

Research on the reform of university education and teaching management from the perspective of big data

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Abstract: with the deepening of education reform, the management of education and teaching in Colleges and universities should be further optimized. Teachers should actively introduce new educational concepts and teaching methods, so as to better arouse students' interest, strengthen their understanding and application of the knowledge learned, and improve the effect of education. As a popular means of education assistance, big data can greatly enrich the content of education and teaching management, broaden the management path, and is of great significance to improve the level of education and teaching management. In view of this, this paper will analyze the reform of university education and teaching management from the perspective of big data, and put forward some strategies for your reference.

Keywords: big data; Colleges and universities; Education and teaching management; reform

Introduction: at this stage, big data has become an important means to improve the quality of education and teaching. Therefore, when carrying out the reform of education and teaching management in Colleges and universities, we should pay attention to the introduction of big data means, which can not only help teachers further optimize the path of education and teaching management, but also create a better learning space for college students, So as to improve the comprehensive level of education and teaching management. Therefore, teachers should keep up with the development trend of the times, constantly improve their comprehensive quality, let big data technology play a greater role in education and teaching management, and improve the actual effect of education and teaching management in Colleges and universities.

1. Analysis of the characteristics of College Students

1.1 Lack of interest in learning

Compared with the junior and senior high school stage, college students have more free time, and teachers' control over them is gradually reduced, which leads them to often spend their time on games and entertainment, and gradually lose their interest in learning, which is extremely unfavorable to the development of education and teaching management in the future. In the long run, college students may not listen carefully in class and do their homework perfunctorily, which will gradually form a vicious circle, hinder the formation and development of College Students' good learning habits, and is not conducive to the further improvement of College Students' comprehensive learning level.

1.2 Lack of good habits

At present, many college students do not form good learning habits. They are often affected by various external factors, which makes it difficult for them to actively participate in knowledge learning and exploration. This will largely affect the development of education and teaching management and is not conducive to improving the level of comprehensive education. In addition, some college students lack lofty ideals and ambitions, and have a muddling along attitude in learning. When facing some difficulties and problems, they often have fear and retreat psychology, and their learning activities lack the necessary initiative and tenacity. Due to the lack of good learning habits, college students will gradually lose their learning initiative, which is extremely unfavorable to the reform of education and teaching management.

1.3 Insufficient self-control ability

For college students, good self-control ability is the basis for them to carry out high-quality learning activities, but also the key to their interpersonal communication. However, many college students' self-control ability is relatively insufficient, which will lead to their vulnerability to external factors. Especially in the context of the information age, many college students are always using mobile phones all day, and they even play mobile phones and brush videos in class, which will have a great impact on their subsequent learning activities.

2. Analysis of the current situation of education management in Colleges and Universities

First, the management of education and teaching is complex. The cultural level and living habits of college students in different places of origin are different, which increases the complexity of education and teaching management to a great extent, and is not conducive to improving the effect of education.

Second, one-way communication. In fact, the quality of college education and teaching management is affected by both teachers and students. At present, when carrying out the reform of education and teaching management, many teachers often adopt a one-way management mode, lacking in-depth communication with college students, which hinders the development of education and teaching management level.

Third, lack of comprehensiveness. When carrying out the work of education and teaching management, we need to carry out the work from many aspects and levels. We should carry out more targeted education and teaching management work for college students at different stages and majors. In fact, few teachers can have a clear idea of their learning situation, which affects the quality improvement of education and teaching management to a great extent.

Fourth, the problem is repeated. When carrying out the work of education and teaching management, teachers failed to summarize all kinds of problems of college students in time, which led to the repeated occurrence of many problems, which was not conducive to the improvement of the level of education and teaching management.

3. The value of college education and teaching management reform from the perspective of big data

From the perspective of big data, smart devices such as tablets and mobile phones are popular in Colleges and universities. They are smart and portable. If they can be applied to education and teaching management, the efficiency of education and teaching management can be greatly improved. In addition, as college students have been used to living with mobile phones, most of them have formed the habit of checking mobile messages at any time. From here we can see that they have a strong dependence on mobile phones. Therefore, when carrying out the reform of education and teaching management in Colleges and universities, we can try to change our thinking, further optimize the existing education and teaching management mode, and carry out information-based education and teaching management by taking advantage of College Students' habits of using microblog, wechat and QQ, which plays an important role in improving the effect of education and teaching management reform.

From the perspective of big data, by innovating the reform mode of education and teaching management in Colleges and universities, the quality of education and teaching management can be greatly improved, so as to better shorten the distance between teachers and students, and lay a solid foundation for the subsequent development of higher-level education and teaching management. In addition, many college students are used to learning and entertainment with the help of computers and tablets. Therefore, we can share some education and teaching management documents and management objectives with college students through the network platform, so as to further influence them, help them gradually form good learning habits and set clear learning objectives, This also has a great role in promoting the quality of education and teaching management reform in Colleges and universities.

4. Reform strategy of college education and teaching management from the perspective of big data

4.1 Optimizing teaching management system and creating management characteristics

When carrying out the work of education and teaching management in Colleges and universities, teachers should not only pay attention to the learning situation of college students, but also pay some attention to some affairs, which will lead to greater pressure and make teachers feel physically and mentally exhausted. To this end, we can try to introduce big data into education and teaching management, create a more scientific and reasonable education and teaching management system, create a more distinctive management mode, and improve the efficiency of education and teaching management. For example, colleges and universities can create an education and teaching management website according to the actual situation, which can more systematically manage teaching information, student information, etc., and play a great role in improving the quality of education and teaching management. In the practice of education and teaching management, we can further optimize the existing education and teaching management system according to the actual situation of our class, and integrate psychological quality detection, model student display, class resource sharing and other contents into the functional module, so as to further improve the characteristics of education and teaching management.

At the end of each examination, the education and teaching management system can automatically generate the scores of college students and push them to students. Teachers can also make the transcripts into tables according to their own needs, so as to better calculate the average score of each subject. In this way, it can help teachers to carry out a higher level of education and teaching management, which provides a new basis for teaching optimization. In addition, we can also combine these information to have a deeper understanding of the actual learning situation of college students, so as to lay a solid foundation for more targeted education and teaching management in the future.

4.2 Create an online communication platform to keep close contact with families and schools

From the perspective of big data, when carrying out the reform of education and teaching management in Colleges and universities, we should pay attention to the contact with the families of college students, which is of great significance to improve the quality of education and teaching management. In the past education and teaching management work, teachers rarely met with the parents of college students, which will greatly affect the formation of home school co education situation and is not conducive to improving the level of education and teaching management. To this end, we can try to create an online communication platform, in addition to teachers and students can log on to this platform, parents can also participate in the education and teaching management. On the communication platform, parents can not only query the homework, learning evaluation and examination results of college students, but also understand their daily performance in school. In this way, the parents' meeting will have a deeper understanding of college students, which is of great significance to the improvement of education and teaching management.

In addition, we can also regularly carry out online exchanges and communication with the parents of college students, which can help us better understand the thoughts and living conditions of college students, so as to deepen the mastery of the learning situation and provide reference for the follow-up education and teaching management reform activities. By creating an online communication platform, we can effectively shorten the distance between school education and family education, and enable parents to participate more in the growth of college students, so as to help them achieve more perfect development.

4.3 Improve teachers' professional quality and management level

With the continuous popularization of big data technology in college education and teaching management, teachers should further

optimize their own literacy when carrying out education and teaching management, so as to better adapt to the development trend of the era of big data. To this end, we should not only master new knowledge with the help of the network platform, but also constantly innovate our own ideas and methods of education and teaching management. On this basis, we should explore our own ideas of education and teaching management, and highlight the application value of big data in education and teaching management. Specifically, we can analyze from the following three levels: first, actively participate in the teaching management activities of information education. During the activity, we can carry out in-depth communication with the experts of information education and teaching management, so as to further optimize our own education and teaching management mode. Second, we can use Internet technology to collect content related to education and teaching management, big data and so on, so as to explore a characteristic management path more suitable for our school. Third, we can also use the Internet platform to communicate and exchange with teachers in other schools, and discuss and analyze various problems existing in education and teaching management, so as to brainstorm and find more effective solutions. In this process, teachers' professional quality and informatization level will be effectively improved, and the quality of education and teaching management reform will also be further developed.

4.4 Improve management quality with instant messaging tools

From the perspective of big data, the relationship between college students and mobile phones has become very close, and they can even be regarded as a close whole. With the popularity of smart phones, college students use various communication tools to communicate more frequently. Through instant messaging tools, college students can not only communicate with each other through learning, but also share movies, pictures, games and other resources, which plays an important role in narrowing the distance between them. As the main source for college students to receive external information, the communication and interaction of information is their most commonly used function, and instant messaging is also the main feature of smart phones. Among them, wechat and QQ have the largest number of users, which leads to their invisible impact on education and teaching management.

When carrying out the education and teaching management of college students, we can use instant messaging tools to carry out more timely and effective communication with college students, so that we can have a deeper understanding of the ideological trends of college students, which provides a great help for the optimization of the follow-up education and teaching management. From this perspective, we should deeply grasp the expression methods and characteristics of communication software such as text and voice, so as to carry out more effective communication with college students. In the process of communication, we can help college students gradually form strong learning initiative, develop good learning habits, and help them further develop physically and mentally.

summary

To sum up, if we want to improve the level of education and teaching management in Colleges and universities from the perspective of big data, we can build education and teaching management system and create management characteristics; Create an online communication platform to keep close contact with families and schools; Improve teachers' professional quality and management level; With the help of instant messaging tools, improve the management quality and other levels of analysis, in order to promote the quality of College Students' education and teaching management to a new height in the perspective of big data.

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