

Analysis of University Education Management Models under the Background of Big Data

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Abstract: With the rapid development of science and technology, information technology in the new era is changing the way of life of the masses. It is not difficult to see that all aspects of people's life are closely related to Internet technology. Practical experience has shown that the advent of the era of professional knowledge will gradually make people need the internet, while also bringing new changes to cultural education. For the new era of the Internet, the teaching model can effectively combine education and learning together to maximize the quality of teaching. To achieve this goal, it is necessary to perfectly integrate cloud computing technology with modern education. Furthermore, universities are a new type of university in Chinese society that provides services for both academic and non academic continuing education, and have become a backbone force in promoting the integration of various cultural and educational systems and institutional innovation. So in universities, teachers need to start from the high-quality development of lifelong education, build a lifelong learning guarantee system for all university staff, promote the exchange of various cultures and education, establish the direction of comprehensive big data education development, and optimize the current situation of university education management in the past as soon as possible. This article mainly analyzes the current situation of university education management in the context of the big data era and proposes corresponding strategies.

Keywords: The era of big data; University; Education management; development strategy

With the advent of the big data era, people's lives have undergone changes in various aspects. At the same time, the popularity of mobile Internet, broadband network and social media has made people realize that they are now facing the development and reform stage of information technology and big data era, from which it can be concluded that the work of all industries should be optimized to a certain extent. From the perspective of the characteristics of university education, the good operation of university education is the guarantee for the stable and efficient development of university education. So when conducting university education management, teachers must ensure the coordinated development of education management and higher education, in order to efficiently carry out the entire process of education.

1. Timely transformation of thinking, promoting rich and diverse data resources

In the context of big data, designing a set of teaching methods based on the characteristics of each learner to showcase humanized teaching features, and designing a teaching system software that can fully utilize the potential of open university students, allowing students to learn according to the guidance and supervision of teachers, in order to integrate the distance education big data model. In the development of modern distance education, teachers need to prioritize learning as the main objective and adapt to student development as the main goal, which is conducive to designing distance education systems based on student characteristics and accelerating the allocation of educational resources. At the same time, for students, an active atmosphere can effectively stimulate their enthusiasm and enable them to learn independently in open university classrooms. In addition, it is necessary to further achieve equality between teachers and students, attach importance to student subjectivity, and enable students to objectively approach specific life, actively participate in higher education, which is conducive to improving the learning effectiveness of students in universities. But in order to fully leverage the positive significance of big data resources in the teaching process of open universities, it is necessary to enable teachers and students to work together and help each other. At the same time, open universities also need to build a network resource platform based on big data resources, unify the platform learning mode, provide technical support for open university education resources, and build high-quality learning network resources. However, it is worth noting that teachers must follow relevant network resource standards to create humanized and diversified learning methods and methods, and quickly address the problem of information asymmetry in educational resources.

2. Breaking away from traditional education models and innovating teaching in a timely manner through big data

Compared with traditional education, national open universities have many advantages and are not limited by time and space. Learners can scientifically arrange their learning time and content according to their own needs. Market research shows that the examination of open university teaching is easily influenced by traditional teaching models, generally dominated by examinations, which is inconsistent with the characteristics of distance education, thereby limiting the enthusiasm of learners for learning. However, according to the form of distance education, it is possible to create more favorable prerequisites for learners at the time and place of teaching, and also utilize the technological platform of the network to ensure the basic digital characteristics of classroom teaching, and allow learners to independently allocate time for learning and training. At the same time, teachers can use the advantages of the Internet in classroom teaching, so as to timely grasp the learning effect and situation of learners, which is conducive to ensuring the free learning of learners, or teachers can start with the method of supervising learners. When conducting course assessment, a unified national examination method can be used, and examination points can be set up in different regions. Students can select the nearest on-site exam through appointment, and exam arrangements can be flexibly allocated across the country based on the total number of applicants. In recent years, with the mature development trend of information technology, the examination industry bases across the country can take the Internet examination to complete the whole process of electronic computer supervision, and classroom teaching and examination will not be limited by time and place.

3. Building a synchronization mechanism for online and offline learning behavior data, and designing an integrated learning platform

The teaching method of open universities emphasizes active learning, but learning training and non learning training, online learning and offline learning are not closely integrated, without efficient supervision and strict assessment systems, and students lack efficient learning motivation. Even if efficient learning behaviors are guaranteed, online data cannot be synchronized, which adds a lot of inconvenience to daily education and verification. Therefore, in the future, the Open University needs to build a data synchronization mechanism that can ensure students' online learning behavior, and complete the whole network learning behavior according to the integrated learning and training platform (the whole network is the whole network of students' learning behavior, teachers' classroom behavior, assessment system, and course management). Students who attend offline classes or participate in learning on various other Internet platforms can scan their code to sign in, and complete data synchronization through the interconnection of data sockets provided by some Internet platforms. Only by analyzing students' each online learning behavior, can we more clearly find students' learning problems in all teaching. On this basis, teachers can accurately push teaching resources to students to meet the needs of different students' character education. And further build a large-scale basic data integration platform, but the data is not truly structured data and can be transformed through text files, images, videos, etc. Alternatively, teachers can provide personalized educational needs for different types of students based on big data optimization algorithms, which also indicates the main role of creating a comprehensive learning platform in the context of big data. For example, based on the learning behavior data on the platform, including login time, trend of elective course development, learning time, etc. For example, optimizing algorithms to provide high-quality solutions without relying on the same learning platform is the significance and advantage of integrated platform design.

4. Adjust management mode and diversify evaluation methods

To innovate the teaching methods and content of open universities, it is necessary to abandon outdated teaching methods, eliminate the current situation of only focusing on entertainment course content, and pursue diversified course content. The main purpose is for students to learn corresponding course goals based on their hobbies, personality characteristics, and physical and mental development needs, and achieve the teaching objectives of the course. Furthermore, in spare time, it is important to pay attention to the allocation of student learning time, not just for classroom teaching exercises, but also to enhance students' mastery of relevant online resources, teach according to individual needs, and assist students in shaping a correct outlook on life and learning. At the same time, open universities need to require teachers to strictly adhere to teaching objectives in the classroom, in order to implement course content more quickly and promote the development process of the higher education industry.

However, it is worth noting that teachers also need to strictly adhere to classroom teaching objectives to make the teaching classroom vivid. Because the core of the course content is students, students must cooperate with the teacher's teaching mode. To promote the advantages of big data resources. By utilizing big data resources and teaching according to individual needs, the education of open universities must promote students' learning and life, and the classroom teaching atmosphere is becoming more and more active, avoiding becoming dull. At the same time, in the content of open university courses, teachers must evaluate the course content of students. In this situation, it is stipulated that teachers use relevant online media to accelerate the diversification of evaluations. Alternatively, teachers can organize the specific content of classroom teaching based on the current learning situation and provide feedback according to standards, with the main purpose of reflecting the learning tasks in the classroom and the development regulations of open universities.

In addition, teachers should provide certain incentives based on the ranking of students in the classroom. To achieve this, it is necessary to pay attention to both the quality of course teaching and the evaluation of students' comprehensive abilities. At the same time, in the evaluation of the development of open universities, teachers must take promoting the all-round development of students as the ultimate goal. From the source, open universities should attach great importance to development evaluation, and the evaluation method should pay attention to comprehensiveness, fully combining the operational process, social research, and basic theory of graduation thesis for comprehensive evaluation. Taking into account the coordination ability of the evaluation content, specific content can be evaluated for each course design. However, when evaluating, teachers need to recognize individual differences among students, which is beneficial for teachers to actively view the results of student learning.

In summary, the use of big data models to provide comprehensive educational resources and learning support is an important task in current university classroom teaching work, and is also a key part of promoting the reform and innovation of university teaching models. Therefore, we should support the reform and innovation of teaching models driven by data resources, and choose big data resources that are suitable for the development of universities. This has profound practical significance for promoting the teaching level of remote control course construction and the construction of new university models. However, in the current construction process of universities, the application of data resources is not widespread and in-depth enough, so it requires the support of relevant departments in society to accelerate the application of big data resources in universities. In addition, in building a new university model, relevant leaders should pay attention to the introduction and application of big data resources, based on the practical situation of big data resources in course teaching, in order to promote students to efficiently access resources. At the same time, teachers should be in line with the trend of educational development, actively transform teaching concepts and methods, accelerate the application of big data resources and multimedia systems, etc., so that students can better absorb learning knowledge and promote the construction of new university models.

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