

An Analysis on the Way of Improving the Effectiveness of College Students' Party History Education in the Era of Big Data

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Abstract

The arrival of the era of big data has promoted the new reform and development of various social industries, especially providing opportunities and challenges to improve the effectiveness of party history education in college students. At present, there are major problems in the party history education of college students, such as weak awareness of big data application, lack of big data application ability, imperfect party history education management system and the need to expand the party history education data platform to be expanded. Because of the problem, the corresponding countermeasures are put forward from establishing the concept of big data, building high-quality big data teachers, improving the big data management system of party history education for college students, and actively expanding the party history education big data platform.

Keywords: big data era, college students, Party history education, effectiveness

As General Secretary Xi Jinping has pointed out, "In the past hundred years of struggle, the Party has united and led the people to open up great paths, established great achievements, forged a great spirit, and created remarkable miracles in the history of the development of the Chinese nation." (Xi, J.-P., 2021) "The history of the Communist Party of China is a rich resource for ideological and political education for college students. It can not only use the history of the Party to educate college students in their ideals and beliefs and patriotism, but also inspire people with the great achievements of the Party, inspire people with the fine traditions, and warn them with the historical lessons of the Party." (Gao, W.-B., 2011) As an important work of cultivating the value orientation of college students, party history education is related to the growth of college students themselves and the development and progress of the cause of socialism with Chinese characteristics. And the current exists in the party history education of college students big data use weak awareness, big data use ability, imperfect party history education management system and party history education data platform to expand, affect the timeliness of the party history education of college students, using good big data for college students in the party history education show personality characteristics and demand to provide data reference, for the next step to provide data support party history education, can improve the effectiveness of party history education. Based on this, it is the key to analyzing the opportunities and challenges to improve the effectiveness of the party history education in the era of big data and improve the effectiveness of the party history education in universities to do a good job in the party history education.

1. The Important Value of Big Data in Improving the Effectiveness of Party History Education for College Students

Since the 18th National Congress of the CPC Central Committee has attached great importance to party history education. This era is an era of big data. It is particularly important to ensure the loyalty of college students to the Party. Therefore, it is urgent to improve the effectiveness of party history education for college students. Today, with the rapid development of big data, "big data has the characteristics of large volume, many types, fast production speed, large value but low density". (Zhang, Y., Chen, M., & Liao, X.-F., 2013) The use of big data empowerment in party history education can effectively improve the effectiveness of party history education for college students.

1.1 Optimize and Integrate Educational Resources, so That the Party History Education for College Students Can Go Deeper and Deeper

Big data has the characteristics of large data, among which the amount of information about party history is also very large. In the process of online Party history learning, college students will click and browse various audio and videos and online tweets that meet their personality characteristics and needs and make various comments. In this process, college students' thoughts and thoughts are marked by big data, leaving various different digital traces. Therefore, when using big data for the party history education, according to the personalized needs of the party history education subject - college students, pay attention to the arrangement of the party history learning content, take the specific knowledge points as the node, and pay attention to the logical connection between each knowledge point, so as to integrate the party history learning and education resources suitable for the college students.

For example, in the Nanchang uprising is not just about the Nanchang uprising this an event, but to contact before and after the Nanchang uprising, Nanchang uprising before the Nanchang uprising, Nanchang uprising and how to cause later events, thus, college students can have a more comprehensive understanding of the specific party history events, the history of the party learning effect is better. Using big data for college students' personality characteristics and demand to sort out the corresponding party history education resources, build party history education database, prompting the college students to develop the overall view of history, make college students can treat the history of the party, can scientifically evaluate the party history, can stand in the perspective of historical materialism analyzes the existing problems, against historical nihilism, so as to promote college students party history education. Therefore, it is one of the directions of using the party history education information to release systematic and valuable information to improve the effectiveness of party history education for college students.

1.2 Precise Positioning of the Education Subject, to Meet the Personalized Needs of College Students' Party History Education

In order to use big data to meet the personalized needs of college students' party history learning, it is first necessary to clarify the personalized needs of college students and understand their learning interest points and learning habits. In the era of big data, any click, browse or publication on the Internet will be recorded by big data, so as to constantly push their interesting information to users based on this information. Therefore, the function of big data can also be applied to the party history education of college students, and the ideological trends, learning habits and hot spots of party history learning and education can be found through the analysis of data. At present, most college students will learn or entertain online, online information is tens of millions, those that meet the individual needs of netizens will attract the attention of college students. Therefore, in the use of the online platform to push party history learning resources to college students, the form needs to be more interesting and meet the hot spots on the Internet, thus attracting the attention of college students.

College students are very interested in some unknown things, so in the use of big data party history education to pay attention to "literacy", thus achieve the purpose of improving the party history learning education effectiveness, for example, in the impression of the college students of the party is not rich, but the cost of war is huge, in this case, how is the party to fight? How did the party's rear supply in wartime realize it? How did the Party build its own supply chain? When using big data to analyze these problems, pay attention to the rhythm of teaching and explain them in stages, which can arouse the thinking of college students after each explanation, and realize the purpose of improving the effectiveness of party history education for college students.

Students in different disciplines also have different styles of thinking, and differences in thinking styles can affect how students learn. For example, liberal arts students use linear thinking, focus on information collection and language processing, gradual learning from the whole; science students have strong logical thinking ability, collect accurate and intuitive data, partial processing of knowledge information; while art students have flexible creative thinking, inspiration and thinking divergence, sensory experience, prefer immersive learning. These differences in learning thinking and learning habits will have a great impact on the effect of party history learning. Therefore, according to the learning habits data of college students collected, the thinking styles and learning methods of different students should be objectively and comprehensively analyzed. Use big data to tailor party history learning education to meet their personalized needs. Pay attention to providing rich and comprehensive knowledge of party history; provide more accurate and intuitive knowledge of party history data; and provide wonderful artworks based on party history. Therefore, in carrying out party history learning and education, the use of big data to provide personalized and customized party history education services is one of the effective directions to improve the effectiveness of party history education for college students.

1.3 Sharing Educational Resources to Realize the Two-Way Interaction of Party History Education for College Students

The characteristics of big data in addition to the data information volume, diversity, and a new feature are data generation and processing speed, in this era of big data, all kinds of information processing, transmission is extremely fast, therefore, the transmission speed of all kinds of resources is not too long delay, communication between teachers and students is not limited to one-to-one or one-to-many face-to-face communication. It is through the rapid transmission of information and resources that the communication between teachers and students goes beyond the limitation of time and space. Therefore, the sharing of party history learning and education resources between teachers and students can ensure the correctness and scientific nature of the party history learning resources of college students.

At the same time, the fast characteristic of big data makes the process of sharing the party history learning resources between teachers and students become a process of mutual learning between teachers and students. Teachers explore the rare party history stories in history to share with students, and students collect the local red stories to share them with teachers, so as to make good use of the "living textbooks" of party history around them, which not only realizes the sharing of party history learning resources, but also enhances the communication between teachers and students, but also creates a good learning atmosphere.

Teachers and students share party history learning and education resources between teachers and students, so as to realize the interaction between the guides and subjects of party history learning and education, to a certain extent, break the sense of separation between teachers and students in universities, so that college students are both guides and participants in party history education. Improving the college students 'sense of participation in party history learning and education, letting the college students play the role of self-education, can effectively improve the effectiveness of the college students' party history education. Therefore, making good use of big data to realize the two-way interaction of party history education for college students is one of the effective directions to improve the effectiveness of party history education for college students.

1.4 Expand Students' Horizons, and Make College Students Fully Understand the Connotation of Party History Education

Big data also has a feature of - value but compared with the number of information, the information value density of big data is not high, take video as an example, is the problem part, not here the problem in continuous monitoring, useful data may only be one or two seconds. Valuable information is originally scattered, complex and diverse, so the value of big data is more reflected in broadening people's vision and enabling people to reach things that cannot be easily accessible in life.

Using big data to collect a large number of party history story, party history from different angles, cause college students to think, for example, about the birth of the party, can from the perspective of the founder of the party, can from the perspective of workers, can tell from the perspective of ordinary people, every perspective can cause to think, make college students have a deeper understanding of the party's ruling position, more firm their ideal beliefs of communism. According to the characteristics of the party history education subject, we will integrate the party history education resources in an all-round way, enrich the little-known party history stories, arouse students to think and broaden students' horizons, so as to improve the effectiveness of the party history education for college students. Therefore, it is another direction to improve the effectiveness of party history education to make good use of the characteristics of big data value and make college students fully understand the connotation of party history learning.

2. The Practical Challenges Faced by Improving the Effectiveness of College Students' Party History Education in the Era of Big Data

The arrival of the era of big data has had an important impact on the education circle and provided a rare development opportunity for the improvement of the effectiveness of party history education for college students. The organic integration of the big data concept and the party history education of college students has become a new proposition of The Times and has encountered many difficulties and representative problems encountered.

2.1 Weak Awareness of Big Data Application in the Party History Education of College Students

The era of big data has come, but the teaching methods and content of party history education of most college teachers are still relatively traditional. They do not realize that "teachers are not passive participants in teaching reform, but behaviour subjects with a rational soul, cognitive ability and initiative". (Yang, Y.-Y., Luo, Z.-L., & Dong, Y., 2022) Even if there is innovation in teaching methods, such as online classes, it is just "change the soup". In the party history education of college students, the awareness of the use of big data is weak, and there is

no "qualitative" innovation in the content and form of party history education, which cannot improve the effectiveness of party history education for college students.

At present, college teachers mainly carry out offline party history education teaching, using the traditional theory learning mode, party history learning course form is relatively single, mainly using empirical teaching, with the basis of teaching textbooks, simple knowledge as teaching content, as "cramming" and "watering" teaching method, this teaching method is easy to cause students in class through the basic textbook knowledge to review and deepen. At the same time, it also lacks innovation and does not design the content and methods of Party history education combined with the development of The Times and social needs. For example, it does not accurately understand college students' interest in the content and presentation methods of Party history education through big data feedback results, so that the teaching method and content can fit the interest points of college students.

Although some teachers also carried out the online party history education teaching, like offline teaching, lack of data awareness, often only in learning, know to APP collected students sign in and learning data, and the isolated data cannot solve the practical problems in the process of party history education and did not realize the real value of the data, no analysis and other related data to get useful information, so online party history teaching results still not "quality".

2.2 Lack of Ability to Use Big Data in the Party History Education of College Students

Due to the lack of training related to big data, most university teachers do not fully understand the relevant knowledge of big data, and often only pay attention to the development of their own majors, do not have an in-depth understanding of big data from the theoretical level, let alone make full use of big data to carry out digital party history education in practice. "Data awareness, data collection, data analysis, data understanding, data transformation and decision-making ability are the important connotation of teachers' data literacy." (Zhang, X.-M., 2021) It is difficult to use big data to master by all college teachers, and its data literacy is insufficient.

College teachers have felt the charm of big data outbreak after also trying to use big data to carry out party history education work, but they did not fully grasp the relevant knowledge of big data, big data has no deep understanding and understanding, usually just collect data from the existing data sources, easy to form "data island" phenomenon, insufficient problems, such as according to the actual teaching problems to determine data type and boundary and lack of design reasonable party history education teaching activities to collect scientific and effective data.

In addition, although college teachers have the demand to improve data literacy, their data analysis ability is not strong due to the lack of relevant training and demonstration and guidance role. For the data collected often can not do good choice, difficult through certain data analysis principle for its integration, comparison, correlation analysis after application, give full play to its value, solve the practical problems existing in the party history education teaching, it is difficult to use big data to timely adjust the party history education teaching pace and accurately choose the party history teaching strategy, etc.

2.3 The Big Data Management System for the Party History Education of College Students Is Not Perfect

At present, the party history education and teaching of college students are being paid more and more attention by the country and the society, and colleges and universities should implement the management of the big data of the party history education for college students. At present, most universities do not realize the significance of big data for improving the party history education of college students, did not invest the corresponding manpower and material resources in this aspect and did not improve the management system of party history education for college students.

First of all, most colleges and universities have party history education-related courses but did not arrange personnel responsible for improving the effectiveness of party history education work, more personnel research and management of party history education, most college teachers use old, old party history stories and teaching methods to carry out the party history education teaching, can not make full use of big data to provide rich material, unable to use big data to understand college students, grasp the ideological dynamic change, to design the party history education content, expand the party history coverage and dissemination of education,

Secondly, most colleges and universities have not invested material resources in big data research and management, have not established a special mechanism to guarantee big data serving the party history education, and have not established a scientific and effective big data management system. "While on the Internet, everyone is the producer of data, and the use of data for management and decision-making has become the basic feature of the modern governance system." (Zhao, J., & Guo, S.-Q., 2021) Teachers in the party history education work lack of research and analysis of big data, unable to use big data feedback results according to the behaviour of students improve party history education method, teaching effect is uneven, some teachers scripted, unable to achieve

differentiation, professional teaching goals, teachers and students before not achieve extensive resource sharing.

2.4 College Student Party History Education Data Platform Needs to Be Expanded

Big data can reproduce the college students online learning party history education process, students thumb up, browse, forward times will be included in the database, data platform through subject interdisciplinary, data analysis, integration, truthfully feedback out a student learning situation, help college teachers comprehensive understanding of education object, improve the effectiveness of the party history education.

based on this, At present, some universities use the education data platform to conduct online learning and education, But mostly just a separate app, Such as physical fitness, knowledge, learning, and so on, The collected data and information is relatively scarce and one-sided. And it is mainly applied in professional learning, It involves the party history education of college students this less, Can not comprehensively collect, summarize and integrate the network behaviour information of college students. And combined with the college students' other activities, interests and other aspects truthfully reflect the students' learning situation and hobbies. Therefore, it is impossible to conduct personalized and differentiated designs on the content and methods of party history education according to the interests and hobbies of college students.

The ideological and political education of colleges and universities in the new era needs different subjects of different departments to provide knowledge or technical support. The current party history education data platforms facing the realistic challenges of various departments coordination enough, not built the party history education resources database challenges, most university data platforms did not let the party history education and other disciplines education to achieve full interaction and cooperation, cannot make college students party history learning situation and other disciplines learning situation. Integrate the data and resources of the school, form a unified big data system, and establish a collaborative resonance party history education data platform.

3. Explore the Effective Ways to Improve the Effectiveness of Party History Education in College Students in the Era of Big Data

Making good use of big data can effectively improve the effectiveness of party history education for college students. In view of the problems existing in party history education for college students in the current big data era, corresponding countermeasures are put forward from the establishment of big data concept, the construction of the big data teachers, the improvement of the big data management system and the expansion of big data platform.

3.1 The Concept of Big Data Should Be Established in the Party History Education of College Students

In the information age, the application scope of big data technology is becoming more and more extensive, gradually infiltrating into all aspects of learning and life, and deeply integrating with the education industry. In college students party history learning education can use big data to the massive amount of party history education resources data-efficient and accurate integration, but also can rely on big data for the subject of accurate diagnosis and scientific analysis, timely adjustment and improve teaching methods, to meet the needs of college students personalized party history education, realize the two-way interaction between teachers and students. Let the party history education become more popular and deeply popular. It can be seen that the effective use of big data is of great significance to improve the effectiveness of party history education for college students. Teachers need to establish the concept of big data as soon as possible.

First of all, college teachers should realize that integrating big data technology into party history education of college students is a teaching model that keeps pace with The Times, and should fully recognize the importance of effectively using big data technology in party history education of college students. Secondly, teachers need to actively learn the relevant knowledge of big data to improve the comprehensive understanding of big data. And pay attention to in the process of learning, teachers should learn about the basic theoretical knowledge of big data and related technology development, but also learn and master the practice of using big data, using big data to optimize the integration of party history education resources, in line with the characteristics of college students' physical and mental online mixed-mode teaching, effectively improve the quality of the party history education course.

3.2 Build a High-Quality High Data Teachers With Specialization and Reasonable Structure

In improving the education effectiveness of college students party education, strengthening the construction of teachers is the top priority, colleges and universities should attach great importance to the construction of teachers, using big data technology training with excellent professional quality and big data useability of high-quality teachers, "to reference and follow the relevant big data statistics, integration, processing and analysis, understand the current situation of faculty construction, effectively adjust and optimize the faculty structure". (Shi, W.-L., & Wang, Y., 2016)

In view of the problem of insufficient application ability of big data in party history education, colleges and universities should create high-quality big data teachers with specialization and reasonable structure by improving the selection, training and incentive mechanism of teachers. In the construction of the teacher team, we should combine internal training and external introduction, actively introduce high-quality big data talents outside the school, and expand the part-time teacher resource pool so as to optimize the structure of the teacher team. At the same time, colleges and universities should increase the training of full-time teachers, such as regular high-quality teacher skills training and academic exchange activities. We will comprehensively improve the teachers' professional quality and their ability to use big data, improve the teachers' knowledge structure, and promote the integrated development of Party history education and other discipline systems. In addition, colleges and universities should also carry out the performance assessment of teachers scientifically and effectively according to the results of big data feedback, and professional title evaluation and employment, improve the teacher incentive system and guide teachers to grow steadily. The scale, structure, quality and ability of teachers can meet the needs of party history education for college students in the era of big data, and the efficiency and quality of party history education have been effectively improved.

3.3 Improve the Big Data Management System for Party History Education for College Students

In the information age, all kinds of data show explosive growth. While paying attention to the party history education of college students, college managers should also pay attention to the effective management of the massive data produced in party history education. Establish the concept of big data management, improve the party history education management system for college students, and implement the big data management work of party history education.

First of all, university administrators should establish a special big data management department for party history education, and arrange professional data management personnel and party history researchers to effectively manage the massive data generated in party history education. Secondly, scientific and reasonable data management rules and regulations should be formulated, and professionals should be elected as department heads. According to the data management system, the effective development of the department work and the communication with other discipline big data management departments should be scientifically guided, so as to realize the sharing and exchange of data resources among various disciplines. After the establishment of the management department, we can not act as a decoration, but we should play a practical significance. To update the party history education data in time, and to carry out the process specification of "evaluation-feedback-improvement". First, the collected Party history education data will be optimized and integrated to summarize the effective information, and then the Party history education and learning situation will be scientifically evaluated according to the effective information, analyze and feedback the existing problems, and urge the teachers to improve the follow-up teaching work. We will consolidate the big data management system for Party history education.

3.4 Actively Expand the Big Data Platform for Party History Education

With the deepening of the understanding of the importance of party history education, colleges and universities pay more and more attention to exploring the way to improve the effectiveness of party history education for college students. However, at present, many party history education courses offered by colleges and universities are still traditional and single offline classroom teaching. In order to further promote the development of party history education, it is necessary to expand the learning way of party history education, that is, to reasonably and effectively use information network technology, and actively expand the big data platform of party history education.

In order to expand the big data platform of party history education, it is first necessary to set up an excellent team of party history education teachers for college students to carry out high-quality party history teaching online. In the development of the course, teachers should make good use of the rich teaching resources provided by big data, pay attention to the exchange and sharing of big data resources with other disciplines, and combine the physical and mental characteristics of college students to create attractive party history education courses for college students. Secondly, colleges and universities should strengthen the application of all kinds of financial media, analyze students' interests and learning situations according to big data, push the party history learning content that students are interested in on the APP such as WeChat public account, Weibo and Learning Power, and guide students to take the initiative to learn the knowledge of party history. In party history education, college students should also realize the importance of their own main position, timely feedback on the learning situation and learning experience to the party history education big data platform, and promote the follow-up teaching improvement work.

4. Conclusion

Big data era to promote party history education, colleges and universities and university teachers should pay attention to the application of big data technology in party history education, through the analysis of the massive data, to analyze the college students in party history education personalized characteristics and demand and college students in the education effect, let data speak, for every college students to meet the needs of personalized education needs, so as to better improve college students party history education effect, help for the party education, yuca mission.

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