

## Research on Training Methods of College Students' Innovative Ability Based on Internet +

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**Keywords:** Internet+; College Students; Cultivation of Innovative Ability

**Abstract:** At present, there are still some problems in innovation and entrepreneurship education in Colleges and universities, such as obsolete content, single form of education, weak teachers and imperfect system and mechanism related to innovation and entrepreneurship education, which lead to the inadequacy of College Students' innovation and entrepreneurship ability. Therefore, the author analyses the characteristics and constraints of College Students' innovative ability, and expounds the ways and means of Cultivating College Students' innovative ability. Research shows that the emergence of Internet+" broadens the scope of college students' innovation and entrepreneurship, injects new vitality into college students' innovation and entrepreneurship, stimulates college students' awareness of innovation and entrepreneurship, and sets off the climax of university innovation and entrepreneurship.

### 1. Introduction

The continuous deepening and development of Internet technology has brought about tremendous changes in the public's social life, making people's communication more convenient and information dissemination faster [1]. The main task of colleges and universities is to train all kinds of technical talents with innovative spirit and practical ability. The realization of this training goal requires us to carry out a series of reforms and establish an effective model for training innovative talents. Innovation means to introduce new meanings: to abandon the old creation of new, but also to create, innovate, and create the same meaning [2]. In recent years, the Undergraduate Research Opportunity Program (UROP) of many leading universities in the United States has attracted great attention from the higher education community [3]. Innovation ability mainly consists of five aspects: innovation consciousness, innovation foundation, innovation intelligence (including observation ability, thinking ability, imagination ability, operation ability, etc.), innovation method and innovation environment. As the main force of future social construction, college students have more active thinking, more sufficient time and more bold imagination [4]. "Internet +" is based on the continuous development and integration of the high-tech industries such as the Internet, the Internet of things, and cloud computing. "Internet +" represents a new mode of economic development. This requires us to take effective measures to train college students to be innovative talents [5].

In today's world, with the rapid development of science and technology and the beginning of knowledge economy, the competition between countries is more and more manifested as the competition of talents. "Internet +" needs to make full use of the optimization process of various key elements in the production process of the Internet, and continuously integrate the innovative achievements of new and high technology industries into all sectors of the economy and society. This way will enhance our country's real economy's innovation ability and national production capacity [6]. Thereby forming a new mode of economic development based on the Internet. The Internet has had a profound impact on the psychology, behavior, and spirit of college students. Therefore, the development of college students' ability to innovate and innovate in the Internet is not only an improvement of the quality of college students, but also an important way for schools to train outstanding talents for enterprises. Innovation ability refers to the ability to doubt, criticize, and investigate [7]. It refers to the ability of researchers to use knowledge and theory to continuously provide new ideas, new theories and new methods with economic, social and

ecological values in science, art, technology and various practical activities. Creativity is not born. Many studies have shown that the acquired education and environment play a vital role in the cultivation and development of individual creativity [8]. Therefore, deepening the reform of innovation and entrepreneurship education in colleges and universities is an urgent need to implement the national innovation-driven development strategy [9].

## 2. Methodology

The problem of college students' innovation ability training is not only directly related to whether college students have the qualities needed for modernization construction, but also whether higher education can innovate and whether it can achieve the goal of training [10]. "Internet+" has become a hot topic in 2015. More and more companies have joined the "Internet+" era and used the latest technology to promote the transformation and development of some industries. After the "18th National Congress", the state promoted the cultivation of innovative and entrepreneurial talents to a strategic level. It also points out that it is necessary to innovate entrepreneurship education, insist on improving the quality of personnel training, and take the innovative talent training mechanism and perfect security conditions as the key, and carry out the innovation and entrepreneurship education throughout the whole process of personnel training activities. In this way, we can cultivate high-quality professionals with international vision, innovative consciousness, innovative spirit, innovative ability and practical ability. There are many discussions on the cultivation of innovative ability at home and abroad. Most of them are the opinions of experts and scholars, and few of them are the opinions of College students. The emergence of "Internet +" affects every field of our society and more and more industries. This provides a good platform for exploring the innovative research potential of College students, cultivating their innovative spirit and improving their practical ability.

This survey mainly distributes questionnaires in the self-study rooms of colleges and universities, using on-the-spot and on-the-spot methods. A total of 1000 questionnaires were sent out and 687 valid questionnaires were collected. In the valid questionnaire statistics, the gender distribution of the respondents is shown in Table 1.

Table 1 Sex Distribution of Respondents

Gender	Number	Proportion
Male	431	62.6
Female	256	37.4
Total	687	100.0

With the continuous development of Internet information technology, enterprises and schools pay more and more attention to the innovative ability of talents. "Internet +" was put forward by the NPC deputy and chairman of the Tencent board and Mr. CEO Ma Huateng. The era of "Internet +" is not a subversion of traditional industries, but a upgrading of traditional industries. At present, college students in our country are deeply influenced by traditional ideas in innovation and entrepreneurship. Some college students have misunderstood personal and family ideas. They are satisfied with the status quo for a long time and are in a passive state. They can not actively participate in innovation projects and changes. The competition of talents is, in the final analysis, the competition of education for training talents. In order for China to reach the level of a moderately developed country in the middle of the 21st century, it is necessary to train and create thousands of builders and successors of innovative socialist undertakings dedicated to the great rejuvenation of the Chinese nation. In 2015, Premier Li Keqiang proposed for the first time not only to speed up the promotion of the Internet and its in-depth integration and innovation in various fields, but also to comprehensively deepen the goals and requirements of the reform of innovation and entrepreneurship education in colleges and universities. This program, designed to foster and support partnerships between teacher research and undergraduate learning innovation, invites undergraduates to participate in teacher research on a voluntary basis, and they can earn credits or compensation.

Figure 1 shows a statistical report on the state of the Internet released by CNNIC in recent years. The Internet can be seen from it, and the inter-provincial difference in Internet penetration rate is declining.

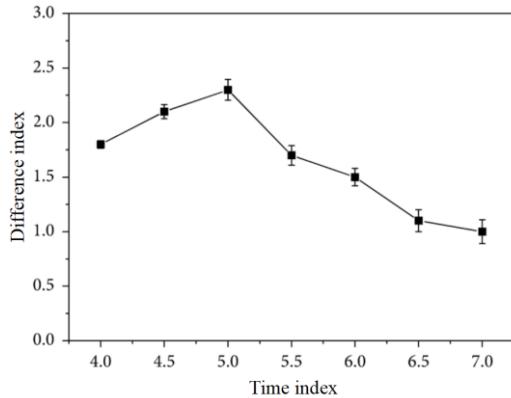


Fig.1. Interprovincial Differences in Internet Pervasiveness in China in Recent Years

### 3. Result Analysis and Discussion

The training of University Students' scientific research ability and innovation ability is one of the core issues in undergraduate teaching. In the era of "Internet +", college students need to have a more daring sense of innovation and entrepreneurship. Institutions of higher learning are the main positions for training high-level talents and should make due contributions to the realization of this goal. Supported by the "Practical Innovation Training Program for College Students", a large number of excellent college students in China have been involved in scientific research, technological development and social practice since the undergraduate stage. As the main body of education, college students have rich learning experiences and feelings, and they are also very respectful and eager to become innovative talents. They have a deep understanding of the factors affecting the cultivation of their own innovative ability and the current status of innovative education in colleges and universities. In terms of expression, innovation is the invention and discovery, which is the operation of human creativity. From the perspective of psychology, it is specifically: the cultivation of innovative consciousness, the cultivation of innovative thinking, the cultivation of innovative skills, and the cultivation of innovative emotions. "Internet +" puts forward new challenges and opportunities for the cultivation of college students' innovative and entrepreneurial ability. How to seize the opportunity of "Internet +" and overcome difficulties is of great significance to the cultivation of college students' innovative and entrepreneurial ability.

With the advent of the diversification phase, the Internet has gradually prospered. The development of China's Internet has brought us countless conveniences and surprises, allowing us to enjoy the spring breeze of the information age. Figure 2 shows the statistics of the number of Internet users and the amount of Internet data in China in recent years.

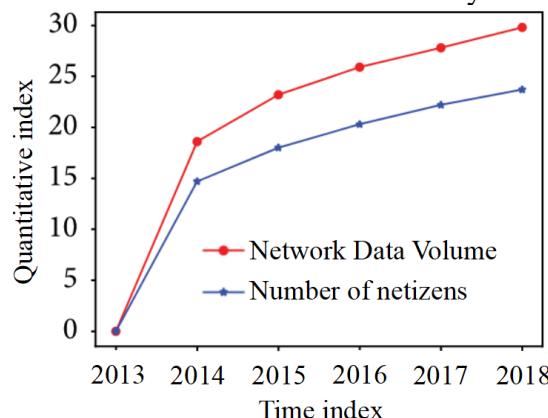


Fig.2. The Number of Netizens and Online Data in China from 2013 to 2018

The arrival of "Internet +" not only puts new demands on the cultivation of talents in colleges and universities, but also injects new blood into the innovation and entrepreneurship education of colleges and universities. College students generally have innovative motives, have a certain understanding of innovation, and hope to generate new ideas and new theories in learning, and actively seek new ways of learning. However, due to the limitations of the conditions of creative learning in schools and the fact that students themselves do not create and make full use of the conditions of the school, they often cannot grasp the latest developments in the subject. It is often closed doors to build cars, not to ask knowledgeable and experienced teachers or classmates, and not to pay attention to the knowledge transfer of related disciplines. The "new" and "old" teaching methods not only affect the degree of interaction between teachers and students, but also reflect the teaching level of teachers and an important factor determining the teaching effect. Internet means informationization. Students' participation in innovation and entrepreneurship activities is conducive to cultivating their own quality. In the process of participation, students will recognize their shortcomings and correct them. They will also realize their advantages and develop them. China's technology is not very developed, and there are not many innovative and entrepreneurship talents. Therefore, it is particularly important to train a group of innovative and entrepreneurship technicians. Therefore, we should also have the characteristics of the Internet to develop the innovation and entrepreneurship ability of the Internet.

#### 4. Conclusion

The Internet permeates everyone's learning and work. The mastery of Internet knowledge is related to the fate of students and the destiny of the country. College students are the main force in the development of today's society. They are ambitious, knowledgeable and energetic groups in the social workforce and bear the important task of realizing the great rejuvenation and modernization of the Chinese nation. Exploring and establishing a system for evaluating students' innovative abilities is also an effective incentive method. Therefore, the cultivation of College Students' innovative ability should consider professional characteristics. The influence of grade is significant, which shows that age, maturity, education level and knowledge experience have a significant impact on College Students' innovative education concept. For the students and teachers involved, it is a process of active exploration, mutual learning and teaching. With the emergence of new knowledge and the acceleration of knowledge renewal cycle in the era of knowledge economy, it is impossible to meet people's demand for knowledge only by periodic learning in schools. Building a good social environment requires an atmosphere that encourages innovation and allows failure. In social organizations, we should vigorously disseminate the spirit of innovation and entrepreneurship, establish a good atmosphere, build a platform for potential College students, and make social organizations the cradle of entrepreneurship College students.

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