

Research on the Chaos Analysis and Governance Strategy of APP in Education Field

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Abstract: In recent years, APP chaos in the field of education has occurred frequently, which has seriously affected the learning and life of users, harmed the physical and mental health of teenagers, and even affected the establishment of correct values of teenagers and the improvement of teaching level. Therefore, governance is urgent. This paper lists four manifestations of APP chaos in the education field, finds out the deep reasons behind the chaos, and puts forward suggestions for governance.

Keywords: APP in education field; Chaos; Governance strategy

Under the guidance and promotion of the reform strategy of “Internet plus education”, APP has been increasingly applied in education, covering preschool education, high school and primary education Foreign language education, examination education, other education and other education fields, involving classroom teaching, homework assignment, score query, examination registration, campus management and other aspects of education and teaching, make education and teaching and school management more open, convenient and flexible. Due to the huge market, low development threshold, imperfect relevant standards and regulations and many other reasons, the confusion of APP in the field of education has emerged in endlessly, from “APP for fetching water”, to games and various “dirtiness” in primary school students’ homework APP, to “art promotion event”, which has affected the physical and mental health of students, affected the normal development of education and teaching, and needs to be treated and regulated urgently.

1. Main manifestations of APP chaos in education

1.1 Chaos 1: The application is too widespread.

Some colleges and universities, under the banner of “smart and convenient, credit linked, and strengthened management”, force students to install APP with different functions, such as playing hot water, issuing credits, running, brushing online classes, and connecting to wireless networks, which has caused excessive tendency in actual use and caused students considerable distress. A “Dream Space” APP used to record the credits of the second class. Some schools implement the “one size fits all” management method of “mandatory release, no compensation later” in the actual use, which makes students frequently “miss credits” due to mobile phone, network and other problems in the use process, affecting the normal study of students^[1].

1.2 Chaos 2: serious interest

The home page of “Homehelp” APP constantly scrolls various content accounts and advertising push. The reporter of Southern Metropolis Daily attached the machine to select 20 scrolling content, only 1 of which is related to learning^[2]. Some academic information that should have been provided unconditionally has become a way to obtain benefits. A “good score” APP for querying exam scores needs to pay a certain fee to query exam rankings^[3]. With the help of the practical problem of information channel congestion caused by the large number of applicants, the “Art Promotion” APP fully grasped the urgency of the examinees and opened “from 30 yuan of ‘online confirmation of registration success’ to 50 yuan of ‘expedited review’, and then to 598 yuan of VIP service card”, which seriously violated the fairness and impartiality of the exam.

1.3 Chaos 3: full of bad information

The homework APP for primary and secondary school students is full of a lot of bad information. The official WeChat official account of the "interactive homework" APP, "homework mutual", contains a lot of indecent and sexually suggestive content. Articles containing "online love", "dirty", "early love" and other contents have been pushed many times. Several vulgar "headline party" articles have been read by tens of thousands, and even extremely vulgar words appear in the selected comment area. On the home page of "Homehelp" APP, the content of "movie fans", "star fans", "horoscopes" and so on are randomly scrolled and pushed. In the "embarrassing" column on the home page of "Homehelp" APP, there are many popular topics of star pursuit, such as "daily life of star pursuit", "facial expression package of your favorite bean", "star CP I love" and so on ^[2].

1.4 Chaos 4: Chaos IV: prominent gameplay

The "class break" column at the bottom of the "interactive homework" APP home page contains four games, namely, Gobang, Beast Fighting, Brick Fighting, and Hexagonal Spelling. The "Love WeChat" section contains 86 games, namely click and play and some of them are also violent. The "Growing World" entry on the home page of "One Primary School Student" APP contains many small games such as "Geocentric Adventure". By opening the charging exercise program, which has typical characteristics of electronic games.

2. Analysis of the causes of APP confusion in education

2.1 Low entry threshold and mixed products

According to the analysis of the development trend of the online education industry of the Prospective Industry Research Institute, the scale of online education users continues to grow, and is expected to exceed 300 million by 2023, and the market scale will reach about 285.7 billion yuan. Due to the huge market share and the almost zero threshold of this industry, various kinds of capital continue to pour in, and many enterprises with no education industry background and experience have joined in, resulting in a large number of educational APP, uneven product quality and serious homogenization. According to the 2014 China Education APP Industry Development and User Industry Research Report, the total number of educational APP applications in China exceeds 70000, However, the proportion of excellent products with an evaluation score of more than 80 points is less than 10%.

2.2 Excessive pursuit of interests and deviation from the nature of education

The essence of developing and using various kinds of education APP should be to serve education and teaching and students. Any education APP must transmit correct values for the society and students, and create a green and clean education environment. However, some APP, under the banner of education, regard it as a fast money-making product, and face a variety of APP and fierce market competition, The APP product merchants who have still not got rid of the traditional way of making money by selling advertisements based on popularity have not focused on the intensive cultivation of the platform, but have obtained benefits by bundling consumption and pushing advertisements, trying to attract users through games and bad information, giving up their adherence to the bottom line of education and deviating from the essence of education.

2.3 Lack of industry standards and low content quality

For a long time, the country has not set a set of detailed, authoritative, comprehensive and unified industry standards for APP development qualification, product verification, market access, interface specification, content design, use management, etc. in the field of education. Many enterprises do not have the foundation or experience of the education industry, and their understanding of education is not deep. Some enterprise product development teams lack professional teaching staff, and their teaching concepts and methods are outdated, As a result, it is difficult to match the content design with the actual teaching. Because there is no uniform interface specification, many APP put the game link in the most prominent position of the interface. If there is a strict product verification and market access standard process, how will those APP containing vulgar content be put into the market, and appear in the hands of millions of underage student users? It can be said that the lack of strict and uniform industry standards is the main reason for chaos.

3. Governance strategy of APP chaos in education field

3.1 Administrative legislation comes first and the rights and responsibilities of all parties are clarified

On December 25, 2018, the Ministry of Education issued the Notice on Prohibiting Harmful APP from Entering Primary and Secondary Schools; On January 5, 2019, the symposium on the development and standardization of learning APP was held

in Beijing, and the conference reached the "Industry Self-discipline Initiative for Learning APP Entry Service"; The National Network Information Office has concentrated on the special rectification action of APP chaos, which has taken an important step in the governance of APP chaos in the field of education. However, in order to solve the problem thoroughly, it is absolutely not enough to rely on the above work alone. We must legislate first and systematically formulate relevant policies and regulations. The relevant administrative departments should regulate the APP in the field of education from various aspects and links, such as enterprise qualification review, product quality certification, information content supervision, market operation supervision, school use supervision, user rights protection, etc., and clarify the rights, obligations and responsibilities of legal subjects, Implement classified and step-by-step management to form a complete closed loop in the administrative supervision system.

3.2 Improve industry standards and product quality

APP in education field is mixed with good and bad. Advertisements, vulgar content and games are pushed in a large number. Putting various games in a prominent position on the interface greatly weakens its original learning and education purpose. How to ensure the quality of content of APP in education field is the concern of many users. Establishing and improving industry standards and specifications is a necessary means to improve the overall quality of APP in the field of education. On the one hand, it is necessary to establish a product R&D standard system, standardize it from content design, human-computer interface design, resource database configuration and other aspects, and form a system standard. On the other hand, it is necessary to establish a product quality evaluation standard system. At this stage, China's evaluation of the quality of APP in the field of education is basically based on the two indicators of user score and the number of comments. Compared with the four indicators (CSM score, CTR score, user score, and the number of user comments) that are relatively complete in the United States, there are still many deficiencies ⁽¹⁶⁾. Therefore, under the guidance of advanced education concepts and learning theories, explore and form a complete set of APP industry standard system in the field of education, so as to ensure that more and better products are put into the market and better serve the national education cause.

3.3 Improve long-term mechanism and strengthen administrative supervision

Strengthening administrative supervision is the most effective means to root out the confusion of APP in the field of education. The existing supervision mode of supervising various applications by application stores or application distribution platforms lacks the necessary mandatory and legal binding force, which greatly affects the supervision effect. It is imperative to change the existing regulatory model into a new model of administrative law enforcement by the relevant national administrative departments according to the division of duties and powers, so that the relevant administrative departments can effectively fulfill their regulatory responsibilities and resolutely punish relevant violations. Only in this way can we thoroughly rectify all kinds of chaos and give APP in the field of education a clean sky.

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