

# Evaluation of Driving Forces and Countermeasures for Improving Cultural Confidence in the Big Data Era

Zhuangwei Gao

*School of Marxism, Liupanshui Normal University, Liupanshui, 553000, Guizhou, China*

**Abstract:** *With the development of the Big Data (BD) era, the momentum of cultural confidence and the analysis of countermeasures are also constantly optimized. In view of the increasingly frequent cultural exchanges among countries, the research on the momentum of cultural confidence and countermeasures based on the BD era is also increasingly important. In the research of the whole theoretical analysis of cultural self-confidence, how to improve the ideological discourse power under BD and enhance the momentum of youth culture self-confidence is the key problem that needs to be solved urgently at present. This paper analyzed the power of ideological discourse and the momentum of youth culture self-confidence improvement under BD, with the help of research and discussion on the development process of cultural self-confidence cultivation, and combined with the breakthrough path and countermeasures of youth cultural self-confidence. Based on the data results, the following conclusions were drawn: In the context of the era of BD, according to the classification of young people's attitudes towards Chinese traditional culture, the proportion of young people who believed that Chinese traditional culture had a certain role and should take its essence to eliminate its shortcomings was the largest, reaching 42.9% of the total, and most young people were less supportive of Chinese traditional culture. At the same time, teenagers' satisfaction with the four cultural confidence breakthrough strategies was above 90 points, and the average comprehensive evaluation score was 94.25 points. This showed that teenagers in the era of BD had a strong momentum of cultural self-confidence and a high degree of satisfaction with the breakthrough path of cultural self-confidence.*

**Keywords:** *Big Data Era, Cultural Self-confidence, Countermeasure Analysis, Questionnaire Survey*

## 1. Introduction

The frequency of cultural exchange and collision of cultural ideas among countries is constantly accelerating, and people's research and discussion on cultural confidence has entered a new stage. The main goal of this paper is to analyze the power of ideological discourse and the power of youth culture confidence improvement under BD. Therefore, in the current reality of the increasingly fierce collision between Chinese traditional culture and western culture, it is very important to analyze the strategy of cultural confidence countermeasures based on the era of BD.

The digital knowledge sharing game model should be built with the goal of analyzing the production efficiency of enterprises. There are many research theories about different knowledge sharing schemes. Jing L S aimed to cultivate students' awareness of cultural revitalization through a case study of cultural self-confidence based on English education curriculum in the Yi area of Leshan in central Sichuan. At the same time, in combination with the current situation of rural culture revitalization awareness, he gave some strategies to enhance students' cultural self-confidence in the context of the BD era. Strengthening teacher training and developing local cultural school-based textbooks could all improve students' cultural self-confidence momentum [1]. Under the premise of cultural self-confidence of mother tongue culture Aphasia, Lu K proposed that it was necessary to guide students' pride in cultural self-confidence and provide power and energy support for the current culture of the new era by taking the cultivation of students' second language learning as an important basis in the Grand strategy of Chinese culture going global, and finally explored the strategic direction of improving cultural confidence from strengthening foreign cultural exchanges and improving the national cultural image [2]. Zhao W, based on the analysis of regional brand internationalization in building excellent regional culture, discussed that regional culture also played an important role in supporting the informatization of the brand matrix. This research, taking legitimacy and BD as the

starting point, constructed and tested the cultural confidence strategy system, and analyzed the specific results of the regional cultural confidence strategy [3]. Zou Y introduced the effectiveness of comparing college English language and cultural knowledge, aiming to analyze the effectiveness and credibility of cultural confidence through methods such as questionnaire surveys. In the context of teaching experiments, SPSS26.0 was used to process and analyze the data, and it was found that the translation ability of the experimental group students in the experimental group had significantly improved compared to the control group after the experiment. The strategy of learning language and cultural knowledge, which was a driving force for enhancing cultural confidence, was introduced [4]. In view of college students' neglect of Chinese culture and the phenomenon of "Chinese culture Aphasia", Xiao Y J conducted in-depth discussions on maintaining cultural confidence in the development of a country and nation, and analyzed the preconditions for college students' growth and development related to it, and finally concluded the significance and methods of helping college students build cultural confidence in the context of BD [5]. Based on the development process of cultural confidence strategy since the reform and opening up, Wang Z took the tour of Jiangnan University's ancient clothing culture innovation works as an example to explore the specific content of Chinese ancient clothing culture exchange between China and other countries as one of the ways to enhance cultural confidence momentum, and proposed cultural confidence strategies to shape the national image [6].

The combination of the kinetic energy exploration of cultural confidence and the development of strategic analysis of countermeasures in the era of BD has prompted the need for re research on cultural confidence in relevant education fields [7-8]. The various research theories and methods used above can effectively enhance the driving force demand for cultural confidence among contemporary adolescents, but there is a lack of analysis of cultural confidence strategies.

The analysis of ideological discourse power and youth culture confidence promotion momentum under BD is a major focus of this paper. In this paper, with the help of the discussion on the development process of cultural self-confidence cultivation in the era of BD, combined with the questionnaire experiment, the breakthrough path countermeasures of youth cultural self-confidence based on the challenges of contemporary ideology were proposed. The final results showed that the four breakthrough path countermeasures of youth cultural self-confidence had good satisfaction in practical application.

## 2. Investigation on the Driving Force for Enhancing Cultural Confidence

### 2.1 Evaluation of Ideological Discourse Power under BD

In recent years, the development of the Internet and information industry has aroused widespread concern. All walks of life and related fields have ushered in the era of BD. With the explosive growth of network information data, the exploration of elements related to Chinese cultural self-confidence based on BD has become the mainstream research direction in the cultural field [9-10]. Before analyzing the improvement of cultural self-confidence, first of all, the challenge of ideological discourse power under BD and its influencing factors should be discussed, which is of great significance to the change of the internal psychology and value orientation of contemporary youth culture self-confidence [11-12]. The specific content of the analysis of ideological discourse power in the context of the BD era is shown in Table 1:

*Table 1. Cultural confidence, ideological discourse power challenge and its impact*

Problems	Impact
Ideological infiltration of Western countries	To a certain extent, it has impacted and dissipated China's online ideological discourse
Insufficient foresight in BD analysis	Affects the relevance of the dissemination of ideological discourse leading to information asymmetry
Abuse and misuse of data	Reduces the power of communication of the ideological discourse system of cultural confidence
Historical nihilistic tendencies	Severing the achievements and mistakes of historical development, resulting in a confrontation

At present, the challenges of ideological discourse power under BD mainly lie in four aspects: ideological penetration of western countries, lack of BD analysis and prediction ability, data abuse and historical nihilism trend [13-14]. These issues directly affect or even eliminate the discourse power of Chinese online ideology, and reduce the dissemination power of the ideological discourse system of

Chinese cultural confidence [15-16]. Therefore, it is necessary to take necessary measures, such as increasing database construction and opening, and focusing on BD talent training, to better address today's ideological discourse challenges [17-18].

## 2.2 Evaluation on the Momentum of Youth Culture Confidence Improvement

The improvement of cultural confidence in the context of the BD era is mainly aimed at the unity of the cohesion and Centripetal force of contemporary teenagers. The momentum of cultural confidence comes from the correct ideological guarantee of teenagers. At the same time, the spiritual support for young people to create value in the new era is based on cultural confidence, injecting strong impetus into the mission of cultural inheritance [19-20]. According to the implementation of strategic policies since the 18th National Congress, the driving force system for enhancing cultural confidence among young people is shown in Figure 1:

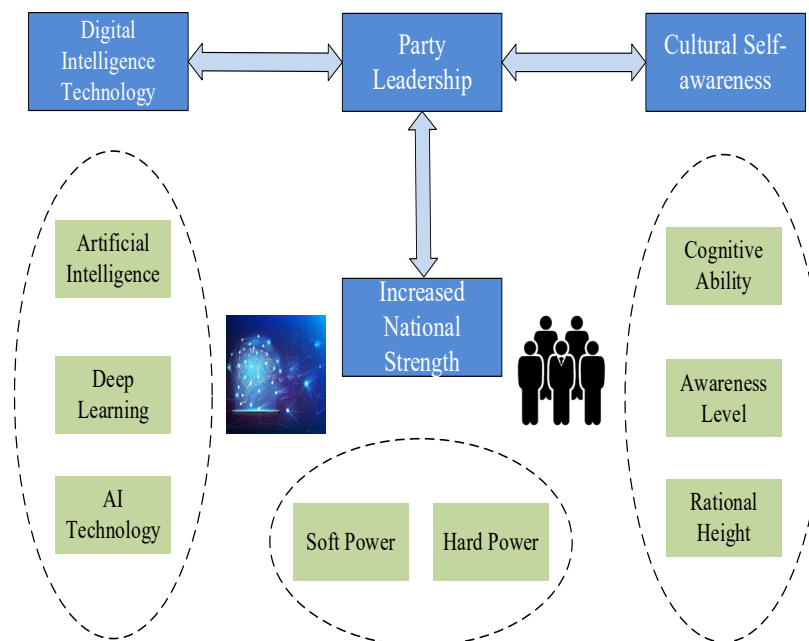


Figure 1. The driving force system for enhancing cultural confidence among adolescents

To sum up, with youth as the core object, the four-dimensional driving force for improving cultural confidence in the BD era is digital intelligence technology, the leadership of the Party, cultural awareness and national strength enhancement. Among them, the leadership of the Party is the core link for improving cultural confidence driving force, and the enhancement of national strength is the fundamental factor for improving self-confidence driving force. The development of AI (Artificial Intelligence), deep learning algorithm and AI technology as hard power, as well as the cognitive level, awareness level and rational height of young people as soft power, constitute the basic unit of momentum in the system of improving young people's cultural self-confidence.

## 3. Exploration of Cultural Confidence Strategies

### 3.1 Development Course of Cultural Confidence Cultivation

In order to further explore the basic status quo of people's cultural self-confidence cultivation in the BD era, and understand the people's cognition of Chinese traditional culture in contemporary society and the main problems in the cultivation of cultural self-confidence in the new era, this study further analyzes the development of cultural self-confidence in the BD era through a large number of scientific and objective data information, so as to explore the countermeasures for cultural self-confidence. This is also the key to helping people choose the path to cultivate cultural confidence. The development process and specific content of cultivating confidence in Chinese culture are shown in Table 2:

Table 2. The development course of cultivating confidence in Chinese culture

Periods	Specific content
War and revolutionary era	Revolutionary culture born in the revolutionary years is the source of socialist cultural confidence with Chinese characteristics
The early period of new China	Cultural transformation and cultivation of college students realize the construction of socialist spiritual civilization
Early Reform and opening-up	Raising the scientific and cultural level of the whole nation while building a high material civilization
The current new era	The proposal of cultural construction and the practice of advanced culture in the era of multiculturalism

From the table content, it can be seen that the development process of cultivating Chinese cultural confidence is mainly divided into four stages: the era of war and revolution, the early stage of New China, the early stage of reform and opening up, and the current new era. Based on the guidance of advanced socialist culture, Chinese cultural confidence has achieved significant historical achievements and practical effects. However, in the new era, cultural confidence has stagnated due to various forms such as trade wars, epidemic spread, and local wars. Therefore, it is necessary to study the breakthrough path and countermeasures for cultural confidence.

### 3.2 Evaluation of Breakthrough Paths and Countermeasures for Youth Cultural Confidence

The analysis of the breakthrough path and countermeasures for cultural confidence in this article still starts from the perspective of young people. With the joint efforts of the Party and the people of the whole country, the cultural confidence of young people has been significantly improved since the 18th National Congress. However, due to external reasons such as ideological penetration in western countries, insufficient BD analysis and prediction ability, abuse and misuse of data, and Historical nihilism tendency, the improvement of youth culture confidence in the BD era still has a long way to go. Therefore, based on the analysis of the power of ideological discourse and the momentum of improving youth culture self-confidence under the BD, this paper studies the breakthrough path and countermeasures of youth cultural self-confidence, as shown in Figure 2:

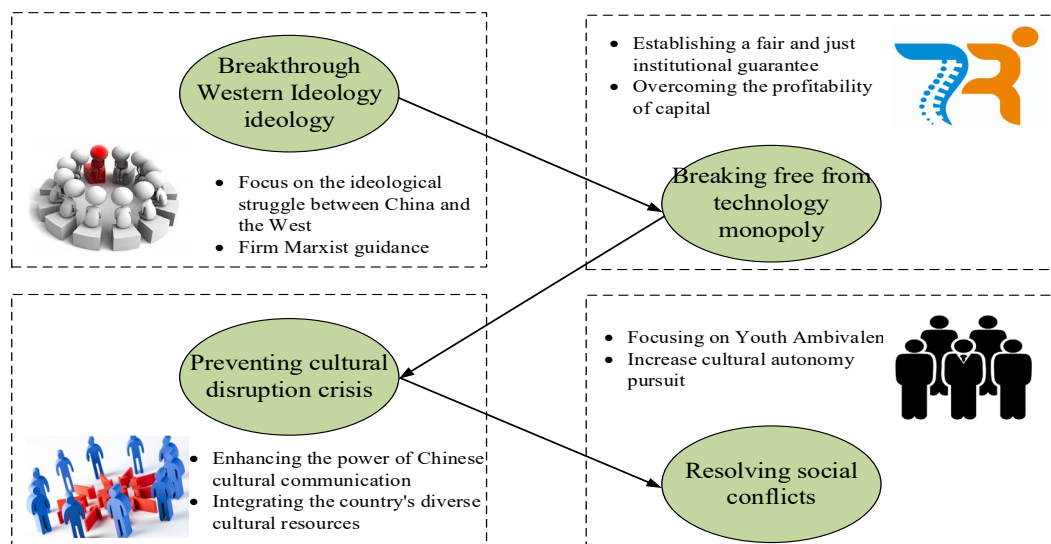


Figure 2. Strategies for breakthrough path of youth cultural confidence

In the context of the BD era, breaking through western ideology, breaking away from technological monopoly, preventing cultural fault crisis and resolving social contradictions are favorable countermeasures for the breakthrough path of youth cultural self-confidence. For the above four countermeasures, the specific measures are: paying attention to the ideological struggle between China and the West and firm Marxist guidance, establishing a fair and just system to guarantee and overcome the tendency of capital to profit, improving the dissemination of Chinese culture and integrating the country's diversified Cultural resource management, paying attention to the youth's ambivalence while improving cultural autonomy.

#### 4. Questionnaire Survey and Experimental Evaluation

After completing the analysis of the momentum of ideological discourse power and youth culture confidence improvement under BD, according to the development process of cultural confidence cultivation and based on the guidance of theory to practice, cultural confidence in the BD era has been systematically studied. In order to ensure the efficient implementation of cultural confidence measures in the future and gain a more realistic understanding of the effectiveness of the cultural confidence path, this summary uses the research method of questionnaire surveys to conduct empirical research on the improvement of cultural confidence momentum and countermeasure analysis.

Firstly, college students and adolescents aged 18 to 24 from major universities were selected as samples for the entire cultural confidence experiment questionnaire survey. To facilitate practical research and ensure gender balance, the sample size for adolescents was set at 1000. Teenagers' attitudes towards Chinese traditional culture are divided into five categories as variables to explore, namely, negative effects should be abandoned (A), unnecessary (B), neutral and good or bad (C), certain effects should be taken and its essence should be removed from its bad (D), and positive effects should be fully inherited (E). Based on the background of the era of BD, the questionnaire survey on the importance of Chinese traditional culture among young people is shown in Figure 3:

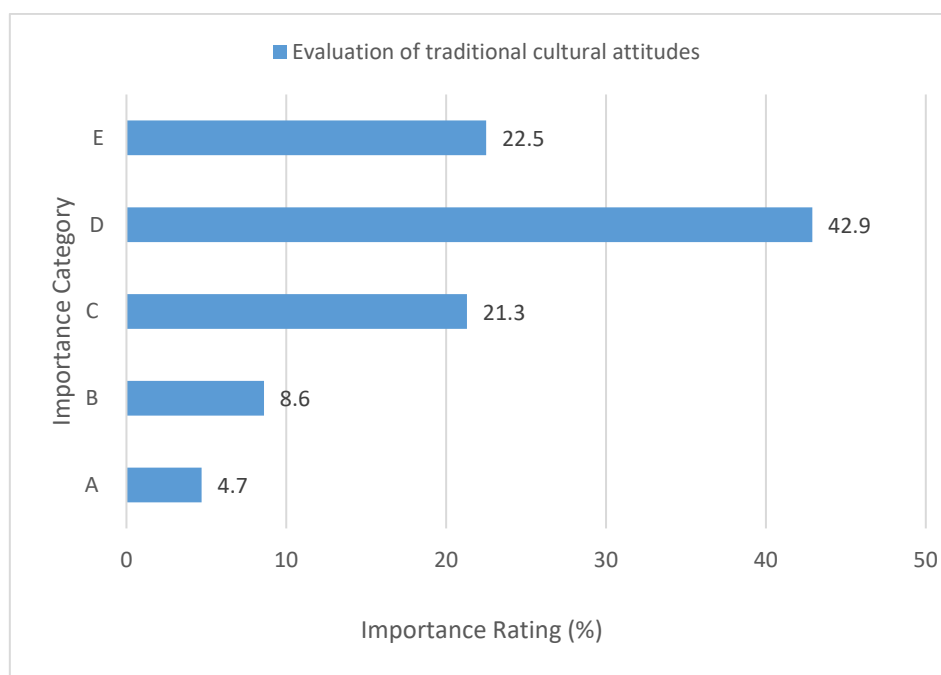


Figure 3. A survey on the importance of traditional Chinese culture among teenagers

Among them, the blue column represents the questionnaire survey of teenagers' attitudes towards Chinese traditional culture in the era of BD. It could be seen that the number of young people who thought that Chinese traditional culture had a certain role and should take its essence to eliminate its shortcomings was the largest, accounting for 42.9% of the total. The number of young people who thought that Chinese traditional culture was a disadvantage or was fundamentally ignored was the smallest, accounting for 4.7% of the total. This showed that the exploration of the path of Chinese cultural confidence in the era of BD achieved good historical achievements and practical effects.

After discussing the above important results, the questionnaire survey experiment was continued. In response to the four cultural confidence breakthrough path strategies of preventing cultural gap crisis (A), breaking free from technological monopoly (B), breaking through Western ideology (C), and resolving social conflicts (D), the satisfaction evaluation of teenagers towards this cultural confidence breakthrough path strategy is shown in Figure 4:

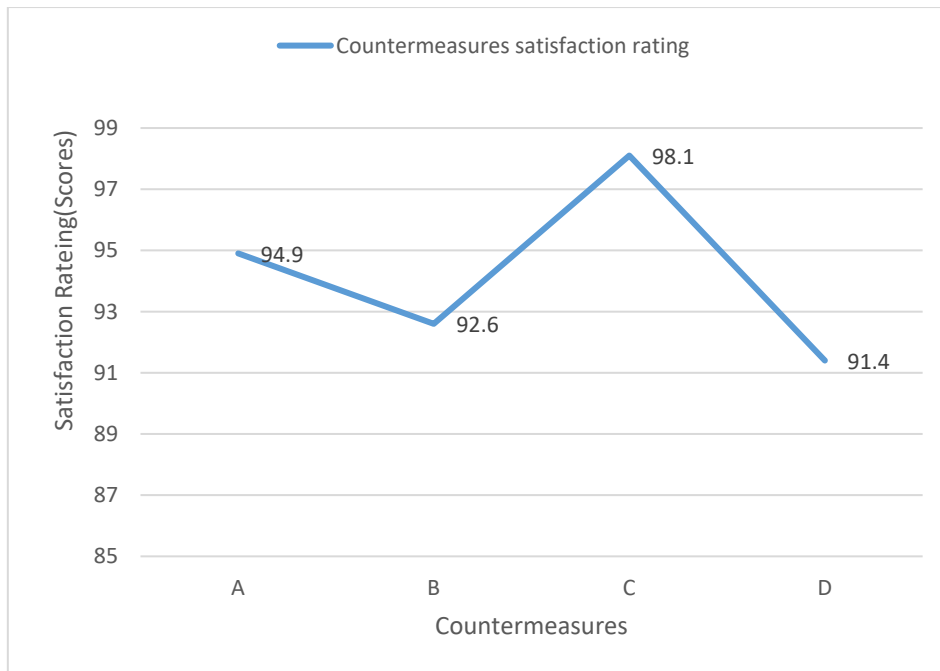


Figure 4. Satisfaction evaluation of teenagers on the strategies for breakthrough of cultural confidence paths

Among them, the blue line represents the satisfaction evaluation of teenagers towards the four cultural confidence breakthrough strategies. It could be seen that the cultural confidence strategy that breaks through Western ideology (C) had the highest score in the evaluation of teenagers, with an average score of 98.1 points. At the same time, all cultural confidence breakthrough path strategies had evaluation scores above 90 points, and the average comprehensive evaluation score was 94.25 points. This showed that in the era of BD, the four cultural confidence breakthrough path countermeasures achieved satisfactory results.

## 5. Conclusions

In the context of the current era of BD, the demand for improving the cultural self-confidence of young people is increasingly high, which has attracted much attention in the field of education aimed at cultivating high-quality talents. Based on the analysis of ideological discourse power under the BD and the analysis of the momentum of youth culture self-confidence improvement, this paper discusses the breakthrough path countermeasures of youth cultural self-confidence, and conducts a questionnaire survey experiment on them. It is concluded that under the background of the BD era, it has achieved relatively good satisfactory results in college youth samples. In the context of cultural diversity today, some breakthrough strategies based on cultural confidence can lay a stable foundation for the promotion of traditional excellent culture. This paper hopes that through theoretical and empirical research, it can provide China with momentum improvement and countermeasure analysis based on cultural confidence in the context of the BD era. The selected samples are only limited to college students in terms of quantity and type, and the analysis of the kinetic energy variable of youth culture confidence promotion is not perfect. The cultural confidence breakthrough path countermeasures proposed in this paper still have many defects and deficiencies, which would be further improved and improved in the future research.

## Acknowledgements

The phased results of the research on the leading effectiveness of the first class curriculum of ideology, morality and rule of law of Guizhou Provincial Education Department and the training project of young Marxists on ideological education of Guizhou college students.

**References**

- [1] Jing L S. *Cultural Confidence and Rural Cultural Revitalization Consciousness Cultivation Based on English Education-Taking English Teaching in Yi ethnic group Region for Example*. *Teaching English in China and the United States: English Edition*, 2022, 19(8):270-276.
- [2] Lu K. *College English Teaching Based on the Perspective of Cultural Confidence: Reality Review, Problem Attribution and Path Analysis*. *Open Access Library Journal*, 2023, 10(2):7-7.
- [3] Zhao W, Xie S, Jin H. *The Construction and Effectiveness of Regional Cultural Confidence Strategy in the Context of Brand Internationalization: Based on Big Data*. *E3S Web of Conferences*, 2021, 253(01):1-3.
- [4] Zou Y, Huang X. *An Empirical Study of Application of Cultural Confidence to Translation Teaching in College English*. *International Journal of English Linguistics*, 2021, 11(3):19-32.
- [5] Xiao Y J. *Cultivating College Students' Cultural Confidence in English Teaching in the Context of New Liberal Arts*. *English Abroad*, 2021, 1(9):277-278.
- [6] Wang Z, Cui R, Cong T, et al. *Overseas Dissemination of Ancient Chinese Costume Culture from the Perspective of Cultural Confidence*. *Fibres & textiles in Eastern Europe*, 2021, 29(3):7-7.
- [7] Chen J. *Research on the Cultivation of College Students' Design Originality from the Perspective of Cultural Confidence*. *Contemporary Educational Research*, 2020, (10):47-49.
- [8] CHEN Z H. *Character of Times and National Character: Academic Construction in the Cultural Confidence*. *Journal of Shenzhen University (Humanities and Social Sciences Edition)* 2018, 35(4):5-7.
- [9] Yu H. *Research on the Cultural Confidence Cultivation of University Students through English Teaching*. *English Abroad*, 2020, (12):227-278.
- [10] Zhang L. *The Enlightenment of the Concept of Cultural Confidence on International Chinese Education and Cultural Propagation*. *Contemporary Educational Research*, 2020, 01(12):94-98.
- [11] Chen Y X, Zhang X X. *Advancing cultural confidence in the process of Marxism's Chineseization*. *Nanjing Social Science*, 2018, 1(1):138-143.
- [12] Liu ZQ, Lu YR. *Research on the development of traditional national sports culture inheritance under the theme of cultural confidence*. *Journal of Guangzhou Institute of Physical Education*, 2018, 38(1):42-46.
- [13] Lee R, Castree N, Lawson V, et al. *Ideology, science and human geography / Derek Gregory*. *Progress in Human Geography*, 2018, 42(1):325-325.
- [14] A S D, B O O. *Willingness to punish and reward brands associated to a political ideology (BAPI)*. *Journal of Business Research*, 2018, 86(May):468-478.
- [15] Johnson A F, Roberto K J. *Right versus left: How does political ideology affect the workplace?* *Journal of Organizational Behavior*, 2018, 39(8):1040-1043.
- [16] Andrius B. *On the Genealogy of Kitsch and the Critique of Ideology: A Reflection on Method*. *Genealogy*, 2018, 2(1):9-9.
- [17] Zhang Z D. *International discourse of Chinese ideology in the context of the community of human destiny*. *Journal of Henhai University: Philosophy and Social Science Edition*, 2018, 20(2):7-7.
- [18] Ordabayeva N, Fernandes D, Dahl D, et al. *Better or Different? How Political Ideology Shapes Preferences for Differentiation in the Social Hierarchy*. *Journal of Consumer Research*, 2018, 45(2):227-250.
- [19] Ma J. *Continuing cultural roots and holding on to cultural confidencer--Trial discussion on the infiltration of traditional culture in elementary school language teaching*. *Chinese and Foreign Exchange*, 2018, 000(010):111-111.
- [20] Zhang Y. *The construction of Chinese excellent traditional culture inheritance system: theory, practice and path*. *Consumer Guide*, 2018, 1(9):105-105.