

# Challenges Faced by Ideological and Political Education in the Era of Big Data and the Solution Discussions

Wan Chenxu

Huaian Vocational College of  
Information Technology  
Huaian, Jiangsu  
China, 223003

**Abstract:** Problems and solutions faced by ideological and political education in the era of big data is the key topic of this paper. Big data is widely used in our country. It can be said that there are big data in all walks of life, hence, we consider the combinational model. The ideological and political education environment is the sum of all external factors that have the positive or negative impact on the ideological and political education activities organized by educators and the formation and development of educated people's ideology and morality, and this paper gives the novel solutions faced by ideological and political education in the era of big data.

**Keywords:** Big data; modern era; ideological and political education; problems and solutions; challenges

## 1. INTRODUCTION

To study the elements of ideological and political education, it is not only necessary to study the various components of the ideological and political education, but also to study the core categories of ideological and political education, and the latter is an intangible and imaginary element that runs through the entire ideological and political education. of great significance. The ideological and political education environment is the sum of all external factors that have the positive or negative impact on the ideological and political education activities organized by educators and the formation and development of educated people's ideology and morality, including political environment, economic environment, cultural environment, mass communication environment, social environment factors.

For the education, we should consider listed aspects.

(1) To realize the fundamental task of establishing moral education The prerequisite for achieving the fundamental mission of moral education is to scientifically define the concept of concept, and on this basis to construct a set of policy system for developing and applying the intangible resources of ideological and political education in higher education. On this basis, a policy system for the development and application of intangible resources of the ideological and political education in the colleges and universities should be established.

(2) There is a historical separation and combination of the "reflection" and "practice", and the emergence of the concept of "reflective practice" is also closely related to this historical separation and combination.

(3) As a subject with methodological significance, philosophy has a fundamental influence on ideological and political education. Ideological and political education itself is a core special education, so the pedagogy has a great impact on ideological and political education.

In the structure of the practice, objects are open to different subjects, and the display of any subject's essential power

directly or indirectly restricts or affects the display of other subject's essential power, which means that the subject's objective activities are not only for me, but also for his, and only better for him, can be better for me. Accordingly, in the figure 1, the big data era information is presented, and in the next sections, the discussions will be studied.



Figure. 1 The Big Data Era Information  
(<https://www.khanacademy.org/computing/ap-computer-science-principles/data-analysis-101/big-data/a/what-is-big-data>)

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Background of Big Data Era

Big data is widely used in our country. It can be said that there are big data in all walks of life, such as e-commerce/Internet, FMCG, finance, government/public utilities, agriculture and other industries. With the advent of the era of big data, many aspects of our production, life, work and way of thinking will undergo major changes. The emergence of "big data" is not an accidental event, it is a process that must be experienced in today's highly developed informatization and networking era, in this era of data flying all day long.

What we currently call big data is more limited to big data technology and the big data application, but not to big data science and engineering. engineering has not been given much attention. Big data science is concerned with the development and operation of big data networks and operation, discovering and verifying the laws of big data and its relationship with big data science is concerned with the development and operation of big data networks, discovering and verifying the patterns of big data and their relationships with the natural and social activities. For the big data era, we consider the listed.

(1) The impact of big data is not limited to the information and communication industry, but is still "swallowing" and also reconstructing many traditional industries. Companies that widely use data analysis methods to manage and optimize operations are essentially data companies.

(2) The sources of the big data are structured data, semi-structured data and unstructured data. structured data, big data technology framework includes data acquisition and pre-processing, data bigdata technology framework includes data collection and pre-processing, data storage and management, data computing model and system.

(3) Traditional business data has evolved over time in a standard format that can be recognized by standard business intelligence software. Today, businesses are challenged to process and extract value from complex data presented in the various forms.

## 2.2 The Ideological and Political Education Combination

Ideological and political education resources, as one of school resources, are all kinds of resources occupied, used and consumed in the process of education in order to achieve educational goals. According to the ways in which ideological and political education resources function, they can be divided into two types: tangible resources and intangible resources.

In recent years, the academic circles have then carried out relatively rich research on Hongyan spirit, and formed a series of research results. Scholars generally agree that the spirit of Hongyan has important value of the times, and believe that the spirit of Hongyan contains great love for the family and the country, and is conducive to the development of civilized family education and family style. The Hongyan spirit has not been effectively integrated with the ideological and political education of college students in the new era, resulting in the failure to fully demonstrate the educational value of the Hongyan spirit. In order to give full play to the value of ideological and political education of Hongyan spirit in the new era and help college students in the new era to fully absorb spiritual power from Hongyan spirit, it is necessary to construct a relatively complete, comprehensive and practical logic for integrating Hongyan spirit into the ideological and political education of college students in the new era frame.

Hence, we will consider the above as the combination, the reflective practice of ideological and political educators not only has a theoretical basis but also has practical motivation. The practical characteristics of the ideological and political education, the professional development of ideological and political educators, and the general practical construction and operation of the theoretical system of subject knowledge require ideological and political educators to reflect general practice. We must improve the enthusiasm of the service, correctly treat the questions raised by the students, and answer the students' questions and suggestions in a real-time and practical manner, and repair the public facilities or daily items and equipment damaged by the students during their school life considering students' learning and living environment.

## 3. CONCLUSION AND FUTURE WORK

Problems and solutions faced by the ideological and political education in the era of big data is the key topic of this paper. The theoretical system of ideological and political education subject knowledge with practicality and initiative should be composed of the philosophy of the ideological and political education, the principles of ideological and political education

and the applied knowledge of the ideological and political education. This paper considers the big data era to propose the novel combination. In the future, the ideas will be validated.

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