

New Century Prospects of Educational Publicity in China -Visual Analysis Based on Citespace

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Abstract: through Cite Space Software, Data Analysis Was Performed on 445 Articles on Public Education Retrieved from How Net in 2000-2017. the Research Shows That the Number of Research Papers on Education Publicity is on the Rise as a Whole; Three Major Research Themes Have Been Formed, Basic Theoretical Research on Education Publicity, Research on Public Issues At Different Levels and Stages of Education, and Research on Education Security Guarantee Strategies.

1. Introduction

The Research on the Public Issue of Education in the Domestic Academic Circles Began in the 1990s. Since the 21st Century, with the Establishment of China's Market Economy System and the Continuous Advancement of Education Reform, the Public Issue of Education Has Attracted Much Attention. This Paper Uses a Combination of Qualitative and Quantitative Methods to Conduct Multi-Level Research on Educational Public Literature, Comprehensively Reveals the Development of Educational Public Research Since the 21st Century, and Hopes to Provide a Favourable Reference for in-Depth Research and Practical Exploration of Educational Public.

2. Data Sources and Research Methods

2.1 Data Sources

The data of this study are from the Chinese Journal Full-text Database (referred to as "CNKI"). The search conditions were limited to: "keywords" = "education" with "publicity", the time limit was "2000-2017", and the total number of journal articles published in the search was 467. Excluding news reports and other documents that are irrelevant to the research topic of this article, the sample analysis documents were determined to be 445.

2.2 Research Methods and Data Processing

This research mainly uses Cite space software to process data and draw a map, which presents an overview of public education research in China. On the basis of this, a secondary literature analysis is performed to further interpret the research status of "public education".

3. Development Status of Educational Publicity Research in China

3.1 Trend Analysis

It can be seen from Figure 1 that after the beginning of the new century, the public issue of education has gradually attracted the attention of the academic community. Although it has not been interrupted in the following years, the number of research results is not large. Until 2004, the issue of publicity in education began to attract the attention of researchers, and its enthusiasm continued to increase in the following years. The main reason is that with the establishment of China's market economy system and the continuous advancement of education reform, the public issue of education has become the focus of attention.

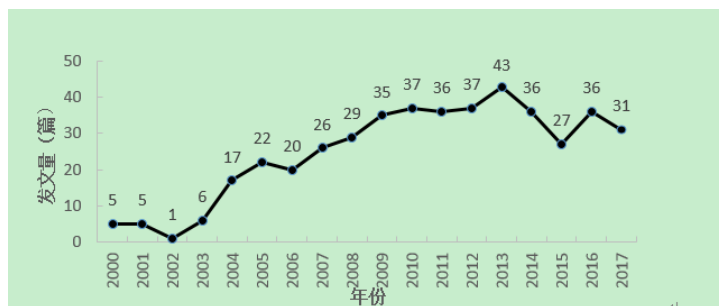


Fig.1 Trends in the Number of Papers Published on Public Education Topics from 2000 to 2017

3.2 Keyword Co-Occurrence Knowledge Graph Analysis

In this study, Cite space software was used to perform a knowledge map analysis on the keywords of all the documents retrieved. The time span was set to 2000-2017, the single time zone was 1 year, and the node type was determined to be Keyword. Co-occurrence knowledge map (see Figure 2).

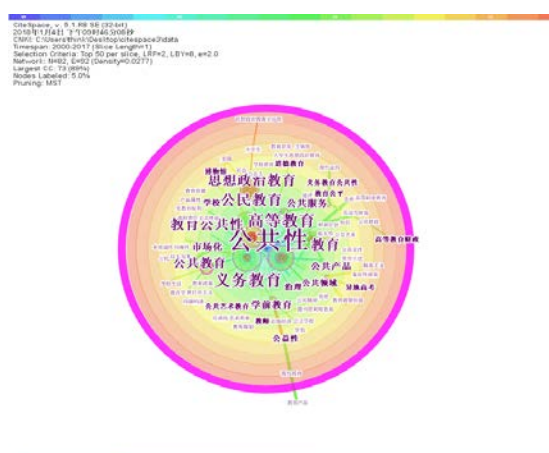


Fig.2 Knowledge Map of China's Educational Public Research Keywords, 2000-2017

Table 1 High-Frequency Keywords and High-Centrality Keywords in China's Public Education Research from 2000 to 2017 (Top 11)

Serial number	Frequency sorting				Centrality ordering			
	Frequency	Centrality	Key word	Year	Frequency	Centrality	Key word	Year
1	210	1.45	Publicity	2000	210	1.45	Publicity	2000
2	22	0.17	Higher Education	2005	6	0.18	Public service	2010
3	22	0.13	Compulsory education	2006	22	0.17	Higher Education	2005
4	18	0.00	Citizenship education	2011	6	0.17	Preschool education	2011
5	15	0.01	Publicity of Education	2007	22	0.13	Compulsory education	2006
6	15	0.13	Ideological and Political Education	2012	15	0.13	Ideological and Political Education	2012
7	10	0.13	Public education	2006	3	0.13	Educational equity	2010
8	6	0.17	Preschool education	2011	2	0.13	Symbolic Policy	2013
9	6	0.18	Public service	2010	4	0.09	Commonweal	2010
10	6	0.01	Marketization	2008	3	0.09	Higher Vocational Education	2008
11	5	0.00	Public goods	2006	2	0.04	Public finance	2010

From the perspective of research objects, “higher education”, “compulsory education”, “preschool education”, and “ideological and political education” are the main research objects. “Vocational education” is also involved but there is not much literature. From the perspective of research content, It mainly focuses on the aspects of “civic education”, “public service”, “public welfare”, “marketization”, “educational equity”, “education policy”, etc., and aims to analyze the connotation of education publicity and the analysis of education publicity crisis. Propose strategies and measures to ensure the publicity of education; from the research time, these high-frequency keywords (see Table 1) are mostly concentrated before 2011, indicating that the research content of public education before 2011 mostly revolves around these aspects. Some breakthroughs have begun to broaden new research content.

3.3 Themes of Public Education Research

Combining Table 1 and Figure 2 and referring to the analysis of the secondary literature, we can analyze that the research themes of public education in China since the 21st century are mainly reflected in the following three aspects.

3.3.1 Basic Theoretical Study of Educational Publicity

From the high-frequency keywords in Table 1, it can be seen that publicity, public education, public education, public welfare, and essential attributes can be roughly classified as the study of the basic theories of public education. Theoretical research on educational publicity mainly focuses on the connotation, value, and theoretical basis of educational publicity. The academic community has gradually reached a consensus on the publicity of education, and believes that education involves the common interests of the country and society. The publicity of education is an essential attribute different from other things. It is the centralized reflection of the social function of education and the individual public, fairness and justice. It is the core content of education publicity. With regard to the value analysis of public education, some scholars believe that the public orientation of education can reflect the public welfare and fairness of education from the legislative, financial, social environment and other aspects in terms of macroscopic arrangements, such as institutional arrangements and policy design; in micro aspects, such as education The purpose, content and form point to the cultivation of people with public qualities, and the educational equality embodies education equality [1]. Regarding the theoretical basis of educational publicity, some scholars trace the source of educational publicity propositions from the concepts of philosophy, politics, sociology, and economics [2].

In general, since the new century, the research on the basic theories of public education has gradually deepened, and has gradually transitioned from exploring whether education is a public product and the degree of “public” to paying attention to the essence of public education is to highlight whether it is fair and just. . The connotation of education publicity is the basis for studying the problems of education publicity. Therefore, with the change of the times and the change of social structure, it challenges the theories of education publicity, and it still calls for the consciousness of the study of education publicity theory.

3.3.2 Research on Public Issues of Education At Different Levels and Stages

Table 1 includes higher education, compulsory education, pre-school education, and vocational and technical education, which can be roughly classified as research on public issues at different levels and stages of education. After entering the 21st century, the academic community's discussion on the publicity of education has paid more attention to the publicity of education at different levels and stages.

The public issue of compulsory education has always attracted the attention of academia. Most scholars believe that compulsory education is pure public goods, and publicity is one of the basic attributes of compulsory education and the most important attribute. However, with the impact of market economy reform on the field of education, the competitive, selective, differentiated and diversified development of the market makes the public nature of compulsory education face new challenges.

The research on the public nature of higher education is mainly carried out in two aspects. The first is about the basic attributes of higher education. Some scholars believe that the attributes of higher education are determined by the establishment purpose, functions, and power attributes of higher education institutions. The behaviour of higher education institutions in achieving public interests, providing public services, and performing public functions shows that publicity is the basic attribute of higher education [3]. The second is the research on the public crisis of higher education. Chinese scholars focus on the public crisis of university finances, public problems in university rankings, and utilitarianism's damage to public universities.

The research on the publicity of preschool education is mainly carried out from the aspects of the connotation of publicity of preschool education, the status quo of lack of publicity of preschool education, and ways to ensure the publicity of preschool education. Some scholars believe that popularization, balance, and participation are the core connotations of the publicity of preschool education, and build and transform the current way from advocating universal preschool education, constructing a public service system, and constructing an education-led public service network for children. Some preschool education, thus ensuring the realization of publicity of preschool education [4]. Some scholars believe that in order to realize the publicity of preschool education, “inclusiveness” should be introduced into the field of preschool education, and the inclusive policy of preschool education should be formulated, which has practical significance for the development of preschool education [5].

With regard to public research on vocational education, some scholars have pointed out that higher vocational education has a weaker publicity than basic education and general higher education [6]. In addition, some researchers have proposed to increase budgetary expenditures for vocational education, and guide enterprises and social capital to invest in rural vocational education in order to improve the publicity of vocational education [7].

In general, the research on the public issues of education at all levels and in the new century has made the research on public issues of education more detailed and precise in the context of market mechanism intervention and social structural transformation. However, issues such as the public crisis of education faced at different stages still require continuous reflection in the follow-up research.

3.3.3 Research on Educational Public Security

The main keywords of this theme include education equity, public finance, policy guarantee, education policy, marketization, etc. Specific discussions are carried out from the aspects of education legal power and education system, public financial investment, construction of public service system, publicity, and fairness and justice in education. The research on public legality of education mainly explores issues such as educational legal power and educational system. Some scholars believe that education legislation before 2002 lacks the echo of education's intrinsic value, and education legislation must return to the public nature of education [8]. Other scholars have suggested that the legal guarantees for the publicity of higher education in China should be reconstructed, and that the publicity of rural vocational education should be ensured in a way of thinking and methods of rule of law.

Generally speaking, since the beginning of the new century, the research on the guarantee strategy of education publicity has focused on the important responsibilities that the government should assume in the process of maintaining education publicity. However, when facing the publicity problems of education at all levels, How to build a more comprehensive educational public security mechanism and strategy is still a question worthy of continuous exploration.

3.4 The Dynamic Evolution of Public Research Hotspots in Education

In order to track how research hotspots in education publicity have evolved over time, the author has drawn the Strongest Citation Bursts view (see Figure 3). Combining the information reflected in Figure 3, we can consider the evolutionary trend of public research hotspots in education:

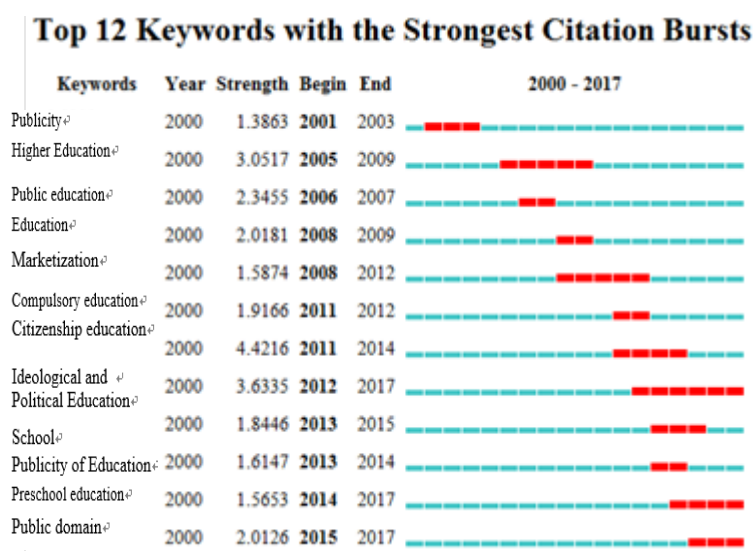


Fig.3 Sudden Atlas of Public Education Research Keywords from 2000 to 2017

The first is from 2000 to 2003. At this stage, the amount of literature gradually increased, and vocabulary such as public, private, and library education resources appeared. The commonality among these vocabularies is sudden, which is the research hotspot at this stage. Secondly, from 2004 to 2009, the number of documents at this stage increased sharply, probably because of the establishment of China's market economy system and the continuous advancement of education reform. The public issue of education has become the focus of attention. Among them, the mutation rate of higher education is the highest, and the time period of the mutation is from 2005 to 2009, which shows that the discussion of public issues of higher education has changed the frequency most obviously in these four years. During this period, the academic community's research on the public nature of higher education has become more in-depth and extensive, including topics such as the connotation and practical dilemma of higher education publicity, and the road to the reconstruction of higher education publicity. Since 2011 is the third research phase, research papers have stabilized, but the research topics are more subtle. From the theme time zone map connection density and the continuity of the keyword burst map, the continuity of the burst map, we can see that the evolution of the research hotspots of public education explores the issues of the public nature of education, the public attributes of education, etc., and gradually Transitioning to the discussion of public issues of education at different levels and stages, the research focus has been continuously deepened and refined.

4. Conclusion

An analysis of the current state of education research in China since the 21st century will help clarify the issues to be studied on this topic and provide reference for later research.

First, in general, research on public issues of education has been on the rise since the 21st century. It has been a research hotspot in the past 10 years, indicating that it has attracted widespread attention from the research community.

Second, the content of public education research is rich. The content of educational publicity research is concentrated on multiple levels, including an overview of basic theories such as connotation, attributes, and theoretical foundations, as well as practical exploration of crisis analysis and guarantee strategies for educational publicity; both research on the road to public reconstruction of higher education and obligations Research results of educational public security strategies; there are both researches on educational publicity at the macro level, and researches on public education issues at the mesa and micro level.

Third, the evolution of research hotspots in education publicity mainly explores issues such as the connotation of education publicity and the public attributes of education as a whole, and gradually transitions to the discussion of education publicity issues at different levels and stages.

The research focus is continuously deepened and refined. .

Some scholars believe that “the” new era of globalization “after entering the 21st century is essentially an era of” publicity “practice and reflection.” Taking the education industry as the starting point, implementing the pursuit of human society from the ideal state to the level of action, although it is an extremely difficult undertaking, once a fundamental value-seeking path that integrates China's education reform is found, it can not only be at many levels Containing various chaos in the current education field will also promote the qualitative leap of education in China on the basis of capturing future development trends. Therefore, in-depth research and construction of the basic theories of education publicity in line with China's national conditions, accurately grasp the real reasons for all types of education at all levels facing public crises, and innovate public education guarantee mechanisms and strategies to further promote China's education Development provides a scientific basis for decision-making. Development is imperative.

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