

Research on the Construction of Accurate Ideological and Political Courses in University Sports Enabled by Digital Technology

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Abstract. With the comprehensive promotion of the information education 2.0 action plan, digital technology has become the key content to promote the precise development of modern education. In view of the practical problems faced in the ideological and political construction of physical education courses in colleges and universities at the present stage, the university should comprehensively promote the application of digital technology, so as to build a precise ideological and political curriculum system, and implement the fundamental task of cultivating moral education by virtue through the concept of "sports people", so as to create a new platform paradigm for the ideological and political construction of physical education courses. In this context, this paper analyzes the application value and application dilemma of digital technology in the precise ideological and political construction of physical education, and puts forward the basic strategy of digital technology to empower the precise ideological and political course construction of physical education in universities.

Keywords: University; Sports; Digital Technology; Accurate Thinking and Politics.

1. Introduction

In the development process of digital education, digital technology, data analysis and Internet platform have become the key factors to support the transformation of precision, digital intelligence and automation of modern education. Digital technology and physical education course accurate education integration through information technology and large data system, accurately identify the students' ideology and concept, and accurate analysis of the data results, according to the student preferences and demand for accurate supply education resources, based on the students' ideological literacy accurate evaluation, so as to realize the precision of physical education course education system construction governance goals.

2. The Application Value of Digital Technology in the Precise Ideological and Political Construction of University Sports

2.1 Accurate Identification of Students' Ideology

Digital technology enables the foundation of modern education in precision and personalization, Therefore, in the ideological and political construction of accurate physical education courses in colleges and universities, Digital technology can accurately identify students' ideological dynamics, Through students' social media, online forums and other platforms, as well as online questionnaire survey data, Data portraits can be built for individual students, In order to accurately identify students' thoughts and emotions, learning attitudes, cultural preferences, interests, values, social characteristics, life and behavior habits, etc., And thus make a scientific judgment on their ideological tendency, Grasp the students' real needs for ideological and political teaching of physical education courses, Provide guidance and decision-making basis for the ideological and political construction of physical education courses.[1]

2.2 Accurate Analysis of Students' Data and Results

Digital technology empowerment is not only reflected in the data collection aspect, but also includes its data analysis function. In the ideological and political construction of accurate physical education courses in colleges and universities, the big data system can be used to accurately analyze students' relevant data, and extract high-value data through qualitative analysis and quantitative evaluation, so as to interpret students' ideological characteristics, behavior habits and emotional performance. First, it can be used to accurately analyze students' individual literacy and dynamic changes, and thus establish a real-time tracking thought monitoring system. Secondly, [2]it can be used to accurately analyze the teaching effect and student feedback of physical education courses. Through the comparison and analysis of the effect of different teaching designs of physical education courses, a targeted and personalized transformation and optimization scheme can be formed. Thirdly, it can be used to accurately analyze the teaching environment, understand the potential impact of hidden factors such as social environment and campus culture on the ideological and political teaching of physical education courses, and optimize and improve it through the corresponding intervention measures.

2.3 Precise Supply of Sports, Ideological and Political Resources

By accurately identifying students' needs and accurately analyzing course results, universities can also use digital technology to accurately provide ideological and political resources for physical education courses. One can according to the students of physical education construction cognition and feedback, grasp the students the content of sports education elements, present form, activity characteristics, combined with students' interests, regional characteristics, cultural aesthetic, life habits, such as supply corresponding resources, to ensure that its element content conforms to the students' thought dynamic and behavior pattern. Secondly, the ideological and political resources of physical education courses can be processed in combination with students' ideological characteristics and emotional needs. For example, the ideological and political elements can be presented in the form of situation creation and integrated into the video clips of audio-visual performance, or permeated through the form of sports games. Third, it can be targeted according to the differences between students. For example, in online teaching activities, different resources can be recommended according to the differences of students' abilities to meet the requirements of different students' learning ability.

2.4 Accurate Evaluation of Students' Ideological and Political Literacy

In the ideological and political teaching of physical education curriculum, the teaching evaluation should be carried out separately from the curriculum level and the student level. On the one hand, the curriculum objectives, teaching content and teaching effect should be comprehensively evaluated, and on the other hand, the students' learning performance, progress range and emotional attitude should be evaluated. With the support of digital technology, colleges and universities can further collect teachers' teaching management behavior data and students' learning behavior data. For example, their operation records and viewing time of behavior data can be collected through the background of various Internet teaching platforms, so as to accurately evaluate students' micro performance and macro design of courses.

2.5 Precise Ideological and Political Governance of Physical Education Courses

Through the above four "precision", universities can realize the precise ideological and political governance of physical education courses with the support of digital technology. Under the guidance of various aspects of data, colleges and universities can reasonably control and coordinate the content elements, organizational structure, teaching plan and implementation plan of ideological and political teaching of physical education courses, so as to achieve the effect of precise governance. Specifically, its precision is reflected in three aspects: first, pre-warning, that is, predict the possible problems of teachers and students according to the relevant data, and then evaluate and make early warning in

advance; second, real-time governance, the improvement and optimization scheme can be provided in real time after receiving the data feedback; third, efficient governance, the early warning and governance schemes are highly targeted, which can effectively solve various problems exposed and achieve better governance and control effect.

3. The Application of Digital Technology in the Precise Ideological and Political Construction of Sports in Universities

3.1 Lack of Institutional Guarantee

First, the lack of a perfect top-level design. At present, colleges and universities pay insufficient attention to the ideological and political construction of digital technology and physical education courses, and fail to establish perfect management planning and system plan, which leads to deficiencies in policy, capital, talent, technology and other aspects. Second, the failure to establish a data-sharing mechanism. With the support of digital technology, the richness of data is the key factor affecting its accuracy. However, due to problems such as departmental collaboration and technical obstacles, it fail to establish data sharing platforms among universities, thus affecting the effectiveness of their data. Third, failed to establish a comprehensive security guarantee, especially for the storage, management and application of big data may have many loopholes.

3.2 Slow Update of the Theory

First, at the management level, the traditional educational thinking has a certain obstacle and restriction on the ideological and political construction of curriculum and the application of digital technology, and fails to establish the corresponding management mechanism and management concept for the teaching application of digital technology. Second, at the level of education, although the ideological and political resources of physical education courses are rich with the support of digital technology, the teaching methods, evaluation systems and educational concepts adopted by teachers are still relatively backward, and the new digital concepts and consciousness of education cannot be constructed. Third, at the teacher level, some teachers have problems such as lack of digital teaching skills, backward educational concepts, and insufficient ideological and political understanding of the curriculum.[3]

3.3 Lack of Technical Support

First, some colleges and universities have the problem of insufficient hardware and software infrastructure construction. For example, in the construction of big data system, it needs to collect, process and analyze massive data, which has higher requirements on the network environment, system function, server level and algorithm model, while some colleges and universities cannot meet their actual needs. Second, there is a "data island" problem. Big data, cloud computing and artificial intelligence are the core technology contents of the ideological and political construction of digital technology-enabled physical education courses. However, due to the lack of unified planning and network integration among colleges and universities, various universities can only take the campus data as a reference, leading to the lack of objectivity and impartiality of their data. Third, most universities have insufficient investment in scientific and technological research and development, and fail to continuously develop the digital teaching technology for ideological and political teaching of service courses.

3.4 There are Ethical Dilemmas

First, the contradiction of certainty. Digital technology application is mainly based on big data and algorithm technology, which provide prediction guidance and decision-making reference, is essentially based on the teachers and students front data to judge the subsequent development, so generated in the practical application of data portrait or evaluation report, and the real performance

of teachers and students and the uncertain relationship between the real effect of the course. Second, the contradiction of subjectivity. In the field of traditional education, teachers and students are the only two subjects of teaching activities, but with the support of digital technology, the identity of teachers is easier to be replaced by the network virtual space and the network virtual identity. Third, the contradiction of value. Under the fundamental task of cultivating people by virtue, the ideological and political construction of physical education curriculum should follow its curriculum rules and adhere to the basic principle of life-oriented. However, in the application of digital technology, data dependence will be formed to some extent, thus reducing the influence of people, and even ignoring the humanistic care.

4. Digital Technology Enables the Basic Strategy of Accurate Ideological and Political Course Construction of Physical Education in Colleges and Universities

4.1 Strengthen Institutional Construction and Standardize the Precise Ideological and Political Operation Mechanism

First, optimize the top-level design. The government should establish a macro policy guidance mechanism and provide corresponding financial support, so as to promote the integration of accurate ideological and political courses in physical education in colleges and universities, so as to establish a perfect development plan and curriculum construction plan. Based on the fundamental task of moral education, education departments should establish a sound management system, evaluation standard and incentive system for the precise ideological and political courses of physical education in colleges and universities, emphasize the application norms of digital technology, and determine the requirements and standards for data collection, storage and use.

Second, establish a data sharing system. Universities, the government, enterprises and the society should establish a data coordination and sharing mechanism, so as to improve the coverage and integrity of data, and jointly formulate the sharing mechanism of ideological and political data resources in physical education courses. At the same time, colleges and universities should also establish data management norms in the ideological and political construction of physical education courses, which should not only clarify the source of data, but also ensure the quality of data collection, and implement the corresponding responsibilities to posts and individuals.

Third, improve the security prevention mechanism. At the technical level, network security, data encryption and other technologies should be used to improve the security of the school database and network platform, so as to nip it in the bud. At the management level, strict data management regulations and employee code of conduct should be established, and corresponding supervision working groups should be established to avoid potential safety risks at the management level.

4.2 Establish Guiding Theories and Deepen the Precise Ideological and Political Operation Mode

First, establish the concept of digital education. In the construction of precise education courses of university physical education, school leaders, teachers and students should jointly establish the concept of digital education, and on the one hand, they should break the traditional thinking, accept, recognize and try digital technology with an open mind to support the construction of precise education and paradigm; on the other hand, we should establish the consciousness of diversified cooperation and sharing, jointly explore the digital transformation needs of precise education courses of physical education courses through the sharing and docking between universities, and establish a new development pattern.

Second, shape information literacy and digital literacy. The management of colleges and universities should change the fixed procedures and path dependence of the ideological and political construction of traditional courses, and should adopt the innovative thinking of flexible development

to promote the deep integration of digital technology and modern education and teaching. Teachers should actively learn and improve their digital literacy, and develop their own ideological and political work ability in the digital environment through the learning platform and training mechanism, and master the application skills of artificial intelligence, big data and other technologies. In addition, for the students, they should also fully understand the role of digital technology in the transformation of course teaching and teaching mode, and actively participate in learning, and actively and accurately express their own learning needs.

4.3 Strengthen Technical Support to Improve the Efficiency of Precise Ideological and Political Operation

First, promote the construction of hardware and software facilities and equipment. First, it should give full play to the leading and coordinating functions of the government, guide colleges and universities to establish a perfect information system and database platform for the precise ideological and political construction of physical education courses, and establish a corresponding security protection system. Second, it should promote the in-depth cooperation between universities and enterprises and research institutions, develop corresponding front-end platforms and back-end services for the construction of sports precision ideological and political courses, and thus establish platforms for data sharing, information service, resource support and student management, so as to realize cross-department and cross-field cooperation inside and outside universities. Third, we should promote the independent research and development of colleges and universities, develop the corresponding big data platform according to the teaching needs of the university, and collect the ideological and political data resources of physical education courses specifically, and create the application ecology of ideological and political big data of physical education courses with university characteristics through personalized and practical design.

Second, to solve the problem of capital defects. At present, most colleges and universities are faced with capital defects in the construction of digital technology education system, for which colleges and universities should develop diversified financing channels. First, adhere to the traditional channels and achieve the goal through government allocation, special fund establishment and social capital support; second, adhere to the market-oriented development, encourage the deep cooperation between enterprises and universities to form a market-oriented and professional operation mechanism, so as to reduce the construction cost by expanding the market.[4]

4.4 Establish Supervision Standards to Resolve Precise Ideological, Political and Ethical Conflicts

First, establish the principle of digital technology application. In the construction of sports precision ideological and political courses, colleges and universities should clarify the basic objectives of digital technology service teaching, and promote the comprehensive development of students on this basis. Therefore, the application of digital technology should be built on the basis of safeguarding students' rights and interests, respecting students' personality and protecting students' freedom, so as to achieve the effect of protecting students' privacy, ensuring students' safety and protecting students' autonomy from infringement. Specifically, a mechanism for the prevention and treatment of digital technology ethical problems should be established, and the whole process of the development and application of digital technology should be supervised and managed, so as to avoid the infringement of the rights and interests of students and teachers caused by technology application.

Second, establish the module embedding mechanism. With the rapid development of digital technology, the relevant moral and ethical standards will be continuously upgraded. Therefore, in the construction of sports precision ideological and political courses, the module embedded system mode can be adopted, and the updated moral algorithm, data use norms and decision model can be embedded in the original system, so as to ensure the updated characteristics of the system.

Third, strengthen the value-leading function. The application of digital technology in the essence of digital technology in the construction of accurate ideological and political courses in sports is still

the application of digital technology, so its moral and ethical demands ultimately fall on the management of people. For teachers, training courses can not only cultivate teachers' understanding and mastery of digital teaching skills and curriculum ideological and political theory, but also pay attention to the deepening implementation of teachers' people-oriented and moral education theories, so as to guide teachers to establish correct value pursuit. For students, can expand the course, guide students to understand the data abuse, algorithm discrimination, information cocoon room, to improve the students of digital technology to build the risk of virtual space, and thus improve students' judgment and identification of information, to ensure that students can correctly use digital technology to solve the difficulties and problems in learning.[5]

5. Epilogue

To sum up, digital technology is an important part of the reform, development and innovative application of modern higher education, and also a key factor to promote the construction of precise ideological and political sports courses in universities. In view of the current situation of the application of digital technology in colleges and universities, it should by strengthening the system construction, establish the guiding theory, strengthening technical support, establish supervision standard strategy, build sports precision education course paradigm based on digital technology, so as to realize sports course to intelligent, personalized, efficient and the goal of digital transformation, for khalid ents fundamental task to carry out the new channels.

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