

"New Era" University Students' Ideological and Political Work Method Innovation Research

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Abstract

With the widespread application of new technologies such as big data, cloud computing, and artificial intelligence, the "New Era" has profoundly changed people's daily lives, and at the same time, it has also presented new opportunities and challenges for college students' ideological and political work. The current trainees are composed of post-95s and post-00s. The original educational concepts and educational models can no longer meet the needs of the development of the times. Research and application of new technologies to strengthen the effectiveness of ideological and political education and improve the level of education management is a current must. Major issues to be resolved with the letter. This article discusses how to innovate the methods of ideological and political work of college students from the aspects of developing a wealth of personalized online education resources, constructing a personalized education environment, big data activity prediction method, big data individual precision push method, and hot content group communication method.

Keywords

new era, big data, ideological and political work.

1. Introduction

Chairman Mao Zedong once said, "We must not only propose tasks, but also solve the problem of how to complete the task. Our task is to cross the river, but we cannot cross the river without a bridge or a boat. If the problem of bridges or boats is not solved, crossing the river is empty talk. Without solving the problem of methods, the task is just nonsense." Regarding the innovation of ideological and political work methods, we must make full use of and learn from new technologies and new methods that have emerged in other fields of science and technology, and promote ideological and political work methods to keep pace with the times.

2. Develop Rich and Personalized Online Education Resources

To strengthen individualized education in the new era, ideological and political educators must develop rich individualized network resources, create a good individualized education environment, standardize the management and application of new technologies in individualized education, and enhance the individual characteristics of ideological and political education. In terms of relatively abundant personalized online life service resources, personalized online education resources for ideological and political education are relatively lacking, which cannot meet the needs of the individualized development of educational objects, and cannot well provide personalized ideological puzzles, psychological problems, and psychological problems of educational objects. Difficulties in life provide guiding opinions, so ideological and political educators should strengthen their attention to the construction of personalized educational resources, increase capital and personnel investment, and develop rich personalized online educational resources. First, educators should follow the laws of

teaching and education according to the learning interests and individual development needs of the educational objects, combine social development and current political hotspots, innovate and develop personalized online education resources, and integrate text, graphics, audio, and A variety of teaching elements such as videos are not only conducive to enriching learning resources, but also conducive to showing personal teaching charm and teaching style, and enhancing the learning enthusiasm and initiative of educational objects. Educators should also adhere to the openness of educational resources, realize the sharing of educational resources, and expand and enrich the number of educational resources through sharing among educators. Second, educators should take the initiative to develop an independent learning platform, and education objects can learn anytime and anywhere by logging into the online platform. Educators conduct online lesson preparation and online teaching on the learning platform, and the education objects learn independently on the platform. The platform big data carries out personalized intelligent assessments based on the learning conditions of the education objects. The platform completely records all the data of the learning process of the education objects to form individual growth files, Educators carry out personalized education and guidance based on individual characteristics; at the same time, a process evaluation is formed to ensure the fairness of evaluation. Third, educators should increase the innovation of educational resources, improve the quality of teaching resources, and create high-quality teaching resources. Simply to complete teaching tasks and increase the number of educational resources is not advisable through simple and large-scale replication, which is not only worthless but also affects the quality of educational resources.

3. Build a Personalized Education Environment

The traditional ideological and political education process mainly adopts indoctrination teaching methods, ignoring the individual needs of the educational objects. The development and application of network information technology improves the teaching methods of ideological and political education. The process of ideological and political education can be carried out online and offline at the same time. The interactive and independent characteristics of network technology promote the interactive exchange between the subject and object of education and strengthen the thinking Personalized characteristics of political education. The introduction of network technology in ideological and political education has improved the modernization level of personalized teaching to a certain extent. The use of the Internet, the Internet of Things and cloud computing in the new era has built an intelligent environment for personalized teaching. Big data promotes the intelligentization of personalized teaching with its comprehensive collection, mining and analysis, and precise prediction technical advantages. In an intelligent teaching environment, ideological and political educators can intelligently collect data and information of educational objects, and grasp the individual characteristics and individual needs of educational objects; ideological and political educators can also intelligently collect teaching resources to realize the sharing of educational resources and support Educational objects need resources in the learning process; ideological and political educators can also use computers, mobile phones and other smart devices for teaching and management through network connection. In the intelligent teaching environment, the educational object can freely choose the learning time and teaching content, and freely exchange and share learning experience, give full play to the initiative, and develop the habit of autonomous learning. To use big data to build an intelligent environment for personalized teaching, firstly, it is necessary to configure intelligent teaching hardware equipment, such as computers, recording and broadcasting systems, sensors, cameras, etc.; secondly, it is necessary to have proficient big data technology in order to fully collect information and Precise prediction and improve the intelligence level of personalized teaching. The individualized development of educational objects is inseparable from the infiltrating effect of the individualized education

environment. The construction of a harmonious individualized education environment starts from three parts: the material environment, the institutional environment and the cultural environment. The material environment of personalized education includes teaching facilities, teaching scale, and teaching information technology. Teaching facilities are the foundation of teaching activities, and the completeness and richness of teaching facilities are the prerequisites for personalized education and development. Through the use of big data to create an atmosphere of a personalized education environment, the establishment of big data technology platforms, the popularization of smart devices for obtaining educational object data, and the stability and speed of the network are all necessary material conditions. The institutional environment of individualized education mainly refers to individualized education goals, diversified teaching forms and multi-dimensional evaluation indicators. The most important thing is to create a cultural environment for personalized education. The construction of a cultural environment cannot be separated from the influence of educators themselves, the relationship between the subject and object of education, school spirit, and practical activities. The prominent role of human in the cultural environment determines the importance of the educator's personal development. Individualized educators can easily cultivate educational objects with individual characteristics. The harmonious relationship between the educator and the educational object affects the development of personality. The educator should actively construct a harmonious and democratic subject-object relationship in the teaching process, recognize the equality between the subject and object, care for and trust each other; respect the educational object Initiative, to meet the different needs of the educational objects, guide the educational objects to tap their own potential, show their personality charm and individual wisdom, and obtain free and comprehensive development. Specific to the school, the school spirit is related to the overall style of the school. The school spirit is invisible but powerful. School leaders and educators must create a personalized school spirit that respects the individual needs of students and promotes the diverse development of students, to enhance the overall spirit of the school teachers and students. Carrying out a variety of social practice activities and enriching campus life will help promote the personalized development of educational objects.

4. Big Data Activity Prediction Method

The big data activity prediction method is based on the premise of storing and integrating the data and information formed by big data on the activity footprint of the educational object in the network monitoring space, using big data prediction and related relationship analysis technology to speculate on their future thoughts and behaviors and other information to impose prevention Methods of education. Using big data information mining and footprint tracking technology, educators can have a comprehensive insight into the past behavior trajectory and current real dynamics of educational objects, and on this basis, they can also use cloud computing and machine learning to scientifically and objectively predict their future period of time Internal thought dynamics and behavioral trends, and then plan ahead, and carry out targeted and timely prevention or intervention. The specific steps used in this method are: First, collect activity information. Like the big data fixed-point tracking method to obtain the current thought and behavior information of the educational object, the big data activity prediction method also uses the comprehensive acquisition of the educational object's activity track as the first link. The emotional expressions (speech, facial expressions) and behavioral activities of the educational objects all the time can be recorded and stored by the network sensor equipment, especially the footprint information left on the network platform. This information will continue to converge to form a series of quantitative data collections, which reflect the information chain of the educational object's thoughts, emotions, and behaviors during the current period of time. Educators can use the network terminal platform that

receives and records this information to collect activity data information of specific educational objects. Second, information and data integration, mining relevant information. Although the information collected through big data information recording and storage technology is comprehensive and quantitative, it is a primitive, mixed, and fragmented existence. Therefore, educators trying to grab the available information from it and make predictions also need to use big data information analysis and processing technology. Through big data modeling and computing integration technology, the information left by educational objects in cyberspace is integrated and quantified to form the distribution of information about their different activities. At the same time, on this basis, mining related information. Due to the quantification of the collected information, it is difficult for us to find information that reflects the causal relationship from the numerous data, so we turn to the mining of relevant information. By digging up relevant information from massive data, and using the analysis thinking and methods of correlation analysis advocated by big data, it summarizes and reflects the regular characteristics of the activities of educational objects, and creates a premise for scientific prediction. Third, predict the trend of thought and behavior. The scientific prediction of subjective information such as future thoughts, emotions, interests and behavior trends of educational objects is a key part of the application of this method that is spawned by big data technology. Through the collection and integrated analysis of activity information, educators extract corresponding data-based charts and trend curves, supported by big data, and scientifically and objectively predict the future thought and behavior trends of educational objects. For example, by integrating the speech, emotional expression and related information of the educational object on the online social platform, predicting their thought dynamics and emotional changes; by integrating the educational object's attention to a certain thing and related objects, click frequency, predicting interest preferences and the future behavior. Finally, carry out preventive education. The goal of scientific prediction of the future ideological and behavioral dynamics of educational objects is to prepare in advance, prevent in time, reflect pertinence, and improve the effectiveness of the specific implementation of ideological and political education. Specifically, educators should promptly carry out targeted preventive education and positive guidance for the negative information displayed by the educated objects; while for their positive information, they should do their best and carry out personalized education. Of course, the use of big data activity forecasting method to predict students' future thought and behavior information, to a certain extent, has changed the traditional forecasting method's emphasis on subjective experience to enhance the objectivity and scientific of forecasting, and promoted more initiative in education implementation. And precision. We can't completely rely on big data speculation technology and ignore the existence of subjectivity of education objects. Due to the interference of the environment or emergencies, students may make certain future decisions, but they can also suddenly change and make other choices at any time. Therefore, when we use the big data activity forecasting method, we should also cooperate with the traditional forecasting method, and demonstrate initiative and humanistic care to more fully grasp the ideological and behavioral information of the educational objects.

5. Big Data Individual Accurate Push Method

The precise push method of big data individual is that after ideological and political workers master the specific information of each specific education object through big data, according to the personalized education concept, use big data information dissemination technology to accurately push ideological and political education content to them on the network platform to achieve the purpose of education. Just as Taobao integrates big data on people's past purchase records or clicks, and pushes related products to them in intelligent forms such as "guess you like", educators can also use the technology of big data to push corresponding products to educational objects. Ideological and political education content. Using this method to

disseminate the content of ideological and political education, the operating steps are as follows: First, the precise research and judgment of individual information, that is, the use of big data information tracking, recording, storage and corresponding processing and analysis techniques to accurately research and judge the specific individualization of the education object feature. 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 education object's hot spots, interest needs, temporal and spatial distribution of network activities, thought changes and other information, and provide a reliable basis for the next selection and dissemination of ideological and political education content. Secondly, the personalized push of educational content, that is, the use of big data information dissemination technology to push specific ideological and political education content to the educational object in an intelligent manner that meets the individual needs and characteristics of the educational object on the network platform. According to the big data information analysis and integration indicators set in the precision research and judgment link, there are different types of push: such as fixed-point push according to the footprint of the education object in the network space; fixed-point push according to the time of stay distribution; according to the focus of attention, Push related content. It can be seen that the individual precision push method is an ideological and political education content dissemination and educational practice under the guidance of the personalized education concept advocated in the big data era. It makes up for the shortcomings of traditional education methods that ignore individualized model education, and achieves the effect of targeted education based on the differentiated needs and individual characteristics of students. To use this method to disseminate educational content, we need to pay attention to the following requirements: First, focus on flexibility. The individual precision push method is implemented based on the premise of obtaining information on the activity footprint of educational objects in cyberspace based on big data. The variability of educational object network activities requires educators to pay attention to the diversification of forms and the enrichment of network channels when pushing content. Second, focus on concealment. Educators must not directly push the educational content to the web pages that the educational object is paying attention to in an explicit and straightforward manner, but based on the analysis technology of big data, grasp the different interest needs of the educational object, and push it in a form that they are willing to accept. This mainly includes the concealment of ideological and political education content and the concealment of communication methods. Again, focus on fragmentation. The content of ideological and political education covers a wide range of areas, and the time that educational objects stay on the same web page is uncertain and short. "The high-speed flow of micro-dissemination has given birth to the need for rapid reading and dissemination of information." Therefore, the use of big data individual precision push method for content dissemination cannot be carried out in the same way as traditional methods for systematic and topical dissemination, but education The content is divided according to certain indicators to form content fragments, and relevant educational content is extracted and pushed with reference to the content of the webpage that the education object pays attention to immediately. The educator divides and pushes the educational content multiple times to finally achieve the educational goal.

6. Hot Content Group Communication Method

The hotspot content group communication method refers to the method of grasping the hot information that the group generally pays attention to base on big data, and educators select relevant ideological and political education content for network dissemination to carry out ideological and political education for this group of objects. Big data can not only obtain, analyze, and accurately judge the thought and behavior information of a specific single object, but also integrate the footprint information of group network activities and grasp the general thought

and behavior dynamics of a specific group. Just as Baidu Index can use big data information integration technology to record, store and analyze the page clicks and search frequency of all netizens based on a certain topic, and then generate related big data image models to understand current hot topics that netizens are generally concerned about. As well as the relevant focus and even the geographical distribution of the trend on the same topic, provide services for relevant decision-making institutions and units. Ideological and political education can also use the technology of big data to grasp the hotspots generally concerned by group objects, and select relevant educational content for dissemination and education. Using this method to spread educational content online, the steps are as follows: First, select the target group. Since it is not for content dissemination to a single educational object, this method requires the identification of a specific educational object group. Educators can select goals according to specific educational reality and needs, and incorporate all selected groups into a unified online social platform or interactive communication space, such as a common QQ group, WeChat group, Tieba and other social platforms. Of course, they can also create Yiban platform corresponding to big data. Secondly, get the focus of group attention. In this link, big data will demonstrate its technical capabilities for group information integration. The footprints left by each educational object's activities in the cyberspace can be recorded and stored in the corresponding smart cloud terminal. This naturally contains information about its attention to specific events or objective things. With the help of cloud computing and distributed statistical technology, educators can generate hot images that the group pays attention to during a certain period of time according to predetermined indicators. Again, select relevant educational content. According to the degree of relevance to the focus of the group, educators need to distinguish two types when selecting relevant ideological and political education content: one is indirect correlation, that is, the hotspot itself is not educational content, this type requires educators to conduct correlation analysis , To extract hot educational content; the second is directly related, that is, the hotspot itself is educational content, and this type of educator can directly choose the hot content to spread. Finally, the content network interactively spread. The educators disseminate the selected hot content to the group through the network interactive platform, and achieve the purpose of ideological and political education in the form of interactive communication between subjects.

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