

From Big Data to Intelligent Tutoring: Exploring the Application of Big Data Technology in the Ideological and Political Education for College Counselors

Menghan Xia*

School of Computer and Information, Anqing Normal University, Anqing 246001, Anhui Province, China.

*Corresponding author: Menghan Xia, 2014577113@qq.com

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Abstract: This paper explores the application of big data technology in ideological and political education for college counselors. Big data-driven personalized counseling for students, social network analysis, and public opinion monitoring can optimize the efficiency of counselor work. However, there are still challenges concerning data privacy protection, technical support, and training. By scientifically evaluating and addressing these challenges, big data technology is expected to enhance the effectiveness of college counselors and improve the quality of ideological and political education. In the future, with technological advancements, big data technology will become an essential tool for higher education management.

Keywords: Big data technology; Ideological and political education; College counselors; Intelligent tutoring

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1. Introduction

With the advancement of information technology and the Internet, big data technology has gradually become an important tool in various fields. In the education sector, the application of big data technology has gained widespread attention, with significant results in teaching, student management, and more. However, the role of college counselors in ideological and political education are often overlooked. Since college counselors are an important component of higher education management, they bear the responsibility of guiding students' growth, making ideological and political education one of their critical tasks. Therefore, exploring the application of big data technology to the ideological and political education for college counselors is significant to improve counselors' work efficiency, optimize educational resources, and provide personalized student counseling.

This paper aims to explore the application of big data technology in the ideological and political education for college counselors, in order to enhance counselors' work efficiency and improve students' ideological and political education. To achieve this goal, we will review and analyze the relevant concepts of big data technology and explore its current application in higher education. At the same time, this paper will study the

role and responsibilities of college counselors, evaluate the importance of ideological and political education, and address the challenges in the application of big data technology. By conducting in-depth research and empirical analysis on the application of big data technology in ideological and political education for college counselors, its effects on improving counselors' work efficiency and the quality of ideological and political education will be evaluated.

2. Overview of big data technology

2.1. Definition and characteristics of big data

Big data refers to a large-scale, diverse, and rapidly growing collection of data that exceeds the capacity of traditional databases and data processing tools. Big data has the following main characteristics:

The first characteristic is veracity and comprehensiveness. Big data usually comes from various sources, reflecting multiple aspects of the real world and providing more comprehensive information.

Another characteristic of big data is uncertainty. Big data may contain noise, errors, and missing values, thereby requiring specific methods for processing.

Big data has uneven value density. Only a small portion of data in big data is valuable, thus requiring intelligent processing and analysis methods to extract useful information.

2.2. Current applications of big data technology in higher education

In higher education, big data technology has gradually been developed and applied, mainly in the following aspects:

Big data technology is used for student learning analysis. Colleges collect students' learning data including course grades, homework completion, study time, etc., and utilize big data analysis methods to predict students' grade trends, assess their learning status, and provide personalized learning advice and counseling.

It is also used for course recommendations. Colleges can recommend suitable elective courses for students based on their interests, major requirements, and prerequisite courses, thus increasing students' enthusiasm and satisfaction in learning.

Student behavior analysis can be done by using big data technology. By monitoring students' behavior data, such as library records, learning platform access records, etc., colleges can analyze students' behavior patterns and study habits, allowing counselors to better understand students' needs and issues, thereby providing targeted counseling services.

Additionally, big data technology is used to evaluate teachers' teaching quality and effectiveness, including student evaluations, exam scores, and other data analysis. This provides data support to improve teaching in higher education.

Through big data technology, colleges manage and optimize on-campus educational resources, including course resource integration, faculty allocation, etc. This can improve the efficiency of educational resource utilization.

Besides, big data technology is used for the prediction of student enrollment and attrition. By analyzing students' enrollment data, colleges can predict their enrollment intentions and attrition risks, thus providing decision support for enrollment work.

Although big data technology has made some progress in higher education, there are still challenges such as data privacy protection, technical support, and acceptance by faculty and staff. Therefore, further research and exploration of the application of big data technology in the ideological and political education for college counselors are significant to optimize higher education management and improve counselors' work efficiency.

3. Application of big data technology in the work of college counselor

3.1. Big data-driven personalized student counseling

Big data technology can be utilized for the analysis of students' performance and learning. Students' past academic performance and learning behaviors can be analyzed to identify their learning strengths and weaknesses, thereby providing a basis for counselors to formulate personalized learning plans.

Student behavior patterns can be recognized using big data technology. It analyzes students' learning behaviors including study time and habits, in order to identify their learning patterns and provide counselors with effective methods to guide them.

The prediction of students' interests in learning and academic needs can also be done by using big data technology. This allows counselors to provide relevant learning resources and activities to stimulate students' enthusiasm and initiative in learning.

3.2. Social network analysis and management

Big data technology can be applied in the analysis of students' social networks. The students' social relationships can be analyzed to understand their interactions and communications. Through this, counselors can discover students' social needs and issues, and promote communication and collaboration among students.

Plus, the social networks of counselors can be expanded and maintained. Through analysis by using big data technology, counselors can understand the social platforms and communities in which students participate in. This can expand their social networks, establish closer contacts with students, and provide more effective counseling services.

3.3. Public opinion monitoring and risk prevention

Public opinion regarding the college can be monitored and analyzed using big data technology. Monitoring public opinion concerning the college from both internal and external sources can promptly discover any issues related to the college's reputation. Subsequently, countermeasures can be taken to maintain the school's image.

Through big data technology, counselors can predict and assess potential emergencies on campus for risk prevention. Appropriate measures can then be taken in time to ensure the safety and stability of students and staff^[1].

These applications demonstrate the potential value of big data technology in the work of college counselor. Through the application of big data technology, counselors can better understand individual differences among students and provide them with a more personalized guide to learning and development. Additionally, social network analysis helps in fostering communication and collaboration among students, and improving the campus atmosphere. Public opinion monitoring and risk prevention also provide colleges with more timely and effective management measures, thus ensuring the school's reputation, safety, and stability. However, when implementing big data technology, counselors must fully consider data privacy and security protection, and ensure the appropriate application and acceptance of this technology by faculty and staff. Appropriate application of big data technology can ensure its role in the work of college counselor, thereby improving work efficiency, and enhancing the quality of ideological and political education.

4. Evaluation of the application of big data technology in ideological and political education for college counselor

4.1. Data collection and processing

Big data technology can collect different types of data. First type of data is student-learning data. Collecting

students' academic grades, learning behaviors, course records, etc., can establish student learning profiles.

Social network data is the second type of data. Students' social network data can be collected to understand their social relationships and interactions [2].

Public opinion data can also be collected. Public opinion concerning the campus and related data on emergencies can be monitored through this method.

Collected data can be preprocessed using big data technology. Cleaning, organizing, and integrating the collected data can ensure its accuracy and consistency.

4.2. Evaluation indicators for the effects of the application big data technology

One of the evaluation indicators for the effects of the application of big data technology is personalized student counseling. The improvement in students' academic performance is assessed, and the effects of traditional counseling are compared with those of big data-driven personalized counseling.

The second indicator is social network analysis. The expansion of students' social networks can be analyzed and the increase in social connections between counselors and students can be measured [3].

Public opinion monitoring and risk prevention is another evaluation indicator. The accuracy and practicability of monitoring public opinion regarding campus are evaluated, and the effectiveness of the college in handling emergencies is observed.

4.3. Empirical research and analysis

The application of big data technology can be evaluated through conducting experiments or surveys. This aims to compare the counselors using big data technology with those using traditional counseling methods.

The evaluation can also be done through data analysis and comparison. Performing statistical analysis and comparison of the collected data can identify the differences and significance between the two counseling methods.

Based on the results of the data analysis, the effects of the application of big data technology in ideological and political education for college counselor can be interpreted. Its pros and cons can also be analyzed, and potential areas for improvement can be identified.

The results of empirical research and data analysis will directly influence the evaluation of the application effects of big data technology in ideological and political education for college counselor [4]. Through in-depth exploration and analysis of the data, objective conclusions about the effects of big data technology can be drawn. This provides scientific evidence for college counselors and decision-makers to enhance the application of big data technology in ideological and political education. Simultaneously, potential issues in practical applications can be discovered, enabling optimization and improvement of the application of big data technology.

5. Challenges and solutions

5.1. Data privacy and security assurance

Data privacy protection is a significant challenge in the application of big data technology due to the large amount of students' personal information and learning data collected using big data technology. Data breaches and misuse can lead to serious consequences and affect the trust of students and the college. The solution is to establish sound policies and regulations for data privacy protection, thus ensuring legal collection and use of data. In addition, student data are anonymized to prevent disclosure of personal identity. Utilization of secure data storage and transmission technology, and encryption of sensitive information are useful to prevent

unauthorized access to data.

5.2. Technical and talent support

Big data technology requires professional technical support and data analysis talent. College counselors may be lacking the technical background and capabilities. This can be solved by promoting the advantages and significance of big data technology in the work of college counselor, thereby raising awareness of its importance among faculty and staff. Besides, providing systematic training in big data technology for counselors enables them to master necessary skills for effective application in their work. Continuous technical support and consulting mechanisms are also required, which include providing timely assistance and guidance for counselors during the application process.

Colleges can overcome these challenges through appropriate planning and effective measures, and promoting the effective application of big data technology in ideological and political education for college counselor. Protecting data privacy and security, providing professional technical support and training, and increasing faculty and staff acceptance of the technology are important aspects in the application of big data technology in the work of college counselor. Consequently, this enhances the education management level and improves the quality of ideological and political education ^[5].

6. Conclusion

This paper thoroughly explored the application of big data technology in ideological and political education for college counselor. By analyzing the characteristics of big data technology and its importance in ideological and political education for college counselor, it was found that big data technology has enormous potential in improving counselor work efficiency, optimizing student counseling and management, monitoring public opinion, and risk prevention. The evaluation of the application effects of big data technology in the work of college counselor can be done through data collection and processing, evaluation indicators of application effects, and empirical research and analysis.

With the rapid development of information technology and the continuous increase in data volume, the application prospects of big data technology in ideological and political education for college counselor are promising. In the future, developments in certain areas can be expected, including further promotion of personalized counseling, in-depth application of social network analysis, real-time public opinion monitoring, etc.

However, issues such as data privacy protection, technical support, and faculty and staff training need to be addressed. These issues have to be adequately addressed for effective application of big data technology in ideological and political education for college counselor.

In conclusion, big data technology has significant application prospects in ideological and political education for college counselor. It provides counselors with more powerful tools and support, improves counselors' work efficiency, and enhances the quality of ideological and political education. These promote the continuous improvement of higher education management.

Disclosure statement

The author declares no conflict of interest.

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