

Discussion on the Change of University Education Management in the Era of Big Data

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Abstract: With the rapid development of science and technology, people have paid great attention to the higher education for a long time. In the development of our education, higher education plays an important promoting role. Chinese education carried out the crucial talent selection standard in the whole process. Universities are mainly responsible for delivering excellent construction talents for the society. Therefore, in the era of big data, we need to strengthen the management of higher education. Based on the specific situation of the education management in China, this paper analyzes the important role of the big data era in the education management of universities, points out the specific situation of the education management in the era of big data, and formulates the measures for the change of the education management in the era of big data.

1. Introduction

With the rapid development and progress of social economy, science and technology has also made remarkable achievements, and the application scope of informatization is expanding. Nowadays, China has entirely entered the information age, and big data has played an important role. Because of big data development, education is also carrying out change work. In this period, education activities can become sounder. Therefore, in the face of the environment of big data era, China needs to vigorously carry out university education management change.

2. Important Role of Big Data Era in University Education Management

2.1 Conducive to Resource Integration

In the era of big data, resource sharing is the most prominent feature. People usually store important information content through big data technology, and carry out the work of permutation, combination and classification based on the relevant order, to make information query activities more convenient. While carrying out university education management work, we need to face a lot of objects and more complicated information, so the staff needs to carry out daily sorting work which takes too much time. The era of big data can ensure the efficient completion of information resource integration. With the help of big data, the staff only need to input key words and the efficient completion of information preservation activities can be ensured, saving valuable time and creating good conditions for subsequent retrieval activities.

2.2 Conducive to the Improvement of Management Efficiency

In the era of big data, teacher can supervise students online at anytime by computer network technology and other forms, and help the students to correct the bad habits and improve the learning efficiency. The big data technology is also positive for enhancing learning enthusiasm and initiative of students, and even help to strengthen their learning quality. In the education of universities, the consciousness of students highly affect their learning situation. Teachers should paly guiding role and promote the generation of learning consciousness of students. Carrying out online teaching and other activities by big data technology encourage students to actively participate in learning

activities, strengthen the social practice of students, help to improve learning efficiency, and accelerate the completion of training objectives of universities.

2.3 Conducive to Promoting Communication Activities

University student life becomes more colorful, but some contradictions are also become common, which has big impact on the study life of university student. Facing the era of big data, universities can carry out the construction of the integration platform between teachers and students, integrate dormitory management and learning, and help teachers to grasp student situation quickly, to highly reduce the occurrence of conflicts. For teachers and students, using the platform can also reduce the distance between teachers and students, which is helpful to the development of emotional exchange activities. Problems can be solved quickly and peacefully. The era of big data can not only serve people life better, but also strengthen the emotional communication between people. In the work of education management in universities, the humanity of big data age can be reflected efficiently.

3. Specific Situation of University Education Management in the Era of Big Data

3.1 Lack of Sound Information Management System in Universities

Some universities lack of sound internal management system. The reason is that facing to the information environment, universities lack systematic information equipment. While carrying out file management, they do not focus on the introduction of advanced information file technology. While dealing with personnel affairs, the technology and equipment are not scientific enough, so that the current management systems of some universities are difficult to promote the development needs of the current information then affecting the good development of higher education management.

3.2 Unadvanced Construction of Teaching Staff

In university education management, the management of most teachers will be affected by the traditional education ideas, and they do not focus on changing their own ideas according to the social changes. The new era environment puts forward more and more requirements for the capacity of teachers, and requires more about teacher knowledge structure, management knowledge, network information capacity, thinking and other aspects. In the process of education management, it is necessary to make full use of information technology. However, among the existing teaching staff in Chinese universities, their relevant capacity are not high enough, and they are hard to successfully complete the goal of university education management in the era of big data.

4. Measures of Education Management Based on Big Data Era

4.1 Rely on Network Platform to Carry out Information Change

In the era of big data, all educators should build their big data thinking consciousness to meet the needs. Educators should make decisions with scientific research and data analysis, to improve the science and effectiveness of decision-making, which promotes data management more democratic and create good conditions for education and teaching change. In the traditional teaching design or teaching information collection activities, decisions are usually based on school operation experience. In the construction of big data, teaching experience and management are no longer the dominant factors in terms of influencing teaching. Students opinion data is the main factor. We need to promote teaching through specific data, so that we can truly teach students in accordance with their aptitude. Universities should also further understand the nature of big data based on the perspective of their comprehensive development and strengthen the focus of education informatization change. It is necessary to reconstruct the communication and sharing platform, to make data information more open and transparent and improve the democratization of decision-making. The improvement should make the big data system satisfy the data need of teachers and students, to improve the quality of education management and help universities to

build good social images.

4.2 Vigorously Change the Internal Management System of Universities

4.3 Strive to Build Education Big Data Security Protection System

In the era of big data, promotion of security of student data and privacy promotes the sustainable development of big data education, and it is also an important responsibility of schools. University education administrators should vigorously carry out the construction of student data security system and constantly improve the system according to the specific situation to effectively prevent students from becoming victims of digital memory. Universities should recognize and respect the student data right in the law. Universities can't collect, share and use the data information of students illegally. Universities should complete the construction of educational data management policies and systems in a short time, set the storage cycle and service life of various types of data according to relevant regulations and organize special data review organization to supervise the use of educational data.

In view of the traditional data protection technology, such as information encryption, firewall, access threshold, fuzzy processing, identity authentication and so on, universities need to continue to carry out up-grade. At the same time, in terms of new data protection technology, universities can also actively carry out research, development and introduction to provide more technical support for the security of educational data.

4.4 Improve the Comprehensive Quality of Education Management Team

To promote the comprehensive quality of university education management team, the key is to focus on the structure of education management team. The age structure of education management team should be optimized. The three-combination mode can be used to reflect the advantages of people at different ages. In this way, we can achieve complementary experience and promote the overall effect. In order to play a good guiding role for the majority of management cadres, formulate competition and incentive system can be used to enhance their work initiative. The responsibilities for different works are different, and the requirements for different employees are also different. We should also seriously assess The post-responsibility system of employees should be assessed seriously and the skills and attitudes of employees should be mastered systematically.

5. Conclusion

In the era of big data, universities need to change the way of information data processing and education mode, especially all aspects of university entrance examination will be affected by university education management. Although the era of big data has played an important role, it still faces severe challenges. Therefore, the change activities should be strengthened during the process of higher education management, and the internal management methods should be constantly optimized, to fully reflect the value of higher education.

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