

University Students' Ideological Management Platform Based on Big Data

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Abstract: With the continuous development of the era of big data(BD), the ideological development of college students(CS), as the most special and the most needed people in the society, is also concerned. In order to further improve the ideological quality of CS and enhance the ideological and political education(IPE) of CS, China attaches great importance to cultivating the comprehensive quality of CS. To achieve IPE can not do without the management carrier, after all, the ideological education platform management can only be achieved through the carrier. The purpose of this paper is to research and design the ideological platform for CS, mainly by understanding the function of the management carrier and analyzing its problems to help us understand the carrier of the ideological management platform for CS. At the same time, the questionnaire analysis method is adopted to investigate the CS' opinions and ideas on the ideological management platform, explore the influence driving force of the management carrier, analyze the reasons for its current situation, and put forward the corresponding improvement suggestions. The IPE in colleges is connected with the management carrier, and the ideological management platform is designed to promote the IPE level and improve the current situation IPE management platform system in colleges. The investigation shows that the influence and execution of the IPE management platform need to be improved. In the 400 questionnaires, 40% of freshmen did not participate in social activities, 35% of sophomores, and 20% of juniors and even seniors accounted for 15%. From these data, we can see that the influence and implementation of the IPE management platform for CS are not strong enough.

1. Introduction

The carrier of CS' IPE management is not a comprehensive study of college teachers and other aspects, nor a comprehensive study of all kinds of carriers in colleges, but a research on the carrier

of CS' IPE management, which has strong pertinence. It not only has the common characteristics of the management carrier, but also has its own uniqueness, so the research on it is of great significance [1-2]. colleges in this area of research and construction is not very perfect, there are still some shortcomings, it is necessary to carry out some more in-depth research, in order to better manage data, realize the overall improvement of management professional level [3-4]. CS' IPE management uses various methods and means to effectively manage CS' thoughts and behaviors, so as to meet the requirements of social development mode [5-6]. At the same time, the combination of curriculum teaching and IPE enables students to have good ideological and moral quality and conduct while learning professional knowledge, and truly become high-quality professional application-oriented talents [7-8].

Many scholars at home and abroad have made good achievements in the study of the carrier of IPE management in colleges. For example, Lang HS thinks that the carrier of IPE management has the functions of communication and coordination, combination and penetration, normative constraint and guidance cultivation [9]. Affashi K believes that the management carrier is to integrate the content of IPE into the management activities and cooperate with the management means, so as to achieve the purpose of improving people's ideological and moral quality, standardizing people's behavior, and mobilizing people's enthusiasm for production, work and study [10].

This paper mainly adopts the method of literature research, a large number of reading and collecting the relevant information of IPE management carrier, to analyze the current situation of the management of IPE in colleges, to understand the function of the management carrier, and to explore the types of IPE management carrier for many years by using the enumeration analysis method. At the same time, using the questionnaire survey method to design the carrier questionnaire of IPE activities of CS, taking the students of our school as the object of investigation, sampling in different grades, through the analysis of the questionnaire, we find the existing problems, analyze and put forward reasonable improvement measures, so as to strengthen the construction of IPE of CS.

2. Management Carrier of IPE

2.1. IPE Management Carrier

(1) Educational guidance function

The carrier of IPE contains different carrier forms, but each of them contains the information of IPE. Sometimes the information may not appear intuitively, but is often included in the specific operation process. Any kind of carrier relies on its own operation mechanism, closely combines the educational information of the educated with the operation process of the carrier, so that the educated can receive the educational information and realize the educational purpose in the process of receiving guidance and joint participation. This process is imperceptible.

(2) Normative constraint function

Management carrier takes management as the carrier, which highlights its function of restraining others' behavior and standardizing others' behavior. The management carrier of IPE in colleges is the administrators of colleges. Starting from the reality of the development of colleges, and on the basis of conforming to the Constitution and national laws, some discipline norms and rules and regulations are formulated to restrict and regulate the behavior of CS, so as to make their behavior conform to the regulations of colleges.

(3) Incentive and promotion function

The incentive function refers to that colleges guide their extracurricular activities through the carrier of IPE activities, increase students' understanding of extracurricular knowledge, so as to comprehensively improve the quality of CS. Carrying out all kinds of educational activities can stimulate students' morale and provide confidence for students to set up lofty aspirations.

(4) Combined with osmotic function

The function of combination infiltration is to infiltrate the information of IPE into various management activities and combine it with specific activities. In the process of people's participation in the activities, IPE is quietly remembered. In this way, people can receive IPE. There are many management activities in CS' daily life and study. These management activities provide more possibilities for CS' IPE and help to improve the timeliness of IPE.

2.2. Problems in the Management Carrier of IPE

(1) Lack of understanding and Application

Although the current college management carrier has begun to take shape and become increasingly perfect, but in the daily operation process, there is still a lack of awareness of IPE managers. Some school administrators are lack of management consciousness, and do not implement the management regulations well, so that there are all kinds of discipline violations in schools. Although they know that management can be used as the carrier of IPE, they do not use the consciousness of management carrier. Others are not aware of the role of management as a carrier, and think that management is to manage ideological work, that is, ideological work does not consciously combine ideological work with management activities. In addition, other aspects also have different degrees of problems, so how to make good use of the teaching carrier has become the problem that managers and teachers should pay attention to. Having regulations is not the ultimate goal, whether it can be implemented is the key.

(2) The flexibility is not strong

Some university administrators can not keep pace with the times well, and do not fully combine the advantages of various carriers to manage CS; instead, they still adopt the traditional hard management method, which only regard students as the objects of management, and do not put the specific IPE content in the management process, and criticize them more. This management method It will cause students' disgust and rejection. In addition, some school managers or various specific management carriers are not flexible and rigid in the process of operation. colleges tend to ignore this point, activities often disorderly, rush to deal with, lack of planning and continuity, leading to the IPE can not play a role.

(3) The basic system is not perfect

The carrier of IPE management of CS has not built a corresponding complete system. The operation of the carrier of IPE management of CS needs regularity and organization, that is, the whole operation process should be strictly controlled and managed. At present, the use of IPE in colleges is not perfect. The traditional management system is that the party is in charge of the ideological and political work, the political work cadres are in charge of the ideological work, and the business cadres are in charge of the management. However, the appointment, assessment and performance evaluation of management cadres seldom focus on their ideological education, and the IPE cadres often have no experience in business management, and do not pay attention to the IPE work combined with management work. The use of management carrier only depends on people's consciousness. There is no implementation mechanism, no inspection and supervision, which makes the use of management carrier lack of system guarantee.

2.3. Enlightenment from the Application of IPE Management Carrier

(1) Overall consideration

In the process of running the carrier of IPE management of CS, we should grasp the whole process from the macro aspect, take improving the overall development of CS as the goal, and scientifically control all links of the whole IPE activities as a whole. At the same time of controlling the whole activity, we should make scientific planning and arrangement, coordinate and plan the whole activity as a whole, pay attention to the specific analysis of specific problems, and make overall consideration. colleges should pay attention to the principle of hierarchy and integrity when carrying out IPE, so that the whole activity has its beginning and end.

(2) Teach students in accordance with their aptitude and be flexible

Although the IPE system is constantly improving, the scope of research is expanding, and the research content is improving, it is undeniable that due to the relatively short time of the establishment and development of IPE, the more specific content of IPE management carrier needs to be further studied, and constantly enrich the carrier system of IPE for CS. Before running activities, we should carry out various activities for students with different needs. At the same time, promoting the cooperation between the management carrier and different carriers is conducive to the realization of the IPE management of CS.

(3) Strengthen the management of organizers' thoughts

The effectiveness of IPE management is limited by the quality of the management team. Therefore, we must pay attention to the construction of IPE management team. Starting from the factor of educators, we should strengthen the guidance to the educated who participate in the activities, and carry out corresponding theoretical training so that the organizers of university activities have good political quality and high theoretical knowledge of IPE, and can truly understand and implement the important decisions of the party and the government.

2.4. Management Efficiency Measurement Formula

Management efficiency determines the success of management. The carrier of IPE management in colleges also needs to measure the penetration rate of its implementation to improve its management efficiency. How to measure management efficiency is derived from the formula of information quantity:

$$H(U) = -\sum_{i=1}^n p_i \log_2 p_i \quad (1)$$

The amount of information received by the receiver from the sender's source is a relative amount. The management efficiency is measured by the amount of information obtained. It represents the average uncertainty of the symbol generated by the source. Whether there is a receiver or not, it is always an objective quantity. The quantity can be expressed by mutual information:

$$I(U; V) = -\sum_{i=1}^n p_i \log_2 p_i - H(U|V) \quad (2)$$

In general, $I(U; V) \leq H(U)$, that is, the amount of information obtained is smaller than the information entropy given by the information source.

3. Management Carrier of IPE

3.1. Research Object Selection

In order to better study the carrier of IPE and management of CS, this study takes the carrier of IPE and management of CS as the research object, lists the types of carrier of IPE and management of CS to interpret and understand the carrier of IPE and management, expounds its functions, and focuses on the problems existing in the carrier of current college management, and puts forward the corresponding countermeasures. On the one hand, it is suggested to strengthen the ideological quality education and management of relevant personnel; on the other hand, it is suggested to change the management mode and teach students in accordance with their aptitude.

3.2. Research Methods

This paper mainly adopts the methods of literature research and questionnaire survey, taking the students of our school as the object of investigation, sampling in different grades, through the quantitative analysis of the questionnaire, finds out the existing problems, analyzes and puts forward reasonable improvement measures, so as to strengthen the construction of IPE in colleges. The experimental data collection mainly comes from the questionnaire survey. Through the questionnaire survey, we design the research on the carrier of CS' IPE activities, and explore the degree of realization, execution and flexibility of the carrier in terms of the degree of influence and participation of the carrier.

4. Carrier of IPE Management

4.1. Influence of Management Carrier

The improvement of CS' quality is inseparable from the use of specific management means, which requires the managers of colleges to strengthen the management of CS mainly through various management methods. In all kinds of IPE activities carried out by colleges, there are some problems that the influence of the carriers of IPE activities of some CS is not deep and broad enough, and some CS are in a passive state to participate in relevant activities, as shown in Table 1.

Table 1. Analysis table of participating in practical activities

| Option | Participate In Activities | No Activity |
|-----------|---------------------------|-------------|
| Freshman | 60 | 40 |
| Sophomore | 65 | 35 |
| Junior | 80 | 20 |
| Senior | 85 | 15 |

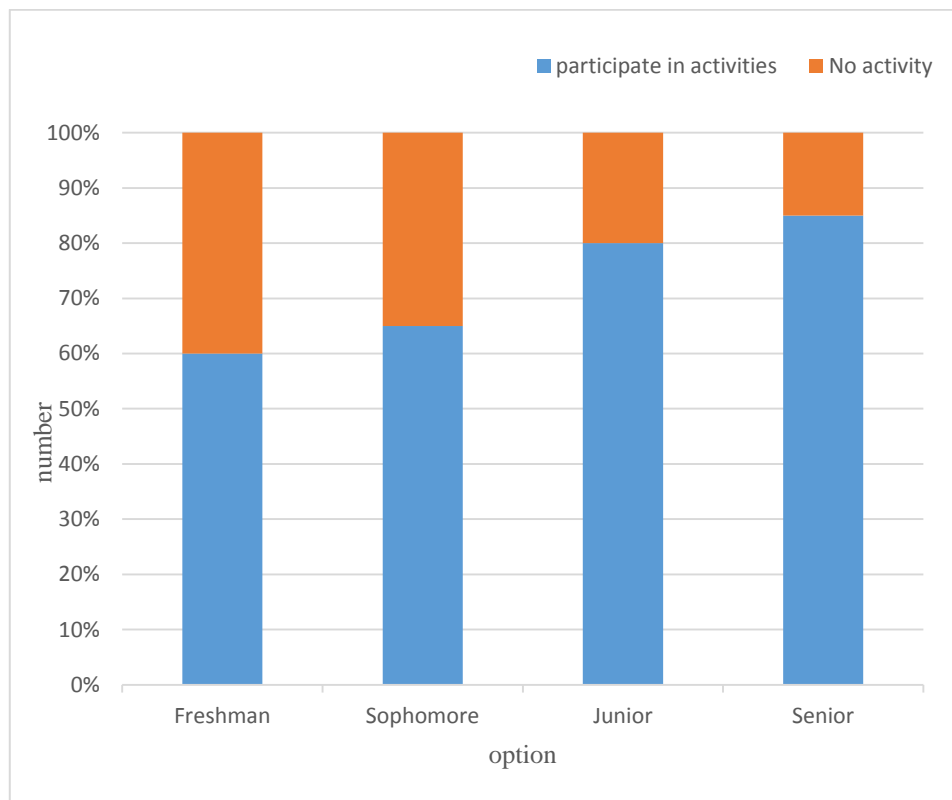


Figure 1. Analysis table of participating in practical activities

As shown in Figure 1, the initiative and enthusiasm of some CS to participate in the activities are not high. About 40% of the freshmen and sophomores did not participate in the IPE activities, and even 15% of the seniors did not participate in the activities. We can know that the influence under the management carrier is not strong, and the degree of influence on students needs to be improved.

4.2. Participation in IPE Activities

CS' participation in the activities of management carrier is an important aspect of CS' IPE management. Whether to improve CS' IPE is affected by many factors, and CS' own participation is also very important. Among the developed carriers of IPE activities for CS, the degree of participation of the carriers is shown in Table 2.

Table 2. Types of ideological education activities

| Option | Proportion |
|---------------------|------------|
| Learning activities | 46% |
| Sports activities | 17% |
| Military training | 12% |
| Quality development | 6% |
| Social practice | 19% |

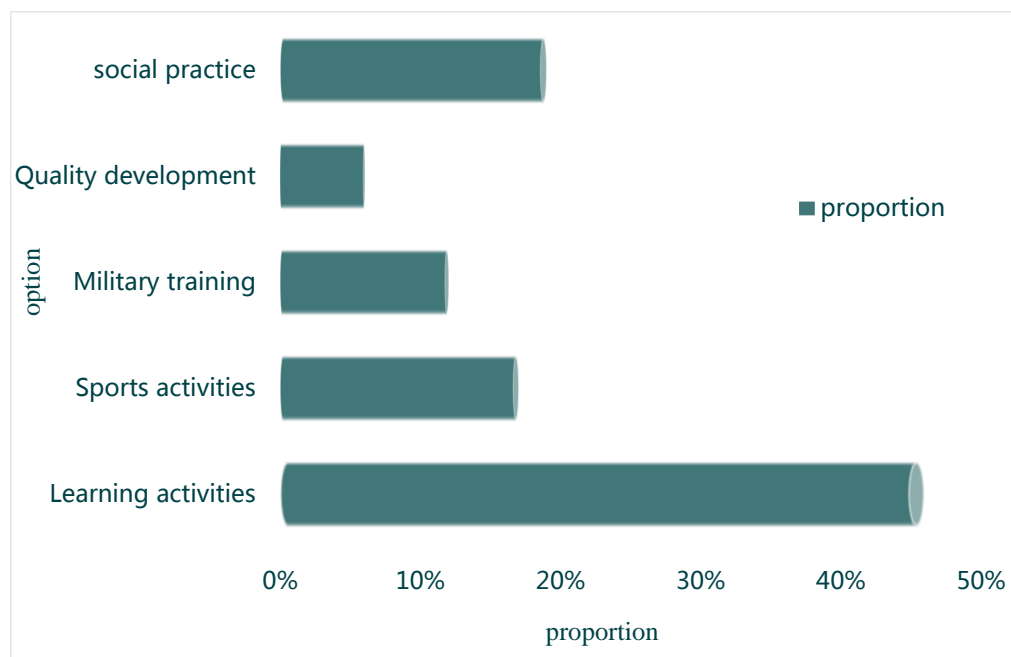


Figure 2. Types of ideological education activities

As can be seen from Figure 2, the distribution of students' participation in the types of IPE activities is obviously uneven, with 46% of students participating in simple learning activities and only 6% participating in quality development activities.

5. Conclusion

With the continuous development of society and the rapid progress of the times, the requirements for CS are also constantly improving. As the builders and successors of the socialist cause, whether they can grow up healthily has an important impact on the long-term development of the country. And their healthy growth is inseparable from the protection of a harmonious campus environment. A harmonious campus environment needs a certain security system, a certain management and protection, and requires schools, teachers and CS to make full use of various management carriers to promote their own quality. I believe that with the deepening of research, the development of IPE will be more and more perfect.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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