Research on the Effectiveness of the Construction of Ideological and Moral Education for Rural Minors Based on Big Data Analysis

Fanggui Tang1,*

1College of Education Science, Hengyang Normal University, Hengyang, Hunan, China, 421002

*Corresponding author e-mail: tfg111@163.com

Abstract. The ideological and moral construction of minors more targeted and effective has become an important issue. To this end, the Youth League Committee of our district conducted research on this topic by holding a symposium on the work of ideological and moral construction of minors, visiting party and government leaders of relevant departments, studying and exchanging in the districts and counties, combining with computer big data technology to conduct research on this subject. At the same time, the paper also expounds the positive role that the Communist Youth League should play in the ideological and moral construction of minors.

Keywords: Minors, Ideological and Moral Construction, Effectiveness, Rural, Big Data Analysis

1. Introduction

Minors are the future of the motherland and the hope of the nation, and they are the successors of the cause of socialism with Chinese characteristics[1]. The ideological and moral construction of minors has been paid attention to by all aspects of schools, families and society, and has formed a good social atmosphere in which the whole society cares about the ideological and moral construction of minors. At present, there are a total of 3.06 million minors in our district. Their ideological and moral status is directly related to whether our district can achieve the strategic goal of “two leading” and “one forefront”.

2. Main contents principles of ideological and moral construction of minors

2.1. Main contents

The ideological and moral construction of minors is a systematic project involving all aspects. The main contents include:

◆ Social environment. The environment has a great impact on the minds of minors.
School education. The school is the main channel, main position and main classroom for the ideological and moral education of minors[2].

Family education. Family education plays an irreplaceable special role in the ideological and moral construction of minors.

Social practice. The society is a large classroom for ideological and moral education for minors.

Position construction. The active position is a tangible carrier for the ideological and moral construction of minors.

Team building. The work team is the supporting force for the ideological and moral construction of minors[3].

Working mechanism. The working mechanism is an important guarantee to ensure the effectiveness of the ideological and moral construction of minors.

2.2. Specific Principles

2.2.1. Principles of adapting to the situation. The trend refers to the situation and characteristics of the ideological and moral construction of minors in the new era. This requires "three transformations": First, the change of ideas, the realization of the ideological and moral construction of minors is targeted and effective. We need to go deep into the minors and understand their life and psychological needs. The statistics are shown in figure 1 below:

![Figure 1: Current Status of Ideological and Moral Education for Rural Minors](image)

As shown in figure 1 above, the second way is to change the method, that is, the method of asking for work should be changed from “instillation” to “guidance”. The ideological and moral construction workers of minors must have the courage to face their own shortcomings and deficiencies, and strengthen their theoretical cultivation and practical experience[4].

2.2.2. Principle of timely adaptation. It is necessary to solve the problem from the demand, grasp the needs of the minors who are eager for knowledge, and eager for their own quality, and meet their needs through various means such as school education and social exchange. We must start from the difficulties to solve problems, enrich the spiritual life of minors by strengthening the education of ideals and beliefs, carrying out mass cultural activities, and guide them to identify the true, good, and beautiful, and improve their scientific accomplishment and moral and legal literacy.
2.2.3. The principle of human beings. At present, the ideological concepts and behaviors of minors are diversified[5]. This requires us to appropriately distinguish the minors of different ideological groups and take corresponding work measures and methods in a targeted manner. It is necessary to start from the growth rules of different adults, the characteristics of different categories and the diversified needs, fully mobilize the enthusiasm of the majority of minors to be good, upward and beautiful, and guide the broad participation of minors to play the role of minors.

3. Prominent problems affecting ideological and moral construction of minors

3.1. Negative social phenomena and social environment cannot be ignored.
At present, China is in a deep social transformation, system transition, concept change period, new social situation, new problems, new Contradictions continue to emerge, bringing negative effects that cannot be ignored to the growth of minors.

First, profound changes have taken place in the social environment. The gap in income distribution has widened, and the evaluation criteria for the rich and the poor have changed in the society, causing some minors to feel uneasy. The diversification of economic composition, organizational form, and employment distribution is, in the final analysis, the diversification of interests. Everything to the money, to become the goal of some minors, there is a score assessment mechanism as follows:

\[
\text{Score} = \text{KPI} + \text{KCI} \tag{1}
\]

\[
\text{Assessment} = \text{Key Performance} + \text{Competency} \tag{2}
\]

Second, traditional morality faces challenges. Foreign advanced culture and decadent thoughts have flooded into the country at the same time. Money worship, hedonism and extreme individualism are full of society. The traditional virtues of the Chinese nation, such as hard struggle, diligence and thrift, have been defeated. Dominant, induce some minors to break away from reality, ideological and moral crisis, and the ideal goal is blank. The third is the aesthetic dislocation in the cultural market. Some literary and artistic works, in order to chase the market's selling points to gain high profits, disregard social responsibility, in the spiritual food provided for minors, incorporating a lot of vulgar, inferior, violent, pornographic corrosive products, the aesthetic has not yet formed. Minors with weaker discrimination are more corrosive and tempting[6].

3.2. Misunderstandings in Minor Ideological and Moral Education
First, the content of moral education is separated from the reality of adolescents. The abstraction of moral standards is far from the real life of adolescents. The single standard affects the development of adolescents' diversification. Moral education is separated from the youth personality and mental shaping:
Second, as shown in Figure 2 above, the process of moral education is separated from the subject of adolescents. The direction, content and goal of traditional moral education are not from the youth, but the young people as the object of being shaped, which is contrary to the core value of the youth subject and cannot adapt to the social changes. In addition, the form of moral education is separated from the reality of society and youth. At present, the school mainly carries out moral education in the form of indoctrination, ignoring the interaction between adolescents, adolescents and teachers in the process of moral education. In the process of moral education at the social level, there is a phenomenon of low participation or even non-participation of adolescents. Finally, the results of moral education are seriously separated from the behavior. At present, the moral value standard is ambiguous. The moral behavior of students has been completely socialized, which makes students face various challenges in moral ability. They know that they do so in moral understanding, but moral behavior cannot.

4. Conclusion

Strengthening the ideological and moral construction of minors is not the responsibility of an individual or a certain department, but involves all aspects. We should actively use big data technology as an auxiliary means to set up special organizations such as the Minor Ideological and Moral Construction Office, take the lead in coordinating various functional departments, mobilize and integrate all aspects of society, and share care with various government departments to jointly promote the ideological development and moral construction of minors.

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