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Research on the Quality Evaluation of Talent Training in Private Colleges and Universities Facing Social Evaluation——Taking 23 Private Colleges and Universities as an Example

Yanrong Yan, Weiting Zou

Zhanjiang University of Science and Technology School of Economics and Finance, Zhanjiang 524094, China.

Abstract: At present, major private colleges and universities are carrying out educational reforms in order to improve the efficiency of running schools and the quality of teaching. Therefore, the evaluation of the quality of personnel training in private higher education has become a key link in the management of teaching quality. Using big data analysis and neural network algorithm, this paper collects and analyzes the massive talent training social evaluation data of 23 private colleges and universities, and selects 6 first-level indicators and 17 second-level indicators of the talent training quality evaluation system as the research objects. It analyzes which secondary index keywords are the most widely used vocabulary in social evaluation, and analyzes the corresponding situation, and then puts forward corresponding countermeasures.

Keywords: Private Colleges and Universities; Social Evaluation; Talent Training Quality Evaluation

1. Introduction

A century-old plan, education-oriented, China's higher education has developed vigorously in recent years. With the continuous increase in the number of students in the college entrance examination, the quality of personnel training in private institutions of higher learning has also received more and more attention. At present, major private colleges and universities are carrying out educational reforms in order to improve the efficiency of running schools and the quality of teaching. Therefore, the evaluation of talent quality in private higher education has become a key link in the management of teaching quality. Private colleges and universities must strictly control the quality of talent training in order to provide the society with more high-quality talents. This paper makes full use of big data analysis and neural network algorithm, collects and analyzes the massive social evaluation data of talent training in 23 private colleges and universities, and selects 6 first-level indicators and 17 second-level indicators of the talent training quality evaluation system as the research objects , analyze which secondary index keywords are the most widely used vocabulary in social evaluation. Finally, it analyzes the corresponding situation, and proposes corresponding countermeasures.

2. Experimental scheme

2.1 Construction of a talent training quality assessment system

By reading literature and materials, this paper constructs the following talent training quality evaluation system, with a total of 6 first-level indicators and 17 second-level indicators. The first-level indicators are major and curriculum construction, teachers' teaching ability and practical teaching, reform and effectiveness of talent training model, construction and effectiveness of quality assurance system, and quality of degree awarding. The secondary indicators are: majors and curriculum construction planning, high-quality majors and curriculum construction, majors for school-enterprise co-construction; teachers' teaching ability; the proportion of practice (training) teaching credits (hours), and the experimental (practice) teaching platform inside and outside the school Construction, innovation and entrepreneurship education; reform of credit system, school-enterprise collaborative education, informatization construction and Information construction and

exchanges and cooperation with international, Hong Kong, Macao and Taiwan, teaching achievement awards; teaching evaluation, subject and skills competition, registration rate, postgraduate entrance examination rate, Graduation Design (Thesis) Topics; quality of work awarded for a bachelor's degree.

2.2 Determination of keywords

Six first-level indicators and 17 second-level indicators of the talent training quality evaluation system are selected as the research objects. The keywords to determine these secondary indicators are "course", "training plan", "specialty major", "school-enterprise", "enterprise cooperation", "teaching", "classroom", "attend class", "practice training" , "internship", "off-campus practice", "social practice", "entrepreneurship", "innovation", "mass entrepreneurship and innovation", "credits", "joint training", "exchange", "exchange students", "informatization" , "Achievement", "Evaluation", "Contest", "Challenge Cup", " Innovation and Entrepreneurship Training Program for College Students ", "Registration", "Postgraduate Entrance Exam", "Preparation for Research", "Graduation Thesis", "Graduation Design", "Topic Selection" ,"Degree".

2.3 Data sources and scraping

Taking 23 private universities as the research object, the python is used to capture the text information of the society's evaluation of these universities. After positioning analysis, screening and extraction, an original database is formed, and then the evaluation data about the quality of talent training in these universities is extracted from the original database. Some text sentences about the quality evaluation of talent training in these colleges and universities are obtained through dictionary construction, and the neural network algorithm is used to calculate the sentiment analysis of the content of each text sentence. Then the paper summarizes the emotional judgments that can be retrieved through keywords, and finally calculates the number of records of positive emotions and negative emotions for these keywords in each university, that is, "(Number of positive emotions–Number of negative emotions) * Number of posts" , and analyzes the keywords by comparing the number of records. Due to the limited space, the data of the first-level indicator "practice teaching" of some private colleges and universities is shown in Table 1.

Table 1 Comparison of the number of records of positive emotions and negative emotions in practice teaching in some private colleges and universities

Indicators / Key Word / School name	Practical teaching						
	Proportion of practical(training) teaching credits (hours)		Construction of experimental (practice) teaching platform inside and outside the school		Innovation and Entrepreneurship Education		
	Practical training	practice	Off-campus practice	Social practice	Entrepreneurship	Innovation	IETPC
Guangdong Baiyun University	0.000	0.000	0.000	0.000	0.000	3.000	-3.000
Neusoft Institute Guangdong	48.000	0.000	0.000	0.000	0.000	81.000	16.000
Guangdong University of Science and Technology	-3.000	0.000	0.000	1.000	0.000	27.000	-3.000

Guangdong Technology College	-112.000	0.000	0.000	0.000	0.000	-3.000	-4.000
Guang Dong Peizheng College	55.000	0.000	0.000	-4.000	0.000	9.000	-3.000
Guangzhou College of Technology and Business	0.000	0.000	0.000	0.000	0.000	-25.000	0.000
Guangzhou College of Commerce	-7.000	0.000	-1.000	0.000	0.000	-12.000	-4.000

3. Analysis of results

It can come to a conclusion from the data analysis that "course", "teaching", "practice", "innovation", "credits", "achievements", "registration", "postgraduate entrance examination" and "degree" are the keywords with the highest social attention , in "curriculum", colleges with more positive emotions are greater than those with more negative emotions; in "teaching", schools with more positive emotions are greater than those with more negative emotions; in "practice", colleges with more positive emotions Schools are larger than schools with more negative emotions; in "Innovation", schools with more positive emotions are greater than those with more negative emotions; in "Credits", schools with more positive emotions are smaller than those with more negative emotions; in "achievements", schools with more positive emotions are greater than those with more negative emotions; in "registration", schools with more positive emotions are greater than those with more negative emotions; in "postgraduate entrance examination", schools with more positive emotions are greater than those with more negative emotions ; in “ degree”, schools with more positive emotions are smaller than those with more negative emotions. Due to time and resource constraints, some keywords are not scientifically set, and the text data does not have statistical significance.

4. Countermeasures and Suggestions

Through the social evaluation of the quality of talent training in 23 private colleges and universities analyzed above, we can see that if private colleges and universities want to provide education that the people are satisfied with, they must optimize the quality of talent training from the following aspects:

4.1 Strengthen the construction of majors and courses, and improve the teaching level of teachers

The common phenomenon of private colleges and universities is that the conditions and resources for running schools are limited. Due to the relatively short running time and low popularity, private colleges and universities can only focus on majors, curriculum construction and teachers' teaching level particularly for application-oriented private colleges and universities. The 23 private colleges and universities analyzed above are mostly application-oriented colleges and universities. Students are most concerned about curriculum construction, and majors and curriculum construction complement each other. Private colleges and universities are relatively weak in the construction of teaching staff, and the proportion of teachers with associate high school or above and doctoral degrees is relatively small. How to create characteristic majors and first-class majors has become the next goal of private colleges and universities. Only by building high-quality majors can students be

trained into talents with excellent professional knowledge and stable professional ability. The construction of majors and courses is inseparable from the teaching level of teachers, so the teaching level of teachers must be continuously improved. The staff mobility of private colleges and universities is relatively large, and most of the teachers are "green peppers" who have just graduated from the master's degree. Most teachers regard private colleges and universities as a springboard for exams or civil servants, and their main focus is not on teaching. This requires private colleges and universities to regulate the management of teaching staff to improve teachers' teaching ability and improve teachers' classroom management level.

4.2 Reform the talent training mode and standardize the practical teaching process

In the reform of the talent training model, private colleges and universities should strengthen school-enterprise cooperation and collaborate to educate people. Private colleges and universities must start from these aspects if they want to cultivate applied talents. In the setting of talent training programs, the proportion of credits for practice, internship and practical training courses should be increased. Through the previous data analysis, students have more evaluations on keywords such as practical training, which proves that students are more concerned about practical training and practical training. Such courses are also the medium through which students transform professional knowledge into practical professional level. However, the management of practical teaching courses in private colleges and universities is not standardized, especially the lack of practical teaching funds and the insufficient supporting facilities for practical teaching. All these require the academic affairs offices of private colleges and universities to strengthen teaching management.

4.3 Cultivate students' ability of innovation and entrepreneurship and improve the quality of talent training

Innovation and entrepreneurship education is the only way for private colleges and universities to build an applied undergraduate degree. Nowadays, teachers and students in private colleges and universities have insufficient awareness of innovation and entrepreneurship. Private colleges and universities can improve students' awareness of innovation and entrepreneurship from both inside and outside the classroom to cultivate students' awareness of innovation and entrepreneurship and capability. The classroom is equipped with innovative and entrepreneurial thinking training, college students' career development and employment and entrepreneurial guidance, innovation and entrepreneurial topics and other dual-creation theoretical knowledge. Enterprises jointly cultivate students' creativity and integration ability. Through the previous analysis, "postgraduate entrance examination" is a keyword with relatively positive social evaluation and a high degree of attention. The pass rate of postgraduate entrance examination is also an important dimension to measure the quality of a school’s talent training. Students of private colleges and universities have a relatively weak base, which requires schools to provide students with better preparation guarantees and measures to comprehensively improve the passing rate of students in postgraduate entrance examinations. At the same time, family conditions of students in private colleges and universities are better. Under the epidemic, schools should strengthen cooperation with colleges and universities in Hong Kong, Macao, Taiwan and other regions, and encourage students to improve their comprehensive ability and quality by studying abroad. In order to improve the quality of degree awarding, we should introduce new ideas in the degree awarding system and management, and abandon the outdated concept of degree awarding.

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