Innovation of Online Education and Teaching Mode in Colleges and Universities Under the Background of "Internet +"

Zhao Junjing
Institute of Education and Innovation, Xi’an Eurasia University, Xi’an, Shaanxi, 710065, China
email: zhaojunjing@eurasia.edu

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Abstract: In the information age of rapid change, the revolution of Internet technology has developed rapidly in the world. In recent years, with the continuous development of information technology in our country, the traditional education industry in our country has been unprecedentedly impacted. In the wave of the times, our traditional education industry needs to break the traditional rules, and constantly integrate the new Internet + structure model of information technology, so as to realize the smooth innovation and transformation of China's education and teaching mode. Our country's efficient quality education is in the transition stage, we must vigorously innovate, the education and teaching personnel should strengthen the use of information technology in the teaching process, provide new resources for high-quality online courses, at the same time, we should constantly improve the professional quality of the teaching team, explore the scientific mode of online education, and realize the long-term and efficient development of our country's efficient education Jia Xiue.

1. Introduction

With the development and deepening of new and high technology, more and more Internet technologies are widely used in people's life and study. The essence of "Internet +" structure model is to promote the reform and development of traditional industries. The rapid development of Internet technology revolution will inevitably bring new challenges to the traditional structure model. Therefore, the higher education in quality education must pay attention to the innovation of education and teaching under the background of "Internet +" [1]. In accordance with the development of the times, we should deepen the reform and innovation of online education and teaching mode, combine the "Internet +" with teaching and education, and constantly innovate the teaching mode, and ultimately achieve the efficiency of teaching and education and the quality of teaching. Break up.

2. The Influence of Internet Technology on Online Teaching in Colleges and Universities under the Background of "Internet +"

With the continuous innovation and development of Internet technology, the continuous development of Internet technology is gradually changing people's way of life and learning work. In recent years, mobile Internet technology has been widely used in modern online education by educators, effectively promoting the innovation and reform of online education and teaching in traditional universities. With reference to the strong influence and development ability of Internet technology in many traditional industries, we can boldly predict the development trend of Internet technology in Higher Education in the future [2]. However, it is undeniable that the opportunities and challenges faced by the university education and teaching mode in the new era also coexist. Only by seizing the opportunities of the development of the times and meeting the challenges brought by Internet technology to the traditional education and teaching industry, can the greatest function of Internet technology be exerted in the current university education and teaching system, and the online education and teaching mode of university be realized again Development.
Table 1 China's online education market size in 2012-2019

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<td>year</td>
<td>Market size (100 million yuan)</td>
<td>700.6</td>
<td>839.7</td>
<td>998.0</td>
<td>1225.4</td>
<td>1560.2</td>
<td>1916.7</td>
<td>2321.2</td>
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<tr>
<td>growth rate</td>
<td>21.80%</td>
<td>19.90%</td>
<td>18.90%</td>
<td>22.80%</td>
<td>27.30%</td>
<td>22.90%</td>
<td>21.10%</td>
<td>16.00%</td>
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3. The Development Direction of Internet Technology under the Background of "Internet +"

3.1. Promote the Sharing Development of Learning Resources Among Regions

The network technology itself has the characteristics of many fields and ranges. For the rational use of Internet technology, it can transfer the most advanced and abundant knowledge information to other users who need to acquire knowledge information, which provides great convenience for the organization and exchange of educational resources to a large extent. For example, at the beginning of the 21st century, Massachusetts Institute of Technology launched the "open curriculum" project, which established that school education materials should be freely available and downloaded worldwide through the following platforms [3]. After that, UNESCO immediately established an open learning resource sharing model based on the existing project information base, and hoped to bring educational resources to social members through information technology. The shared educational resources can effectively break the boundary between universities, universities and society, bring superior educational and teaching resources to users, and effectively improve the education and teaching quality of universities [4]. At present, online education in China is mainly composed of educational institutions, pure online educational institutions, learning tool communities and comprehensive platforms, all of which are unique. With the advent of the "Internet plus" era, the boundaries between these approaches are becoming increasingly blurred, effectively improving the shared development of learning resources among regions.

Table 2 Characteristics and advantages of online education and teaching platform in China

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<tr>
<th>Education mode</th>
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<tr>
<td>Educational services</td>
<td>Traditional teaching resources</td>
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<tr>
<td>Pure online education institutions</td>
<td>Unique internet education mode</td>
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<tr>
<td>Learning tool community</td>
<td>Accurate and large number of users</td>
</tr>
<tr>
<td>Integrated platform</td>
<td>Integrated flow team members</td>
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3.2. To Achieve the Educational Goal of Education for all in China

According to the current situation of higher education and teaching, the general mode of higher education in China can not meet the educational needs of people. In particular, universities such as "double first-class" have powerful teacher resources that other universities do not have because of their own advantages in education and teaching. However, due to relevant campus policies and other reasons, they cannot make better use of the advantages of excellent teacher resources in this area, so universities cannot meet the high requirements for higher education. The wide spread of Internet technology can effectively eliminate this gap [5]. Therefore, the Internet has become a way to popularize education knowledge. Online education not only breaks time, economic status and professional restrictions, but also limits age. There is no limit to the number of people, so everyone who can use Internet technology can enjoy high-quality online education and teaching. Anyone who needs education and teaching resources to learn can learn according to their own time, master the pace of learning, improve the flexibility and convenience of higher education, and carry out large-scale independent higher education.

3.3. Internet Technology Helps to Realize the Transformation of Higher Education mode in China

The open development of Internet technology has broken the limitation of time and space for spreading knowledge and information, and to a certain extent led to the change and reform of
education content, which will lead to the fundamental change and reform of education mode. The comprehensive online education and teaching mode challenges the traditional education mode. Therefore, the education and teaching staff in Colleges and universities need to combine traditional teaching with network teaching, which changes the original teaching characteristics and the relationship between teachers and students. The use of Internet platform will allow teachers and students to interact more frequently. Everyone in the society can be knowledge learners or knowledge advocates.

4. The Development Way of Internet Technology under the Background of "Internet +"

In-depth research and reasonable implementation of online teaching

Online education and teaching is conducive to show the educational advantages of colleges and universities, and play the leading role of the logo of colleges and universities in education and teaching. Therefore, colleges and universities must publish their own advantage courses online. In order to make online education successful, it is necessary to provide each student with high-quality teaching courses and service-oriented knowledge, which requires schools to take seriously and publish carefully prepared teaching videos on the Internet platform. However, many online courses loaded are basically ordinary classroom videos and very simple ppt. The content of the course is relatively simple and boring, which will not attract students to learn online. Therefore, it is necessary to adjust the traditional teaching methods to adapt to the development of network teaching.

4.1. Establish a Well-Organized Online Education and Teaching Team

The formation and development of online education and teaching mode requires that online education and teaching staff have a new way of thinking and a variety of education and learning methods. This is the need for educators and Internet staff to cooperate in professional teaching methods. This is the result of cooperation among university professors, network consultants, university education curriculum designers and professional Internet technology experts. A good online education and teaching platform needs a lot of capital investment, labor investment and material resources investment. Therefore, colleges and universities should set up professional curriculum team, promote the formation of teachers' team through effective organization, and transform teachers' individual oriented teaching into cooperation among teams.

4.2. Actively Explore a Reasonable Platform Operation Mode

At present, most online education resources are free, but to ensure the sustainable development of online education, we can not only provide free resources for a long time, because online education needs a large amount of long-term capital investment. It is difficult for the pure free education team members to meet the needs of the financial strength of the university campus, so it is difficult to ensure the long-term stable operation of the online education and teaching platform. Therefore, both the education platform developed by colleges and universities and the platform established by individual enterprises must abide by the law of market development and seek a sustained and stable financial and technical support. From a practical point of view, if the information provided by online education and teaching platform is free, the economic benefits of the platform can include two decay modes: one is the delivery of platform advertising. The main source of income from Internet technology platform comes from this, which can meet the needs of users to the greatest extent. Second, to implement free education in the early stage, we should first cultivate the habit of using online education resources, occupy market share, and finally make a reasonable transition to the stage of loading fees. In addition, online education can also provide reasonable fees by providing extended services, such as sending high-quality course materials and charging materials for students in need.
5. Conclusion

On the basis of current education management in our country, the boundary of education and teaching between colleges and universities is very clear: most colleges and universities' education mode is isolated and closed, and there is a phenomenon of repeated construction and waste of curriculum resources. The emergence and wide use of Internet technology can effectively break this boundary. Therefore, under the rare opportunity of the Internet era, the government and colleges and universities should pay attention to it, not only to speed up the reform of education management. In the era of "Internet +", the educational mode of colleges and universities should be actively transformed to meet the development needs of the current era. Colleges and universities also need to continuously improve the quality of teaching and promote the best development of higher education in the future.

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References


