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Research on Innovation of College Students Ideological and Political Work in Big Data Era

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Abstract

The Ideological and Political Work of college students supported by big data is an important way for the innovative development of ideological and political work, so we must change our ideas, speed up the construction of software and hardware, and strengthen the organization and leadership of data construction, get ready for the big data era. Big Data has the characteristics of precision, prediction and large amount of data, and it has been widely used in national economy, life and education. Ideological and political workers should be good at using its characteristics to enhance the effect of ideological and Political Education, to improve the efficiency of students'ideological and political work, we should start from the following aspects.

Keywords

Big Data; activity prediction method; individual precision push method.

1. Big Data Thinking

Like the Internet, big data will bring profound changes to society, and ideological and political work will also undergo profound changes as big data technology matures. We must have a forward-looking vision, a sense of opportunity and a sense of responsibility, and strengthen data construction in political work, get ready for the big data era. To establish the concept of broad data all can provide a basis for political work information carrier is data. Common statistics, text materials, image data is data, network server system logs, some scattered views on the network is also data. It is necessary to pay attention not only to the collection of common types of data with high value for work, but also to the collection of other types of data with potential value. We should strengthen the awareness of using data to carry out political work, strengthen the analysis and mining of data, and study and judge the situation and guide the work by analyzing various types of data, and how to collect, collect and analyze the data of political work should be included in the training of political workers, so as to strengthen the consciousness of political cadres in collecting, processing and applying data.

2. Accelerating the Development of Software and Hardware

In terms of hardware construction, we should further increase investment in the construction of political work information platforms, increase the number of dedicated data servers, and make political work information platforms become political work data centers, it has the functions of data collection, storage, query, analysis and release, and provides the basic hardware support for the data construction of political work, to develop data processing software suitable for political work, to meet the needs of automatic collection and storage, white classification mark, intelligent analysis and query, and to provide professional software support for political work data construction.

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3. Strengthening Organizational Leadership

Regarding the data construction of ideological and political work as an important part of political work, we should establish rules and regulations step by step to strengthen strategic planning and do a good job in top-level design, and standardize the duties and responsibilities at all levels in the data construction of political work, as well as the data collection scope, processing flow and archiving standard, to avoid the repeated collection of data no one cares about, arbitrary processing and other issues, to promote system integration, integration of the existing various types of government and industrial business special database, to achieve the interconnection and sharing, improving the efficiency of data construction in political work.

4. Big Data Activity Prediction Method

The big data activity prediction method is based on the premise of the data information storage and integration formed by the big data to the educational object's activity footprint in the network monitoring space, using the big data prediction and the correlation analysis technology, to predict their future thoughts and behaviors in order to carry out preventive education. Using big data information mining and footprint tracking technology, educators can gain a comprehensive insight into the past behavior trajectory of educational objects and the current real dynamics, on the basis of this, we can objectively predict the trends of their thoughts and behaviors in the future through cloud computing and machine learning technology, and then make a targeted and timely prevention or intervention. Because prediction based on correlation analysis is the core of big data, we can mine correlation from a series of human activities and predict future trends. Big Data is now being used in a variety of ways. Such as the major online shopping platform through the integration of consumer information in the past, to predict their future purchase needs, and timely and accurate recommendation. The activity prediction method of big data is a method of obtaining the information of ideological and political education by introducing the technology of big data prediction. The specific steps in this approach are: First, gather information about the event. The first step of the application of the activity prediction method is to obtain the activity track of the educational object in all directions, just as the fixed-point tracking method of big data obtains the information of the educational object's current thinking and behavior. Every moment of emotional expression (speech, expression) and behavior can be recorded and stored for the network sensor devices, especially the footprint information left on the network platform. This information will continue to be aggregated into a series of massive data sets, that is to say, teachers can use the network terminal platform which can receive and record these information to collect the activity data information of specific education objects. Secondly, information data integration, mining related information. Although the information collected by big data information recording and storage technology is comprehensive and magnanimous, it is a kind of primitive, mixed and fragmentary existence. Therefore, educators try to grasp the available information from it, and to make predictions also need the help of big data information analysis and processing technology. Through big data modeling and computational integration technology, the information left by educational objects in the network space is digitized, integrated and quantified to form the distribution of their different activities. At the same time, on this basis, mining association information. Because of the magnanimity of information collected, it is difficult to find the information which reflects the causality among the numerous data, so we turn to the mining of related information. By mining relevant information from massive data, and using correlation analysis thinking and method advocated by big data, this paper sums up and reflects the characteristics of activity regularity of educational objects, and establishes a premise for scientific prediction. Third, it predicts trends in thought and behavior. The scientific prediction of the future thought, emotion, interest and

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behavior of the educational object is the key link of the application of this method. Through collecting and analyzing the activity information, the educators extract the corresponding data chart and trend curve, and use the big data as the support to forecast the future thought and behavior trend of the education object. For example, through the integration of educational objects'speech, emotional expression and related information on the network social platform, we can predict their thought dynamics and emotional changes, and through the integration of educational objects'attention to a certain thing and related things, click frequency, predicting Interests, preferences, and future behavior. Finally, carry out preventive education. The ultimate goal of scientific prediction of the future ideological and Behavioral Dynamics of educational objects is to prepare in advance, prevent in time, embody pertinence and enhance the effectiveness of the implementation of ideological and Political Education. In particular, educators should carry out targeted preventive education and positive guidance in time for the negative information displayed by the educational objects, while for the positive information, they should give their preference and carry out individualized education. Of course, the use of big data activity prediction method to predict students'future ideological and behavioral information, to a certain extent, has changed the traditional prediction method from emphasizing subjective experience to improving the objectivity and scientificity of prediction, at the same time, it also promotes the initiative and accuracy of educational implementation. We can not rely on big data to infer technology and ignore the existence of the subjectivity of the education object. Students may make some kind of future decision because of circumstances or unexpected events, but they are also free to make other choices by making sudden changes on their own. Therefore, when we use the big data activity forecast method, we should also cooperate with the traditional forecast method, and display the initiative and the humanities concern to grasp the education object's thought behavior information more comprehensively.

5. Big Data Individual Precision Push Method

The big data individual precision push method is that ideological and political workers, after grasping the specific information of each specific education object through big data, according to the idea of individualized education, the method of using big data information dissemination technology to push the content of ideological and political education accurately on the network platform to achieve the educational goal. Just as Taobao pushes products to people in the form of "guess what you like" by integrating big data about their past purchases or clicks, educators can also use big data technology to push the corresponding content of ideological and political education. Using this method to spread the content of ideological and political education, the operational steps are as follows: First, the individual information is accurately judged, that is, the information is tracked, recorded, stored and analyzed using big data, to accurately study and judge the specific individual characteristics of educational objects. This link can be achieved through the big data fixed-point tracking method. In this link, we can use big data information acquisition technology and means to grasp the focus of education objects, interest needs, the spatial and temporal distribution of network activities, changes in thinking and other information, it provides the reliable basis for the next step choice and the dissemination ideological and political education content. Secondly, education content personalized push, that is, using big data information dissemination technology, on the network platform to specific ideological and political education content in accordance with the education object individualized needs and characteristics of the intelligent way to push to the education object. According to the analysis and integration index of big data information, there are different types of push: for example, according to the wave crest of educational object's footprint in the network space, push at fixed point, according to the time distribution of stay, push at fixed time; According to the attention hot spot, carries on the related content push. Obviously, the individual precise push method is the ideological and political education content dissemination

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and the education practice under the guidance of the personalized education idea advocated in the big data age. It makes up for the shortcomings of the traditional education method which neglects the model education of individuality, and achieves the effect of targeted education according to the students'different needs and individuation characteristics. Use this way to carry on the educational content dissemination, we need to pay attention to the following requirements: First of all, pay attention to the flexibility. The individual precise push method is carried out on the premise of obtaining the activity footprint information of the educational object in the network space from the big data. The variety of network activities of educational objects requires educators to pay attention to the diversification of forms and the enrichment of network channels when pushing content. Secondly, pay attention to the concealment. Educators should not push the educational content directly to the web page that the educational object is paying attention to, but grasp the different interests and needs of the educational object according to the analysis technology of big data, push in a format that they're happy to accept. Here mainly includes the ideological and political education content hidden and the dissemination way hidden. Again, focus on fragmentation. The content of ideological and political education covers a wide range, and the time that educational objects stay on the same web page is uncertain and short. "The high-speed mobility of micro-dissemination has created the need for rapid reading and dissemination of information. " Therefore, the use of large-data individual precision push method for content dissemination can not be the same as the traditional method for systematic and thematic dissemination, instead, educational content is divided into fragments according to certain indexes, and the relevant educational content is pushed by referring to the web content concerned by the educational object. The educator divides and pushes the educational content many times, finally realizes the educational goal.

6. The Big Data Network Database Method

The big data network database method is through the big data information resources storage conformity technology, on the network establishes the ideological and political education content resources big database, a method of disseminating educational content and achieving educational goals. This way is to use the Internet's powerful information dissemination and storage functions, unlimited and unlimited download or link functions and features, the ideological and political education content will be integrated and classified storage on the network cloud, in order to educate the object according to own educational demand independent click, download the related content to carry on the self-study. Because of the limitation of times and science and technology, traditional ideological and political education is difficult to form a kind of teaching system which can be used quickly and circularly, and it is also difficult to catch the individualized educational demand of educational objects. The ideological and Political Education emphasizes the subjectivity of the educational object, while the new era also advocates the idea of construction and generation in the application of the method, which requires attention to the students'active construction and internalization of the educational content. By establishing the network database of the content and Resources of ideological and political education and realizing the open sharing, the two-way demand of educators and educational objects will be satisfied. On the one hand, educators can extract the relevant educational resources and materials according to the needs of educational practice. On the other hand, the educational objects can also retrieve the corresponding educational contents according to their learning interests or doubtful points. Through this way, the content of ideological and Political Education also realizes the network dissemination in the process of students'independent study. Using the network database method to disseminate educational content, the concrete operational steps are: first, to obtain and integrate massive educational resources. All Information in cyberspace is recorded and preserved. Educational Resources related to or available to ideological and political education, such as cases, videos, images,

documents and even direct content of ideological and political education are also full of it. Educators or educational institutions can use big data information acquisition, mining, storage technology, through the creation of cloud computing platform or intelligent terminal to integrate the above information resources, and forms the massive ideological and political education resources system to carry on the storage. Secondly, the establishment of the corresponding network data think tank. Based on the large amount of educational content resources, the content of ideological and political education is classified by constructing the index of big data model, and different types of sub-databases are established to meet the learning needs of educational objects. It can be seen that this method is different from the former two methods of network communication in that the former two methods mainly focus on the educational content to "find" the educational object, while the third method emphasizes the educational object to "find" the educational content. The co-operation of the two kinds of methods coincides with the requirements of the combination of education and self-education.

7. Content Group Dissemination Method Hot

Content group dissemination method is to grasp the hot information which the group generally pays attention to according to the big data, the method that educators select the relevant ideological and political education content to carry on the network dissemination to carry on the ideological and Political Education to this group object. Big Data can not only acquire and analyze the specific individual object's thought and behavior information, but also integrate the information of the group's network activity and master the General Thought and Behavior Dynamics of the specific group. Just as Baidu index can record, store and analyze all users'web page hits and search frequency based on a topic through big data information integration technology, and then generate relevant big data image models, to understand the current hot topics that netizens generally pay attention to, as well as the relevant focus on the same topic and even the geographical distribution of trends, to provide services for relevant decision-making institutions and units. Ideological and political education can also use big data technology to grasp the focus of the general concern of the group, and select relevant educational content for its dissemination and education. Using this method to carry on the educational content network dissemination, its operation step is: First, selects the target group. This approach requires the identification of specific target groups as it does not involve the dissemination of content to individual educational objects. Educators can select targets according to specific educational realities and needs, and integrate all selected groups into a unified online social platform or interactive communication space, such as the common QQ group, wechat group, post bar and other social platforms, of course, can also create big data corresponding easy class platform. Second, capture the attention of the group. At this point, big data will demonstrate its technical ability to integrate community information. Each Educational Object's footprint in cyberspace can be recorded and stored in a corresponding smart cloud terminal. This naturally includes information about its interest in specific events or objective things. Educators use the cloud.

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