The Practical Research of Deepening the Cooperation Between Universities and Enterprises in Liaoning Local Universities Based on the Intelligent Education Platform

Zhigang Zhu

City Institute,Dalian University of Technology Dalian, Liaoning 116600

Abstract: With the continuous development of modern technology, more and more high-tech products have been widely used, and these high-tech products are also changing people's living habits imperceptibility, especially in major universities, because young people are the main users, this group of people has a strong ability to accept new things and technologies, and because of the development and application of modern mobile technology, This has led to fundamental changes in the way people learn and practice. Therefore, in order to meet and deepen the cooperation between local universities and enterprises in Liaoning, the information service mode relying on the smart education platform will be widely used. This paper will focus on the wisdom education platform to deepen the practice of cooperation between local universities and enterprises in Liaoning province.

Keywords: Intelligent education platform; Local colleges and universities; School-enterprise cooperation; Practical research

With the deepening of reform and opening of our country, people's income and living standards have been greatly improved, so people's attention to education increases accordingly. In particular, the country is also vigorously promoting the talent strategy. Therefore, relying on the smart education platform project and giving full play to the advantages of network service resources in the implementation process, the network information education resources are deeply cooperated with local colleges and universities, which can provide and disseminate reliable information resources to colleges and universities in a timely, accurate and comprehensive manner. At present, China has begun to use the Internet communication technology to break through the limitations of regional information resources, and use big data analysis technology to establish a model for the collection, transmission, integration and analysis of local college information, so as to provide more accurate and professional information services for college users [1]. This paper analyzes the key points of deepening the cooperation between local universities and enterprises in Liaoning province by relying on the intelligent education platform.

1. Why should we conduct practical research on smart education platform

1.1 Meet the needs of the implementation of the national talent strategy

With the rapid development of national economy, talent strategy has become an important direction of national development, and people have begun to pay more and more attention to their own level of education, especially the young people in universities and colleges are the foundation of the future development of the country. With the rapid development of science and technology, network platform has gradually become an important way for college students to obtain information and learn. It can play an important role in

the national talent strategy.

1.2 Only by keeping pace with The Times can colleges and universities seek development in survival

With the continuous development of network information technology and the extensive application of various mobile communication terminal devices, the channels for young people in colleges and universities to obtain information have changed from the traditional single way of borrowing related books and teaching by teachers in colleges and universities to the era of big data based on the Internet platform. Young people in colleges and universities are more willing to try to use new things and ways to acquire the relevant knowledge they need. In this context, if colleges and universities want to cultivate more talents, they need to keep up with the pace of modern science and technology development, make good use of the Internet platform and make full use of new technologies such as big data analysis, artificial intelligence and intelligent education platform, so as to expand their own information resources and accurately locate the needs of teachers and students in colleges and universities, so as to meet the needs of teachers and students in the use of educational information. Colleges and universities can do a good job in related educational tasks [2].

1.3 Universities have the obligation and responsibility to meet the needs of teachers and students

Colleges and universities are mainly composed of teachers and students. As an important cornerstone of talent training in China, colleges and universities have the obligation and responsibility to meet the needs of teachers and students, provide corresponding information services and training guidance and education for these groups, and guide teachers and students to obtain accurate information from the smart education platform. And use this information to meet the needs of teaching, research, management, technical services, life services and so on.

2. Users' demand for smart education platform

2.1 Collection and analysis

Colleges and universities can carry out a questionnaire survey on the demand analysis of college smart education platform services, and understand the direction that college smart education platform services need to be strengthened through the evaluation and analysis of relevant projects by college and university groups. Meanwhile, colleges and universities can also send the service information required by college and university groups to users' terminal devices through mobile communication technology. Colleges and universities can also provide relevant videos of the services required by college users, online consultation of authoritative experts, network links of authoritative institutions and other related services, so as to improve the recognition degree of college teachers and students on the smart education platform services. Colleges and universities have a wide range of user groups, and a variety of network information and materials are rich, but the low utilization rate of smart education platform services needs to be improved.

2.2 Establishment and functional requirements of smart education platform service model

Based on the results of the questionnaire survey on the use needs of university groups, the functional modules meeting the needs of users are established by using modern information technology, which can be divided into three types: basic, ordinary and high quality. (1) Basic services, such services are to meet the most basic use needs of college teachers and students for smart education platform services, and to meet the basis of user identification with the smart education platform in colleges and universities. If they cannot be met, the sense of identity of college users will be reduced and the number of users will be lost, such as information resource navigation, information collection, human-computer interaction and other functions; (2) Ordinary service, which refers to the expansion service projects when the basic service needs of university users are met. These expansion projects are mainly aimed at improving user experience and enhancing user satisfaction and identity; (3) High-quality services, such services are personalized services developed by colleges and universities for different ages, different education levels and different use needs, which can carry out accurate information push, dynamic tracking and consulting services according to users' needs for the use of smart education platform services. In addition, big data analysis is carried out to help users carry out data services, resource construction and search services.

3. What intelligent education platform service content can colleges and universities establish for users

3.1 Resource Navigation Services

Add a smart education platform service navigation module to the portal page of colleges and universities, collect, classify and establish a corresponding navigation module for all kinds of important information, and provide functions such as classified browsing, paging browsing, topic browsing, and important vocabulary retrieval during user use, so as to create a professional, authoritative and scientific information service resource base for college users.

3.2 Specific knowledge services

Traditional information push services are mainly in the form of leaflets, wechat, mailbox, etc. Such push methods can only push simple information content, and cannot achieve accurate push based on different user needs, so it cannot meet user needs. The specific knowledge service function is based on the above usage requirements of users, by analyzing the daily information query data of users, using artificial intelligence and big data analysis, the knowledge required by users is intelligently pushed, and the feedback information of users is timely adjusted and improved, and the questions raised by users are centrally reflected to authoritative experts. Form corresponding solutions to feedback to users [3].

3.3 Provide consulting services for users

The smart education platform can make full use of its own abundant information reserve resources and teachers related to colleges and universities, contact experts in various fields and establish consultation modules to provide online consultation services for college users. Users can use the knowledge they need to provide one-to-one professional consultation with experts in related fields, or provide reasonable suggestions and consulting services according to user needs, so as to form a multi-form, multi-channel real-time communication mode based on modern information technology.

3.4 Provide users with educational services

With the increase in the number of users of the smart education platform and the continuous enrichment of user data information resources that can be collected and analyzed, it is possible to effectively analyze the comprehensive and systematic characteristics of the public demand, and divide the public education module into two forms: personalized education and popular and universal education. At present, most of the existing educational knowledge platforms are developed in cooperation with institutions, and the educational content is mainly conventional knowledge. The smart education platform intends to provide users with educational services that meet the actual needs of users from the perspective of personalization and specialization, use artificial intelligence and incremental technologies to dynamically track users' interests, analyze their learning preferences and interests, and actively push learning courses and learning plans. At the same time, by providing external access ports for wechat, QQ, Weibo, etc., and regularly pushing information for users to popularize knowledge, more efficient public groups can be provided with more authoritative, scientific and standardized education services, so as to enrich public education resources and enable the public to enjoy better quality services.

Conclusion:

In general, the smart education platform has achieved initial results in deepening school-enterprise cooperation services. In the process of talent construction in China, information services for the public have become a common concern at present. As an important source of information for students in the stage of higher education in China, it is the responsibility of colleges and universities to disseminate scientific knowledge and provide reliable information resources to teachers and students in a timely, accurate and comprehensive manner. Based on this, the smart education platform deepens school-enterprise cooperation service by integrating Internet technology to improve the traditional information service mode. Based on the analysis of the information needs of college teachers and students and the functional needs of the model, the college information service model is further sorted out and outlined, so as to fully promote the implementation of talent strategy and bring new service growth points for the development of smart education platform services. Since its emergence, the smart education platform has successfully narrowed the distance between universities and users, resources and universities, and the types of smart education platform services have gradually diversified, personalized and humanized. However, with the continuous change of user needs and the continuous development of mobile technology, The smart education platform needs to further expand the reference consultation method, improve the humanistic care function, provide multi-channel and convenient resource services to adapt to the changing needs of users, and constantly transform the service mode in order to improve the service ability of the smart education platform.

References:

[1] Zhang Yuan-meng, Yu Ling. Review on the application and development challenges of Sports wisdom classroom in colleges and universities [J]. Contemporary Sports Science and Technology,2023,13(35):56-59. (in Chinese)

[2] Yang Qian. Cloud platform of intelligent education resources in universities based on 5G technology and blockchain technology [J]. Information and Computers (Theoretical Edition), 2019,35(20):236-238.

[3] Wang Xiaomei. Professional Development of college teachers under the background of Intelligent Education Cloud Platform [J]. Chinese Adult Education,2023,(17):71-75.