

# A Study on the Innovation of U-Education of Party Members from the Perspective of Big Data

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**Abstract:** Potential cognition of the social development system centered on economic construction has been changed. To a certain extent, it has formed the new concept of "world outlook and views on life and values" for the younger generation. It is imperative that innovation on the form of education of party members in the new era be enforced. In today's big data, problems in the education of party members can be concluded from the analysis of data collection and mining. To explore the U-Education methods and modes for special party members of a certain age group and create an "internet Party Construction platform +" can effectively deal with the shortcomings of the existing education, and through more convenient and quicker APP operation, widely used mobile phones can effectively conduct education and study, and data statistics function of the platform can be used for evaluation and analysis to seek a more perfect education mode.

**Keywords:** Party member; Education; Innovation

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## 1. Introduction

The Third Plenary Session of the 11th Central Committee of the CPC realized the great turning point in the history of the party since the founding of New China and started a new period in the history of China's reform and opening up. In the past 40 years, China's politics and economy have witnessed great changes. The national policy centered on economic construction has brought benefits to people, and real education of social development has formed a multi-channel effect. However, to a certain extent, it has invisibly changed the world outlook and views on life and values. The ideological analysis of people born before and after the reform and opening up clearly shows the evolution of their "world outlook, views on life and values". The personal beliefs and ideological quality of party members do change more or less,

at least different in terms of forms and way of education. The formation of the ideological foundation of people born in the 1960s is greatly influenced by Chinese-style education and relatively traditional family education, and when they were young, they witnessed the process of China's transition from poverty to prosperity, so that they can screen and understand foreign politics, economics and other ideologies from a dialectical point of view and they are pure in thought and full of positive energy; however, people born in the 1980s and 1990s were born during the period of reform and opening up and received much information. Due to chaotic reference for comparison and limited screening abilities, there are too many personal opinions in their ideology. Naturally, more realistic views are reflected in their "world outlook and views on life and values". Influenced by the environment in different periods, party members have different ideological foundation,

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which is a common phenomenon. In this regard, the innovation on education of party members in the new era is imperative.

## **2. Plasticity of Education Innovation and the Significance of U-Education**

Party members in the education sector have different learning experiences from those in other industries. Party members engaged in education often focus on individual teaching and research with lower requirements for strengthening self-ideology and ideological quality. They usually force themselves to learn requested by a certain political environment. There is neither the quantitative change process from pre-inclination to inclination, nor to mention the qualitative change from pre-inclination to inclination. Therefore, forms of education in the context of big data can be multi-channel, and the path of innovation can be shaped.

The growth and development of people are the process of learning and innovation, which are the inherent characteristics of human existence, and there is no absolute answer to innovation itself. Everything has its own characteristics. Therefore, living in a modern social society, everyone should be equipped with abilities. And education is not changeless. Education itself is also multi-channel, and people are affected by many factors. I believe that personal experience is the most important factor that affects people, which has a certain impact on education from other aspects. The success of education is to narrow the gap between ideal and real education. To this end, education needs to be innovated according to the times, reality and politics, so it is possible for education innovation to achieve our education goals. In the new era, the path and way of innovation education are of great practical significance. Similarly, in the context of big data, we need to change our education philosophy, namely, education is ubiquitous.

Human learning itself is ubiquitous. Learning is not necessarily in a well-designed education environment, which is a motive and process produced by self-demand. Learning and education are organically united. Learners have the desire to receive education, and education is the purpose of giving learners the knowledge they need. Since there is U-Learning, there is U-Education, that is, the implemented education paradigm supported by information technology with ubiquitous computing technology as the core. Design and build the "internet party construction platform +", create a more appropriate scenario, operate

widely used mobile phones for education and learning through APPs, and conduct evolution and analysis through the function of data statistics of the platform to seek for a more perfect education model.

## **3. Disadvantages of Single Form Education and the Innovation of "Internet Party Construction Platform +"**

Education activities are composed of four elements: educators, educatee, education contents and means. There are different types of education itself, which can be divided into the three kinds: non-formal education, formal education and institutionalized education. The contents and means of education are the key to innovation. The acceptance of education contents and means by recipients through education is a factor that arouses, stimulates and drives the motivation of recipients. Once the recipient has the desire or interest to receive education, the purpose of education is easily achieved.

The most concise education is to learn in meetings, which has become a relatively simple form of education. It can be seen from investigation that more than 80% of them basically organize a group of people sitting in the conference room or lecture hall to listen to the speech delivered by leaders and some grassroots organizations change the forms in the implementation of education. However, they have not deviated from the model of "preaching", those who spoken are "dog-tired" and those who listened to is "bored to death". The task is completed, but there is no effect. As for reasons, in addition to not vivid explanation of teachers and document courseware, there still exists the disadvantage that one person alone has the say.

In fact, education itself should adopt different means of education according to its contents. Superior files can be conveyed through organization of learning or circulated for perusal; learning of spirit of superior meetings can be divided into organizational learning, summary by self-learning, incisive explanation and analysis of the main points and study and discussion of comparative terms; traditional cultural education can be divided into on-site visits or video watching; thematic ideological education can be divided into the research and general survey, deeds report, explanation and learning of rules and regulations, explanation of online videos, etc. The new era is the era of the Internet, and "Internet +" has been widely used. Based on the big data environment, establish the "internet party construction platform +", and specially set up col-

umns, such as party member information, party member education, party member study, party member salon, party member activity, etc., where you can show your opinions, debate, give lectures, upload photos and upload videos. Providing a large framework of education, analyzing the relevant data of party members and carrying out targeted education activities are also the innovations in the big data environment, which has a positive effect on U-Education for party members.

#### 4. Party Member Education Innovation Model "1234"

After long-term exploration of party construction, new ways of education for party members are needed in the new era, therefore, the "1234" has the value of popularization.

As for "1234", that is 1 system (network management and monitoring), 2 creations (political environment, personal interest environment), 3 channels (theme lectures, problem salon, practical activities), and 4 forms (individual, interest team, branch, center group).

1) The system is to develop an online party work and construction platform, which contains personal information (name, gender, date of birth, resume, political birthday and becoming a full member, performance evaluation, punishments and other information) of party members, current affairs and politics, video learning columns (can

automatically record the length of learning time), salon platform (each party member can enter the platform at any time to share learning materials, display learning experience, discuss about doubts, etc.), activities, evaluation and rewards and punishments. In addition, create effective scenarios in the active learning. In the field of ubiquitous computing, the important significance of "context" is mining, obtaining information related to the main body of "context" and using the context information, so that the context information can provide the most appropriate service for particular users in a particular scene.

2) Creation means creating a good political environment within the unit. In this context, we should give full play to individual habits and hobbies, and manage them in groups according to personal interests. There is the overall political environment and personal interests, and the improvement of personal ideological cultivation shall be internalized in the heart and externalized in behavior.

3) Channel mainly refers to collective action. If a team or branch carries out the relevant study and education, the theme of the lecture shall be made clear for thematic explanation. The salon should be conducted with problems, and it can be one problem or multiple problems. Focus on problems, and solve them one by one; it is far from enough to only study in the form of meetings in the conference room. The best way to touch the heart is to research, visit, watch, serve society and carry out practical activities.

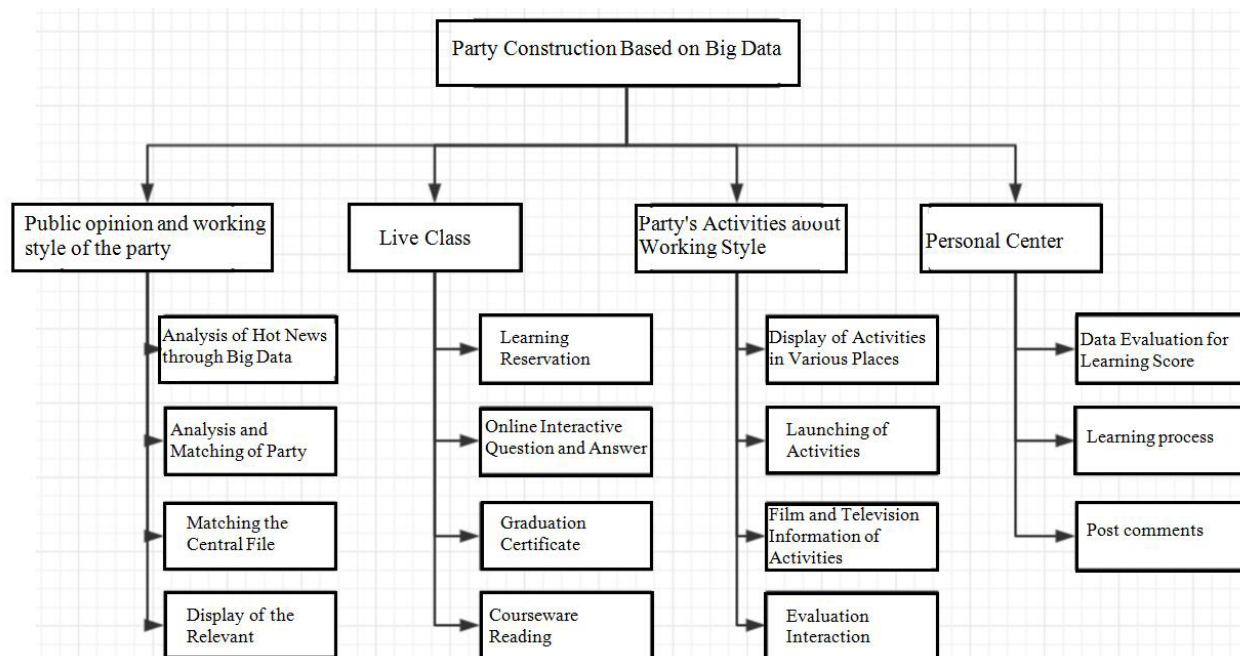


Figure 1. System Structure Chart

4) Form means that either study or activities can be conducted in the form of individuals, interested teams, branches and center groups. As long as it is conducive to serving society, purifying ideologies and spreading positive energy, anything can be carried out in groups. In principle, the declaration system is implemented for activities, and funds are allocated by divisions of the Party committee according to plans. At the end of learning activities, they are reported on the network platform and party members are allowed to comment on them.

## 5. Construction and Design of the Internet Party Construction Platform

### 5.1 System Structure Chart (as shown in Figure 1) 5.2 Schematic Diagram of the Mobile Learning Interaction (as shown in Figure 2)

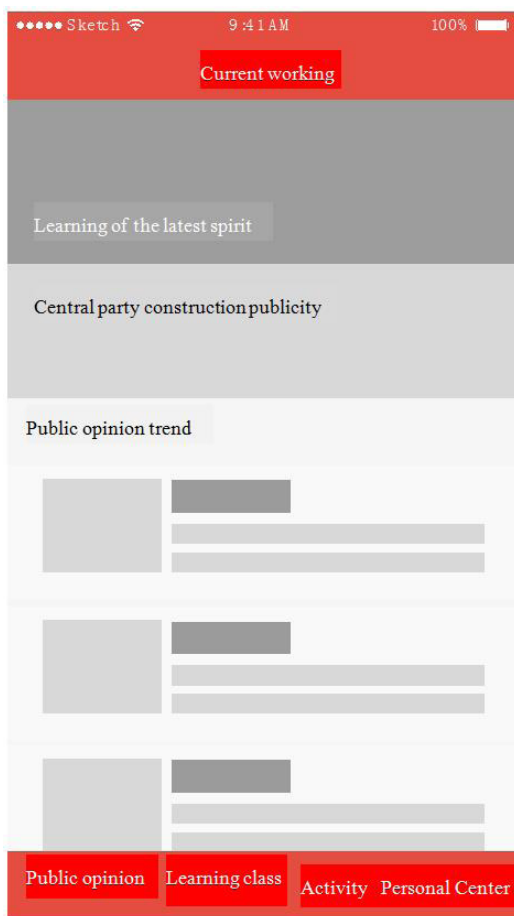


Figure 2. Schematic Diagram of the Mobile Learning Interaction

### 5.3 Platform Concept

The core of the platform is a combination of current events and hot news and party conduct and party construction based on big data. Party construction work

should closely follow the hot spots. Carry out the work of party conduct and party building based on the status of the masses at the forefront, so that they will not be left behind and are more down-to-earth.

Composition of functions of the party construction platform:

1) Public opinion and working style of the party:

(1) Functional design: show the current hot news, and match the hot spots to the relevant party construction work based on the results of data analysis.

(2) Functional planning: by checking each piece of news, you can see the relevant party construction theme showing the corresponding instructions and spirit, and you can also see the activities carried out by the various branches under the theme.

(3) Significance of design:

a. Through public opinion monitoring, learners can understand the current events and hot news, be concerned about people's lives and understand the national hot news;

b. Learners can learn ideological guidance made in the work of party conduct and party construction, so that learning of the spirit of the party can be integrated into everything, and learners can think deeply about the spirit of the party and establish positive thinking on party conduct.

c. Show related party conduct activities, through intelligent analysis and matching of big data, each party conduct activity can be matched to the relevant hot news. Party activities in different regions can be cross-read, so that learners can understand the ongoing learning activities in different places and organization of activities can have a broader and crossed impact.

2) Live class:

(1) Functional design: Online classroom, live interaction;

(2) Functional planning: through the currently popular open course of online universities, organize party construction teachers and students to carry out online classrooms, and with the use of live and other internet means, establish the interaction between teachers and students. Learners can obtain the corresponding certificate of completion after signing up and participating in online courses and completing these courses on time.

(3) Significance of design:

a. Through mobile online classrooms, learners can use

idle time to fully study and "recharge" themselves in their spare time in order to better understand the party's instructions and trend;

b. On-Time live broadcast carried out by professional lecturers answer the doubts of learners, resulting in interactive effects, so that the courses are no longer boring, and learners can get a higher sense of participation;

c. Planning to learn to obtain the certificate of completion can better enhance the learners' sense of achievement, so that learners are fully encouraged and a wider range of radiation effects are produced.

3) Party's activities about working style:

(1) Functional design: create/share party building activities carried out by all units, and interact with each other.

(2) Functional planning: use the platform to create or share party conduct building activities, and can upload short videos, on-site photos or learning documents. Visitors can reply, appreciate and post their comments.

(3) Significance of design:

a. Browsing activities can make every activity known by more people. Feel the continuous construction of the party conduct. Unconsciously set off the atmosphere of party conduct

b. Create a strong atmosphere for competition, so that outstanding units can receive more attention from party members, leading the sound development of the construction of party conduct.

c. Interaction can increase the contact among party

members to form a family atmosphere.

4) Personal center:

(1) Functional design: Evaluate learners' time of input through data analysis to form a personal learning milestone

(2) Functional planning: Evaluate history learning and interactive behaviors, give scores and award medals.

(3) Significance of design:

a. Form the potential assessment standards, and guide learners to browse more, participate more and think more.

b. Inspire learners' enthusiasm to get sense of pride.

## 6. Conclusion

In short, deeply embed all things capable of computing to achieve the integration of Information and physical space and quick and easy access to digital services. Carry out mobile learning and accept U-Education from the scenarios, socialization and service-oriented, therefore, the effect of following the "1234" innovation model to implement the education of party members, makes more breakthrough than conventional forms.

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