Research on Construction of Online Ideological and Political Education Platforms in Universities in the Big Data Era

Li Wei

Students' Affairs Department, Guizhou Normal University, Guiyang, Guizhou Province, 550025, China
laweiqi@126.com

Abstract: Online ideological and political education platform is an important tool for ideological and political workers to guide students' thoughts and values and cultivate their morals and culture via network technology. With the rapid development of big data technology, ideological and political education in colleges and universities should take the initiative to adapt to and keep up with the technological progress. This paper explores the construction of colleges and universities' network ideological and political education platforms in the Big Data Era. The author believes that the construction of Internet ideological and political education platforms of colleges and universities should follow the principle of "big data + big ideological and political," to build a good team that focuses on network ideological and political education and strengthen the data integration and development of network ideological and political education platform, so as to promote the construction of the smart campus and the docking with the smart city.

Keywords: big data; colleges and universities; online ideological and political education; platform construction

1. Introduction

At present, the fourth technological revolution with big data as the core is changing people's life, work, learning, and other aspects with unprecedented momentum. The products of the Big Data Era, such as the Internet, cloud computing, and new media APP have made world-integrated open cyberspace for mankind, which in essence has changed people's living conditions, interaction mode, and development conditions. Especially since the outbreak of COVID-19 in 2020, online teaching has been widely applied, which is serving as a driver of the rapid development of Internet education and its platform carrier. College students who are often online are the main concern of education, management, and service of colleges and universities[1].

The Internet ideological and political education platform is an important support for the ideological and political workers to use Internet technology to guide students' thoughts and values and cultivate their morals and culture. Big data characterized by quickness, sea quantization, diversity, value, and intelligence have made the construction of Internet ideological and political work platforms have to take into account the changes and new ways of life, thinking, and interaction. To create new perspectives and opportunities, and it is the path for the effectiveness of online political thinking work of college students[2]. By doing so, the political thinkers will quickly grasp the dynamics of college students' thoughts and behaviors and find the data intervention points to give timely responses to make college students' online ideological and political education more effective and closer to students' lives and needs[3]. This paper explores the construction of online ideological and political education platforms in universities and colleges in the Big Data Era, which is of great practical significance.

2. Necessity of the construction of network ideological and political education platform in the Big Data Era

2.1 Construction of college network ideological and political education platform meets the need of the current situation

At present, the international situation is complicated. The ideological struggles among different

polities are fierce. With a large population of users and a high degree of freedom, an online ideological and political education platform faces many challenges in its construction. Romantic and political education in colleges and universities aims to enhance its effectiveness by innovative exploration. Big data is one of the powerful tools to improve the effectiveness of ideological and political education in colleges and universities[4]. At present, digital information technology is booming and brings profound changes in education mode. Going forward, education will further develop in wisdom and informatization. So the deep combination of digital information technology and education is inevitable. This points out the direction for further deepening reform and long-term ideological and political education development in colleges and universities. In the rapid development of big data, how can the ideological and political education in colleges and universities improve its relevance and effectiveness to adapt to and keep pace with technology's progress has emerged as a question of the times.

2.2 Building the Internet thinking platform in colleges and universities meets the need of the times

The Internet has become an indispensable part of the lives of teachers and students in colleges and universities. The informatization and digitalization of networks promote economic society's development and improve national governance and people's work and life. The deep integration of "Internet+" and "Big Data+" with education is an unavoidable trend[5]. As the most active part of the Internet space, young students have distinctive personalities, active thinking, and a strong willingness to express themselves. The construction of Internet thinking and government work platform in colleges and universities is an important embodiment of education modernization and informatization. It is by the requirements of the times for education innovation and development. Colleges and universities should pay more attention to the role of educational informatization and build a comprehensive Internet platform that serves for thinking, education, life services, culture, and entertainment.

2.3 Construction of college Internet thinking platform meets the need of education

Due to the limitations of the traditional lecture mode, ideological and political education is mainly carried out through theoretical education. It fails to arouse students" passion. By analyzing the Internet users' online concerns and habits, big data technology can restore and depict the users' preferences and characteristics, facilitating the provision of targeted services[6]. Applying this technology to education, we can analyze hot spots and learn about students' learning habits and effects so as to grasp the preferred education methods and control the education orientation to guide students to analyze problems objectively, express rationally, and spread positive energy from complicated Internet information. In doing so, we can help students establish correct worldview, values, and outlook on life and promote "education precision." It is also vital for the improvement of the ideological and political quality of college students. Therefore, the construction of college Internet ideological and political education platforms meets the need of education in the new era[7]. We adapt to the new education ecology and open a new situation by responding to the teaching needs and the deep integration of the Internet and education in the Big Data Era.

3. Three directions of building the Internet thinking platform in colleges and universities

3.1 Source Orientation

Among the users of the Internet platform, there are both teachers and students. Students are the main object of thinking and political work. In the background of the era of big data, digging out the information with potential value via different data technologies to give a comprehensive and accurate description of students according to varying requirements of thinking and political work is an essential means for review and political workers to know students in all aspects. It will help grasp student dynamics and understand students" needs so that thinking and political workers can better provide guidance academically and ideologically. Therefore, carrying out precise ideological education is of great significance.

3.2 Problem orientation

There are two difficulties in constructing Internet thinking and political work platform, namely the handling of students and Internet information. The solution to them is also what the construction of thinking and political work platform should adhere to. In the face of complicated information, many young people who have yet to form correct values and independence to distinguish truth from false

information are prone to lose judgment. Ideological and political education combined with big data technologies can quickly capture students' concern bias, social hotspots, romantic confusion, and other issues, and then form an instant graphical presentation of ideological and political education on the ranking of students' concerns, which is conducive to finding out solutions to students' problems.

3.3 Effectiveness orientation

Whether the traditional mode of thinking or the construction of the Internet thinking and government work platform, both are for good "educational effect." The high acceptance of students to education serves as an essential guide. Any educational form with low acceptance of students needs reflecting and adjusting. Adhering to the effect orientation, we should strengthen the content construction of the Internet thinking and government work platform and better apply the big data technology[8]. Content is the key that ensures students" use of the Internet thinking and political work platform[3]. Relying on data collection and analysis, big data technology can assess students' behavior and thoughts, which will bring new opportunities for student work. Ideological and political education combined with big data can "accurately profile" students or student groups based on the analyzed characteristics of students' thoughts and behaviors, and provide targeted education for individual students or student groups, thus improving Internet ideological work effectiveness.

4. Innovation path of university network ideological and political platform in the Big Data Era

The innovative path of network ideological and political education platform in the Big Data Era should insist on the thinking of "big data + big ideology" to promote functional integration, build a good team focusing on network ideology, to promote data integration and processing of network ideology education platform, which will promote the development of the smart campus to realize the docking with smart city The paths provide the whole route for the innovation and development of college students' online thinking and political platform in the Big Data Era.

4.1 Following the thinking of "Big Data + Big Thinking" in functional integration

Data is a fundamental resource for scientific analysis and inquiry. To understand students' thoughts and behaviors better, objective and dynamic data on students" value tendencies and current mental health situation are needed. These data provide basis for empirical analysis and scientific conclusions. Therefore, following the "big data + big thinking and administration" thinking should be adhered to in the construction of the Internet thinking and administration work platform. It will help the Internet thinking and administration work platform become an important work carrier of "big data + big thinking and administration" and teachers and students' ideological and spiritual home. Only by integration, a big value can be made. First, solving the functional problems by cross-border integration. When designing and improving the functions of Internet thinking and political work platform, university leaders should attach importance to top-level design and the integration of business platforms of various functional departments, especially "Internet + education and teaching, Internet + life services." In the construction of comprehensive platforms for teachers and students, the incompatibility of the system and duplicate construction should be reduced. "Student management system, enrollment and employment system, financial aid management system, academic affairs management system and other system platforms should be integrated into Internet thinking and government work platform, so that information sharing can be realized under the premise of data security, the platform can be available for teachers and students quickly, and the problems of "too many platforms, no sharing, difficult to use, easy to make mistakes" are completely solved. Second, solve the problem of interactivity by interactive integration. On the basis of solving the functional problems, the Internet thinking and government work platform and the student media organizations of each college should interact effectively. To overcome nativism, break the barriers to work, establish a "full media" awareness, we should make good use of the Internet thinking and political work platform and open columns to release information, provide services, etc., do a good job in "Internet + cultural construction" construction so that the Internet thinking and political work platform services "use." Work platform services "use," "live" up.

4.2 Establish a good platform and a team focusing on network thinking and politics

A team is the main force to manage the Internet thinking and political work platform of colleges and universities and carry out ideological and political education work. Teams fall into five categories

according to their specific work: First, the team for the management of Internet thinking and political education, composed of leaders of colleges and universities. The team supervises the Internet thinking and political work platform and regularly communicates with students through voice, video, and so on; it is conducive to solving students' problems on the basis of listening to students' voices. Secondly, the team for the research of Internet thinking and politics education. The team mainly explores Internet thinking and politics theoretically. In the forms of studies and seminars, it conducts specific investigation and research to reflect the situation and makes suggestions in time according to the work points of the Internet political work platform of colleges and universities and the requirements of the education management team,. Third, the big data technical support team is composed of professionals in the field of big data and computers, etc. The collection, analysis, and processing of data are its main points of work. They do a good job in data coordination of Internet thinking and politics work platforms. Fourth, the Internet Civic Education practice team consists of counselors, group officers, Civic Science teachers, and professional teachers. Taking students' needs for success and development as the starting point, a group of outstanding teachers with different characteristics are tapped to several distinctive practice teams as students' opinion leaders, professional learning leaders, and embellished educators. The fifth is the Internet Civic Education Mutual Aid Team, composed of backbones in student organizations, classes, and league branches. With student-led, peer-to-peer support and peer growth characteristics, the team carries out online and offline thinking and political education activities and radiate other students in concentric circles level by level.

4.3 Strengthen data integration and processing of online ideological and political education platforms

Data collection, analysis, and processing are key to building a good online ideological and political education platform. In terms of data collection, we should have a good understanding of the relevant background of each functional department of the university so as to grasp the individual and overall ideological behavior data items of college students, observe the individuality of similar data and the totality of data, analyze the difference between the individuality of similar data and the individuality of other data and between the totality of similar data and the totality of other data, analyze the relationship between the individuality of similar data and the totality of similar data, etc. By doing so, the error rate of data can be reduced. Furthermore, a detailed data collection plan can also be formulated to clarify the division of labor for members to collect data, placing data collection in a crucial position and forming a completely scientific process for data collection. In terms of data processing, special classified data folders or file clouds should be established based on actual data. The data should be imported into different folders according to their classification, and the folder data should be converted into a format that can be used and analyzed, and the data should be gradually cleaned and perfected so as to keep in line with the analysis conditions of the university students' online thinking and government platform. In terms of the mode of data, the required methods, techniques, and workflow should be combined to explore the relationship among data variables to find out the most suitable way. Additionally, whether the existing equipment and hardware meet the operational requirements should also be considered. In terms of data transmission, the person in charge should be informed of the success or failure of data transmission at each level. In terms of the application of data, reports, briefings, codes, and technical documentation should be submitted and implemented in pilots to observe whether the operation meets the needs of the data as a whole and generates data resonance.

4.4 Promote the construction of smart campus to realize the docking with the development of the smart city

At present, the world's higher education institutions have basically recognized education informatization. Many universities have built digital systems with various functions to disseminate educational content through advanced, efficient, and practical digital systems[9]. Smart campus through the use of big data, Internet, cloud computing, Internet of Things, and other new technologies, have gradually changed the interaction among teachers, students, and campus resources to achieve personalized intelligent perception, resource organization, information exchange, scientific decision-making, etc. as well as mining data and information relevance as the core of the information technology application model, gradually making the construction of smart campus closely related to the learning, life and work of campus teachers and students. Smart city construction promotes urban planning, construction, management, and services by a new generation of information technology. It marks a new stage of urban informatization construction, which strongly supports the sustainable development of cities. The construction of smart campuses will be deeply integrated with that of the smart city. The real-time transmission of data and information will be supported by network technology to eliminate the

limitation of time, space, context, and mode, to mine the information of data resources, to realize the intelligence of control, management, and decision making, and to establish a model based on the full amount of data to make stage prediction on the work of matters. The construction of smart campus will dovetail with the smart city, integrate the data related to college students individually and as a whole at school or at home through the innovative college students' network thinking platform, and effectively integrate the data about college students from the government, society and network portal service providers to make the data involving college students individually or as a whole more comprehensive and three-dimensional and integrated, enhance the circulation and application of data, and make the local smart city development with more dynamic and vitality.

5. Discussion on the Construction of Online Ideological and Political Platform in Universities in the Big Data Era

5.1 Potential risks of the construction of college network ideological and political platform

As a product of science and technology, big data is a double-edged sword. While promoting the development and continuous innovation of ideological and political education in colleges and universities, big data technology's security problems and ethical risks should not be underestimated. For example, big data collection inevitably involves teachers' and students' personal and confidential information. Analysis of big data is a more secondary analysis of even multiple values. Each link in its application is mixed with human factors, so humans' subjectivity, emotionality, and contextuality under the harness of big data tend to dissolve. Hence, strengthening the security technology, daily supervision of the data platform, and the guidance and restraint of moral beliefs and behavioral norms of teachers and students using big data should be attached importance to, in order to avoid "data dictatorship," "data infringement" and "data coldness." Data need to be paid attention to the construction of universities' online ideological and political education platforms in the Big Data Era.

5.2 Possibility of improving the precision of education through the construction of college network ideological and political platform

Data is one of the objective conditions for ideological and political educators to analyze the real problems. With the construction of network ideological and political platforms in colleges and universities, the collected data on students becomes a powerful assistant of college ideological and political education workers. Big data technology can help understand students objectively and make the ideological and political education experience intuitive and make the prediction of students' ideological dynamics possible. This will help prevent problems before they occur.

5.3 Possibility of improving the refinement of education in college ideological and political education

In the Big Data Era, human activities can be recorded. Any field with human activities can produce consequent data. Through algorithms and software, it is capturing, storing, analyzing, and processing huge amounts of information become possible. Technology has changed the traditional working model of ideological and political educators. To a certain extent, it can be said that technology has optimized a series of subjective conclusions that may not be scientifically drawn by traditional working methods. It will help make judgments more rational and reduce the influence of experience and intuition. The objective data becomes extracurricular supplementary materials for ideological and political education workers to refer to. It will expand the information open space for ideological and political education workers and make predictions on the behavior dynamics of the subjects of ideological and political education possible.

6. Conclusion

With the proceeding of big data technology, big data characterized by quickness, sea quantization, diversity, value, and intelligence has opened up new paths for the enhancement of the effectiveness of online political thinking of college students. In order to cope with the challenges brought by data and information, the necessity of the construction of online ideological and political education platforms in colleges and universities to meet the needs of situations, times, and education has become increasingly prominent. The innovative construction of college network ideological and political platform in the background of the big data era makes it possible to improve the precision and refinement of education,

but some potential risks in security and ethic shouldn't be neglected. To sum up, the author believes that the construction of the Internet ideological platform of colleges and universities should be source-oriented, problem-oriented, and effect-oriented. The thinking of "big data + big ideology" should be insisted to promote functional integration. A good team focusing on network ideology, data integration, and construction of network ideological education platform is needed, which will promote the construction of the smart campus and the interface with the smart city. The four innovative paths are to adhere to the thinking of "Big Data + Big Thinking and Administration" to promote functional integration, to build a good platform focusing on network thinking and administration, to strengthen data integration and processing of network thinking and administration education platform, and to promote the construction of smart campus to realize the connection with the development of the smart city.

References

[1] Feng Gang, Huang Yuanlin. Causes and representations of group polarization of college students' online opinion[J]. Thought Education Research, 2021, No.327(09):93-98.

[2] Xiong Yu. Four dimensions of enhancing the effectiveness of online ideological and political education communication[J]. Ideological and Political Education Research, 2020, v. 36; No.164(04):144-147.

[3] Yan Shu, Li Liangdong. On the enhancement of the discourse of online ideological and political education in colleges and universities [J]. Journal of Wuhan University of Technology (Social Science Edition), 2021, 34(05):135-140.

[4] Yan Xingchang,Cao Yinzhong. The outgoing logic of the shared concept of online ideological and political education in colleges and universities[J]. School Party Construction and Thought Education, 2021, No.659(20):68-71.

[5] Chen X, Deng SH. The dilemma of online ideological and political education discourse and its optimization[J]. School Party Construction and Thought Education, 2021, No.659(20):75-76+96.

[6] Song Na. Research analysis of ideological and political education innovation in colleges and universities in the era of new media [J]. Journal of Heilongjiang Teacher Development Institute, 2021, v.40; No.287(10):98-100.

[7] Guo Binhai. Research on the method of online ideological and political education for college students under the new situation [J]. Journal of Social Sciences of Jiamusi University, 2021, v.39; No.214(05):89-91.

[8] Li Ling. On the innovation of online ideological and political education in colleges and universities in the Big Data Era [J]. School Party Construction and Thought Education, 2021, No.658(19):33-35.

[9] Ruan Mengjun. Synergistic study of multiple subjects in online ideological and political education[J]. Journal of Hubei Open Vocational College, 2020, v.33; No.286(24):121-123.