Personalized College English Teaching under the Background of Digitalization

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Abstract: This paper explains college English in the context of big data from the main influencing factors of personalized English teaching, the advantages of digital application in personalized English teaching and the implementation strategies of personalized college English teaching in the context of big data.

Keywords: College English; Personalized teaching; Digitalization

Digitization has promoted the reform of education and teaching in depth and injected new vitality into the development of English subject in colleges and universities. At the same time, it enriches the English teaching resources in colleges and universities, so that more superior resources can be used in college English teaching.

1. The main influencing factors of personalized English teaching

1.1 Students' influence on personalized English teaching

First of all, the change of learning style is the biggest challenge for freshmen.At the same time, the change of learning style also has a certain impact on students' learning of English courses.The particularity of college English teaching mode is one of the main factors leading to students' learning difficulties.In compulsory education and secondary education, the teacher-based English teaching mode has been formed, and students have formed the habit of passive learning.Once the students break away from this education model, coupled with the weak learning initiative, it is difficult to cultivate effective autonomous learning ability in college.

1.2 The influence of teachers on personalized English teaching

Firstly, teachers' teaching ideas influence of on personalized English teaching. At present, although college English teaching emphasizes results-oriented and goal-oriented, in order to meet the needs of students to pass various levels of English tests, college English teaching has to take students' social acceptance and pass rate as important indicators of teaching effect evaluation, which makes it difficult to develop personalized teaching concepts. Secondly, for English teaching in higher education, the shortage of teachers has always been a shackle affecting personalized English teaching. Thirdly, most English teachers graduated from normal universities and have received systematic training. They are more suitable for completing teaching tasks according to traditional teaching methods, and are eager for innovative and personalized teaching methods.

2. The advantages of digital application in personalized English teaching

2.1 It is conducive to the needs analysis of individualized English teaching

The rapid development of digital technology has promoted new progress in all walks of life.With the application of digital technology in daily life, human life also presents the characteristics of digitalization.The service efficiency and quality of digital technology are gradually improving.As a subject closely related to life, English and its related digital resources also show a trend of continuous expansion and multiple increase.College English teaching should accurately grasp the development trend of the subject, make full use of digital education and teaching resources, big data English teaching platform, comprehensive analysis of the advantages of digital teaching, combined with English discipline teaching rules and characteristics, to cultivate high-quality English talents to meet the needs of the development of digital society.

2.2 It is helpful to speed up the construction of personalized English education resources

With the prominent role of digital technology, the development of higher education has gained great impetus in the new era.Many colleges and universities have used the advantages of big data resources to make targeted analysis of talent training mode, education and teaching methods, and employment forms of graduates. Personalized English teaching can carry out teaching reform on the basis of accurate analysis of big data, set targeted teaching strategies according to the current market standards for college students' English proficiency, develop personalized college English teaching resources, and enhance the uniqueness of resources.

2.3 It is helpful to improve the intelligent level of personalized English teaching

The digitization of information has brought human beings into a new information age. Information dissemination is more efficient and faster, and the impact on people is also growing.The rapid development of artificial intelligence technology provides great technical support for the acquisition of massive information in the era of big data.College English teaching is inseparable from the use of digital teaching resources in the era of big data. Personalized English teaching needs to focus on teaching objectives and make reasonable use of big data information.

2.4 It is conducive to the realization of personalized English teaching and the integration of multiple fields

The rapid development of digital technology promotes the integration of disciplines and majors. The professional barriers between different disciplines are gradually blurred, and the integration trend between various fields is more and more obvious. The comprehensive application of big data plays an increasingly prominent role in the realization of interdisciplinary and cross-field communication and learning, talent training and other aspects.In the future, the application of big data in the field of English education will continue to expand.This provides an effective way for the integrated development of college English teaching and multi-discipline and multi-field in the future, and further enhances the pertinence and hierarchical needs of college English education under the digital background.

3. Implementation strategies of college English personalized teaching in the context of big data

3.1 To develop personalized teaching objectives

Due to the different teaching contents, teachers need to design the classroom according to the characteristics of the teaching contents, and set personalized goals according to the characteristics of the contents. And adjust the teaching objectives timely according to the characteristics of the learning situation, so as to guide the diversified development of students. In the process of implementing personalized teaching objectives, we should cultivate students' active learning ability, help students cultivate learning interest, improve learning efficiency, so as to achieve teaching objectives.The setting of personalized teaching objectives can provide students with targeted learning content, meet the needs of students to acquire content, and help students to achieve the self-improvement of basic knowledge and subject ability.

3.2 To select personalized teaching content

In the process of teaching in colleges and universities, the dependence on teaching materials is relatively strong. Teachers often choose to carry out teaching activities around teaching materials. For non-English major students, due to the different characteristics of the major, the needs of students for English learning tend to show different characteristics. College English teaching should be based on the differences in students' academic background, and choose personalized teaching content to meet students' different content needs and career needs. Therefore, using big data to integrate educational resources to form personalized teaching content is the key to meet the content needs of students. It can even make personalized learning programs and choose personalized learning content according to the different characteristics of students. In addition, teachers can also optimize the teaching content according to the different training programs of different disciplines, so that the teaching is closer to life and reality, and better serve the employment of students.

3.3 To use personalized teaching methods

The teaching method is the prerequisite for the successful realization of teaching objectives and teaching implementation effects. Only through appropriate teaching methods and comprehensive use of various teaching methods can we ensure the realization of personalized teaching objectives. First of all, traditional classroom teaching is the basis to ensure the realization of teaching objectives. Teachers need to innovate teaching methods on the premise of ensuring teaching effects. Secondly, the digital development of teaching resources promotes the reform of traditional classroom teaching methods. Driven by multimedia technology, flipped classroom,

MOOC, micro-class and other teaching methods have become important forms of teaching method reform. Thirdly, teacher-student interaction is a key means to implement teaching objectives and innovate teaching methods. Teachers should be good at stimulating the enthusiasm and initiative of students, so that students become the master of the classroom.

3.4 To adopt the form of personalized teaching organization

Teachers should fully grasp the characteristics of learning situation, conduct a detailed analysis of students, and develop personalized organizational forms to serve students' personalized knowledge needs, so as to improve the pertinence and applicability of English teaching.According to the characteristics of different subjects, combining with the differences in students' interests and hobbies.

3.5 Carry out personalized teaching evaluation

Teaching evaluation is an important index to examine the teaching effect and understand students' learning situation, and it can promote teachers to improve teaching methods and improve teaching quality.The application of big data technology in the process evaluation and formative evaluation of teaching emphasizes the importance of teaching process, urges students to develop an effective learning style, and overcomes the one-sided effect of summative evaluation in teaching evaluation to improve the scientific nature of English teaching evaluation.With the help of digital teaching tools, students' daily learning situation is quantified. Teachers can adjust the teaching schedule reasonably according to students' performance and deal with the teaching difficulties in a targeted way, so as to make the teaching process more smooth and the teaching effect more prominent.In addition, the teaching evaluation system can also consider including students' self-evaluation or students' mutual evaluation, so that students can evaluate the teaching effect and learning effect from the teaching subject, and urge teachers to form standardized teaching behavior.

4. Conclusion

The personalized development of college English teaching is an inevitable choice to adapt to the development of digital, and is also an important way to improve the effect of college English teaching.Colleges and universities and teachers should pay attention to the practical research of personalized English teaching, formulate personalized teaching objectives, teaching contents, teaching methods, teaching organization and teaching evaluation system, so as to promote the smooth development of personalized teaching and cultivate high-quality English talents for the society.

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