

10.18686/neet.v2i2.3910

Countermeasures of Student Management and Ideological and Political Education in Colleges and Universities under the Perspective of Big Data

Jianbo Ge¹, Xinqin Zhu¹, Huatao Zhang¹, Jian Zhang¹, Hui Wang²

1. Shandong Vocational College of Information Technology, Weifang, Shandong 261000

2. Shandong Weifang No.7 Middle School, Weifang, Shandong 261000

Abstract: The increasingly severe situation of ideological and political education in colleges and universities has put forward higher requirements, and thus enrich the content of ideological and political education. Universities are required to break traditional management methods, highlight diversity, and coordinate “innovation”, “tradition”, “technology”, and “people-oriented”. There are still problems that need to be dealt with urgently when it comes to the current ideological and political education and student management in colleges and universities. Therefore, colleges and universities should start from the perspective of big data, think comprehensively about ideological and political education and student management in colleges and universities, integrate them organically, and achieve synergistic development, and only in this way can we truly improve ideological and political education and student management in colleges and universities.

Keywords: Big data; University student management; Ideological and political education; Countermeasures

Introduction

At present, along with the rapid development of science and technology, “big data” is profoundly reforming all areas of society at an unprecedented rate. It is necessary to view the world as a sea of information and understandable data, to open up an unprecedented view of the real world, and to extend this view to all aspects of life. The purpose of ideological and political education and management in colleges and universities is to cultivate high-quality specialists for the society, which affects not only the growth of individual students in colleges and universities, but also the overall quality of the whole society. The increasingly complex social environment and diversified thinking of college students have brought new challenges to the ideological and political education and management of colleges and universities. Under the new situation, only by breaking the old concepts, relying on big data, and taking integration and development as a means, can we really achieve the purpose of ideological and political education.

1. The relationship between ideological and political education and student management in colleges and universities in the new era

1.1 The intrinsic connection between ideological and political education and student management

Ideological and political education is an important aspect of student management in colleges and universities. First of all, to establish a good value, world view, outlook on life, is the top priority of ideological and political education in colleges and universities. The management of college students mainly involves strictly regulating them according to the school’s rules and regulations, helping them develop good behavioral habits. The value orientation and behaviour of college students is an important part of ideological and political education in colleges and universities. Secondly, ideological and political education in colleges and universities can provide a certain value orientation for student management in colleges and universities: to strengthen the cultivation of students’ socialist core values and national spirit, to improve students’ sense of social responsibility and civilization, and to promote the healthy development of student management in colleges and universities. As for the management of students, it should start from the construction of campus culture, curriculum design, etc., so that ideological and political education can truly penetrate into the life and study of students, thus making it an operable practical platform.

1.2 Theoretical basis for mutual promotion

From the viewpoint of system theory, ideological and political education and student management in colleges and universities are two

major subsystems of college and university education, and the interaction between the two can be attributed to the transfer of information, energy and resources. Ideological and political education acts on the actions of college students through the dissemination of correct values and culture, while the management of students provides good conditions for it, and both of them push each other and constitute a good cycle. The ideology of humanistic education mainly focuses on human beings, attaches importance to the comprehensive development of human beings, the development of human personality, and the autonomy and creativity of learning. Under the guidance of such an ideology, student management has changed from mere constraint to individual-centred counselling and supervision, which can better promote the healthy development of college students. Ideological and political education in colleges and universities is an important way to cultivate students' sense of social responsibility and values, which is of great significance to the value orientation of personalized management of students in colleges and universities. The idea of collaborative parenting mainly refers to the mutual collaboration of various teaching links to promote the overall improvement of the teaching effect. The coordination of ideological and political education and student management work can form an organic synergy, so that students can get more comprehensive theoretical knowledge, moral quality education, and make it more in line with the needs of social development.

2. Countermeasures for Student Management and Ideological and Political Education in Colleges and Universities under the Perspective of Big Data

2.1 Construct an overall student management data platform that meets the needs of student management

Firstly, an online learning platform with complete functions, clear logic and easy operation is established to make it suitable for managers at all levels, teachers of ideological and political courses, student managers, student cadres and so on. With the support of this platform, the student query interface allows users to enter, update, modify, delete, query and annotate information materials according to their own permissions. The software can complete the logical operation of the data within the system so that the logical relationship between the data is clear and support for joint discussion with students who are experienced in learning. A variety of models are built so that each can be continuously developed and updated and provide extremely accurate responses to data. Encrypt key information involving personal data, such as ID cards, bank cards, etc., to ensure the security of the information; ensure the correctness of the information in each component, and that those who collect and record the information are responsible for the correctness of the information; for special information, an early warning mechanism should be set up so that special and urgent information is sent back to the relevant personnel quickly and accurately to ensure that it is processed within the specified time limit. Secondly, when constructing the student management and online ideological and political education platform, we focus on sorting out the logical relationship behind various types of data, thinking about the modularity of the platform, designing a number of functional modules, and constructing a complete student information system with the student ID card as the connecting point. Each sub-module has a certain logical connection with one-way, two-way and multi-way interaction. The system is mainly divided into three parts: first, the basic data module. In this model, some basic solid data information about teaching, residence, sports, library and other facilities can be obtained. The second is the teaching module. This module enables the management of student registration, changes, courses, points, competitions, research and so on. Third is the student module. Through this module, students have full access to basic information, such as: family status, political profile, ethnicity, ID card, passport, mental health evaluation information, file information, party member development information, second classroom activity information, career evaluation information, student award and punishment management, scholarship and loan management, management of student cadres at all levels, clubs, and employment of graduates. Through the module management of student information, effective management of students is achieved, thus providing a basic platform for the whole system.

2.2 Use big data to build a “smart campus” and an intelligent network management environment.

Currently, there are two different mindsets in colleges and universities when it comes to student management: one is to put student management in the first place, and investigate bad learning behaviours such as late arrival, early departure, absenteeism and late return. This approach may work for a short period of time, but it is difficult to sustain, and at the same time there are more requirements, including counsellors, full-time teachers, student cadres, dormitory management, security and so on. The second is the “free-range” style, which emphasises teaching rather than research and ideological and political work. As a result, college students disregard school rules and regulations, and cannot effectively cultivate their organisational discipline, sense of responsibility and personal code of conduct. Big data intelligent management is an effective way to solve this problem. Fingerprints or facial recognition are used in classrooms, dormitories, school gates, etc., which not only ensures the safety and stability of the campus, but also instantly traces the movement of students, saves manpower, and achieves the purpose of high-efficiency management. When evaluating students' performance, it will be used as the basis for evaluating students' individual or group merits and demerits, which is more just, fair and open, and not only promotes college students' sense of collective honour, but also serves to restrain college students' behaviours.

2.3 Strengthen ideological and political education and the construction of curriculum ideology and politics to form a big ideological and political pattern.

Firstly, we should make full use of the position of “first classroom” to strengthen ideological and political education. Ideological and political class is a major theoretical foundation and method to cultivate students’ worldview, outlook on life and values, which has been continuously strengthened and reinforced over the past few years, and all colleges and universities should follow their own regulations to make it really play a role in educating people. Secondly, the construction of ideological and political education should be strengthened. It should closely link all disciplines and courses with the practice of the profession, refine and mine the relevant content, and use it as the basis for building a system of ideological and political education in the curriculum and improving the educational function of ideological and political education in the curriculum. Thirdly, it is necessary to link student management work in colleges and universities with ideological and political education. Although the student management department and the ideological and political theory class belong to two different departments, they are able to select excellent ideological and political teachers from colleges and universities to provide theoretical support for student management, so that student managers not only know how to manage, but also why to manage. Select and cultivate a group of teachers with strong theoretical literacy and student management experience to participate in ideological and political courses, better transform practice into theory, and make use of various forms such as seminars and workshops for famous teachers to strengthen communication and collaboration and form an all-round pattern of big ideological and political affairs.

3. Conclusion

In summary, student management and ideological and political education in colleges and universities are always on the way. In view of the current difficulties encountered in building the platform, establishing an online teaching platform combining ideological and political education and student management in colleges and universities is a practical method. The use of big data technology in student management in colleges and universities still needs to be constantly practiced, summarised and revised, and we hope to receive exemplary results at an early date.

References

- [1] Ma Mingda. Analysis of the integration path of student education management and ideological and political education in colleges and universities[J]. Journal of Hubei Open Vocational College, 2021, 34(12): 79-80.
- [2] Zhou Lina, Zhao Shuyue. Exploration of Ideological and Political Education Strategies in Higher Education Student Management[J]. Journal of Yanbian College of Education, 2021, 35(03): 82-85.
- [3] Li Ruijie. Research on the Innovation of Ideological and Political Education of Students in Colleges and Universities under the Mode of Grid-based Management[J]. Decision-making exploration (in), 2021, (05): 36-37.