Research on the Path of Network Ideological and Political Education in Colleges and Universities under the Background of Big Data

Xi Zhang

Xi'an Shiyou University, Xi'an, Shaanxi, 710065, China

Abstract: *Under the background of big data, the way and channels for people to obtain information have changed to some extent. The emergence of big data platforms not only expands the channels for people to obtain information, but also facilitates the way people obtain information and broadens people's horizons. The emergence of big data platforms brings new opportunities to the education industry, but also leads to greater new challenges for the development of the education industry. In the ideological and political education of colleges and universities, the application of big data platform can not only enrich the content of ideological and political education, but also reform the form of education, thereby improving the level of ideological and political education in colleges and universities. However, there are still many problems in the application of big data platform in education, which need to be paid attention to and improved in the process of application. From the background of big data, this paper conducts research on the importance of network ideological and political course education in colleges and universities, and tries to propose a path to optimize the quality of ideological and political education.*

Keywords: *Big Data; Colleges and Universities; Network Ideological and Political Education; Path Research*

1. Introduction

In college education, the development of ideological and political course education can not only improve students' ideological and political literacy, but also help students establish a correct world outlook, social outlook and values, and help students better adapt to the life and study of college students. Entering the society can quickly adapt to the development and needs of the society.[1] Teaching work under the background of big data can provide greater help for the smooth development of network ideological and political education in colleges and universities. Therefore, teachers of ideological and political education in colleges and universities should use the background of big data to further improve the form of ideological and political education and innovate teaching models, so as to enhance students' interest in ideological and political education, so as to better promote students' learning and development. However, while the big data platform provides massive educational resources, some values that are not conducive to students' learning and development will also affect the healthy growth of students. Therefore, teachers need to guide students in the process of ideological and political education, so as to improve students' college life and learning effect.

2. The Importance of Internet Ideological and Political Education

2.1. Promote the healthy development of students

Carrying out ideological and political education work at the university stage plays a key role in promoting students to establish lofty ideals and helping students to better develop their university life and study. In the process of ideological and political education in universities, the education of online ideological and political courses has the characteristics of real-time communication and interaction, which can ensure the efficiency and quality of students' learning in the process of teaching. Moreover, the real-time interactive application can also enhance the participation of students in classroom learning, and help teachers to understand the specific learning situation of students more quickly. Teachers carry out teaching work on the basis of fully understanding students, and can adjust the curriculum plan in time according to the specific conditions of students, so as to play the role of ideological and political education in promoting the healthy development of students.[2] The introduction of online ideological

and political education is an important measure to improve the teaching quality of ideological and political courses. For example, the introduction of the form of online ideological and political education, compared with the traditional teaching method of dictation by teachers, can expand the content of ideological and political course education in a richer form, enhance students' interest in ideological and political course learning, and thus improve the quality of ideological and political course education. .

2.2. Improve the ideological and political education system

In the process of students receiving online ideological and political education, the resources of teachers are not limited to the teachers of the school. Students can choose teachers who are more suitable for them to study ideological and political courses according to their actual situation, so as to improve the concentration of students' ideological and political courses. The traditional ideological and political education method is to carry out teaching activities in the form of dictation by teachers, which is relatively boring and tedious, and students are easily distracted in the process of class, which leads to low enthusiasm for students to learn and cannot effectively achieve the quality of ideological and political course education. The introduction of online teaching in the process of offline teaching can make up for the shortcomings of offline teaching. The application of online teaching can display the teaching content in a richer form, enhance the interest of ideological and political course teaching, and continuously improve the system of ideological and political education in colleges and universities.

3. Challenges faced by online ideological and political education

With the development of network technology, the data resources in the network platform are constantly enriched. However, while online education resources are abundant, some data information that does not meet the needs of students and is unfavorable to students' development is also active on the big data platform. If students cannot correctly identify in the process of acquiring teaching resources, they will be easily affected by bad information, which will have a certain impact on students' values. In particular, the authority of ideological and political education will suffer a huge blow, which is not conducive to the smooth development of ideological and political education in schools.[3] In addition, some data on the network platform is uncertain, and teachers can easily affect the quality of ideological and political education in the process of application. Teachers need to continuously improve their ability to screen and screen data and information in the process of daily teaching, so as to better Use the big data platform to carry out ideological and political education work, so as to improve students' ideological and political literacy. In addition, some ideological and political teachers have a low degree of mastery of network information technology. Although they can use various methods such as adding moving pictures and videos to attract students' attention, this teaching method still remains in the form of passive learning and cannot Better improve the quality of ideological and political education work.

4. Paths to improve online ideological and political education

4.1. Improve the content of ideological and political education

In the context of big data, the network has abundant educational resources that can be applied to education, and the ways and channels for teachers to obtain educational resources are also more convenient. In order to further improve the quality of ideological and political course education, teachers of ideological and political education courses should make full use of the big data platform in order to obtain valuable educational information, improve the content of ideological and political course education, and enable students to learn ideological and political courses. The content of learning is more abundant. The application of rich educational content of ideological and political courses can ensure that students can broaden their horizons in the process of learning ideological and political courses, help college students establish lofty ideals, and there will be no transitional confusion in the process of developing university life. The second is that teachers should analyze the problems that students often encounter in college life and learning, and design the content of online ideological and political courses according to the actual needs of students to ensure that the design of the course meets the actual needs of students.

4.2. Dig deeper into the value of data

The relevant data information obtained on the big data platform is not all independent. Teachers of

ideological and political course education should fully explore the connection, value and law between these data and information, and combine the value of data information with the effective education of ideological and political courses combined together.[4] In the process of applying ideological and political courses to educate people, schools can scientifically analyze the school's existing educational resources, conduct specific analysis of existing data resources, and extract valuable information, so as to better carry out educational work. For example, the school can obtain the living status of college students according to the consumption of students' cards, the access records of the library and the consumption status of the canteen, so as to carry out the relevant subsidy work more accurately, ensure the realization of the school' s "big education" goal, and better promote the students' development.

4.3. Enrich the form of teaching

In the process of online ideological and political course teaching, the continuous enrichment of teaching forms can not only improve students' interest and concentration in learning, but also deepen students' impression of key knowledge, thereby improving the quality of ideological and political course education and promoting students in all aspects. Comprehensive literacy improvement. In the process of online ideological and political course teaching, teachers can use the method of popping up the main content of relevant courses to deepen students' impression of ideological and political course learning. Students' continuous repetition and timely detection in the learning process can effectively improve the quality of students' learning. Secondly, teachers should innovate the form of ideological and political course education. The enrichment of educational forms cannot be limited to the use of PPT to carry out related teaching work. Teachers should scientifically integrate video, sound, etc. in the teaching of ideological and political courses to fully mobilize students' participation, thereby enriching the form of ideological and political course education.

4.4. Do a good job of educational evaluation

In the process of students receiving ideological and political courses, an effective assessment of students' learning conditions can effectively improve students' enthusiasm for learning, and also ensure that teachers have control over students' learning conditions, so as to better adjust teachers' teaching strategies. After the online ideological and political course is over, teachers can reserve certain homework for students online to strengthen students' mastery of ideological and political course knowledge. In the process of educational evaluation of students' ideological and political courses, teachers should ensure that the design of classroom testing content is complete and scientific, and give full play to the role of educational evaluation in promoting students' learning efficiency. First of all, to build a sound ideological and political curriculum evaluation system. A perfect ideological and political curriculum evaluation system can timely find out the problems existing in students' ideological and political curriculum learning. Teachers can guide the problems existing in students and urge students to correct them. Secondly, enrich the factors of ideological and political curriculum education evaluation. In the process of ideological and political curriculum education, the factors affecting the realization of ideological and political curriculum education effect are diversified. Only by ensuring the diversity of ideological and political curriculum education evaluation factors, can the accuracy and comprehensiveness of ideological and political curriculum evaluation results be effectively guaranteed and the role of educational evaluation be played.

4.5. Build a team of excellent teachers

In the process of college education work, teachers are not only the main guide of teaching work, but also the key factor to ensure the quality of school education. Therefore, in the process of school education work, the. Teachers need to constantly improve their teaching methods, optimize the curriculum content, do a good job in guiding classroom teaching, and build an efficient classroom, but the efficient completion of these work can only be effectively realized on the basis of teachers' professional skills. First of all, teachers need to set up the concept of lifelong learning. At the same time of social development and change, the demand for talents in social development has also changed to a certain extent, requiring comprehensive talents who can cope with various conditions. Therefore, in the process of talent training, colleges and universities should enhance the importance of ideological and political education courses, and arrange the class hours and content of ideological and political courses reasonably. Teachers should also constantly improve their teaching skills in order to adapt to the development and change of society and improve the effect of ideological and political curriculum education. Secondly, teachers can use the Internet and other channels to improve their own teaching ability. The development of the Internet and computer technology has provided many channels for the development of the

education industry. Teachers can effectively use it in the process of daily teaching, and enrich the content of curriculum teaching. Finally, teachers should constantly summarize their teaching experience in the process of teaching, and find their own suitable teaching methods. In the process of teaching work, different teachers, due to the differences in personality and educational background, there will be different styles in the process of teaching activities. Only by choosing their own appropriate teaching style, can teachers ensure the realization of the teaching effect. The same is true in the teaching process of teaching ideological and political courses. Only by constantly improving teachers 'educational ability can the quality of students' ideological and political courses be guaranteed.

5. Conclusion

As an important course for students to understand national politics and improve their ideological and moral literacy, ideological and political courses play a very important role in university education. And with the improvement of my country's education system, schools pay more attention to the improvement of the quality of ideological and political courses in the process of education. In the context of the era of big data, ideological and political education can realize the teaching of ideological and political education content in the form of online courses. The teaching of ideological and political courses is realized in the form of online courses. Students' learning is not only not restricted by regions, but also students can accept courses from other excellent teachers other than the school, which can ensure the fairness of students' education. Therefore, colleges and universities should continuously optimize the setting of online ideological and political course education to ensure that students receive a more comprehensive ideological and political course education.

References

[1] Li H, Xia H. Exploration on the innovation of ideological and political education models in colleges and universities in the era of big data [J]. Ideological Education Research 2017; (5): 48-51.
[2] Xu L. Challenges and innovations: The application of big data in Ideological and political education in colleges and universities [J]. Theory Guide 2016; (9):96-98
[3] Liu G, Chen B. Analysis of the operation mechanism of the big data platform for ideological and political education in colleges and universities [J]. Research on Ideological and Political Education 2016; (3): 120-124.
[4] Wu H, Huang Y. Thinking and practice of building a big data platform for ideological and political education in colleges and universities based on Yiban: Taking Chongqing University as an example [J]. Ideological Education Research 2016; (1):64-67.