

Method Study of Ideological and Political Education in Colleges in the Big Data Era

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Abstract. In the big data era, the ideological and political education in Colleges should not only adhere to the traditional education methods, but also follow the development of the network to carry out method innovation.

1. Construct appropriate network principles of ideological and political education

1.1 Educating people

The Network Ideological and political education of college students must adhere to the important principle of "educating people first", which emphasizes the definition of human survival and development as the highest value goal. Educators should "respect, understand and care for people" and attach importance to the subjectivity of college students so as to give full play to their subjective initiative. And mobilize their enthusiasm. The fundamental task of colleges and universities is to train the builders and successors of socialism with Chinese characteristics for the country's all-round development of morality, intelligence, physique and beauty. College students as the training object of colleges and universities, as the main body of Ideological and political education, it is required to adhere to the principle of educating people-oriented. This requires that educators must obey the fundamental tasks of colleges and universities; must fully respect the subject status of the educates, and mobilize the enthusiasm, autonomy and creativity of the educates; must be good at transposition thinking, respect for human differences, teach students in accordance with their aptitude, and establish a democratic, equal and harmonious educational atmosphere and psychology. Environmental Science.

1.2 Function optimization

In the era of big data, the convenience of the network implements the best way to collect, select and optimize resources. As a whole, the network is not only a simple superposition of knowledge that provides people with the shared resources in the network, but also an interrelated whole through integration, classification, sorting and upgrading. Some particularities of the network, such as openness, penetration beyond national boundaries, mass information, timely and interactive release of information, and virtual participation in the role of the network make the ideological and political education to optimize and strengthen the role of education. Despite its various forms, education is the most fundamental, which requires educators to always adhere to and have a clear Marxist stand and viewpoints. Use various tools of the network, integrate all kinds of information, optimize all kinds of resources, establish a moral education professional website, and equip moral education experts with more portals and columns for college students to click on; establish online classrooms to ensure the dissemination of basic theories, so that college students can feel and understand the conflicts of various values, so as to make them dynamic and dynamic. Practicality can be brought into full play.

1.3 Sharing

The equality and interaction of the network determines that the ideological and political education of college students must adhere to the principle of Co-construction and sharing. Traditional ideological and political education is a one-way education, emphasizing the top-down transmission

of information to the educated. The network makes the ideological and political education of college students break through the limitations of time and space, and provides a unified and simple environment for teachers and students to share resources. It allows educators to communicate with the educates in time, and truly grasps the ideological status of the educates for targeted education. To educate students, students must be involved. On the one hand, compared with traditional moral education, educators on the Internet have weakened their dictatorship and strengthened their equality and interaction. Educators should cultivate students' ability to choose, distinguish and analyze various kinds of information on the Internet, recognize and respect the subjectivity of the educates, make teachers and students the disseminators and receivers of information, and jointly construct the cooperative learning model of College Students' ideological and political education on the Internet. On the other hand, the network ideological and political education should highlight the "common" characteristics. In the process of education, educators should actively guide college students to participate in the whole process, establish the leading position of the educates and the concept of self-education, through self-education, self-management, self-discipline, self-responsibility consciousness and ability in practice. In order to build a new type of interaction between teachers and students, we should reform ourselves, practice ethics, and internalize it into the pursuit of self-perfection [1]. For example, jointly participate in the self-management website, so that the network ideological and political educators only play a supervisory role, so that college students can give full play to their autonomy, every click and browse as a dialogue, a kind of participation.

2. The method of network ideological and political education in big data era

2.1 Basic methods of network ideological and Political Education

2.1.1 Intercepting

Blocking method is to establish information customs through the use of technical means on the internal and external interface of the network, and to isolate harmful information into the information channel by checking and filtering, and then purify the network environment. "Interception" is a technical method for harmful information on the Internet. The Network Ideological and political education takes "blocking" as a basic method, mainly because college students are still in the unstable period of life values, the quality of information discrimination is weak, ideological vulnerability. At present, the following two "blocking" technology is more effective: the first is to establish a technical firewall. The second is to install specialized technical software. However, due to the technical level and network management level constraints, blocking cannot be all harmful information are isolated, can only be a relative protection method. Therefore, it is necessary to combine interception and dredging to achieve better results.

2.1.2 Guidance

The method of counseling is the process of Ideological and political education on the Internet. Educators should protect and respect the personality and rights of college students so that they can have a full opportunity to express their views and opinions. In addition, educators should guide college students' ideological practice.

In carrying out ideological and political education on the internet, teachers can guide college students ideologically by means of QQ chat, forum posting, and posting. By chatting with college students, teachers can express their opinions on specific events, and combine their own experience with college students. In ideological education, this kind of penetration has the recessive characteristic, can make the university student raise own thought unconsciously, widen the horizon; In the process of communicating with the University student, the teacher must seriously consider the student's words, discover the student's thought dynamic, carries on in time to the University student. Ideological education, guide college students to have a correct outlook on life and values, so as to achieve the purpose of guiding students' thinking.

2.1.3 Prevention

While the Internet brings benefits to people's lives, there are also some shortcomings and

deficiencies. Although the use of firewall technology, anti-virus software can plug a large number of insecure gaps, but they cannot "prevent" all harmful information and crime. Therefore, in the use of technical law to "block" at the same time, but also to establish a "legal firewall", to strengthen the construction of relevant network laws, give full play to the norms of laws and regulations. China has promulgated a series of network laws and regulations, such as the Interim Provisions on the Management of the International Network of Computer Information Networks, the Measures for the Management of Internet Information Services, the Measures for the Safety Protection and Management of the International Network of Computer Information Networks, etc. These laws and regulations specify the legal liability of websites and individuals for their network behaviors. But in the network management rent norms, only the laws and regulations of the state and the government are not enough to give general guidance, but also need to have specific regulations for the management of their respective websites.

2.2 General methods of network ideological and Political Education

2.2.1 Value clarification

Value clarification method refers to the process of Ideological and political education in the network, through analysis, judgment, evaluation, to help young people reduce value confusion, to promote them to obtain clear values, and in this process to develop their moral judgment and value choice ability. The mode of value clarification, great importance has been attached to the development and cultivation of individual moral consciousness, moral emotion, moral judgment and the ability to choose values. This point is worthy of affirmation, for our ideological and political education network has important reference value.

2.2.2 Heuristic guidance method

In the era of big data, college students have a stronger sense of independence. They tend to believe in their own thinking and judgment on the understanding and acceptance of political theories and moral concepts. Therefore, the core of network ideological and political education should be placed on inspiring and guiding college students. The key point of guidance is to guide college students to choose useful and useful information, and to guide them to realize the transformation from Externalization to internalization of Ideological and political education information. In the process of Ideological and political education for college students, we should not only introduce the advanced social ideological trend in the modern society, but also avoid some negative political information disseminated on the Internet, including social phenomena and various political manifestations in the campus style. We should inspire and guide college students to use science in a way that is easy for them to accept. Theoretical and methodological analysis of these phenomena, to help them to firm the correct political direction, establish the correct values [2]. Using heuristic guidance method, we should proceed from the reality of College students, use various forms such as network communication, classroom teaching, life guidance, psychological counseling, and individual conversation to inspire and touch the soul of College students.

2.3 Special methods of network ideological and Political Education

2.3.1 Attention tracking method

Concern tracking method traces college students' network behavior and network language to understand their ideological information. The key of attention tracking method is to have a comprehensive and objective understanding of the object of concern, which requires full-time attention and full-course tracking. This method has different education methods for different objects, such as online chat, e-mail and so on, and online survey, forum discussion, traffic statistics for educational groups.

2.3.2 Number online communication method

Online communication refers to the way in which educators communicate with students online. This method can overcome college students' nervousness, embarrassment and scruples in the face of teachers, so that college students can have a complete expression of their ideas. Online communication is a kind of point-to-point and interactive method. Therefore, in order to achieve in-depth communication of ideas, teachers need to pay attention to the topic of closeness to college

students' life when choosing content, pay attention to emotional communication when communicating, pay attention to students' reaction, and do a good job of effective interactive communication. So as to achieve the purpose of educating students' minds.

2.3.3 Website attraction method

Website attraction method refers to the method that educators educate college students by attracting their attention through network media. Objectively speaking, the network has become an important channel for college students to receive information. College students' thoughts are deeply influenced by the network. Educators should fully realize the influence of the network on college students' thoughts. Therefore, when building websites, we should pay attention to the health of the content, and at the same time, we should improve the attractiveness of the content. The attention of students can help students enter the mind and receive education [3].

2.3.4 Virtual ethics training method

Using virtual technology and virtual reality technology to construct a realistic moral situation, so that participants in the scene to carry out prescribed virtual ethics training. This method has the unique advantages of scene sense, visualization and autonomy. The traditional ideological and political education often alienates from the scene, which is the on-site or pre-site education, while the virtual ethics training law is the on-site education [4]. Virtual training method can fully mobilize the enthusiasm of the educates themselves, let them think and deal with moral problems independently in the virtual environment, and make moral choices independently, which is helpful to cultivate their moral consciousness of self-discipline. Since the setting of virtual ethics training scenarios takes into account all possible complex relationships and provides a correct way to solve all possible ethical problems that arise in these relationships, and the operating system can be repeated, the trained person can be familiar with the ethical norms and form the morals to deal with them. The corresponding ability of the problem.

3. Summary

If a worker wants to do something good, he must first use his tools. Rational selection, application and innovation of methods can effectively improve the effectiveness of Ideological and political education.

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