Research on the Innovation and Development Model of Ideological and Political Education in We-Media Environment based on Big Data

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Abstract
In this paper, the author researches on the innovation and development model of Ideological and political education based on big data under we-media environment. According to the Marx's exposition of the thoroughness of theory, the paper explains the connotation of the thoroughness of theory from a new aspect, which provides a theoretical basis for the thorough analysis of Ideological and political education. The thoroughness of ideological and political education theory is endowed with the possibility of acceptance and recognized. The thoroughness of ideological and political education theory is the precondition of the popularity of ideological and political education theory. The we-media environment combined with big data technology is applied in this paper and the experiment result shows the model proposed in this paper can improve the performance in the innovation and development of ideological and political education.

Keywords: Innovation, Ideological and political education, Big data

1. Introduction

We-media-culture is a new birth concept in the rapid development of modern network. But we-media-culture impact college students' ideological and political education, it should not be overlooked.

Along with the popularization of the Internet information age, also widely entered people's field of vision. The arrival of the Internet has advantages and disadvantages, but after all is a good thing for college students' education, especially the ideological education of college students.

Micro-blogging culture for ideological and political education have some impact, it pointed out that: With the advent of the Internet, "hot” became the focus of people. Micro-blog for the ideological and political education of our country provides a good platform, can be released on this platform can stimulate teenagers more improve the quality of the article, So that they get a better education.

Micro-channel for ideological and political education also has some challenges. The paper analyzes the special case through consulting relevant literature, and he pointed out that: China's education must be with the world, and the future better cohesion, only in this way can make our country education to get fast development. Must be related to ideological education of university students in China by the spread of the platform, makes students in imperceptible in education.

New media has greatly changed people's way of life. The speed of updating content has made people's lifestyle more and more fashionable and fashionable. As one of the most widely used and active tools in new media, college students are also vanguards in pursuit of fashion and trend. Network style and network language are used by more and more college students. In this new media is widely used in the time, do not know micro-blog. WeChat and other new media students seem to make people very unbelievable, let other students feel these people with their own does not seem to be living in the same time, the habit of the students called”. College Students' lifestyle is the new media quietly rewritten, they accustomed to online shopping, love to wear the latest styles, most wet clothes, cool, comparisons can be seen everywhere in the college students. They become the new media loyalists, electronic products, computer and mobile phone in the hands of upgrading the speed for the shame of other groups. Although the emergence of fashion, the trend of the way of life can bring some new industries and new crafts, promote economic development to a certain extent, but on the other hand they waste a lot of time and money, the consumerism increasingly prevalent wind, is not conducive to building a resource-saving and environment-friendly society. With the change of life style of college students, they are indifferent to Chinese traditional culture. Little is known about it. The development of Chinese excellent traditional culture is facing severe challenges. How to deal with the relationship between modern culture and excellent traditional culture, let students have a correct understanding and understanding of these two cultures, and build a strong socialist cultural power is another challenge for college students' Ideological and political education.

Therefore, the university network ideological and political education campaign is very important, it pointed out that: Although the ideological and political education in colleges and universities gradually walked out of the traditional education. Network education in colleges and universities form a single, content is
relatively limited; the education of people is relatively narrow. So our country must perfect college network education system, making the network education rapid development in our country.

This article conducted numerous studies to find a lot of literature, and finally get the conclusions. In this paper, we researched our network of ideological and political education, presented our views, and proposed direction for ideological and political education of college students.

2. Principle analysis

2.1. Causal analysis

Causal analysis method is also known to be due to the quality characteristics analysis. Its basic principle is that aiming at each characteristic or quality problems, using the method shown, layer by layer depth investigation and possible causes.

Between the social and economic phenomena, causality can be divided into several functional relationship, relationship, relationship factors, such as different types of deductions.

In order to predict causal analysis in market forecasting, there are two common methods: regression analysis, econometric methods: regression analysis, econometric method.

![Figure 1. The causality analysis application steps](image-url)

Causality analysis application steps as follows:

1. Using data analysis of causality between market phenomenon, as well as to determine the predicted target Variables;
2. According to the type of causal relationship between variables, select the mathematical model, and through the operation, find the relevant parameters, build predictive models through statistical tests;
3. Predictive analysis to determine the predictive value.

2.2. "We-media-culture" in Network Environment

In today's rapid development of information network, all kinds of micro elements is becoming more and more frequently present in the public view. This article mainly aims at micro culture.

Micro-blogging in China has millions of users. Micro-payments is gradually leading e-commerce. Micro plastic quietly changed many people. Micro public welfare is with the power of the individual affects the society. "Culture" has been gradually among social individual, and bit by bit changing people and people around the world.

Network era of fast rhythm and real-time building for the production of micro culture. At the same time because of the network gather the staggering number of micro power, This growing penetration of micro culture step by step, it is also changing people's life (Phyak, 2015; Sonderskov, 2015).

3. Theoretical analysis

Marx and Engels attach great importance to the discussion and research of theory, and put forward many original and exquisite views. In the introduction of Critique of Hegel's Philosophy of Right, Marx put forward the proposition of the theoretical thoroughness: "If the theory convinces people, they can master the masses, and the theory must be thorough and persuasive. The so-called thorough is to seize the root of things." Seize the root
of things means discard the wrong, shallow theoretical dogma through the phenomenon, grasp its essence, understand its laws, use systematic, full, complete, dialectical theory to elaborate truly thorough, and reasoning, play a positive role in guiding social practice. Marx's exposition of the thoroughness of theory explains the connotation of the thoroughness of theory from a new aspect, which provides a theoretical basis for the thorough analysis of ideological and political education (Curini, 2015; Exarchos, 2015).

The thoroughness of the theory of ideological and political education is the precondition of the popularity of the ideological and political education theory from the philosophical point of view, the rigorous logic of Marxist theory can explain many basic theoretical problems in practical problems, and can also help us to think in different ways. The rigorous logical thinking of Marxist theory can grasp the essence of things deeply, which makes the Marxist theory above all basic theories and plays an important guiding role in the development of philosophy and other fields. To explain the theoretical thoroughness and popularity of ideological and political education with Marxist theory, it can be a good way to show students their relationship and relation.

The thoroughness of the theory of ideological and political education has practical guiding function, at the same time the thoroughness of ideological and political education theory has the characteristics of clear thinking, strict science and regularity and so on, so that the theory of ideological and political education can be understood and grasped by the readers clearly and thoroughly. Therefore, it can be said that the thoroughness of ideological and political education theory is endowed with the possibility of acceptance and recognized, so the thoroughness of ideological and political education theory is the precondition of the popularity of ideological and political education theory (Bloom, 2015; Claassen, 2015).

The popularity of the theory of ideological and political education has promoted its thorough expression of the popularity of the theory of ideological and political education, which aims at making college students have a better understanding and inheriting of the theory of ideological and political education. The popularization of ideological and political education theory is the most important task of the ideological and political education theory workers at present. If an obscure language, the profound vocabulary, the very general content are used in ideological and political education, to elaborate the ideological and political education theory, not only cannot advance the ideological and political education work, will make the students to the ideological and political education to produce certain antipathy, but also can not reflect the latest characteristics of ideological and political education. This kind of ideological and political education will also lose the original educational purpose.

The phenomenon of empty, obscure and difficult, divorced from the actual is the most taboo point of thoroughness of ideological and political education. Ideological and political education keeps pace with the times, renews and perfects the characteristics of its own theory, makes the ideological and political education keep the good characteristic of development and progress, thus its theory is thorough and popular. Therefore, in order to maintain the thoroughness of ideological and political education theory, we must emphasize the popularity of ideological and political education theory, and pay attention to the popularization and simplification of ideological and political education theory. However, on the other hand, if we pay too much attention to the popularization of theory, it will make ideological and political education lose its original authority and academic. Therefore, ideological and political education should be close to the fundamental interests of the masses, so as to arouse the common thinking and concern of the masses, so as to enrich ideological and political education, but also to promote the progress of ideological and political education. To sum up, the popularity of theory promotes the expression of theoretical thoroughness.

The thoroughness and popular combination of ideological and political education theory with the whole function is greater than the single function The ancient Greek philosopher Aristotle put forward the famous proposition that " the whole is not equal to the sum of the parts ", which is the most valuable legacy for the posterity, which is an important principle in modern system theory. The relationship between the whole and the part is the main component of this principle. The reason is that the effect of this whole function is determined by the nature of each part interacting with each other. When the parts are scientifically rational, orderly structure to form the whole, as a whole it has a new function, the overall function will be greater than the various parts of the function and, naturally, more than any single function. Philosophically speaking, the theory of ideological and political education is complete and popular with the whole function is greater than the single function, if only emphasis on the role and nature of one aspect, it will make the development of ideological and political education theory out of balance.

4. Experiment and result analysis

4.1. Collecting and collating data

In the era of rapid development of the network, micro-blogging and micro-channel is widespread. The flowing is changes in recent years and the number of people using the micro-blogging micro-channel.

<table>
<thead>
<tr>
<th>Table 1. The results of the survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
</tr>
<tr>
<td>------</td>
</tr>
</tbody>
</table>

353
In order to more intuitive comparison the changes, now these data are drew into the following data Fig. Then we will give the conclusion.

<table>
<thead>
<tr>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.35</td>
</tr>
<tr>
<td>0.41</td>
</tr>
<tr>
<td>0.44</td>
</tr>
<tr>
<td>0.59</td>
</tr>
<tr>
<td>0.67</td>
</tr>
<tr>
<td>0.77</td>
</tr>
<tr>
<td>0.82</td>
</tr>
</tbody>
</table>

Through the above chart, it can be concluded that: College students are the main part in using micro-blogging and micro letter. Since 2008, more and more people used the micro-blogging micro-channel. Until 2014, the number has reached 82% of the total number. This shows that the micro-blog and micro-channel for college students is a huge influence.

We-media-culture has been integrated into the lives of college students. In addition, the we-media-culture always influences the ideological and political ideas of college students. The most common phenomenon is that the use of mobile phones on the ideological and political course, play micro-blogging and micro-channel. We investigated the purpose of college students who use micro-blogging micro-channel (Higgins, 2015; Ismail, 2017).

**Table 2. The results of the survey**

<table>
<thead>
<tr>
<th>Serial number</th>
<th>Objective</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Simple chat, Internet</td>
<td>0.35</td>
</tr>
<tr>
<td>2</td>
<td>Release of Ideological and political activities</td>
<td>0.28</td>
</tr>
<tr>
<td>3</td>
<td>Announced the class content</td>
<td>0.22</td>
</tr>
<tr>
<td>4</td>
<td>Release the class information</td>
<td>0.15</td>
</tr>
</tbody>
</table>

In order to more intuitive comparison the changes, now these data are drew into the following data Fig. Then we will give the conclusion.

Through the above chart it can be concluded that: In the ideological and political class, college students use high frequency micro-blog and micro letter, the proportion is 35% and the purpose is chat and Internet. In contrast, there is less university student regard the micro-blog and micro-channel as a way to spread knowledge of the ideological and political. It isn’t the purpose for them to release class information, class content, ideological and political activity arrangements (Alonso, 2015; Bay, 2015).

### 4.2. The establishment of the credibility model
In order to verify the correctness of the results above are the credibility of the conclusion by establishing a mathematical model for the test. The first to use correlation analysis method, Observed in the above four purpose in table 2, which one purpose and college students for micro culture under the background of relationship between the change of education concept is the largest. Pearson correlation coefficient is one of the correlation analysis, Used to represent the similarity between the two variables of mathematical statistics, which can be used to quantitatively calculate the similarity between the two variables. Its computation formula is as follows (Surette, 2017; Stanchevici, 2017):

\[
\rho(X, Y) = \frac{\text{cov}(X, Y)}{\sigma_x \sigma_y} = \frac{E((X - \mu_x)(Y - \mu_y))}{\sigma_x \sigma_y}
\]

(1)

\[
\mu_x = E(X), \sigma_x^2 = E(X - \mu_x)^2 = E(X^2) - E^2(X)
\]

(2)

So, Pearson correlation coefficient can be written as:

\[
\rho(X, Y) = \frac{E(XY) - E(X)E(Y)}{\sqrt{E(X^2) - E^2(X)} \sqrt{E(Y^2) - E^2(Y)}}
\]

(3)

When the two variables of Pearson correlation coefficient is close to 1 or -1, illustrating the correlation is large, or closely related. Tend to be 1 say both are related, and vice is close to -1 said negative correlation between them.

Through calculation of SPSS software can get the following results:

Table 3. Data correlation

<table>
<thead>
<tr>
<th>Objective</th>
<th>Pearson Relevance</th>
<th>Significant (bilateral)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple chat, Internet</td>
<td>.885</td>
<td>.856</td>
</tr>
<tr>
<td>Release of Ideological and political activities</td>
<td>.792</td>
<td>.790</td>
</tr>
<tr>
<td>Announced the class content</td>
<td>.689</td>
<td>.544</td>
</tr>
<tr>
<td>Release the class information</td>
<td>.703</td>
<td>.495</td>
</tr>
</tbody>
</table>

Through the above data correlation form can get the conclusion: College students use micro-blogging and micro letter online chat with the college students’ ideological concept shift correlation, Followed by using twitter and micro letter to ideological education activity schedule. This shows that in the above, on the basis of correlation analysis, In Logistic growth curve method is used to predict college students’ ideological knowledge used in the study of micro-blogging and what is the purpose of the letter.

Logistic General mathematical model of Logistic curve are as follows:

\[
\frac{dy}{dt} = ry(1 - \frac{y}{L})
\]

(4)

\[
y = \frac{L}{1 + ce^{-rt}}
\]

(5)

Down below the normal form of the Logistic curve as follows:

\[
y_i = \frac{1}{K + ab^i}, K > 0, a > 0, 0 < b \neq 1
\]

(6)

Among them, the Logistic curve estimation of parameter in the following changes: \( y_i = \frac{1}{y_i}, \)

\[
y_i = K + ab_i
\]

(7)

Calculated by the software, it can get the following data tables. Forecast says college students using twitter and the use of micro letter purpose.

Table 4. Data correlation

<table>
<thead>
<tr>
<th>Objective</th>
<th>The predicted value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple chat, Internet</td>
<td>0.30</td>
</tr>
<tr>
<td>Release of Ideological and political activities</td>
<td>0.33</td>
</tr>
<tr>
<td>Announced the class content</td>
<td>0.21</td>
</tr>
<tr>
<td>Release the class information</td>
<td>0.16</td>
</tr>
</tbody>
</table>
Compared the above data and the data in table 2:

![Figure 4. The comparison results](image)

Through the above analysis, it can be concluded that: Prediction results show that the college students who chat on the Internet using micro-blogging and micro letter have decreased. Using micro-blogging and micro letter for the spread of education knowledge has increased. Whether to publish content in class, the class information, or ideological education activities, the use of level were improved. It also suggests that under the background of culture of ideological education, college students' conceptual change also played a role, education courses of the opening is not without reason.

The wide application of new media in teaching has also raised new and higher requirements for the work level of Ideological and political education workers in Colleges and universities. The traditional mode of education can not fully adapt to the requirements of the development of the times. The educators should be good at combining the new media with the traditional media in teaching.

Some of the current ideological and political education workers understand and access to new media is still relatively small, the ability to use new media is not strong, colleges should strengthen the training of teachers, more to teach them some new media knowledge, cultivate their ability to use new media teaching. Ideological and political educators should also strengthen self-study and be good at applying new media to teaching. "Ideological and political teaching in the use of new media for teaching"

The educator should learn to make up for the advantages and avoid disadvantages, to make the best use of the new media and to find the best point of entry. The relationship between the students' independent thinking and the selection of multimedia courseware should be properly handled, and the students' thinking space should not be snatching. When we use new media teaching, we should pay attention to training students' ability of independent thinking and innovation, pay attention to interaction with students, emphasize the subjectivity of education, and strive to explore a suitable time. In order to meet the needs of the students, the teaching model of the needs of the students and the students' needs can be made more adaptable to the educational needs of the new era.

5. Conclusion

In this paper, we researched both principle analysis and experimental simulation. We used causal analysis to research the influence of we-media-culture to college students’ ideological and political education. The main investigation and analysis is the following two ways: Changes in recent years and the number of people using the micro-blogging micro-channel. The purpose of the ideological and political class and college students use micro-blogging and micro letter. Through data analysis we found that: College students are the main part of the micro blogging and micro letter. There are majority of college students using micro-blogging and micro letter for the purpose of Internet chat while the purpose of release class information, class content, ideological and political activity arrangements.

The paper found that verification result is consistent with the results of the data analysis after using correlation analysis and Logistic curve to validation and prediction. The degree of emphasis on ideological and political education for college students has increased after a period of ideological and political knowledge and learning lessons by forecasting analysis.

This article is consisting of both principle analysis and experimental simulation. We used causal analysis to research the influence of we-media-culture to college students’ ideological and political education. First, the paper briefly introduced the causal analysis, as well as we-media-culture. Secondly, the paper discussed the collation and analysis of data. Through data analysis, we found that: College students are the main part of the micro-blogging and micro letter. But in the ideological and political class, there are majority of college students using micro-blogging and micro-channel for the purpose of Internet chat. There are less college students using them for the purpose of release class information, class content, ideological and political activity arrangements.
This shows a great impact on the college students' ideological and political education in the background of we-media-culture. Finally, using correlation analysis and Logistic curve to validation and prediction. We gained the following conclusions: Verification result is consistent with the results of the data analysis. The degree of emphasis on ideological and political education for college students has increased after a period of ideological and political knowledge and learning lessons by forecasting analysis. On the ideological and political class, the proportion of college students which used the micro-blog and micro-channel for the purpose of online chat has decreased, and the proportion that the purpose is communicating ideological and political knowledge has increased.

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