

The Ways and Methods of "Post-2000s Generation" Ideological Education for College Students under the Background of Big Data

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Abstract

At present, "Post-2000s Generation" college students are becoming the main group of students in higher education. Its new characteristics of pragmatic learning motivation, strong leisure consciousness and individualized value pursuit put forward new requirements for effective ideological education. In the ideological education of "Post-2000s Generation" college students, we should analyze the educational characteristics of "Post-2000s Generation" college students according to the background characteristics of the big data era, combine the thinking mode and technical means related to big data, explore the convergence between ideological education methods and big data, and explore the innovation of the former. The content mainly includes related concepts, the basis, motivation and principles of innovation, and the innovation of ideological education methods in ideas and specific ways in the era of big data.

Keywords

Big Data; "Post-2000s Generation"; Ideological Education.

1. Introduction

Under the era of big data, university ideological teachers should pay attention to the ideological education of college students in "Post-2000s Generation", clarify the specific teaching characteristics, and carry out targeted data mining according to the needs of work [1]. In view of the new characteristics of "Post-2000s Generation" college students, how to "make good use of classroom teaching as the main channel" and "enhance the affinity and pertinence of ideological education to meet the needs and expectations of students' growth and development" have become the problems faced by big data ideological education.

2. Characteristics of Ideological Education for Post-2000s Generation College Students in the Era of Big Data

2.1. Complication

There are a lot of inaccurate, confusing, useless and even wrong information in the mass information of all data. This complicated and irrelevant information is inevitably collected and stored in the information collection database together with the index data information to be studied [2]. Therefore, in the era of big data, ideological educators in universities should improve their ability to identify and select complicated information, and treat information outside the research object objectively and rationally. This requires college students' ideological educators to cultivate data awareness as soon as possible, be good at using mixed data information to explore the individualized thoughts and characteristics of college students in "Post-2000s Generation", and carry out individualized and differentiated ideological education for college students based on numerous data information [3].

2.2. Generalization

In the era of big data, by analyzing the ideological education of college students with all available data, we can accurately analyze the ideological trends and behavioral characteristics of all "Post-2000s Generation" college students. Abandoning the previous survey methods such as questionnaires and interviews, that is, obtaining some sample data through a series of records, storage and analysis, so as to draw a conclusion covering all individuals. Second, the data obtained by the big data analysis method is more objective and true.

The method of big data analysis is to obtain data without the college students' knowledge or awareness, learn the ideological trends and behavior trends of all college students, and at the same time, grasp their most natural and true state, obtain accurate research index data, and discuss and analyze on this basis, and finally draw more convincing and objective conclusions.

2.3. Datamation

The most striking feature of ideological education of college students in the era of big data is to speak with data [4], that is, to extract the object, scope and content of ideological education research from different places by different methods and transform them into quantitative forms that are easy to analyze.

3. Principles of Innovation in Ideological Education Methods in the Era of Big Data

The innovation of ideological education methods in the era of big data is not subjective imagination and fabrication, but needs to follow and adhere to certain principles. This mainly includes adhering to the basic common principle of method innovation and the characteristic principle of big data.

3.1. Data Visualization

The so-called data visualization principle refers to the characteristic principle that in the era of big data, the innovative method of ideological education can present educational information and content in an intuitive and visual form by means of data quantification and integration and act on educational objects [5-6]. Therefore, the innovative methods of ideological education in the era of big data must reflect the characteristics of integration of data and visualization, and take it as the unique principle of method innovation in this era.

3.2. Scientificity and Feasibility

In the era of big data, the specific requirement of insisting on scientificity is too deeply understand the theoretical viewpoints and technical principles of big data, follow the application rules and theories of ideological education methods, and the practical theoretical agreement between big data and ideological education, which cannot be subjectively fabricated or imagined without foundation. Second, stick to the feasibility. Therefore, the innovation of ideological education methods in the era of big data must stand based on practice, carry out theoretical presupposition and reasoning after feasibility analysis from reality, to meet the dual requirements of coexistence of scientific and feasible new methods in this era.

3.3. Inheritance and Development

The era of big data is not only a technological revolution, but also an era of great social change. The changes of the times also put forward objective requirements for the innovative development of ideological education methods. However, without inheritance, there is no way to talk about its innovation, and it is against the times to lose history and tradition and seek new nature blindly.

The era of big data has not only opened a more information-based and data-based era, but also brought new ways of thinking, technologies and methods [7]. While exploring these elements in practice, we find that there are many points of agreement between them and the current ideological education, and they can be a useful supplement to promote its method innovation. Under the background of this era, adhering to the principle of development means fully studying big data according to the development of the times and the influence of environmental changes, drawing on and absorbing the favorable factors contained in big data that are compatible with ideological education methods, promoting the latter to optimize and update traditional methods, and even giving birth to new methods that highlight the requirements of the era of big data, so as to enhance the effectiveness and scientificity of education.

4. "Post-2000s Generation" is the Challenge of Ideological Education for College Students

4.1. Particularity of "Post-2000s Generation"

"Post-2000s Generation" college students have weak ability to resist pressure, heavy rebellious heart, over-rationality and over-pragmatism, and at the same time, their self-awareness and self-positioning are weak, and they are more rational and less energetic. Therefore, helping college students to establish a correct outlook on life, values and world outlook, and to become "four youths with ideals, morality, culture and discipline", is a new difficult problem in ideological education of college students in "Post-2000s Generation".

"Post-2000s Generation" college students also have excessive pursuit of personalized value, need niche and multi-dimension, pay attention to things easily, and have poor ability to distinguish Internet information. Therefore, how to make full use of the "Post-2000s Generation" college students' piecemeal time to carry out personalized, diversified, refined, interesting, interactive and novel ideological education is also an urgent problem to be solved.

4.2. The Openness of Network Information Enhances the Difficulty of Ideological and Political Education

The broadness and richness of the content covered by big data not only bring convenience to teachers' teaching, but also bring more uncertain factors to the ideological development of college students.

First of all, the diversified value orientation in big data will have different influences on students' thinking. For students whose thoughts and concepts have not been correctly established, they are easy to be attracted by fresh food and have ideological changes. Some weak-willed students will blindly worship heterogeneous thoughts and values, which leads to the deviation of students' outlook on life and values.

Secondly, the pursuit of personal interests will have an impact on young students' economic concepts, neglect their pursuit of their own spirit and ideals, and gradually dilute their sense of responsibility for society and others. These problems make the environment of ideological and political education increasingly complex, increase the difficulty of ideological and political education, and affect the healthy development of students' body and mind.

4.3. Big Data Threatens the Privacy of College Students

In the era of big data, college students' privacy and freedom will be affected to some extent, and their dependence on big data is high. In the process of using the network, some students often have problems such as information leakage, and even lead to problems that are difficult to solve under the threat of illegal personnel. Therefore, in the process of ideological education, its effectiveness will be affected to some extent, threatening students' personal privacy.

5. The Ways and Methods of Ideological Education for College Students in "Post-2000s Generation" in the Era of Big Data

5.1. Create a Good Network Culture Atmosphere

In the era of big data, ideological teachers should follow the principle of student-oriented, reasonably use the network to carry out communication activities while providing services for students, and guide students to develop correct living habits and behavior habits. At the same time, teachers should also use the network to increase the cultivation of students' living habits, create a good cultural atmosphere, establish a diversified ideological education mechanism, and gradually improve the effectiveness of education and teaching to meet their actual development needs [8].

5.2. Establish Big Data Concept Thinking

The purpose of innovative methods of ideological education in the data age is to optimize the shortcomings of traditional methods at this level. Therefore, in the era of big data, educators should first pay attention to big data, and recognize and affirm the value of using big data to improve the defects of existing educational methods. Only by recognizing big data ideologically can we actively learn big data and then introduce and utilize the corresponding beneficial components of big data. Second, cultivate the thinking mode corresponding to big data.

Big data is not only a sea quantitative collection with rich data information and advanced technologies, means and methods for its processing, but also a brand-new way of thinking and transformation, namely, data-based holistic thinking, dynamic mixed thinking and phenomenal associative thinking. Therefore, in this era, educators should pay attention to the cultivation and internalization of the above big data thinking mode, and apply it to the whole process of ideological education information acquisition, processing, integration, analysis and prediction, and related education content dissemination, to promote the improvement and optimization of the application effect of ideological education methods.

5.3. Form an All-round Attention Model of Students' Thoughts and Behaviors

This behavior mode provides personalized service for "Post-2000s Generation" college students, including establishing a data acquisition system to grasp the students' ideological and behavioral dynamics in real time; Think about the results of data analysis and tailor the students' ideological guidance plan; Comprehensively study the dynamic track and scientifically study the law of students' ideological development.

It is necessary to form the law of students' ideological development through statistical analysis of big data, and to analyze the interest and excitement of receiving education in people's ideological structure. The motive force of college students' ideological behavior lies in their ideological understanding, which is attributed to the needs of individual development. Ideological education under the background of big data should take the needs of college students as a breakthrough, conform to the law of their ideological development, analyze their ideological situation through data, and guide the process of internalizing and externalizing students' personal thoughts into moral qualities. Ideological education should adhere to all the students, all the students and all the students, focus on educating people, and cultivate innovative talents with all-round development.

5.4. Improve College Students' Ability to Judge Value

Students can get more information through the network, which has a great impact on students' behavior and thoughts. Because of the weak supervision of the network, both positive information and negative information can be circulated and spread on the network platform. If students do not have the ability to distinguish right from wrong, they will easily go astray. In order to improve the effectiveness of cultivating students' values, universities should also guide

"Post-2000s Generation" students to understand the network more comprehensively, and guide students to use the network to obtain positive and effective information, to avoid the negative impact of the network on students.

Only when "Post-2000s Generation" college students have a sense of self-discipline, can they spontaneously resist bad thoughts and prevent them from being led by bad thoughts. At the same time, universities can offer theoretical courses related to media literacy to improve students' media literacy ability. Students and teachers can also establish a friendly and harmonious teacher-student relationship through the network to interact effectively and timely. Because the advantages of the network itself are far greater than the disadvantages of the network itself, especially for "Post-2000s Generation" college students who are open-minded and unruly in personality, the network can bring more powerful help to universities.

6. Summary

The information resources formed by big data and the advanced technology of information acquisition, analysis, processing, prediction and even dissemination make us must re-examine the defects and deficiencies of traditional ideological education methods in the ways of cognition and dissemination of educational content, and seek innovative paths. In the era of big data, teachers should pay attention to the ideological situation of "Post-2000s Generation" college students, establish correct concepts, strengthen ideological education, create diversified teaching systems, and establish correct outlook on life and values for college students according to their actual development needs. Ideological education such as belief, moral education and socialist core values should be carried out for "Post-2000s Generation" college students, to build an innovative paradigm of ideological education in universities in the era of big data.

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