

# Design of BBS Information Collection and Intelligent Semantic Analysis and Screening Algorithm of Network Training Platform

Yizhe Zhang  
School of Vocational and Technical Education  
Shenzhen Polytechnic  
Shenzhen 518055, Guangdong, China

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**Abstract:** This paper attempts to do part of the exploration work on the application of big data in the study abroad industry with semantic technology, and builds a potential study abroad customer data collection system based on semantic technology, and mines the potential study abroad customer data from the corpus big data of public social media. This paper presents a disambiguation algorithm based on "HowNet". The algorithm uses the four relationships contained in the semantic origin of words to discuss the timeliness of carrying out online ideological and political education for college students through new network media and various forms of communication. It shows that the education platform has indeed achieved a positive interaction with students, allowing students to be educated and inspired, thereby improving the pertinence of college students' ideological and political education. Calculate the correlation between words and the correlation between words and their contexts, and then achieve the purpose of word sense disambiguation.

**Keywords:** BS Information Collection, Intelligent Semantic Analysis, Network Ideological Education

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## 1. INTRODUCTION

Potential customer data (or potential customer information) is the basis for the survival and development of any business company, especially for study abroad institutions. As a branch of the consulting industry, study abroad institutions have no investment in fixed assets and raw materials [1], and their main expenditures are used to obtain potential customer data through marketing. However, the rapid growth of Web information, while providing people with rich information, is in web information. The efficient and convenient use of Web brings great challenges to people: on the one hand [2], there is a wide variety of information on the Web, and on the other hand, it is difficult to find really useful information.

The spirit of this important instruction is the requirement for the innovative development of political work from the strategic commanding heights of the times [3]. As an important part of political work, ideological and political education is how to better integrate with network technology today, and strive to create a new form of online ideological and political education [4]. The key to strengthening online ideological and political work lies in people! Establish a network of ideological and political work Team! is the primary task of building a network platform for college students' political and ideological education. At present, it is difficult for college ideological education teams to meet a series of challenges presented by the Internet age [5].

At present, various colleges and universities have established their own campus local area networks, and have also carried out certain explorations on network ideological education [6]. In order to adapt to the development trend of network ideological and political education in the mobile Internet era, a collection of websites, mobile micro The "four-in-one" online education platform such as website [7], official Weibo, official WeChat, etc. is an important task of Liaoning College Students Online Alliance at present and in the future. However, at the same time, we must also clearly recognize

that the current network ideological education in colleges and universities has major problems such as the lag in the construction of network ideological education platforms [8], the low click-through rate of ideological education websites, and the lack of professional talents in network ideological education. Internet thinking was first proposed by Robin Li, founder of Baidu [9].

In 2011, Li Yanhong mentioned in a speech: "Entrepreneurs should have Internet thinking in the future. Maybe what you are doing is not the Internet, but you must gradually use the Internet to think about problems. The connotation and extension of the educational process [10], elements and There are few direct and pertinent discussions on core issues such as structure, dynamic operation mechanism, contradictions and laws, and the only targeted research is not systematic. At present [11], many researches still remain at a relatively peripheral and indirect level, such as network Discussion on basic social issues. From the beginning of the 1980s to the middle of the 1980s, the tofu-sized study abroad service advertisements published in the supplementary information of the Shanghai Xinmin Evening News attracted hundreds of telephone consultations on the first day of publication [12].

Now, overseas study institutions can hardly obtain potential customer data by publishing print media advertisements in first- and second-tier cities. A retrieval-type search engine is a search engine that provides users with direct input of keywords to find information [13]. Its retrieval is convenient and direct, and you can use Boolean logic query, phrase query, proximity query, fuzzy query, natural language query and other retrieval methods. HotBot, Infoseek, Google, etc. are typical representatives of such retrieval tools. Therefore, it has become a development trend to speed up the establishment and improvement of network ideological and political education in higher vocational colleges [14]. The Environmental Engineering College of Kunming Metallurgical College has established an exclusive network

ideological and political education platform for this practical need, and has played a huge role in practical work [15].

Use the comprehensive expressive power of sound#text# to express the content of education! Increase the capacity of education information! Enhance the appeal and attraction of education! [16] Only then can the effectiveness of ideological education for college students be improved." and basic principles, firmly establish the strategic awareness of online ideological education in colleges and universities; insist on serving and educating people, comprehensively strengthen the website construction of college online ideological education; strengthen team building [17], and provide talent guarantee for college online ideological education. It can realize the PC terminal of Liaoning College Students Online Alliance. It is an educational carrier for unimpeded access with mobile terminals, self-built websites and Weibo and WeChat social networking sites [18]. As far as PC-side websites are concerned, we strive to break the isolation of traditional PC-side websites, and seek the cooperation between Liaoning University Student Online Alliance and campus networks of various colleges and universities between [19].

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Online Ideological Education Platform

An open learning mentality. Counselors must first understand and learn Internet thinking to carry out online ideological education. The key to Internet thinking lies in an open learning mentality. For example, some counselors believe that too much Internet access is harmful to students and teachers. The good thing is the need to enhance the effectiveness of ideological and political education for college students.

With the advent of the mobile Internet era and the changes in students' personality characteristics, the traditional one-way-led, face-to-face ideological and political education model has been unable to meet the psychological needs of students, and the effectiveness of education has gradually been weakened. Aiming at the inefficiency of traditional industries, taking advantage of the situation, savagely crossing the border, reshaping new ideas, rebuilding new models, developing new markets, integrating inefficiencies with high efficiency, better meeting user needs, improving user experience, and then completely changing traditional industry structure. A typical case is Didi. It mainly focuses on the relationship between elements in the practice of ideological and political education, the specific operational links and procedures of educational practice, and the contradictions and laws behind these "relationships", "links" and "procedures".

On the other hand, in view of the problem that the definition of the current ideological and political education process is too general but not clear enough. As the key node of the input of national education to the society, the ideological and political education in colleges and universities is more difficult to grasp the public opinion orientation of young and middle-aged students in the field of ideological struggle. significance. Colleges and universities are ideological positions with a high concentration of ideology and culture. When conducting work related to online ideological education at the counselor level, counselors should maintain the concept of openness and learning, build a collaboratively promoted online ideological education platform, and form a reasonable network ideological education team. , formulate a standardized management and operation system, gradually infiltrate and carry out network literacy education, strive to

create a good network culture, and pay attention to the experience summary and law research of network ideological education.

### 2.2 The BBS Information Collection

The work of system design research mainly includes three parts: (1) Constructing a semantic dictionary in the field of studying abroad; (2) Researching the identification algorithm and age-appropriate situation judgment algorithm based on the domain dictionary. (3) Develop a system that carries algorithms and realizes automatic operation. First, for the links extracted from the collection page, use the extended metadata correlation determination algorithm based on semantic analysis to calculate the topic relevance of the URL; then filter out irrelevant links according to the preset threshold for pruning to reduce irrelevant links. The number of pages, improve the speed and efficiency of topic information search. The network ideological and political education expands the way of education, and the speed of modern network development accelerates the spread of education.

Due to the large amount of network information, fast speed, and its influence greatly exceeding any means of communication, the combination of ideological and political education work with the network is the unique information integration of the network. % (is the core content of ideological and political work in colleges and universities "must organically combine the main position of ideological and theoretical education with the new position of network ideological education! Mutual penetration! and a reasonable operating group. Network ideological education should rely on the network platform. In the context of the rapid development of mobile Internet and new media, the coordination of multimedia platforms is very necessary.

### 2.3 The Design of Intelligent Semantic Analysis and Screening Algorithm

Semantics is the soul of natural language, the most flexible part of natural language, and the source of word ambiguity. Based on the existing disambiguation strategy based on "HowNet", this paper solves the problem of word sense ambiguity from the perspective of semantics. In some restricted domains of natural language processing, these general-purpose dictionaries are of limited use. The construction of domain-specific terminology dictionary has important theoretical and practical significance in many research fields of natural language processing, and it is a "basic problem" that affects many other application problems in the field of natural language processing, such as the field of studying abroad. The matching strategy S sees the absolute error and MAD. This paper uses the absolute error sum of the prediction block and the original image, because when doing motion estimation

In today's diversification of information channels, the ocean of knowledge is so vast, the pattern of being limited to a single environment has been broken, the mode of students' acquisition of knowledge is more in line with the needs of cognition, the concept of education subject and object is gradually blurred, and the status tends to be equal. Only a reasonable team can be formed to ensure the continuity and pertinence of online ideological education.

Responsible for the formulation of the development plan for the construction and development of the ideological platform in colleges and universities in the province, the integration and sharing of resources of the ideological and educational platforms in various colleges and universities, the construction

and development of the Liaoning University Student Online Alliance, the special training for the backbone of the province's colleges and universities' network propaganda and ideological work, and the The development of network propaganda and ideological activities in colleges and universities, etc. The formation of a team can be divided into two aspects. On the one hand, through the establishment of a counselor studio and other means to strengthen the cooperation between like-minded counselors, and now we are relying on the "counselor professional ability improvement counseling room" WeChat public account is also very good attempt. The statistical information of words is expressed as a word vector set or a certain probability relationship between words and texts, and the implicit identity in the corpus set is analyzed accordingly. The frequency of such characteristic words is used as the identification feature of writing style, and it is easier to be used as the identification feature of writing style.

### 3. CONCLUSIONS

Combining the above requirements, the BBS Internet behavior characteristics of overseas students, and the development status of semantic technology, this paper conducts a new generation of "Internet +" research on the design of a data collection system for potential overseas students based on semantic analysis technology. Based on the construction of a complete evaluation content system, through scientific evaluation procedures, objective and real evaluation results are obtained. The purpose of the evaluation is the application of the evaluation results of online ideological and political education in colleges and universities. However, it will inevitably give birth to a series of reforms and developments, bring about changes in the field of ideological and political education, and provide new ideas and methods for ideological and political education in colleges and universities.

### 4. ACKNOWLEDGEMENT

2021 Ideological and Political Education Project in Colleges and Universities in Guangdong Province: Research on the Construction of Labor Education Practice System in Colleges and Universities (Project Number: 2021GXSZ186)

The 2022 annual project of the "14th Five-Year Plan" of Shenzhen Education Science: "Golden Class" of labor education in vocational colleges (project number: Cgpy 22026).

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