

# Integration of Big Data into Women's Ideological and Political Education: Possibility, Necessity and Realization

Lirong Zhao

*School of Marxism, Zhejiang Normal University, Jinhua, 321004, China*

**Abstract:** *This paper focuses on women's ideological and political education, relying on big data technology, and answers why it is possible to integrate big data into women's ideological and political education from three aspects of the quantitative way, thinking way and prediction technology of big data. On this basis, through the analysis of the current women's ideological situation and the development of women's ideological and political education, this paper discusses the necessity of integrating big data into women's ideological and political education. Then, based on the application of massive information of big data, the prediction function of big data can be used to accurately predict women's ideological dynamics, solve the practical problems faced by women's ideological and political education, and discuss how to realize the integration of big data into women's ideological and political education.*

**Keywords:** *Big data; Women; Ideological and political education*

The term "big data" appeared in the 1980s, and was first put forward by alvin toffler in 1980. Since then, big data has gradually become the strategic plan of the developed countries headed by the United States, and the big data wave is surging. Now, big data has become a basic strategic resource integrated into economic and social development, and big data is changing from "cutting edge technology" to "important application". Constantly exerting its characteristics and value, speeding up the timeliness flow of data, improving data governance ability and promoting the transformation of data value will make the value of big data play more and more obvious.

With the advent of the era of big data, great changes have taken place in the study and lifestyle of women groups. Women's ideological and political education in the era of big data is based on big data technology, integrating big data thinking and methods, providing more educational contents, broadening educational means and methods, and making ideological and political education more in line with the actual needs and women's needs. In the era of big data, the content and space of women's ideological and political education have been greatly expanded, and a large number of "data footprints" produced by women groups have created new educational elements for ideological and political education.

## 1. How is it possible

### 1.1 Opportunities faced by women's ideological and political education in the era of big data

Big data refers to the data collection that is difficult to capture, store, manage and process by traditional database software tools. Big data has the characteristics of large capacity, variety, high speed, authenticity and value. "The size of big data lies not only in its capacity, but also in the exchange, integration and analysis of massive data, discovering new knowledge and creating new value."<sup>[1]</sup> In the era of big data, the understanding of data and things has changed fundamentally, breaking the thinking mode of small data in the past.

#### 1.1.1 In the era of big data, everything can be quantified

In the era of big data, information storage and processing has become faster and more convenient. It can collect, store, process and analyze the data bearing people's thoughts and behaviors, and it is even more necessary to use all data for analysis, that is, "sample = population" instead of traditional sample data. Moreover, there are many kinds of big data, which relax the standard of fault tolerance. Unstructured data with various sources can be used for analysis, which breaks through the limitation

that the recorded data must be as accurate as possible in the era of small data because there is little information available. In the era of small data, the data information of ideological and political education is difficult to measure and analyze, and it can be visualized and quantitatively analyzed through accurate portraits of big data.

### ***1.1.2 Big data thinking mode changes from "causality" to "correlation"***

Traditional thinking mode pays attention to causality, and when tracing to the source, it is often preconceived and causes are set in advance. Big data pays attention to correlation and knows "what it is" instead of obsessing over "why". It is an important feature of big data to reveal the reasons behind the phenomenon through the profound analysis of the correlation between big data and let the data speak. In the era of big data, women's data information is complicated. Compared with causality, correlation is more suitable for big data analysis, and data innovation of "inexhaustible" is carried out. From seemingly discrete and unrelated things, data connections are deeply explored, hidden laws of thought and behavior are revealed, and the "crux" is grasped to "prescribe the right medicine".

### ***1.1.3 Big data forecasting technology makes decision-making intelligent.***

"The core of big data is prediction"<sup>[2]</sup>. The "data footprints" left in the network in the era of big data convey personal thoughts and emotions, and different data should reflect the actual situation. The application of big data technology can accurately predict the future ideological trends of women groups and grasp the changing trend of women's thoughts in advance. The development prediction technology of big data thought can focus on micro-individuals from macro-groups, and focus on "points" from "points" to "areas". With the help of the development prediction technology of big data thought, a monitoring and early warning mechanism can be established. On the basis of women's and family files, establish three-stage monitoring and early warning of green, yellow and red, focus on red women groups, and prevent yellow women groups, especially those who are widowed, widowed, victims of domestic violence, major family changes, depressed state and suicidal tendency. They must be tracked in time, judged and judged according to the situation, implemented "one-on-one" effective education, reduced criminal cases and resolved civil cases. For the green women groups, it is necessary to do a good job of ideological and political education, so as to prevent them from turning into yellow groups, and put the ideological and political education of women into practice to prevent problems before they happen.

## ***1.2 Challenges faced by women's ideological and political education in the era of big data***

### ***1.2.1 Data security threats***

In the era of big data, compared with the acquisition and storage of information, the protection of information is not easy. When people enjoy the services brought by big data, the "data footprints" recorded by mobile phones, networks, and various information management systems can verify and explain each other, so that personal privacy is invisible, and we are subject to "data monitoring" and become "transparent people". If the leaked data involves women's personal information and family situation, it will pose a threat to women's privacy and increase the corresponding data risk. Data leakage will affect the personal and property safety of the parties, and at the same time, it will bring great psychological pressure. The source object of the recorded information may have physical diseases or family conflicts, or have special personal needs, which are not expected to be known by more people. If all personal information is made public, it will inevitably bring heavy psychological pressure to the parties concerned. Therefore, the protection of data privacy can't be ignored. It's very important to build a safe big data platform for women.

### ***1.2.2 The data literacy of women's ideological and political education team is insufficient***

To realize the innovative development of women's ideological and political education in the era of big data, we must have a team of professional technical talents to support it. Women's federations, town and village women's directors, community workers and volunteer service teams responsible for women's ideological and political education have formed a relatively fixed thinking paradigm in the work lacking big data, which makes it difficult to make good use of big data in a short time. Moreover, most of them lack science education background, mainly majoring in administration, law, sociology and philosophy, and their ability to analyze and process big data, Internet and information is limited.

Big data requires higher data literacy of women ideological and political educators, and their data application protection ability needs to be improved. Big data has effectively improved the accuracy and scientificity of women's ideological and political education, but there will also be problems of "data

dictatorship" and data abuse in the application process, that is, women's ideological and political educators are "data-only" in their work, relying too much on data and failing to verify the results of data analysis with the actual situation. At present, the application of big data in ideological and political education is faced with the problems of data encryption and personal information protection. Many female staff members have a weak awareness of data security protection and are not sensitive to data information. It is necessary not only to enhance the thinking awareness of female staff members in using data information, but also to strengthen the technical training of privacy data encryption.

## **2. Why is it necessary**

### ***2.1 Women's own development needs***

In the era of big data, the information is complicated, with the strong network accessibility, increasingly diversified value choices, the influence of consumerism and money worship, which impacts the mainstream ideology of women's ideological and political education. The mainstream ideology of women is positive, but there are still some problems, such as weak subjective consciousness, deviation of their own cognitive values and utilitarian values. It is necessary to further strengthen women's ideological and political education. Many women want to make a difference in their career development, and they are affected by the traditional gender division of labor, which means "men dominate outside and women dominate inside". They are eager to return to their families and focus on their families and children, and they are caught in a dilemma. Doing a good job in women's ideological and political education, uniting and condensing this "half the sky" has a bearing on economic growth and social stability. Relying on big data, we can combine ideological and political education with solving women's ideological and life problems, help women solve practical problems, improve their ideological and political quality, cultivate a positive and healthy mentality, enable women groups to live and develop better, and promote social harmony and stability.

### ***2.2 The development needs of ideological and political education***

In recent years, with the rapid development of Internet technology, the characteristics of women's online existence have become increasingly obvious, and the ways of gathering, communicating and mobilizing have changed greatly. The traditional ideological and political education mode that only relies on "flooding" has been difficult to meet women's learning and living needs. At present, the application of big data in business investment, medical care, advertising, transportation and other fields is relatively mature, and it also provides a new way of thinking for women's ideological and political education. Keeping up with the development trend in the era of big data, improving the effectiveness and pertinence of women's ideological and political education in the era of big data, and combining women's ideological and political education with big data are of great significance to improving women's ideological and political education methods, working system and quality evaluation system.

## **3. How to realize it?**

### ***3.1 Skillfully using big data technology to strengthen women's ideological guidance***

Various information on the internet and social media make some women, especially young women, think of hedonism and material supremacy. They need to strengthen women's ideological and political guidance, occupy the guidance of public opinion, unify their thoughts and rally people's hearts, improve women's ideological consciousness and moral level, so that they can distinguish right from wrong, good from evil, beauty and ugliness, make contributions with feminine characteristics, play a unique role in the construction of family civilization and social civilization, and be self-respecting, confident, self-reliant and self-reliant in the new era.

Actively using the technical means of big data to carry out ideological and political education complements the advantages of traditional ideological and political education, and the platform carrying the contents and methods of women's ideological and political education runs efficiently, which has the characteristics of moistening things and being silent, making the effect of ideological and political education more natural and lasting, and cultivating women's correct values and moral sense. In the process of using the network, users sometimes have a feeling that big data can "think what I think". This is actually the statistical analysis technology of big data that accurately pushes potential useful

information to users according to their browsing and searching traces on the Internet. Through big data, we can collect the data of women's behavior traces and thoughts, and on this basis, carry out relevant analysis, dig out the hidden links behind the data, so as to master women's ideological trends and create an educational environment with no obvious direction, so that the educated can accept the educational content in a natural, harmonious and pleasant atmosphere and transform it into their own thoughts and behaviors, thus achieving the purpose of implicit ideological and political education.

### ***3.2 Cultivating women's subjective consciousness and correctly understanding their own values***

Compared with men, women's self-confidence is relatively low, they can't fully understand their social value, they are more likely to rely on others, and they lack independent thinking and practical ability. Moreover, women's living environment is littered with incorrect values such as "it's useless to study" and "it's better to marry well than to work well", which dispels women's subjective consciousness and makes some women spend a lot of time and energy on food and clothing. On the basis of scientific understanding of women's important position, we should stimulate their potential of independence and initiative, and enhance their subjective consciousness.

Give full play to the advantages of big data platform in organizing women's study, resolving conflicts and enhancing feelings. Launch diversified and personalized online courses such as vocational skills, home schooling, legal knowledge, cultural leisure, safety protection, etc., encourage capable women to participate in recording courses, effectively guarantee the needs of women to use fragmented time to study and enrich their lives. Actively carry out education on women's outlook on life, help women establish correct ideals and beliefs and life goals, and strive to create life value in practice. Actively carry out education on the concept of rule of law, cultivate women's awareness of law-abiding, popularize laws and regulations, and safeguard their rights. Actively carry out moral education, strengthen their professional ethics, professional ethics and traditional family virtues education, and improve women's ideological and moral quality. The advanced figures and core figures of the group have a great influence on the nature and development of the whole group. By publicizing the typical deeds of advanced women, we should strengthen the education and guidance of the core figures in the group of women, and guide women to consciously conform to the main theme of society in their thoughts and behaviors.

### ***3.3 Improve the construction of women's big data platform, so that data can be connected and used***

In *The Origin of Family, Private Ownership and State*, Engels clearly pointed out: "The first prerequisite for women's liberation is that all women return to public labor."<sup>[3]</sup> On the basis of interconnection, women's big data platform should be used to help women socialize and improve their social participation. The women's big data platform has the characteristics of small scale, flexible mode of operation and wide coverage by setting up the employment sector and introducing local enterprises, especially township enterprises. It can effectively resolve the surplus female labor force and promote women's employment at home. Enterprises publish recruitment information and semi-finished products processing information with simple operation, and the platform automatically sorts them. The employment needs of housewives of different ages are published and then matched. Women can also personally apply for jobs on the platform and submit resumes to find their favorite jobs. Women can also publish information about agricultural products, farmhouses and homestays on the platform, which can be publicized and pushed to help sales. For middle-aged and old-aged women who are not good at using internet and social media, women's mutual aid groups can be set up to contract business orders, and women who are good at operation can operate on the platform.

Use the big data platform to accurately grasp the actual situation of women's daily work and life, take women groups as data subjects and service subjects, set up service boards, and continuously optimize open and shared service functions. Using women's integrated social service resources, we can carry out guidance on women's and children's physical and mental health, family education empowerment, legal aid dispute adjustment and rights protection, mediate women's and family disputes, safeguard women's and children's rights, establish a feedback mechanism, build a benign network interaction, listen to women's messages on the platform, and realize the sound development of women's ideological and political education.

### ***3.4 Build a big data management mechanism and standardize the data collection, storage and calling process***

In order to standardize the behavior of data collection and use, and better enhance the application value of big data, it is necessary to improve the corresponding system and build a big data management mechanism in combination with the needs of ideological and political education, so as to give full play to its role and provide guarantee for using big data technology and correctly handling various problems. To give full play to the function and value of big data, we need to constantly improve the data information management mechanism. Based on women's personal choice, we should make legal and rational use of data acquisition technology, realize dynamic data acquisition, analysis and mining, and constantly improve the utilization of big data technology. The program is written to lock and encrypt women's personal data, which limits the accessibility and calling rights of different levels of data. In the era of big data, data update is fast and time-limited. Too much past data will hinder the ability to make timely decisions and act in a timely manner, especially when new data contradicts old data, it will interfere with decision-making. It is necessary to set technical measures for storage period and regularly forget outdated data.

The era of big data puts forward higher requirements for data managers. Data managers need to have big data thinking and basic big data technology, as well as firm political stance and lofty professional ethics, strengthen their own data security awareness and data sensitivity, stick to the bottom line, and do not take advantage of their positions to participate in personal information transactions, so as to ensure that women's massive data and information are not leaked.

### **References**

[1] Marx, Engels. *Collected Works of Marx and Engels: Volume 4*. People's Publishing House, 2009, p. 88.

[2] Victor Meyer-schoenberg, Kenneth Kukeye. *Big data era: great changes in life, work and thinking*. Zhejiang People's Publishing House, 2013, p. 33.

[3] Zipei Tu. *Big data: the coming data revolution*. Guangxi Normal University Press, 2013, p. 57.