

Research on Ideological and Political Education Path of Religious College Students under the Background of Big Data--Taking Wenzhou as an Example

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Abstract: The ideological and political work of religious college students is related to the stability of campus and the healthy growth of college students. There are many folk religious beliefs in Wenzhou area. Christianity, Buddhism, Taoism, Catholicism and so on are distributed. Its religious foundation is deep. The number of religious students has reached a considerable number. Under the background of the big data era, more data analysis methods can be used to guide and educate Protestant college students. Based on the survey of colleges and universities in Wenzhou, this paper analyzes the reasons why college students believe in religion, and puts forward some countermeasures and suggestions for carrying out ideological and political work on religious students by using big data.

I Situation of Religious College Students in Wenzhou

Wenzhou is a region with a strong religious belief atmosphere in Zhejiang Province of China. Many colleges and universities have students with religious beliefs. In order to understand the basic understanding of religious problems of college students in Wenzhou region, analyze the actual causes of college students' belief in religion, explore how to strengthen the education of ideals and beliefs of religious college students under the background of big data, and guide college students to correctly treat religious problems. The research team of this topic has launched an investigation and study on various universities in Wenzhou. This survey selected four universities in Wenzhou area (including two universities and two colleges) as the survey objects, randomly selected survey samples, 150 questionnaires were distributed to each university, a total of 600 questionnaires were distributed, 520 were recovered, 452 of which were valid questionnaires.

Among the students surveyed, 53.4% are junior college students, 42.5% are undergraduate students and 4.1% are graduate students. The proportion of students who are very interested in religion is 3.1%, the proportion of students who are more interested is 24.6%, and the proportion of students who are not interested is 72.3%. The survey found that the number of students who believe in religion accounts for 13.4% of the total number, and the religions they believe in are mainly Christianity and Buddhism. The number of students who believe in Buddhism accounts for 57.4% of the total number of students who believe in religion, the number of students who believe in Christianity accounts for 29.8%, and the number of students who believe in Taoism, Islam, Catholicism and other religions accounts for 12.8%. The survey also found that the proportion of students enrolled in primary schools was the highest, accounting for 69% of religious students. 21% of the students enrolled in primary and secondary schools; However, only 7% of the students enrolled in university and postgraduate courses. It can be seen from this that the vast majority of religious students began to believe in religion before they were minors, and the proportion of students who started to believe in religion during their studies in universities was relatively low.

II The Reason Why College Students Believed in Religion

1. Due to family influence and lack of spiritual sustenance. In the survey, 84% of the students said that the reason why they believe in religion is the influence of family members. Some student families in Wenzhou have believed in a certain religion for generations. They have followed their families to religious places to take part in some religious activities since childhood and have been influenced by them to believe in this religion. 52.5% of the students believe that they believe in religion to seek spiritual sustenance and psychological comfort. Some college students are lack of ideals and beliefs, and feel confused and distressed in the face of fierce social competition. The ideal moral benchmark and causal analysis in religious preaching make them feel that they have found their spiritual home and sustenance, so they begin to convert to religion ideologically. It can be seen from this that those who believe in religion for family reasons and lack of spiritual sustenance account for the vast majority.

2. Due to Influenced by curiosity and peer behavior. The survey found that the proportion of students participating in religious activities in order to satisfy their curiosity and thirst for knowledge can reach 13.8%. Thus, it can be seen that some students participate in religious activities but are not devout, only out of curiosity and thirst for knowledge about their forms and customs. On the question of how to treat the words and deeds of the religious students around them, 63.5% of the students think that the words and deeds of the religious students will affect their religious cognition, but only 9.1% of the students think that the influence is greater. In the interview, a few students said they could accept their religious friends to propagate religion and support their religious activities in schools. These data show that the words and deeds of peer behavior will have a greater impact on college students' religious belief cognition. Under the influence of their classmates, some students will change their original world outlook cognition.

III Research on Countermeasures of Ideological and Political Education for Religious Students under the Background of Big Data

With the advent of the Internet era, it has become the norm for college students to use computers and mobile terminals for learning and communication. Face-to-face offline communication has become less frequent, and communication using virtual learning websites, online learning platforms, video platforms and other means has increasingly become the mainstream. Religious communication in the virtual community of colleges and universities has become the main way for some religious organizations to develop college students. The background of the big data era requires college ideological and political workers to learn to use big data to effectively analyze the propagation characteristics of religion in college students' online communication learning, to strengthen the construction of online ideological and political education positions, to accurately analyze and predict the group behavior of religious students, to make corresponding guidance and education, and to master the initiative in the ideological and political education work of religious students. We can start from the following aspects:

1. Adhere to the online propaganda of Marxist religious views and actively occupy the main position of the ideological front of the network. In view of the increasing dependence of college students on the Internet for learning and communication, schools should actively use the Internet platform for atheism propaganda, continuously strengthen the education of Marxist religious views, and instill positive and healthy thoughts into students. We will open up an online Marxist curriculum platform, integrate interest and knowledge into ideological and political theory courses, and arm the minds of college students with Marxist religious views. Actively strengthen the supervision of all kinds of online classes, put an end to the religious preaching behavior of teachers (especially foreign teachers) in online classes, create a good campus education environment, and let college students subtly purify their moral character, improve their quality and cultivate sound personality in online theoretical learning.

2. Do a good job of religious propaganda according to law, and strengthen the management of religious students' group activities by technical means. Colleges and universities should not only

strengthen the education of students on Marxist religious views, but also cooperate with law enforcement agencies to strengthen the management of religious affairs, publicize various national regulations on religious work, and strictly require students to follow them. On the one hand, we should respect religious college students, strengthen their care and protection, and protect their normal religious activities according to law. On the other hand, effective measures should be taken to actively stop and crack down on illegal religious activities on campus and strictly control the propaganda of illegal religious organizations from outside the school. In view of the tendency of some college students to be confused, we should pay attention to giving full play to the propaganda role of the mass media, and use the relevant network platforms, newspapers, magazines and other media to publicize some world religious knowledge so that college students can understand the essence of religion. In the aspect of strengthening supervision, we can use big data analysis technology at the same time to master the network behavior characteristics and offline aggregation characteristics of Protestant student groups, timely analyze and pre-judge illegal online and offline aggregation behaviors, and guide religious students to stay away from illegal religious activities.

3. Strengthen the education of ideals and beliefs and build a healthy campus network culture. In view of the spiritual emptiness of some college students who believe in religion, colleges and universities can attract religious students to participate by prospering campus culture and developing colorful campus activities. We should pay special attention to the construction of political culture on campus and organize students to take part in active recreational and sports activities on campus. We should make full use of school newspapers, academic journals, books, movies and television, audio and video, radio, billboards and other media to carry out ideal and belief education. Ideological and political workers should carry out patriotic education and ideal and belief education for religious students in a targeted way, so as to encourage students to aspire to success. We should cultivate more religious students' collectivism and enhance their national pride and patriotism.

Many college students are interested in religion because of their mystery and thirst for knowledge of religious culture. Colleges and universities can offer elective courses or special lectures on religious knowledge to enable students to understand the past, present and future of mankind, master the laws of religious development, and eliminate the mystery of religious culture. Only when college students understand the history, current situation and development trend of religion and understand religion in essence can they make the right choice on whether to believe in religion or not.

4. Pay attention to home-school cooperation and strengthen family education. Many religious students believe in religion because they cannot find help when facing difficulties and choose to join religious organizations for comfort when they are lonely and helpless. Therefore, we should pay attention to the family situation analysis of religious students, give full play to the positive side of family education, create a harmonious family communication atmosphere, strengthen the moral appeal of family education to college students, and improve the psychological endurance of students. Colleges and universities should make full use of big data to analyze the family communication of religious students, build a family-school cooperation network platform, strengthen the organic connection between families and schools, promote the communication between teachers and parents at any time, so that parents can understand the students' school situation in the first place, find problems in time and find solutions to the problems. Avoid students seeking religious care because of helplessness and despair.

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