

# Research on Online Ideological and Political Education in Universities from the Perspective of Big Data

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**Abstract:** *In the work system of ideological and political education in universities, universities should do a good job in ideological and political work, use the dissemination form of modern network media big data to effectively promote ideological and political work, and form a combination of high-tech information technology, national responsibility, historical mission, and other ideological and political education work. Online ideological and political education is a review of the Party's struggle process. The reason why we can constantly experience difficulties and hardships, create new brilliance, is very important. It is to build high-quality theories of the Party with the trend of development, strengthen the Party's adherence to arming our Party members and cadres with scientific theories, and use this as the foundation of ideological and political education, continuously deepening and expanding the teaching methods and content of ideological and political education in universities. Continuously enhance students' interest in learning ideological and political education, enabling them to continuously optimize their own innovative thinking while also moving towards the correct direction of ideology, politics, and values.*

**Keywords:** big data; Universities; Online ideological and political education.

## 1. INTRODUCTION

In the era of diversified online information, the internet is closely related to students' lives. Diversified information transmission can be better displayed in front of contemporary college students, but different cultural influences can easily lead to misjudgment among contemporary college students. Therefore, universities should adhere to the principle of continuous innovation and development in ideological and political education, and vigorously extend ideological and political education to social development trends. Based on students' favorite content and hot topics, they should constantly combine new ideological and political concepts, establish correct ideological and moral models for students, and help them establish high-quality life views, high standard values, and correct worldviews.

## 2. THE DILEMMA FACED BY ONLINE IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES FROM THE PERSPECTIVE OF BIG DATA

### 2.1 The technical capabilities of the network work team vary

When conducting ideological and political education in university online teams, due to the small number of participants, it is often accompanied by insufficient diversity of ideological and political education data in university networks. Therefore, it is necessary to improve the planning based on the prominent drawbacks. (1) The operational skills of technical personnel should be improved, and through systematic learning and training, the network technology of operators should be effectively improved, better expressed in ideological and political education. (2) From the perspective of the online release of ideological and political education in universities, it can be seen that the ideological education team on the internet lacks a deep understanding of ideological and political education, a strong grasp of its breadth, and cannot highlight its professionalism and representativeness. Therefore, how to fully apply online data as a network carrier is currently a direction that needs to be researched and explored in the development of online ideological and political education in universities. How to effectively improve the ideological and political values that keep up with the development of the times is an important opportunity to enhance the network skills of technical personnel and the ideological and political depth and breadth of online ideological and political teams.

### 2.2 Decentralized education methods lead to a lack of joint efforts in educating people

Based on new technologies to enhance new concepts, big data cloud analysis provides new development means for the current ideological and political construction and education in universities. Effective data analysis through online platforms is a prominent means in the face of online ideological and political education work. Providing a display space for the online ideological and political team, how to effectively and reasonably utilize it is the focus and direction of optimization analysis for the online ideological and political team. When facing this new technology, difficulties are inevitable. Therefore, how to effectively guide students' ideological dynamics from a macro perspective and overall perspective, so that each time node and event can be fully applied. Through ideological and political propaganda of events, students can communicate with the content pushed by online articles, answer their doubts, establish a good relationship with the platform, effectively connect the ideological and political work of universities through the direction of big data systems, and promote real-time dissemination of

ideological and political education work in universities with a new attitude and method, providing new thinking for the development direction of ideological and political education in universities.

### **2.3 Online education content needs to be improved**

With the accelerated pace of social development and the rapid development of online media, the information obtained will be more rapid. The world is a diverse carrier. How to effectively carry out ideological and political education in colleges and universities requires the network ideological education team to sort out its essence. To carry out online ideological and political education in universities, it is necessary for staff and teams to strictly review and effectively control the pushed content. This requires achieving high standards and quality, while also making the pushed content more attractive to students and making them more interested in the pushed content. How to accurately balance these two points is the research direction of online ideological and political education.

## **3. EXPLORING THE DEVELOPMENT PATH OF ONLINE IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES FROM THE PERSPECTIVE OF THREE BIG DATA**

### **3.1 Improve infrastructure and introduce advanced management systems to build a digital campus**

Firstly, it is necessary to clearly recognize that schools are a new platform for improving students' cognition, and high-quality online education provides a high-quality foundation for the digital construction of schools. Therefore, how to enhance networked education as a digital campus direction for universities. Secondly, the management personnel of universities need to shoulder social responsibility, combine the ideological and political education of the school with the management system policies, achieve effective deployment, efficient coordination, and ensure mutual communication and integration among various departments, achieve resource sharing, and enable students to have a comprehensive and extensive understanding of the information they have. This requires a strong information base as support. Due to the continuous infiltration of big data into students' learning and life, it is necessary to analyze how personalized differences can be used to push online ideas. How should educational political content reasonably guide commonality issues, so that students are more willing to use the content of online ideological and political education as spiritual food.

### **3.2 Expanding horizons through training and cultivating professional online ideological and political education teams**

The construction of ideological and political teams requires rigorous and professional personnel. Creating a high-quality ideological and political network education team is an important development direction for ideological and political education in universities. Cultivating ideological and political education personnel with excellent professionals, training them in the professionalism of network technology, expanding their horizons and thinking, breaking old concepts, and actively adding new scientific and applied technologies. Firstly, in the management and selection of personnel, it is necessary to improve the screening plan for high-quality personnel. An effective construction system should have clear requirements for the team of ideological and political education. When forming a team, it should be based on the creation conditions of comprehensively cultivating high-quality talents, and form a reasonable, excellent, and highly ideological and political awareness network ideological and political education team. Before joining the online ideological and political education team, schools should strictly review and assess the ideological and political awareness and corresponding cultural foundation of the recruited personnel, as well as their mastery of online ideological and political education theory and knowledge. In terms of practical operation, there should be high requirements, so that the application team can timely grasp data analysis and information hotspots in future work and effectively implement them. Secondly, universities should establish a sound training system to personnel of its online ideological and political education team receive systematic and rigorous behavioral training, which greatly cultivates their thinking, clarifies their ideology and politics, breaks through difficult technical problems, and establishes high-quality data analysis methods and data mastery abilities. A good online team for ideological and political education determines the development and direction of ideological and political guidance in universities. Therefore, strict management and requirements must be implemented to achieve effective deployment and reasonable planning.

### **3.3 Establish a campus new media alliance and leverage the effectiveness of new media platform groups**

Firstly, establishing a corresponding overall planning mechanism for online promotion requires a general understanding of the online production team, as the content involved is relatively broad and requires a planned and deployed relative coordination. Secondly, combining existing resources, implementing high-quality development, integrating the high-quality content transmitted by various media platforms, leveraging their advantages, effectively analyzing the data of media platforms, and deeply understanding the reading methods and habits of college students, understanding the directions and requirements that students like to acquire knowledge, and reasonably promoting according to the content needs of students, to solve various confusions in students' ideological and political education. Through university classrooms, teachers not only need to complete routine teaching based on the platform, but also meet the subjective teaching requirements of each student. By expanding the scope of students' classroom learning and communication, teachers can better use WeChat, a social platform widely used by

students, to build WeChat groups or set up independent official account and other methods. Send relevant ideological and political education materials to students through regular push notifications. Thirdly, combining existing ideological and political concepts, exploring and innovating, effectively developing online education, extending to high-quality ideological and political education through platform integration, leveraging the effective mechanism of new media, and adding new advantages of new media according to corresponding content and operating system.

### **3.4 Shaping the cultural brand of universities through network information technology big data cloud analysis**

Emphasizing the brand shaping power of online information and integrating big data analysis into campus culture requires recognition and support from the school in various aspects, in order to enhance emotions, interaction, and communication with students. The school should be aware of the good influence and empathy played by the campus brand, therefore, it is necessary to effectively deploy the network work of ideological and political education. Under the influence of long-term professional learning, students' interest in teaching public and professional courses in universities is relatively low due to the objective difficulty of course learning and the difficulty of meeting the "ideological and political" standards. So in the process of building a micro platform, it is necessary to start by stimulating students' interest, using some systematic online learning platforms, and accumulating teaching platform construction experience while continuously improving platform functions. From the perspective of public teaching, teachers need to actively establish good communication and exchange with students, understand the learning problems that students are currently facing in the classroom, actively develop teaching plans that meet students' practical learning needs, and make them more diversified. The use of convenient multimedia or online teaching videos in the process of universal dissemination is beneficial for students to use corresponding teaching materials and resources to improve their personal learning shortcomings. From the perspective of achieving the goals of "ideological and political" teaching, teachers can start from cross-cultural education, combining foreign culture and traditional culture as the teaching entry point, and using different types of cultural promotional videos and teaching materials to meet the goals of ideological and political teaching in the curriculum. Effectively address the difficulties encountered by students in learning, guide them in ideological and political aspects through appropriate methods, enhance their subjective interest in learning, and accumulate platform construction experience.

## **4. CONCLUSION**

With the rapid development of social science and technology, the era of big data is coming. Therefore, university education should keep up with the pace of the times and strictly remember the importance of ideological and political education in universities. Therefore, conducting ideological and political education in an orderly manner on the internet is also more conducive to creating a clean internet environment. It is imperative for ideological and political education to be promoted in universities.

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