Research on Effectiveness of Colleges Ideological and Political Education in the Age of Big Data

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Abstract. The state has always attached importance to the important role of ideological and political theory courses in moral construction and personnel training. It has been issued in the form of documents. However, the current ideological and political theory courses are often not paid enough attention in some higher vocational positions. These phenomena and the existence of thoughts have a negative effect on the healthy growth of higher vocational students.

Keywords: College Students, Ideological and Political Education, Effectiveness

1. Introduction
College students are the pillars of the country, the future of the nation, and the main force in building socialist modernization. The political quality of college students directly affects the future destiny of the party and the country, and the effectiveness of ideological education directly affects the political quality of college students. Under the background of the big data era, the methods of ideological and political education in colleges should keep pace with the times, integrate the educational methods with the characteristics of the times into the ideological and political education system of colleges and universities, and realize the integration of the ideological and political education system and the trend of data. The computing framework of large data is shown in figure1.

2. Reasons for the lack of effectiveness of college students' ideological education
2.1. The traditional concept of ideological education lags behind the requirements of real social development

Usually education only pays attention to the regulation of individual behavior and will, but neglects the cultivation of the morality, personality and psychological quality of the educated, which leads some students to neglect their moral cultivation and quality improvement as shown in Figure 2 below:

![Figure 2. Development of ideological and political education](image)

As shown in Figure 1 above, most domestic college students are less motivated, and the overall framework is “test-oriented education”. It is difficult to achieve the goal of improving the overall thinking ability and ideological quality of the students. Ideological education is not only the responsibility of political teachers and counselors, but also the responsibility of the whole society and each family. The traditional ideological education work is relatively closed compared with the real society, and it is out of the reality, which leads to the lack of rich nutrients in the ideological education work.

2.2. The goal and content of ideological education work is out of line with the needs of social development

At present, the content of ideological education in colleges and universities is mostly out of touch with real life. Few people understand the inner needs of students, and rarely pay attention to the conflicts between students' values and society. At the same time, because the educational goals are too empty, the general requirements are too numerous, and the lack of specific levels of requirements, the guiding effect of the ideological education work objectives has been diluted, but only plays the role of slogans and forms.

2.3. Old and backward ideological education methods are not compatible with the social development situation

The backwardness of the ideological education work method is mainly manifested in two aspects: on the one hand, it pays too much attention to theoretical indoctrination and despises behavior training. The ideological education in the university classroom is mostly that teachers instill theoretical knowledge, rather than students study through theory and practice, students lack subjective initiative. On the other hand, the educational method is single, ignoring the modern teaching techniques and methods, ignoring the differences in students' individuality, and doing a good job in different ways of educating students at different levels and types. The old and backward education model led to the simplification of the ideological education process, ignoring the differences and subjectivity of student growth leading to the inefficiency of ideological education.

3. Exploration of improving the effectiveness of ideological education
3.1. Meet the employment needs of students and highlight the educational power

The employment problem is currently the most concerned issue for students. Students hope that they will be highly competitive when they graduate and can find the ideal job. Students find the ideal position as one of the important judgment indicators for self-value realization, but after investigation (Figure 3 below), many students think that the effect of ideological and political teaching is not obvious:

![Figure 3. The effectiveness of ideological and political teaching](image)

From the perspective shown in Figure 3, colleges and universities need to regularly guide students into the society to understand social needs and help students to better understand the needs of their jobs, so that students can identify what they need to learn during school and can solve contemporary students. The problem of learning motivation is vague. For example, since 2001, the author’s college has organized low-level student representatives to attend the annual supply and demand meeting for undergraduate graduates. Each student must summarize and summarize the current job requirements and the entire social employment after the meeting.

3.2. Meet the needs of learning generation, improve the appeal of education

The demand for data analysis in the era of big data (as shown in figure 4) has exerted an extremely important influence on the innovation of ideological and political education methods in colleges, and promoted the transformation of Ideological and political education from linear relationship to non-linear relationship.

![Figure 4. Operational speed of big data](image)

3.3. Meet the practical needs of students and enhance the attractiveness of education
At present, the content of students' ideological education is less close to life. In order to improve the educational effect, colleges and universities need to change their previous concepts. They should set up student service, employment guidance, psychological counseling and other special service organizations to meet the needs of students' life and inner needs.

3.4. Meet the needs of students' respect and enhance educational affinity
Equality and freedom are the goals that everyone pursues together. The current education has slowly presented a new model: teachers involuntarily instill knowledge into mutual influence, from dependent teachers to equality and mutual aid learning. Most of the college students are adults and have the ability to judge things. Therefore, through the interaction between students and teachers, the true equality between the two sides can be achieved. To meet the needs of students' respect and self-realization, it is beneficial to mobilize the enthusiasm of students to learn, and thus improve the effectiveness of education.

4. Conclusions
Educators should meet the reasonable requirements of students' diversity and diversity, and try to create conditions to meet the current unqualified needs. Finally, for the unsatisfied requirements, students should also explain their needs. Educators must not only find out the needs of all aspects of the students as much as possible, but also satisfy their needs as much as possible, so as to help us develop the effectiveness of ideological education.

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