Research on the Innovation Path of University Ideological and Political Work Based on Big Data Technology

Lanlan Tang1,*
1Yunnan Technology and Business University, Yunnan, China, 650700
*Corresponding author e-mail: 248366750@qq.com

Abstract. Ideological and political work is one of the concrete forms of higher education. The effectiveness of education determines the teaching quality of Ideological and political work for college students. In the context of the era of big data, the "5V" characteristics of big data not only bring convenience to the development of the era, but also bring new opportunities to ideological and political work. Ideological and political work in Colleges and universities should combine the characteristics of big data. Through the establishment of scientific big data thinking, colleges and universities can explore and publish innovative ideological and political work paths.

Keywords: Big Data, University, Ideological and Political Work

1. The characteristics of big data

Through the analysis of the current "big data", we can know that big data's characteristics were summarized as "3V" in 2001, such as marine (Volume), high speed (Velocity) and diverse (Variety)\(^{11}\). With the progress of the times, the theory of "3V" has also been improved, and finally evolved into "5V", as described in the table 1.

Table 1. The characteristics of big data.

| Volume                  | As the most basic characteristic of big data, the sea quantity mainly refers to the large scale of big data’s data. At present, both information technology and Internet technology have been comprehensively promoted and developed, intelligent devices have also become a necessity of everyone’s life, whether it is WeChat, Weibo or online shopping, have brought great convenience to people’s lives. Also because of this kind of development, big data also has this important characteristic of sea quantity. |
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### Velocity
In the past, the recording and dissemination of information and data mainly relied on people, which also reduced the timeliness of information and data to a certain extent. At present, big data has become one of the main characteristics of the times. Big data not only met the requirements of social development for data recording and processing, but also greatly improved the speed of data creation, recording, processing and dissemination, and solved the problem of low timeliness in the past. Not only that, support after the data, but also timely and effective feedback.

### Variety
Through the analysis, we can know that big data’s diversity characteristics can be refined into two aspects. One is the data type, the other is the data source. In addition to photos and images, some network logs, geographical location and other data also belong to one of the data types. Data sources mainly refer to the form and origin of data generation.

### Value
Big data’s low value density is actually opposite to the sea volume, although the sea value of the data can improve the potential value of the data. However, with the generation of massive data, the quality of its data is difficult to guarantee, which will eventually lead to uneven data quality, which will only reduce the effective information that can be used, and make big data reflect the characteristics of "low value density".

### Veracity
Because of big data’s low value density, the users of data will establish a more scientific and reasonable application system, take certain measures to solve the specific data quality problems, standardize big data’s use environment, and strive to continuously improve the authenticity of big data.

2. The Impact of Big Data on ideological and political work

2.1. Positive influence

2.1.1. Promoting the innovation of ideological and political work
Under the background of rapid development, the innovative development of ideological and political work in colleges and universities must face up to the positive influence of big data’s era, and timely understand the basic national conditions of the country and the general policies formulated through big data’s technology and tools, so as to make up for the shortcomings of the traditional ideological and political work, so that the innovative development of ideological and political work in colleges and universities can obtain sufficient impetus[2].

2.1.2. Enriching the forms of ideological and political work
Through the current form of ideological and political work, it can be seen that there are many problems in the ideological and political work, such as formalization, superficial, single form and so on, which leads to the inability to achieve a qualitative leap in the ideological and political work in colleges and universities in our country. The effective application of big data provides a new way of development for the development of ideological and political work in colleges and universities, which
can effectively narrow the distance between ideological and political teachers and college students, make teachers take more effective and targeted teaching forms, help constantly explore the innovative path of ideological and political work, and provide more space for the development of innovative paths of ideological and political work in colleges and universities[3].

2.2. Negative effects

At present, the characteristics of large data increase the difficulty of data processing. However, the application of big data in the ideological and political work in colleges and universities also needs to face the problems of massive data processing, analysis and so on. If this problem can not be solved, it is bound to reduce the speed of data analysis, and ultimately affect the innovative development of ideological and political work in colleges and universities, and reduce the value of big data in ideological and political education in colleges and universities.

3. Innovation of ideological and political work under the background of big data

3.1. Exploring the innovative path of ideological and political work platform

Big data thinking is mainly the consciousness of thinking from the perspective of big data. Through the correlation of data, we can get more valuable information. Then we can predict the trend of data development through the technology or means of big data. Ideological and political workers in colleges and universities should set up big data’s thinking, digitize their daily work, collect students’ data in time, set up data resource database, and then classify and summarize the data. Finally, they should complete the verification of multi-dimensional data information through the information screening system, and establish a comprehensive data resource platform for college students, so as to improve the timeliness and accuracy of information collection and application.

On the basis of establishing the data resource platform, colleges and universities should actively use big data’s collection and processing thinking to realize the exploration and development of the innovative path of ideological and political work. Specifically, on the one hand, colleges and universities can strengthen the campus network construction, wireless network, regional network construction, to ensure that the wireless network in the whole school is fully covered. On the basis of network coverage, schools should actively use campus portals, campus BBS community discussions, WeChat groups, QQ platforms, etc., to strengthen the dissemination of relevant ideological and political content, so that students can timely understand the content of ideological and political education in their daily life, master the general policies and development direction of the country, and enable students to develop correct socialist core values in the process of imperceptibly changing. Resist the influence of bad information such as vulgarization and westernization.

3.2. Exploring the innovative path of staff

Although the current ideological and political teachers have a high professional level, it is unable to better adapt to the development of big data. Finally, it seriously affects the innovative development of ideological and political work in colleges and universities. Based on this reality, colleges and universities should pay attention to the cultivation of educational talents, and train compound high-quality talents who are proficient in mastering big data’s professional technology on the basis of
constantly perfecting the professional quality of teachers. Not only that, colleges and universities can cooperate with social data companies, skillfully make use of the advantages of human resources of big data Company, and better apply big data technology to the innovation and development of ideological and political work, so that teachers can use big data to solve all kinds of problems in the development of ideological and political work in colleges and universities[4].

3.3. Research on innovation path of work system

Big data has a strong openness and sharing, which requires colleges and universities to take measures to ensure the data security and data protection of students’ information. First of all, the national level should have strict laws and regulations, improve the data information management and utilization system, clear data mining, scope management and use authority. Secondly, at the social level, we should construct the linkage mechanism of government departments, social organizations, universities and families, and realize the omni-directional, deep-seated and multi-dimensional educational management mechanism. Thirdly, colleges and universities should establish the corresponding working mechanism, colleges, departments (departments) and departments should unite, set up ideological and political groups, jointly participate in the formulation of the implementation plan of big data’s applied education in schools, perfect the standardized procedures of data application, realize layer by layer guidance, clarify the rights and responsibilities, and organize reasonably. Finally, we should strengthen the education of college students’ legal consciousness, responsibility consciousness and network security consciousness, improve their ability to distinguish between truth and falsehood, and guide students to establish positive and healthy network culture and network ethics[5].

4. Conclusion

Big data has been fully integrated into people's life, work and learning. The characteristics and advantages of big data promote the healthy development of education. On this basis, this paper mainly analyses the characteristics of current large data. Then it studies the innovative path of ideological and political work in Colleges and universities from three aspects: work platform, staff and work system. Through the organic combination of big data and ideological and political work, colleges and universities have strengthened ideological and political education and work, which better serves the ideological and political practice of colleges and universities[6].

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