

The Realistic Dilemma and Countermeasures of College Network Ideological and Political Education from the Perspective of Big Data

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Abstract: With the advent of the information age, all kinds of data and information emerge in endlessly, and the various network information data that students are exposed to are more and more complicated. How to strengthen the ideological and political education of college students in the new era of network information to ensure that students can It is a new challenge faced by every college educator to have good ideological and ethical qualities and to grow up healthily in the rapidly changing network environment, so as to realize the all-round development of students. Therefore, in response to the current difficulties and challenges of online ideological and political education, colleges and universities should adopt targeted strategies in a timely manner to continuously strengthen college students' awareness of online information security to meet the development requirements of the era of big data. This article will discuss the real dilemma and countermeasures of college network ideological and political education from the perspective of big data, hoping to provide valuable reference and reference for related research.

1. Introduction

In the field of big data, a series of high-tech technologies such as cloud computing, Internet of Things, virtual reality (VR), and artificial intelligence are widely used in all walks of life, prompting people to be exposed to massive amounts of information and data every day. It has greatly accelerated the development and progress of China's society and economy, and at the same time has brought new development difficulties and problems to the education field, especially the new media of the "three micro-one end" represented by WeChat, and Tiktok, etc. The short video and live broadcast clients represented by our country's schools have become popular among young students, and continue to influence and change the behavior, communication, and cohesion patterns of college students in our country, and even influence them to a certain extent. The world outlook, outlook on life, and values of young students in

colleges and universities. Affected by the uninterrupted changes of mobile networks and big data, colleges and universities' network ideological and political education is facing new historical opportunities and severe challenges with the rapid development of mobile information technology. In the process of actual work, some realistic dilemmas have also appeared, and there are endless Massive information data is changing the methods and models of ideological and political education in colleges and universities. To effectively deal with these real dilemmas, it is necessary to continuously strengthen the in-depth discussion and analysis of big data-related technologies, gain an in-depth understanding of the laws of the development of big data-related information technologies, and further increase the protection and management of the network environment, regulate the online behavior of young students in schools, continuously strengthen students' awareness of network security, carry out online education from all angles, and break the predicament of ideological and political education from the perspective of big data.

2. The Position of Big Data in the Work of Network Ideological and Political Education in Colleges and Universities

Victor Meyer Schönberg pointed out in the "Big Data Era": "Big data is an unprecedented way to obtain products and services of great value through the analysis of massive amounts of information and data." As the research of big data as a precedent, we can see from the definition of big data that big data does not simply refer to massive amounts of information data, but to obtain relevant information through the processing of data information. With the advent of the era of big data, a variety of information data emerges in an endless stream. People have to come into contact with massive amounts of information every day, from daily grocery shopping and cooking to travel, cultural education, big data provides convenience for people while also bringing it many problems. For the network work in schools from the perspective of big data, how to respond to new phenomena and new problems in a timely manner is particularly important. Recognize the corresponding value of massive information data, and then apply it to network form. To give full play to the advantages of it in schools has also become the proper meaning of the topic. How managers can effectively collect, process and process data information, and how to use relevant network data information to support it requires in-depth thinking and research, which will help break the big picture. The real dilemma brought about by the data age will then give full play to the advantages and functions of big data, thereby providing value for it.

Through the research and application of big data technology, we can fully understand and master the development status of it, understand the difficulties encountered by students in the actual learning process, and then based on the information and data that we have mastered to formulate targeted response strategies, not only helps students solve practical difficulties, but also improves the quality and efficiency of online. Because big data has obvious characteristics of networking, social media, aggregation, etc., it can provide scientific and real data as support, which can ensure that it can be captured in the first time the ideological trends and dynamics of college students can provide convenient and convenient information acquisition channels for managers, so as to realize the innovation [1].

In daily life, each of us is a creator and disseminator of information and data. The information management platform created by using big data technology can greatly improve the quality and efficiency of management work and ensure that managers can

grasp accurate information in a timely manner data, to improve the shortcomings of relying solely on "offline" information management in the past, to break the shortcomings of traditional information management methods, and to make it not limited by time and place, and help promote online the further development of the "online" and "offline" three-dimensional new pattern of it, and then to solve the current practical dilemma. In real life, through the application of big data technology, college ideological and political education managers can make full use of the advantages of information and data, and give full play to its essence in daily management work, and the real ideological and political education work is implemented and detailed to provide students with scientific and accurate knowledge and information help students lay the foundation for the future life path, and at the same time realize the integration and utilization of information resources, greatly improve the utilization rate of data information, and promote the corresponding expansion, and then realize the data sharing and application analysis [2].

3. The Realistic Dilemma of Online Ideological and Political Education in My Country's Colleges and Universities from the Perspective of Big Data

In the era of big data, the network ideological and political education work of many universities has also achieved certain reforms and innovations. However, in the new historical development stage, facing new situations and problems, the ideological and political education work of universities will inevitably be more affected. The impact of the big explosion of information technology. In terms of the current dilemmas faced by colleges and universities, there are roughly the following aspects:

3.1 The Sense of Innovation Needs to be Strengthened, and the Ability of Independent Innovation is Relatively Lacking

At present, many colleges and universities are actively carrying out the construction of online ideological and political education, but some colleges and universities are still using traditional education models and technical means, facing the current new situation, new situation, new situation, and new problems, how to fully inherit and on the basis of carrying forward the fine traditions of the original ideological and political education work, we strive to reform and innovate in various aspects such as content, form, methods, means, and mechanisms to enhance the sense of the times of ideological and political education in the Internet age. Some colleges and universities lack the ability to innovate independently. As a result, the overall quality of network ideological and political education in some colleges and universities has been further improved, and the effectiveness of education needs to be further strengthened. Traditional methods and methods cannot thoroughly solve practical problems in ideology, study, and life for young students in colleges and universities, which affects the overall effect of ideological and political education in colleges and universities. Investigating the reason, the reason for this practical dilemma is the lack of innovation awareness and the relative lack of independent innovation ability. Some colleges and universities' ideological and political educators lack advanced innovation awareness, and they are often affected by traditional ideas when carrying out practical work. Not only is the choice of educational methods and means relatively simple, but also lacks innovative awareness of creating a positive and good education and teaching atmosphere, which makes it difficult for students to stimulate their own learning enthusiasm and initiative, which is very unfavorable to promote the development of network ideological and political education in colleges

and universities. At the same time, from the perspective of big data, online ideological and political education is facing many problems. If innovation is not carried out in time, it will increase the difficulty of ideological and political education, which will bring many unfavorable effects on the future development of universities. Therefore, it is necessary to conduct timely and in-depth analysis and research on this issue, formulate targeted response strategies based on the actual situation of college network ideological and political education, and continuously strengthen the innovation of traditional education models to break the real dilemma [3].

3.2 The Positioning of Big Data Needs is not Clear Enough, and Big Data Applications are not Paid Enough Attention

With the advent of the "Internet +" and big data era, data and information have been widely used in people's daily work and study. As the main group of network data applications, young college students are exposed to a variety of information and data. From WeChat and Weibo to short video and live broadcast platforms, online and offline data resources come together to give contemporary college students a variety of choices. From the perspective of big data, on the one hand, the application of data and information, such as the emergence of learning platforms such as "Learning through" and "Rain Class", has greatly enriched teaching resources, and at the same time, it has provided great convenience for students to learn and promotes theoretical knowledge. More integrated with reality, students can obtain massive learning resources through big data, greatly update their own knowledge framework, and increase the effectiveness of online ideological and political education in colleges and universities. However, at present, some colleges and universities do not pay enough attention to the application of big data and believe that ideological and political education needs to rely on traditional teaching methods. As a result, the application of big data loses its effectiveness and cannot meet the needs of the current rapid development of teaching, which is not conducive to promoting colleges and universities. The further development of network ideological and political education has affected the management of students' actual information [4]. In addition, some colleges and universities are not clear enough in the positioning of big data needs. Although the application of big data is getting more and more attention in the actual education and teaching of colleges and universities, due to the inherent thinking of some colleges and universities and their managers, big data is currently only used in business departments. The business department manages unilaterally without forming a complete and active two-way or even multi-directional interaction with other departments. The business department of a university basically plays the role of a data producer, and it is difficult to put forward a clear demand for big data, and the business department often comes into contact with the first-line data resources. Coupled with some of the technical characteristics of big data, the "interlace" between ideological and political education managers and technical personnel in colleges and universities has caused many online ideological and political education needs to be unable to be transformed into technical solutions, and the construction of big data applications is limited, and at the same time to a certain extent, it hinders the accumulation and mining of its own data resources.

3.3 Incomplete Management Personnel Training and Introduction Mechanism, Lack of High-quality Management Personnel

The network ideological and political education work of colleges and universities

from the perspective of big data requires complicated data processing technology, data analysis technology, etc., to carry out the whole process of data collection, input, processing, processing (analysis) and result output from all aspects and multiple angles. If the big data capabilities of online ideological and political education in colleges and universities cannot be guaranteed, and each process of data processing is missing, it will affect the development of online ideological and political education and education, and then affect the good development of the entire college education. However, according to the current situation of online ideological and political education in colleges and universities, there is a problem that the technical ability of ideological and political education personnel is not high. Some ideological and political education personnel have insufficient mastery of big data technology and lack of understanding of big data-related information. It is difficult to give full play to the advantages of big data applications in actual work, which brings certain practical problems to college network ideological and political education. At the same time, due to the imperfect introduction mechanism of management talents in some universities and the lack of high-quality management talents in the actual process, the level of network ideological and political education in some universities is not high enough. It is difficult to respond to the current development trend of higher education, and it is easy in actual work. Causes potential hidden dangers, has an impact on ideological and political education, weakens the persuasiveness and appeal of ideological and political education in colleges, and causes some students to lack the enthusiasm and initiative of learning in the actual learning process, which leads to ideological and political education in schools the person loses the dominant position [5].

4. Countermeasures for Colleges and Universities Network Ideological and Political Education under the Big Data

From the perspective of big data, traditional management methods and management concepts are no longer suitable for the current network ideological and political education work, and at the same time, they are also facing the real dilemma of insufficient innovation. As a result, the quality of network ideological and political education needs to be further improved, and it is difficult to truly exert the essential role of ideological and political education. Therefore, in response to the practical difficulties of universities, it is necessary to establish a sense of innovation in a timely manner, recognize the shortcomings of traditional management methods and concepts, strengthen the introduction of advanced, scientific and technological, and continuously optimize and improve traditional ideological and political education management methods. The times are developing and technology is also advancing, which has also continuously urged colleges and universities to use current big data methods to continuously innovate online ideological and political education. The ideological and political education departments and workers of colleges and universities must continue to learn new modern big data technologies. In the era of rapid development of mobile Internet technology, we are required to effectively integrate the work concepts of new media information technology such as "three micros and one end" and big data applications in our actual work, so that the young student groups in colleges and universities are more susceptible to the "three micros and one end" and "Tiktok". "Short videos, live broadcast platforms, and other representative new media have accurate and objective understanding and applications, and actively guide them to use these new media technologies correctly and rationally,

and give full play to the important role of new media information technology in practical work. Demonstration role to ensure that big data can be truly integrated into online ideological and political education, grasp the actual ideological trends and learning conditions of young students, understand their real ideological dynamics and development trends, and use this as an opportunity to improve the targeting of online ideological and political education in schools. Therefore, it provides strong support for the education and teaching management of colleges and universities, and breaks the real dilemma of ideological and political education in colleges and universities from the perspective of big data [6].

5. Conclusion

With the continuous development of the era of big data, colleges and universities network ideological and political education are facing more realistic dilemmas. The application of big data and new media has become a very important working method and means in our daily work and life, and big data has also provided colleges and universities. Ideological and political education has brought new situations and new problems. Facing the new era of rapid development of high and new technology, as young students' ideological leadership, both the university itself and the ideological and political educators themselves should have the urgency of the times and a strong sense of crisis, and they should continue to innovate in actual work. Thinking, improve organizational and individual learning ability and business level, use new media and big data to creatively carry out it, and strive to open up a new situation in school. In carrying out practical work, "traditional" + "innovative" technical means are used together to continuously improve the effectiveness of online ideological and political education, and improve the modernization level of ideological and political education in colleges and universities. Therefore, in the era of big data, schools should adopt effective countermeasures, analyze and research according to the actual dilemmas of colleges' online ideological and political education, strengthen the introduction and training of big data technical talents, and increase their awareness of innovation. Promote the further development of online ideological and political education in my country's colleges and universities, so as to cultivate talents for the country and the party.

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