

## Analysis on the Role Change of College Counselors in the Era of Big Data

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*Abstract: In the wave of big data, integrating and analyzing the education data is undoubtedly an important mission for university educators. Under the background of big data, the college counselors should keep pace with the times. And they should also change their roles and educational concepts, because the data can provide the most impressively support for improving the effectiveness in ideological and political education.*

*Keywords: big data, college counselor, role change.*

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### 1. INTRODUCTION

In 2012, the word "big data" had been mentioned more and more. McKinsey, the world's leading consulting company, first proposed the era of "big data". McKinsey said: "Data has penetrated into every industry and business function area, and it has become an important production factor". People use the big data to describe and define the massive data produced in the era of information explosion, and rename the related technological development and innovation. The prosperity of data technology is the choice of the times. The big data means that the information technology industry will have a qualitative leap. Furthermore, the education, medical care, business and other major fields will have dramatic changes. Big data has a stable position in this high-tech era because of its massive data, various forms, fast processing and great value."Big data is changing our lives and the way we understand the world. It is becoming a source of new inventions and services. And more changes are on the way," said Victor Maier Schoenberg, a professor at Oxford University who was known as the "father of big data."<sup>[1-3]</sup>

In the wave of big data, integrating and analyzing the education data is certainly an important mission for university educators. Under the traditional education model, the counselor is not only the administrator of the education work, but also a close friend of the student. The counselors provide the most ordinary and important help for the student's growth and talent. And they are also the educators who contact the students most in colleges. Under the background of big data, the college counselors should keep pace with the times. And they should also change their roles and educational concepts, because the data can provide the most impressively support for improving the effectiveness in ideological and political education.

## **2. DEFINITION, CHARACTERISTIC AND DEVELOPMENT TREND OF BIG DATA**

Big data, as the name suggests, means that there is a lot of data. But there is no scientific and unified description for the concept of big data in academic so far. However there is a saying that everyone agrees. That is, through the scientific analysis and integration of the data, we can extract the value information and guide or predict all kinds of social activities. Victor Meyer Schoenberg explained the big data that it was an unprecedented way to meet the development trend of the times with the rapid development of science and technology. Its final purpose was to analyze and process the huge amount of data collected from the database <sup>[4]</sup>.

Big data is well known for its four main characteristics like large amount of data, many types of data, high speed and low value density. Those static features can actually have a huge impact on people's lives. Using "talking big data", the development of big data will make greater breakthroughs in the areas of driverless, medical and learning.

## **3. ROLE COGNITION OF COLLEGE COUNSELORS**

As for the role of counselors in ideological and political education, the state has issued a series of relevant policy documents, which clearly describes the role of counselors. In 2004, the state council issued document No.16 <sup>[5]</sup>. According to the document, the counselors were the backbone of college students' ideological and political education, which indicated that the role of counselors was to carry out ideological and political education activities of the party committee. In 2005, the ministry of education stressed in the Opinions <sup>[6]</sup> that, counselors were an important part of the faculty in universities. They were the backbone of ideological and political education. They were also the guider and guided for the healthy growth of college students. Subsequently, the ministry of education's order No. 24<sup>[7]</sup> and order No. 43<sup>[8]</sup> both mentioned that counselors were an important part of the faculty and management team of universities. And they also played a role in an organizer, implementer and instructor in daily life of college students. Counselors should strive to be students' life mentors and close friends.

Counselors play a very important role in the development of ideological and political education. In practical work, counselors often play a variety of roles, such as the communicator of national policy, the assistant of life difficulties, the guider of learning attitude, the communicator of psychological guidance, the administrator of school affairs, etc. With the rapid development of big data technology, as the multiple roles of counselors and the high frequency of communication with students, various kinds of data are produced. Analyzing and processing the huge digital information has opened up a new chapter for the college counselors. At the same time, it has put forward higher requirements for the role of counselors. How to change the role of counselors and use the resources of big data effectively to explore the new situation of ideological and political education is the problem that counselors should focus on today <sup>[9-10]</sup>.

## **4. OPPORTUNITIES AND CHALLENGES FOR THE ROLE CHANGE OF COLLEGE COUNSELORS IN THE ERA OF BIG DATA**

As numbers are objective and specific, big data enables the communication between counselors and students to break through the emotional dimension and transform into the digital dimension. The

communication between teachers and students has changing greatly all the time. Traditional education models have certain limitations in time and space, while digital technology in the era of big data breaks through them. Through analyzing the statistical data of students' daily behaviors, it will guide or predict students' social practice activities and bring convenience to the management of counselors. At the same time, through the analysis and refinement of the data, it can also promote the guidance and personal services for students. It makes the counselor not only a regular "guidance" role, but also a data analyzer and participant. Such a role change has promoted the information much more scientific in ideological and political education.

Big data not only brings convenience to our education, but also brings unprecedented challenges to our college counselors. Students can browse all kinds of teaching resources through online education, but counselors cannot supervise the legitimacy and authenticity of the information. As a result, students are easily affected by all kinds of dross information, which has a serious impact on students' physical and mental health. Due to the fact that counselors have multiple roles, they are overwhelmed with routine affairs. On the other hand, most of them are not data experts, so they cannot control such problems, which will bring some obstacles to the big data management mode. It requires counselors to be more professional and scientific. Counselors should keep up with the pace of the times and play an extra role in data supervision. So improving the pertinence of big data for counselors in ideological and political education will be the super challenges.

## **5. METHODS AND SKILLS TO REALIZE THE ROLE CHANGE OF COLLEGE COUNSELORS**

### **5.1 Change the concept of thinking and establish the awareness of big data.**

There is no doubt that the big data environment has penetrated into the field of education. Counselors should change the concept of thinking and establish the awareness of big data. Big data information can be used to understand students' ideological trends in time. Data analysis and prediction can provide effective guidance and services for students when they need help. Establishing the awareness of big data is the first step into the digital era. Everything is not perfection, we need to constantly update and improve. Despite the drawbacks of big data, the penetration of big data is unstoppable. College counselors should change the traditional education concept and explore the new realm of ideological and political education.

### **5.2 Improve the quality of counselors**

Everyone in the counselor team has different major. Therefore, each counselor is good at different fields. They can give students guidance in many aspects. However, it also brings some obstacles to the professionalization of counselors. In the era of big data, counselors need to comprehensively improve their own quality. They should take the initiative to participate in the process of improving their data skills. Jumping out of the roles of "logistics manager" and "nanny" is the key-point. Then counselors will actively learn data information technology, such as collecting data, mining data, analyzing data, and adapting to the role of participants in big data. By improving the counselor's data application ability and liberating the counselor from the complicated work chores, the role of the counselor can be effectively transformed into a helpful assistant on the road to student success.

### 5.3 Strengthen policy guidance and improve the counselor system.

The role changing of counselors must be supported by the government and education authorities. In order to make college counselors change from the traditional role to a skilled person in the era of big data, governments and education departments need to introduce practical policies to guide them. For one thing, establishing a good training mechanism is the guarantee for counselors to improve their skills. For another thing, strengthening the introduction of talents will be help to cultivate outstanding counselors. Our purpose is to speed up the ways and methods in the role changing. It will make the role of counselors more professional, and play a significant role in the field of ideological and political education. As students, they should also actively cooperate with the counselor to provide real and reliable data sources, which is also helping themselves. Both counselors and students should grasp the opportunity of big data and explore more favorable conditions for students to grow and become talents. Finally, we can cultivate generations of talents for our nation.

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