

# Analysis on Implementation Method and Innovation Path of Education Political Activities of College Students

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**Abstract:** The main way to develop ideological and political education in colleges and universities is to develop education activity of ideological and political. At present, the international environment is becoming more and more complex. In the era full of constant changes, the world is changing in every passing day, so to do well in the ideological and political education activities of colleges and universities is both opportunities and challenges. The comprehensive penetration of data to social life requires that universities should make full use of data to explore personalized education method of scientific interaction on the basis of data when carrying out education work in ideology and politics. Network resources should be combined with classroom teaching to actively explore multi-education method integrating online and offline teaching content and supplemented with information to enhance the guidance and education of students. New technology should be applied to update evaluation system and improve evaluation rules day by day; In addition, teachers' awareness of keeping pace with times should be promoted to encourage the flexible innovation of education theory of college ideology and politics in the era of data informatization.

**Keywords:** College students; Ideology and politics; Education activity; Innovation method

## 1. Introduction

The rapid development of information technology has brought historic changes to the whole society. While information data is filling the whole society, it influences the study life and education management mode of college students, especially in the ideological and political education field of colleges and universities. With the coming of huge diverse information, opportunities and challenges coexist. The deployment and promotion of informatization strategy in China requires colleges and universities to actively update old equipment, configure new equipment to realize the informatization operation in campus, which enables college students to completely immerse themselves in digital technology environment. Various convenient technical devices provide the best platform for social media, platforms like QQ, Wechat, Weibo, etc. generate a large amount of digital information such as text, audio, video and pictures all the time, which not only shows the daily study and life of college students, but also reveals their thinking dynamics and value orientation. The collection, analysis and refinement of these data can help ideological and political teaching and research personnel in colleges and universities to timely adjust and update their teaching plan and remove outdated contents. However, it might cause hidden problems or even crisis to use data information to improve ideological and political teaching activities in colleges and uni-

versities. For example, some western countries are good at using internet to spread western values and ideologies, which may have a negative impact on college students with immature values. The shortage of information technology professionals and the acquisition and analysis process of relevant data may affect the daily life and privacy of college students. Therefore, in the face of the opportunities brought by information technology, teachers and researchers must realize the seriousness of problems and challenges, which makes it extremely urgent and significant to study the ideological and political education work of college students in new situation.

## 2. Opportunities of Education Activities of College Students' Ideological and Political in New Era

### 2.1. Provide new channels to idealize personalized ideological and political education

The big data, extracted from massive amounts of basic data, can help colleges and universities ideological and political teaching staff to understand college students' interest, daily learning thoughts, emotional attitude, behavior and hard-working level, which can be used to make more personalized ideological and political teaching outline that match student's individuality characteristic. Teacher teaches students according to their aptitude wherever and whenever and adjusts teaching plan timely

according to student's learning progress and question features. In addition, either some of teaching resources put be uploaded to internet, or video class with internet provide convenient multi-channel real-time communication and interaction between teachers and students. In the process of communication between teachers and students, ideological and political teaching and research personnel should adopt personalized teaching methods for students with different ideas, so as to solve students' ideological confusion, realize the humanization and scientificization of education, and strive to improve teaching effect of ideological and political education.

## **2.2. Develop new ideas for education effect evaluation of ideological and political education in colleges and universities**

In the data information age, there are not only abundant data resources for mining, but also new technologies that can help scholars to innovate scientific means to realize systematic research on human thoughts, emotions and behaviors. Convenient and efficient terminal equipment is conducive to trace and record the multiple feedbacks of students in the middle of class or outside of classroom, for example, in the class of colleges and universities ideological and political theory teaching, information like teaching contents that students normally concern about, relative questions that positively answered, listening time period with student's attention, etc., can be captured by camera that installed in classroom. Education evaluation in the era of big data involves not only students, but also teachers, courses, schools and teaching environment, all of which will affect the implementation of specific education activities. To understand the comprehensive influence of these factors, it is necessary to use intelligent information technology to carry out weight matching. An all-round comprehensive information evaluation system in the era of big data can be formed based on the analysis of above influencing factors.

## **2.3. Providing new approaches to ideological dynamics of college students**

Because the new technology can capture the latest dynamic information on students' social media platform, relevant computer software system can be applied to collect information of students to carry on information processing. The emotion, behavior and values, etc. contained in information can be comprehensively displayed by using visual curve chart. Therefore, with the aid of big data tools and advanced technology, teaching and research personnel can have access to student's real-time states, can familiar themselves with student's thought tendency of evolution, and accurately understand students' inner thoughts and behavior characterization. Teachers can effectively improve college students' ideological and political level by understanding student's

hiding thoughts change direction which hides behind bad behaviors and manners and teaching innovation in practice.

## **3. Innovation Method of Education Activities of College Students' Ideological and Political**

### **3.1. Remodel education mode of ideology and politics driven by innovation and development**

The concept of big data has completely changed the perspective of people's observation of world and provided new technological means for the transformation of world. As the key part of education, teaching and research staff should have the concept of big data thinking. Teaching and research personnel should pay attention to following three points when cultivating their own big data thinking: first, pay attention to the systematization of thinking ideas. The application of big data technology in the field of ideological and political education in colleges and universities requires a long-term and comprehensive layout, the development of advanced information collection system, on the basis of reserving traditional data, updates ideological and political education program and synchronously imports latest data. Second, pay attention to the relevance of ideas. College ideological and political teaching staff should be familiar with data information like college students' life experience, family background, learning attitude, hobbies, sports capacity, school behavior and their attention degree on network hot spots. On the basis of above data and information, teacher can explore the correlation between factors and change trends, understand students' thoughts and actions, same as appearance to essence. It is of great significance to correct the deviation of college students' thought and behavior in time by gaining insight of potential risk trend in college students' thought and behavior with associating hot events in society with student's blind areas of thinking. Third, pay attention to the forward-looking thinking concept. Big data technology can accurately measure and analyze the future trend of objects, which requires ideological and political education and research personnel in colleges and universities to pay attention to the practical significance of prediction data.

The traditional ideological and political lesson was burden with tough historic mission, but in the information age, teaching staff is necessary, as required by situation, to enrich the content of ideological and political education theory courses, innovative teaching methods, strengthen freshness of course and attraction for college students, maintain the spirit soil of college students' ideological and political education. To enhance the influence of ideological and political theory courses and modernity, it is necessary for teaching and research personnel in colleges and universities to achieve following two goals:

first, pay attention to key content explanation. College ideological and political theory courses' key points are distributed unevenly, which requires teaching staff capture the main content that can enable college students to shape correct life values, influence students with noble ethics, influence students with excellent courseware, guide college students to raise their ideological, moral and spiritual level with advanced ideas and lofty ideals. Second, innovate education teaching methods. The wide application of new media technology requires teaching and research personnel to respect the operation rules of big data, recognize the modern characteristics of big data, innovate teaching methods, and spread education ideas through online education forms such as MOOC, cloud classroom and flipped classroom.

The application of big data technology in teaching evaluation should not only maintain the scientific nature of evaluation, but also facilitate the practical operation of evaluation mechanism. Comprehensive overall and individual evaluation, macro and micro evaluation should be carried out. On the basis of quantitative and qualitative analysis, a three-dimensional and multi-angle education evaluation system of ideological and political thoughts should be created in colleges and universities. In the context of big data era, education evaluation can be real, objective, comprehensive and operable. Construction and reform can be promoted with evaluation, and the combination of the three aspects: evaluation, construction and reform can realize the comprehensive upgrade of college students' ideological and political education.

### **3.2. Establish a long-term mechanism for overall planning with guidance from coordinated development**

An interdisciplinary talent team should be set up to focus on big data technology innovation. The application of big data technology can't not be separated from professionals with technology, which requires the coordination of comprehensive resources from country, schools and society. To build an interdisciplinary professional teachers team that both familiar with ideological and political education theory knowledge and master big data technology, to make full use of the advantages of multidisciplinary and to build an interdisciplinary research project team, the joint development and utilization of data resources can be achieved. In addition, colleges and universities can actively expand the information connection to media with abundant data resources, and actively carry out education cooperation and exchange in the field of science and technology with Ali, Baidu and other companies.

Integrate internal and external resources in school to create big data education platform. As the social platforms used by college students are not unique, the information data generated will be transmitted to their respec-

tive background systems, resulting in data source crossover, which is not conducive to re-sorting. Therefore, it is necessary to integrate internal and external data resources in the field of ideological and political education from the perspective of national strategy, establish a data collection center that coordinates all departments, and create a big data education platform for ideological and political education in colleges and universities.

### **3.3. Optimize the content and environment of data information with green development as core**

Schools should cultivate students to set up scientific data concept to form socialist data culture in new era. In the era of big data, ubiquitous information is convenient for college students to find relevant materials, but there are also a lot of rotten and outdated information in the untreated information, which requires college students to develop scientific information recognition ability, establish scientific data concepts, and make proper contributions to the socialist data culture in new era.

Data legislation should be promoted to strengthen institutional safeguards and jointly build a green and clean environment for big data optimization. The importance of data speed up the protection of data. While using big data to carry out ideological and political education activities, colleges and universities should pay attention to the environmental-friendly and simple application of data, protect the privacy of college students and create an excellent legal environment for the development and utilization of data.

### **3.4. Take sharing development as the goal to meet the individual needs of college students**

Data sharing and experience sharing between universities should be valued. Colleges and universities should try to strengthen contact and communication internally to realize the free flow of information resources between colleges and universities, facilitate all colleges and universities to jointly develop and apply equipment to strengthen data cooperation, give play to the practical effect of data integration, and enhance the ideological and political learning effect of college students. The premise of data sharing is system guarantee. Therefore, it is necessary to set clear rules for data sharing project, and determine the scope of data collection analysis, prevent and restrict the possibility of privacy disclosure act in data sharing process, thus realizing the openness, fairness and sharing of data resources. In addition, data monopoly should be prevented while data is in synchronous exchange, and more attention should be paid to the development and utilization of valuable data information.

Use big data to develop unique teaching products. The function of collection, summary and analysis is one of the value advantages of big data. More than that, big data can also be used to form personalized teaching products

according to student's ideological characteristics. As an institution that focuses on teaching, colleges and universities should make full use of the technical advantages of commercial institutions and relevant data platforms to research and develop new teaching products through cooperation in the research and development of new products. The process of new product research and development should adhere to the principle of student-orientation, respecting students' personality characteristics, emphasis on students' physical and mental experience and practical needs, and develop new products that are convenient and fun, which is close to students' life and attractive enough to students. The presentation of new products is not unique, and both mobile clients and themed games can do. In the research and development of new products, the intelligent recommendation function of shopping website can be used as reference. Based on the search content and click module of college students, psychological counseling, ideological and moral education, employment and entrepreneurship guidance information can be added in cultural news column to emphasize on the intelligent personality of product research and development, which provides a comprehensive and diversified information platform for college students.

#### 4. Conclusion

With the change of information technology in the field of higher education, the ideological and political education of colleges and universities should be skilled at sorting out data and understanding the rules contained in the data while welcoming opportunities. They should also make full use of data to analyze and master the trend of college students' thinking and behavior. At the same time, colleges and universities should fully respect students' study

and life when implementing inter-school data sharing strategies considering the bi-nature of technology, so as to ensure non-disclosure of students' personal privacy. In addition, when providing more personalized teaching products for students, it is necessary to pay attention to the environment-friendly and simple teaching environment to prevent and isolate harmful information that may cause confusion for students from entering data platform. In general, in the process of using information technology to transform ideological and political education activities for college students, it is necessary to develop and utilize multidimensional data flexibly and completely and promote scientific evaluation and paradigm innovation of teaching effect in ideological and political courses at colleges and universities.

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