The Application of Database and Big Data Technology in College Ideological and Political Work and Student Work

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Abstract. In the environment of Big Data, database and big data technology are widely used, which provides intellectual impetus and technical support for the innovation of ideological and political work and student work in colleges and universities. In order to innovate the ideological and political system of colleges and universities and optimize the working mode of students, it is necessary to take the advantage of the application of database and big data technology as the basis, and to innovate and reconstruct the ideological and political system of colleges and universities and the working mode of students, we will comprehensively improve the quality of education for our people. Based on the advantages of the application of database and big data technology in ideological and political work and student work in colleges and universities, this paper puts forward some concrete application strategies.

Keywords: Database, Big data technology, Ideological and political work in colleges and universities, Student work, Application strategy

The Big Data Era provides a new means for the innovation of ideological and political work and student work in colleges and universities. Teachers in colleges and universities should change their educational concepts, break through the thinking trend, actively open up a network position for ideological and political education in colleges and universities, and make use of big data platform to collect and utilize information about work with students, promote big data to become a university ideological and political work and student innovation innovation engine, new power.

1 THE ADVANTAGES OF THE APPLICATION OF DATABASE AND BIG DATA TECHNOLOGY IN IDEOLOGICAL AND POLITICAL WORK AND STUDENT WORK IN COLLEGES AND UNIVERSITIES

Big data can quantitatively analyze and evaluate the internalization and practice of ideological and political work in colleges and universities. In the context of big data, with the rapid development of the Internet of things and the Internet of people, people have more and more access to data and information, faster and faster, cheaper and more and more, these data and information reveal social phenomena and laws more profoundly and precisely. College educators can collect information about online and offline activities of college students through mobile terminals and internet platforms. Although the information is fragmentary and fragmentary, it really reflects the college students' thoughts, behavior habits and preferences. By analyzing, calculating and integrating these data, educators can analyze and evaluate the cognition, internalization and practice of ideological and political work among college students.

Big data creates conditions for the extension of time and space in cultivating ideological and political work and student work in colleges and universities. Under the background of Big Data, the network community has provided the brand-new transformation for the university student's social life and the teaching activity. On the one hand, the educational space has been expanded, and the virtual space on the Internet surpasses the limitation of the real space, and breaks through the inconvenience of interpersonal interaction caused by the geographical limitation, access to ideological and political education and student work; on the other hand, the extension of the education time, the acceptance of network information allows non-instantaneous, non-presence, that is, university students can have access to the educational content sent by educators on the internet at any time, and can also have two-way interaction with educators and multiple-way interaction with other people at any time. The network virtual space, which spans the space-time,
reduces the space-time distance to zero, and extends the space and time for college students to accept and participate in ideological and political education and student work education.

Big data facilitates individualized education of ideological and political work and student work in colleges and universities. With the continuous enhancement of college students’ independent consciousness, the demand for individualized education is becoming increasingly strong. In the era of big data, college educators can use big data technology to collect data about the online and offline activities of college students and individuals, and to establish students’ personal data files, then, cloud computing technology is used to judge the data information, which can accurately analyze the internalization degree, practice status and existing problems of each college student's ideological and political work. According to this, the characteristic of big data enables educators to formulate a personalized ideological and political education model and student work education model that meets the specific needs.

2 THE APPLICATION CHALLENGES OF DATABASE AND BIG DATA TECHNOLOGY IN IDEOLOGICAL AND POLITICAL WORK AND STUDENT WORK IN COLLEGES AND UNIVERSITIES

The landing of big data in the ideological and political education of college students needs corresponding hardware facilities of big data in colleges and universities, big data requires large-capacity storage equipment, highly sensitive sensing facilities, multi-channel transmission devices, etc.. At present, the prices of these facilities and equipment are relatively high. Therefore, big data technology has been put into practice in colleges and universities, in the early stage, colleges and universities need to invest more special funds for big data, which may aggravate the financial burden of some colleges and universities, even if the early stage investment meets the needs of the establishment of big data facilities, and the later operation, maintenance, maintenance and other processes also need more capital investment, so the construction of hardware facilities has become a major problem in the promotion of big data in ideological and political education of university students.

Big data puts forward a "brand-new" challenge to the talent team of ideological and Political Education of university students, which is mainly reflected in two aspects, namely individual skill and team structure. Although information technology has become one of the necessary skills for the practitioners of ideological and political education in colleges and universities, at present, the practitioners of ideological and political education in colleges and universities still adopt traditional educational methods for the work of ideological and political education of college students, however, big data is still a relatively new concept for most practitioners of ideological and political education in colleges and universities. The lack of awareness of big data results in a low enthusiasm for learning among the majority of practitioners of ideological and political education in colleges and universities, in the new era, the data processing and analysis skills of college students' ideological and political education work are restricted, and it is precisely because most of the college students' ideological and political education practitioners are unfamiliar with big data technology, the talents who know both big data technology and ideological and political education theory are relatively rare, which directly leads to the unreasonable team structure of ideological and political education of university students, block the wide application of big data technology in the ideological and political education of college students.

The "Big" of big data represents a huge amount of data. The application of big data in the ideological and political education of university students involves all aspects of university students' life, and its scope is not only campus life, it also includes off-campus life. Educators can get daily activities of college students through various data terminals in order to carry out ideological and political education. From another perspective, the personal information, emotional information, private information, educational information, consumer information and travel information of college students will all be exposed to ideological and political education practitioners, if educators are not firm enough in their
thinking and form an interest relationship with the Down by Law, they will sell, steal and divulge information about college students, it not only has a serious impact on the reputation of colleges and universities, but also has a bad impact on college students themselves.

3 THE APPLICATION STRATEGY OF DATABASE AND BIG DATA TECHNOLOGY IN COLLEGE IDEOLOGICAL AND POLITICAL WORK AND STUDENT WORK

Massive data is the basic premise for the application of big data technology in ideological and political education in colleges and universities, which requires the ideological and political education departments to attach great importance to the acquisition and collection of data from the source, and to expand the sources of data, to deepen the way of data collation, realize the sharing of data to meet the requirements of teachers and students in the process of learning and communication, as well as the management of data. Universities should set up special funds for big data construction services to ensure that the special funds cover such areas as big data construction, big data maintenance, big data operation, etc., to ensure that universities have sufficient funds for building hardware infrastructure for big data, and to introduce special hardware facilities such as special sensors, special memory devices and special analyzers for the ideological and political education of university students by introducing big data, through special facilities, we can improve the service ability of big data to ideological and political education of college students, and make it better to create personalized service conditions for college students. In order to realize the linkage of big data information among the relevant departments of ideological and political education, such as the College of Marxism, the educational administration office, the school work office, the Youth League Committee, and the Propaganda Department, the data collected by various departments are integrated and analyzed by using big data technology to fully perceive the physical environment of the university campus and enhance the degree of integration of learning, teaching, management and service.

Supporting system is the system guarantee that big data plays a key role in the field of ideological and political education of college students. Colleges and universities need to formulate corresponding rules and regulations according to the actual situation, make clear the role and use of big data in ideological and political education of college students, the internal departments of colleges and universities are strictly required to apply big data in accordance with the rules and regulations, and the supporting systems are updated in time according to the iteration of big data technology, so as to ensure that the updating of supporting systems is synchronized with the iteration of big data technology. In the field of college students' ideological and political education, a special supporting system should be formed. The security of college students' big data information can be ensured through relevant rules and regulations, it can also improve the service ability of ideological and political education of college students in big data universities. The talent pool is an important factor in whether big data can be widely used. Based on the individual skills and the team structure, the construction of the university students ideological and political education compound talent team in the big data era. On the one hand, to cultivate the big data consciousness of the ideological and political education practitioners in colleges and universities, through special training, simulation training, etc., to promote the deep integration of the practitioners' proficiency in big data technology and the ideological and political education of university students, on the other hand, while improving individual skills, to increase the proportion of compound talents who have both the ability of big data processing and analysis and the ability of mastering the ideological and political theories of college students in the ranks of practitioners, step by step, building up the big data professional team of ideological and political education of college students step by step.
Big data serves the work of ideological and political education in colleges and universities by obtaining and analyzing college students’ personal information, emotional information, private information, educational information, consumption information, travel information and so on, with regard to all aspects of college students, colleges and universities need to pay more attention to information security. On the one hand, they need to set up a data monitoring platform to ensure that all aspects of information about college students are only provided with special services, it is necessary to “report to the police” in time if it is found that such illegal operations as abuse or leakage have taken place; on the other hand, it is necessary to raise the awareness of data security among university students engaged in ideological and political education, and conduct training on the confidentiality of university students' personal data, to safeguard the personal information of college students and better serve the ideological and political education of college students.

Deepening and perfecting the content system of big data ideological and political education. The application of big data technology should be fully reflected on the basis of enriching the content system of ideological and political education, relying on the advantages of technology, using new methods and new means to enrich and improve the content of ideological and political education, and innovating the system of ideological and political education. First, we must achieve the accurate choice of the classroom teaching content and the case system. In the process of exploring the teaching of ideological and political theory courses, the author, in the light of the students' discussion and controversial campus news and statements involving ideological and moral levels, as well as the students' track of campus behavior, the selection of teaching content and case materials is fully combined with the results of big data analysis. Second, we should pay attention to the classified operation of teaching mode, teaching method and teaching carrier. According to the different characteristics of different majors and different students, the teaching methods are designed pertinently and precisely, and the curriculum plan is adjusted. In the application of video animation, graphics and text PPT, lectures, discussions, scenario simulation or after-school practice, based on data analysis to make classification and personalized choice. In addition, we should achieve the dynamic feedback of the teaching process and follow up the whole process. Colleges and universities should realize data docking with the Department of Education, break the barriers of data sharing, and establish a dynamic feedback system based on teaching courses, students of different specialties and student evaluation. At the same time, we should set up the dynamic feedback mechanism of teachers and students, carry on the follow-up evaluation and the whole process feedback according to the effect of education and teaching and the problems of teaching.

Pay attention to the ability of educators to keep pace with the times, and cultivate a comprehensive development of ideological and political education team. The premise of carrying out big data ideological and political education in colleges and universities is that there should be a group of college teachers who know both the teaching knowledge and law of ideological and political education and the modern information technology such as big data. On the one hand, we should use big data technology to monitor the public opinion and query the teachers themselves. The construction of the network public opinion monitoring database of ideological and political teachers in colleges and universities, the ideological dynamic analysis for ideological and political teachers and related staff, and the role of ideological and political education staff to play a leading role. On the other hand, to promote the ideological and political teachers of information and big data awareness and ability. Through various forms of education and training, such as salons, information skills competitions, and so on, the ideological and political teachers' theoretical attainments are cultivated, and the skills and crisis-handling abilities of information technology application are enhanced. We should also promote the building of an interdisciplinary, interdisciplinary and multidisciplinary team in ideological and political education, appropriately absorbing and introducing a number of teachers with engineering background, focusing on interdisciplinary talents with a background in engineering such as computer network technology, as well as learning experiences in the
humanities and social sciences such as Marxist theory, so that they can accurately grasp students' points of interest, needs and problems, improving the pertinence of ideological and Political Education teaching.

4 CONCLUSION

As a product of the Information Age, Big Data and database technology is a double-edged sword to the development and influence of ideological and political education in colleges and universities. In the process of using big data to innovate the ideological and political education in colleges and universities, in view of the possible problems of data and information security, it is necessary to establish a sound and powerful restriction mechanism and strengthen the effective management of big data, do a good job in the security work of the whole process from collection to application of college students' data and information.

REFERENCES


