Research on the Innovation of College Students Ideological and Political Education in the Big Data Background

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Abstract. With the rapid development of science and technology and the structure of social transformation, the college students' ideological and political work faces the new challenge and has the opportunities for strengthening and innovation. In this paper, innovation of ideological and political work in Colleges and universities in the era of big data has been proposed, the research point of view have successfully solved innovative working methods. Firstly following the spirit of the times, strengthen the leading role of leading thought. Secondly grasping the ideas and means of innovation spirit, innovation based essence. Finally playing new situation of ideology made the fundamental task and the exact implementation of the historical mission of moral education.

Keywords: Ideological and political education, college students, big data background.

Introduction

As the main battlefield of ideological and political education and ideological work of college students, universities, shoulder the task of studying and propagating Marxist theory, are responsible for guiding college students to establish scientific values, outlook on life, world outlook, cultivate socialist builders and successors the great mission. The use of large data analysis to improve, guide and promote the ideological and political education of the new methods, the new era of social reality, the use of large-scale data, the ideological and political education system, to further strengthen and improve the ideological and political education of college students, to effectively improve the effectiveness of ideological and political education of college

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students is the purpose of the current ideological and political work in colleges and universities, the ideological and political education system, Face new goals, new tasks.

Under the conditions of socialist history, ideological and political education is an educational way to promote the comprehensive development of human beings. It realizes the unity of individual values and social values, and realizes the relative unity of common development and regularity. The essence of ideological and political education is not eternal, stagnant, is a transcendent independent practice, it will be with the infinite development of human practice and continue to generate, constantly rebuilding, with the relative, real-time distinctive features.

Ideological and political education is "a certain social or social groups with the correct and positive ideas, political views, moral norms, the educated people with a purposeful, planned, organized guidance and influence, so that they meet the requirements of today's society Ideological and political education is a kind of social practice education activities." The ideological and political education function is "ideological and political education can develop and exist an important foundation, is the essence of ideological and political education and external manifestation." China's ideological and political education is the dominant function. Ideological function, ideological and political education is the focus and core is to spread political values and political theory, to help educators to establish the correct political beliefs, to help the people further firmly cast on the Marxist belief and the socialism of Chinese characteristics, the establishment of faith, The political quality of the people, the guarantee of economic work and all other socialist characteristics and direction, to ensure that the party's line, principles and policies to implement the unshakable, for the great rejuvenation of the Chinese nation to achieve the escort, China's politics, economy, and culture Development and prosperity and social stability. Therefore, give full play to the ideological and political education ideological function, it has a very important practical significance.

The Ideological and Political Education of College Students in the Big Data Age Facing New Challenges

Youth is the hope of the country and the nation and the future, the glory of the times belongs to the youth, the responsibility of the times to give young people. In the fierce international competition, the university students are fully implementing the strategy of rejuvenating the country through science and education and strengthening the country through talents, striving to cultivate the world outlook, outlook on life and values of college students in line with the requirements of the times, and constantly improve the ideological and political quality of college students, It is of great practical significance to ensure the success of the cause of socialism with Chinese characteristics and to accelerate the realization of the grand goal of socialist modernization with Chinese characteristics.
"The so-called ideology can be understood as a comprehensive vision, a comprehensive understanding of things to explore the method (such as the world view), or refers to the ruling class in the community to all members of the community put forward a series of ideas and ideas. Ideology is political, social, epistemological, ethical and many other different types, Marx also called the superstructure. In everyday language, ideology is also a system of ideas, imagination, value judgments and concepts, and can be seen as a synonym for the worldview.

Now the international and domestic situation has undergone severe changes, to the ideological and political education of college students has brought serious challenges. The source of ideology is mainly influenced by the influence of external international environment and the tendency of domestic social thought. On the one hand, the western ideology is infiltrated, and the western bourgeois liberalization is in conflict with the traditional ideological and political education in our country. Way to a large extent affect the college students, which should not be overlooked. Western cultural trends and values all the way to the impact of college students, some Western countries under the banner of democracy and freedom through a way to publicize the "universal value", constitutional, sovereign separation and other Western political values, a greater degree of interference Young people 's thoughts and thoughts. On the other hand, some unhealthy social thoughts penetrate into the campus. With the deepening development of our socialist market economy, the change, independence, selectivity and difference of people's ideological activities are increasing day by day. With the opening of our country, China's social and economic factors, organizational forms, employment methods, interests and distribution patterns are becoming increasingly diversified. A large proportion of students' money worship, hedonism and individualistic tendencies are becoming more and more obvious. Students have different levels of social responsibility and lack of value Distortions, ambiguous ideals and beliefs, poor concept of unity and cooperation, weak sense of integrity, hard work of desalination, political beliefs confused, poor psychological quality and other issues. These negative factors exist, hinder the students to establish a sense of accomplishment, innovation, entrepreneurial awareness, self-awareness, its negative impact needs to arouse the community and the school attaches great importance.

The New Mission of College Students' Ideological and Political Education

The use of large data technology to innovate ideological and political education in colleges and universities is a new subject. Large data as a huge and complex information base, with high-end and cutting-edge technical features, it is around us with the parties around the way we change the way we observe the world, and analyze the way to grasp the problem. As a new tool in this era, big data has become a source of knowledge and innovation path. Faced with such a new era of the arrival of ideological and political education in colleges and universities also face profound changes.
In the era of large data under the education work, the main ways of participation are: students use the social platform, based on the network communication distance education, management of students in the information platform, large data analysis results can be applied to the students Management and communication channels, the use of large data information innovation is bound to become the future development trend of education.

The traditional ideological and political education refers to "social or social groups with certain ideas, political views, moral norms of its members to impose a purposeful, planned, organized influence, so that they form a certain society, a class with the need for ideological and moral social practice". Therefore, the traditional ideological and political education is prominent words and deeds, oral counseling, the effect is often dependent on the individual teacher's cultivation and level, with greater limitations and localities.

At present, with the development of information technology across the world, mobile Internet, cloud computing, large data and the emergence of a variety of intelligent terminals, digital has almost infiltrated all the human behavior, fundamentally changed the people to send messages, How to share information. The reduction in the cost of technology has led to a significant increase in the possibility of storing, transferring, exchanging and using digitized information. Popular speaking, the network is a platform for human activities to carry out activities through computer technology, which generates human information data. Large data is the use of analytical software for a field of data to be summarized, through the analysis of research after the relatively systematic, centralized data information. The network is a basket, large data information is selected after finishing a certain type of items.

In the field of ideological and political education of college students, through the Internet data collection, the use of advanced data mining and analysis software to explore the college students within the group's internal attributes, state, structure, interrelated and interactive with the external environment, a summary and refine the spirit of college students State, understand the path of college students' network activities, and realize the spiritual needs of college students in order to make the Internet play a role in guiding the healthy growth of college students.

**The Innovation of College Students' Ideological and Political Education in the Big Data**

In the era of big data, colleges and universities should adhere to the party's education policy and do ideological and political education. Ideological and political education in colleges and universities, to keep pace with the times, due to new circumstances, strengthen and consolidate the ideological position of colleges and universities to ensure that the cause of socialism with Chinese characteristics. At present, the top priority of ideological and political education in colleges and universities is the construction of network media positions to strengthen the ideological struggle. The top priority of ideological and political education of college students is the ideological orientation of the formation of network public opinion. Colleges and universities should continue to improve
the quality level and ability to work, make use of the traditional main channel of classroom teaching, follow the law of student growth, adhere to educate people, insist on strengthening in the improvement, grasp the ideological and political education work rules, enhance ideological and political education appeal and Effectiveness, to meet the needs of students to grow and look forward to, so that all kinds of courses and ideological and political theory classes echo each other, with coordination. We should speed up the improvement of the philosophical system and teaching system of Chinese characteristics, introduce more high-level teaching materials, academic discourse innovation system, establish scientific evaluation system and meet the social requirements, and strive to build a complete social science field And philosophical systems. We must attach importance to culture and education, to carry out the creation of a civilized campus and all kinds of social practice, the development of various forms of healthy and elegant campus culture practice. The use of new media and new technology to work together, a high degree of integration of information technology and ideological and political education of the traditional advantages, enhance the sense of time and attractiveness.

The socialist core values are based on the basic national conditions of our country, and are actively responding to the hot issues of the current people's concern. College of ideological and political theory as a college students’ public courses, compulsory courses, play an important role in the main channel. By explaining the theoretical education of the socialist core values to make the students have a rational identity, on the basis of rational identity, how to transform cognition into inner ideology, and then into the practice of the position and behavior, is the ideological Political educators need to face the problem. In this important main battlefield, the new media, the new technology and the new concept of carrying forward the socialist core values become the "armed" and "big data" essential to the educators as a new tool to gather these forces, important role.

Actively promote the socialist core values into the teaching materials, into the classroom is only a beginning, the ultimate goal is to enter the students mind, so that students in-depth understanding of its rich connotation. The use of "big data" rich data and information, at any time to observe the ideological dynamics of college students, increase the intensity of analysis, through more practical facts about the continuous improvement of college students on the socialist core values of the theoretical identity and value recognition is the internalization of socialism An important means of core values. Colleges and universities not only bear the important function of communication and education of socialist core values, in-depth study of the theoretical and practical problems of socialist core values, but also an important function of ideological and political education workers in colleges and universities. In the process of educating college students, From its own profound interpretation of the socialist core values of the rich connotation and practical requirements, combined with teaching experience, experience and large data support for the socialist core values to provide fresh academic support.
**Summary**

Colleges and universities are the forefront of ideological work in our country, do ideological and political work of college students, not only can light up the fire of the students, to stimulate the wisdom of the majority of young people, but also to enhance the sense of responsibility of college students, mission has important significance, Therefore, it is necessary to use the advantages and disadvantages of the great data age, strengthen the positive intervention and correct guidance of the ideological and political education of college students, innovate the new methods of ideological and political education of college students, and strive to integrate the core values of socialism into the whole process of higher education, It is of great significance to guide the students to consciously establish the ideological consciousness of "diligence" and "repair virtue" and give full play to the core role of ideological and political education in the cause of concentrating, concentrating and reviving the Chinese dream.

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