio or ceramic bar. These diverse forms of practical education are effective. If teachers or instructors can use authoritative cultural data to help students to sort out the overall situation and grasp the macro situation, the effect will be ideal.

5. Conclusion

Colleges and universities undertake the responsibility of the education of culture, where network information technology is fully used. With the rapid development of the Internet, big data will have a profound impact on the way of thinking and valuing of college students, and the education work in colleges and universities will also face new opportunities and challenges. This paper mainly explores the application of "cultural data" in college education from the perspective of big data, which will be explored continuously in practice. It is expected to better take advantage of the technology of big data to further explore "cultural data" and improve the effectiveness of cultural education.

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