

Research on the construction of intelligent online education platform

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Abstract: in the era of "Internet +", enterprises should flexibly use the online education mode in the form of integration with big data, and apply new technologies and resources to carry out the new mode of enterprise employees' and users' autonomous learning, cooperative learning and inquiry learning. The establishment of intelligent online education platform can change the situation of low resource reuse rate in the past, such as teacher led apprentice, one-to-one, hand-in-hand, and improve employees' working ability and efficiency.

Key words: online education;Platform;Construction;enterprise

Under the background of the times, the rapid development of Internet technology, the large-scale popularization of intelligent terminals, and the full penetration of mobile application services are comprehensively affecting people's living habits and ways, and changing the education and training methods of enterprises. With the advantages of the Internet, it is an important measure to provide online training and mobile training services for enterprises, break the restrictions of the traditional offline mode, and promote the development of enterprise informatization.

1 Overview of intelligent online education platform

1.1 Analysis of the connotation of online education

Online education has developed rapidly and efficiently in recent years. All kinds of training have carried out the development of online classroom AKI idol. The current online education is in an important period of development. Online education is online education that uses information technology to carry out teaching activities. The rapid development of the Internet has led to the development and gradual maturity of the online education industry. Compared with traditional education, online education has broken the restrictions of space and time. With the support of Internet technology, it has opened a good situation in improving learning efficiency, learning resources and methods, The threshold for learners to participate in online education is gradually reduced, which can expand the coverage of education and ensure the quality improvement of the educated. At the same time, online education has more options, which can give full play to the advantages of personalized teaching and teach students according to their aptitude, and to a certain extent, it integrates the advantages of personalized teaching and traditional teaching. With the support of the Internet, online education can achieve greater progress. Driven by

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social needs and technological progress, it can be used as an excellent education carrier to form a new form of education.

1.2 Overview of intelligent online education platform

In recent years, with the technological progress and the change of social environment, the teaching tools have made breakthroughs and progress, and online education has entered the era of digital media. With the rapid development of science and technology, online education has also ushered in the reform wave of Internet +. Various online technical means have been widely used in teaching, which has effectively promoted the improvement of teaching and talent training effect. With the support of mobile devices and technologies, educational products continue to develop, and the construction of online education platform gradually tends to be mobile. With the innovation of tools and the innovation and practice of platform mode, online education has gradually experienced O2O mode and live broadcast mode, reducing the cost of online education. In order to build an intelligent online education platform in enterprise training, SaaS platform can be used to deploy and maintain the unified network environment. According to their own enterprise conditions, service leasing can be provided to realize online deployment and reduce the cost in the construction of education platform. The main participants of the intelligent online education platform are learners, managers and enterprises, which can provide online training services for enterprises through the cooperation of mobile terminals and the Internet. The resources of the education platform are mainly recorded and broadcast, and then uploaded offline, so as to realize resource management on the platform. The online education platform is mainly divided into management end, enterprise end, user end and analysis end. The management end is responsible for the organization and management of auxiliary resources. The enterprise end is responsible for resource arrangement, interactive management and other work. The user end can carry out resource learning and personal management. The analysis end can analyze the frequency and usage, output reports and so on.

2 Construction significance of intelligent online education platform

2.1 Enrich educational resources

With the support of the intelligent teaching platform, various technical resources have crossed the limit of space distance through the network. The technical resources exceed the enterprise and radiate to a wider area. Enterprises can give full play to their technical and resource advantages and share technical achievements through the network. With the support of intelligent online teaching, online teaching has obtained many rich educational resources. In teaching practice, we can not only use traditional teaching materials to teach learners the key points of relevant knowledge through verbal guidance, but also combine online audio-visual resources to further improve the course capacity and create an audio-visual integrated online classroom mode. Educators can introduce some relevant pictures, videos and other industry education resources in combination with the teaching content, so as to provide learners with a more interesting classroom teaching service, further improve their enthusiasm for attending classes, and effectively improve their learning income.

2.2 Extended training form

Traditional teaching is mainly based on classroom teaching, and teaching activities are carried out around teaching materials and classroom training. After the learners leave the classroom teaching, it is difficult to obtain more knowledge and exercise, and the teaching effect is affected to a certain extent. The intelligent online education platform based on the Internet can build a more diverse teaching path, expand the boundaries of classroom teaching, promote the extension of extracurricular teaching, and break the restrictions of space. Learners can learn at any time and place. They can choose their own learning methods and channels according to their own learning needs, such as micro lessons, online exercises, video courses, etc. Improve their enthusiasm for autonomous learning. At the same time, students can obtain the knowledge they need and meet their learning needs through different learning channels.

2.3 Improve training interactivity

In teaching practice, educators must do a good job of interactive guidance, and actively promote the interaction between lecturers, learners and learners, so as to effectively improve the effectiveness of teaching. In online training, the intelligent service system with the unique information database management technology and two-way interactive function of computer network can also provide students with alienated and personalized learning suggestions according to their actual situation. At the same time, in terms of the management function of the teaching platform, distance interaction can also help learners complete consultation, course selection, query, homework and assessment, Realize efficient interaction. In addition, in the new era, the gradual rise and continuous application of live training has brought more choices to learners, and can also promote the improvement of interactivity, thereby improving teaching efficiency.

3 Construction and practice strategy of intelligent online education platform

3.1 Analysis of learners' needs

The participants of the intelligent online education platform are mainly learners, managers and lecturers. Learners are the main users of the knowledge services of the online education platform. The feedback and learning effect of learners on training determine the results of online education. Therefore, in the process of building the education platform, it is necessary to do a good job in the user positioning and demand analysis of learners, Guarantee the learning experience of learners. The online education platform should realize the needs of enterprise users to watch industry resources online through analysis, realize enterprise users to view industry resources through live

broadcast, analyze enterprise users' preferences through big data, collect suggestions and feedback from enterprise users and peers, and improve video resources and content. Under the background of the times, the development of Internet technology makes most people's lives fragmented. Online education needs to analyze the needs of users, and establish different user groups by analyzing the resources related to users, projects and cases of enterprises, such as vocational learning needs, research needs, autonomous learning or cooperative learning needs. Team resource construction and other needs. Through the setting of the system, a learner management system is established in the background, which can be analyzed and applied according to different needs to improve the teaching results of the education platform.

3.2 Focus on interactive functional design

Interaction design can play an important role in the learning process of learners. Interaction function is one of the factors that have a great impact on the learning effect of users. Interaction function can describe the path coefficient value of the interaction between lecturers and learners. In the design of intelligent online education platform, we need to pay more attention to the interaction function between teachers and students. Compared with traditional education, in online education, teachers and students are in different regions, and most of the teaching resources choose the form of recording and broadcasting, so it is difficult to realize face-to-face communication between lecturers and learners. In interaction design, the functions of discussion area, teacher answer area, submission and correction of homework can be designed in the education platform to promote the interaction between lecturers and students. Secondly, in order to improve the interaction function, group chat can also be established with the help of instant messaging software outside the platform to realize the communication and interaction between teachers, learners and learners. Most online platforms also design the interaction function inside the platform, but the real-time is not enough, which makes the communication insufficient. Therefore, The design of the platform should focus on the feedback of teachers and learners, and improve the design of the communication area according to the actual situation of the enterprise's resource allocation and information needs, so as to ensure the effect of interaction. Moreover, learners will generally pay attention to the functional design of the platform and the response speed of the website. The response speed directly affects the utilization and traffic of users. In the process of platform construction, it is also necessary to optimize the server to improve the speed, design and function of the website and strengthen the user experience.

3.3 Attach importance to the classification of teaching resources

In the online education of enterprises, it is not only necessary to realize the online viewing of industry resources, resource arrangement at the management level, video resource management, team resources and interactive course management of enterprise users, but also to generate reports, manage the instructor team and carry out the construction of resource system. Therefore, the classification and integration of resources is particularly important. Especially for users' teaching resources, the number is the largest, and the difficulty of management also increases. The number, update speed, quality, completion degree and other factors of teaching resources can affect the learning effect of users. The classification and integration of teaching resources are of great significance to learners' daily application and learning. Most learners use fragmented time to log on to the teaching platform for learning. The operation and functions of the teaching platform need to be as convenient and efficient as possible. In the process of learning, we should ensure the efficiency of learners in finding learning resources. Therefore, during the construction of teaching platform, teaching resources should be classified and sorted out. First of all, it can be classified according to the needs of learners that teaching resources can meet, such as the learning needs of courses in different industries, the reference needs of relevant project materials, the counseling needs of their own interests, the needs of vocational education courses, etc. the platform can classify teaching resources according to such needs. To ensure that learners spend as little time as possible in the process of finding teaching resources, managers can also improve efficiency in the process of classification, summary and management, and review, organize and evaluate various resources. Secondly, when designing the classification of teaching resources, you can also choose to classify according to the content of the resources themselves. For example, it can be divided into learning materials, project cases, information resources, industry resources, etc. in the case of a large number of network resources, learners need to accurately and efficiently search and select teaching resources. Therefore, in the further detailed classification of resources, We need to plan more carefully and consider the needs of users. In addition, in terms of the number of online courses, the more abundant the total amount of resources, the more likely learners are to choose suitable learning resources, enrich their learning methods, and improve the effectiveness of online teaching. Therefore, the management needs to provide more resources for the platform to meet the learning needs of learners, improve the efficiency of classification work and speed up the updating of courses.

3.4 Improve the functional design of the platform

The design of the platform needs more attention in terms of functions. At the enterprise end, the user end, and the management end, it needs more convenient navigation functions, retrieval functions, information and resource acquisition, and information push functions. These functions, as the basic functions of the online education platform, are also the key issues for the construction of intelligent platforms. The design of navigation function needs to be clearer and more intelligent. In the process of design, we should use advanced technologies such as big data to calculate users' needs, predict users' behavior, and ensure the provision of more intelligent services. At the same time, in order to improve the user's experience, make more efficient use of fragmented learning time, and achieve the purpose of learning, we should strive to be clear and convenient in the process of navigation function design. The system with more optimized navigation function and retrieval function can be pushed according to the user's department and job, and classified according to the user's characteristics, It is convenient

for learners to choose. Secondly, in terms of the functions of information customization and resource push, the system can be customized according to Yonghua's learning progress and needs, and designed in the form of big data calculation and questionnaire. Moreover, in the design of tracking and feedback function for users, it is necessary to strengthen the research, development and maintenance of the platform, develop tools for real-time feedback, and further improve the user experience and service content. On the one hand, the system can achieve a complete system tracking record of the personal data, learning process and stage of each online trainer. On the other hand, the service system can make personalized suggestions for different trainers according to the personal data recorded in the system. The network provides a practical and effective way for personalized training.

In a word, the construction of intelligent online education platform and the enterprise promotion method with online training as the main means are scientific and advanced, which can realize flexible online guidance, and teach the most cutting-edge technology and resource achievements to learners through the network, providing a realistic and effective way for personalized training.

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Project No.: 20jk0778 project name: Construction of intelligent open online education platform