

## Research on the Teaching Reform of Continuing Education under the Background of Big Data

Qing Xu, Jinkai He

Changsha Medical University, Changsha, 410000, China

Email: 1306590691@qq.com

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**Abstract:** With the development and progress of Internet technology, big data emerges as the times require. Now it has been widely used in various fields, especially in education and teaching. This paper combines the development opportunity of the Internet to carry out the research and exploration of continuing education and teaching reform under the background of big data. In the critical period of Internet transformation, the teaching reform of continuing education has great potential for development. We should really change the concept of teaching and seek a new path of continuing teaching reform in the new era.

### 1. Introduction

Big data is gradually expanding and realizing explosive development, holding the lifeblood of education and teaching reform, and also bringing opportunities and challenges for the reform of continuing education and teaching. First of all, the background of big data has opened up a new concept and situation for further education and teaching. The current situation of the management of continuing education teaching is relatively loose, high degree of liberalization, lack of strong systematization and pertinence, and disorder. Many students study in order to obtain certificates, which greatly reduces the learning efficiency and effect. However, the popularity of big data can drive scholars to obtain information perception through the form of scientific and technological networking. Through the big data platform, we can understand the specific learning situation of each scholar, and make the way of receiving education more diversified. Breaking the limitation of time and space makes students' learning needs and direction more clear, and can also provide targeted help for students. Secondly, the big data platform can provide a clear positioning for further education and teaching. There are many types of online resource data for students and teachers to reference. Through the frequent browsing of the web, the system will recommend personalized learning programs for students. At the same time, we will also make statistics on the learned content, not learned content, learning time and learning focus of the students, so as to make specific analysis of the specific situation. All in all, big data has laid a solid foundation for the extension of the value chain of continuing education, but it also faces increasing challenges. First, the role and status of continuing education have changed to some extent. Continuing education is a powerful means to improve the overall strength of national education. Under the situation and background of knowledge explosion, the gap between China and developed countries is still very obvious. As far as China's continuing education is concerned, the challenges and difficulties of reform are multiplied. Second, under the guidance of the Internet, the efficiency of continuing education still has a lot of room to improve. The traditional mode of continuing education has been unable to meet the development needs of the new era. In the context of information as the king, how to play the characteristics of short and smooth continuing education teaching is an urgent development task. Therefore, the path of continuing education reform is still difficult under the background of big data.

## **2. Significance and Role of Continuing Education and Teaching Reform in the Context of Big Data**

The rise and development of cloud computing, big data, Internet of things and other high-end technologies has become a driving force for the reform of continuing education and teaching. The acceleration and popularization of informatization has penetrated into the reform of continuing education. In the report of the 19th National Congress of the Communist Party of China, the priority of education was emphasized. In terms of national policy support, it provided a powerful opportunity for the development of continuing education in the context of big data. The state attaches great importance to the development strategy of information technology, which provides a full guarantee for the reform of continuing education and teaching. First of all, big data has become the core advantage of education competition. The change of knowledge technology and production mode has accelerated the modernization of education. The society urgently needs high-end technical talents, education and training. Secondly, big data accelerated the transformation and optimization of continuing education, which is the education for all members of society after school education. The State Council and the Ministry of education have successively issued relevant policy documents on Internet Education to provide reform driving force for the development of innovative continuing education. Big data can classify and count a large amount of information, which is convenient for students to find information. The specific division of learning resources can vary from person to person. Through the push of internet intelligent platform, students' initiative to participate in learning can be greatly improved and classroom resources can be expanded. Through big data, we can identify the characteristics of learners and analyze the short board, so that the teaching methods are no longer limited. At the same time, it can integrate teachers' resources, realize the data sharing of teachers' team, optimize teachers' team, reduce the repetitive work, and realize the unified integrated management of teachers, which will help to improve the level of continuing education and teaching.

## **3. Problems Faced by the Teaching Reform of Continuing Education under the Background of Big Data**

The target audience of continuing education is extensive and uncertain. With the influence of big data, the teaching of continuing education in China is still weak. It is shown in the following aspects:

### **3.1 The Concept of Continuing Education is Old and Needs to Be Improved**

Due to the long-term constraints and constraints of traditional education concepts, people's prejudice against continuing education still exists. Most people think that adult education is useless education, and the assessment standard of employers also attaches importance to theory and despises skills, focusing on diplomas and academic degrees, which leads to the recognition level of continuing education still to be improved. The specific application of big data is mainly implemented in general education. In continuing education, the application of big data is only in form, which is relatively not obvious. In addition, in terms of continuing education, the availability of big data is poor, which leads to data leakage to a certain extent, and also increases the difficulty of education. Continuing education needs to balance the advantages and disadvantages between openness and privacy, so as to improve participants' awareness of education. In addition, data fragmentation is still serious.

### **3.2 Under the Background of Big Data, It Puts Forward New Challenges to the Education System and Teachers' Quality**

In the era of big data, teachers' teaching methods have changed. In the past, teachers only need to prepare lessons according to book knowledge, or refer to the case of preparing lessons. After joining the Internet technology, teachers need to pay attention to practice in teaching design, and should keep pace with the times in thinking, and effectively apply the network resources to the actual

teaching, which puts forward new requirements for teachers' comprehensive quality and level. The task of teaching is constantly updated. Interest teaching of every hue is especially important. Cyber source is various, with both essence and dross. Besides basic teaching, teachers should also learn how to correctly guide students to identify network information resources, transform teacher-student roles, innovate teaching methods, screen out massive information resources, combine specific school characteristics, and highlight the real essence and practical value of internet teaching.

### **3.3 Social Contradictions of Continuing Education Are Still Significant in the Context of Big Data**

Continuous education should keep pace with the times in terms of training content and space. A single training method affects the teaching effect. Meanwhile, teaching content, training experience and tracking feedback will affect the teaching effect of continuous education. From the perspective of big data, it has opened up a new path for further education, but at the same time, it also needs a large amount of investment. To a certain extent, the lack of cost affects the effect of continuing education and training, and also makes the form of training extensive. In the combination of work and learning, the contradiction is increasingly prominent. People's attitude and concept of continuing education still need to be changed. There is a situation of management disjunction in continuing education, and it needs to implement comprehensive and refined management. The degree of connection between continuing education and society needs to be further improved.

### **3.4 Lack of Characteristic Continuing Education Teaching Projects under the Background of Big Data**

In the process of promoting the well-off society in an all-round way, the speed of social transformation is speeding up, which makes the disadvantages of our country's continuing education increasingly exposed. The system is relatively rigid, lack of innovation in personnel training mode, and the phenomenon of homogenization is relatively serious, which has become an obstacle to the reform of continuing education. In terms of teaching projects, the similarities are high. The idea of running a school lags behind seriously, even many continuing education copy the essence of the higher education system, one-sided pursuit of economic benefits, thus weakening the essence and root of continuing education, ignoring the social benefits of continuing education. In the target orientation, teaching content, means and management mode of continuing education, the mechanism is inflexible, unable to achieve a better docking with the market, and difficult to meet the diverse talent needs of the society. For many colleges and universities, it is impossible to talk about the individuality and characteristics of running a school, lack of corresponding basic supporting system and facilities, and neglect the multi-dimensional cultivation of differentiation and individuality.

## **4. Countermeasures and Effective Ways of Continuing Education Teaching Reform under the Background of Big Data**

### **4.1 Change the Concept of Continuous Teaching and Improve the Awareness and Publicity**

First of all, we should make clear the orientation of continuing education and teaching, improve the national awareness of the continuing education system, create a first-class propaganda mode of continuing education through the Internet, encourage the participation of the whole people, and take the feedback of the public as the energy supply and gas station of continuing education reform. We should focus on both teaching and professional training, reform the framework of continuing education, and put the core quality and training in an important position. Secondly, under the background of big data development, we should fully realize that continuing education should serve the learning society. Strengthen the construction of learning society, make use of the change of technology and life style, build the development platform of continuing education, improve foreign language skills teaching, computer skills teaching, etc., and gradually generate the basic content of

continuing education teaching. Continuing education is an important part of the realization of China's dream and a strategic concept of the great rejuvenation of the Chinese nation. Therefore, the purpose of continuing education must be based on the society and radiate to more groups in the society. Continue to optimize the resources of continuing education, improve the awareness of social participants and professional posts on continuing education, and eliminate the prejudice on continuing education teaching.

#### **4.2 Reform the Continuing Education System and Improve the Quality of Teachers**

Compared with the general higher education, the continuing education is equally important. Therefore, in the reform of the education system, we need to adopt the mode of internal and concurrent education to realize the system of family school cooperation. Organize regular online communication meetings, home visits, etc. Implement the independent management of students, invest funds to improve the infrastructure construction, provide relevant hardware for students to hold activities, establish the campus student union, and take the lead role of student groups. Through the influence of students, we can effectively relieve the pressure of school management. Improve the construction of teachers' team and try various teaching methods. To improve the assessment mechanism of teachers and improve the access threshold of teachers' selection, the necessary skills for teachers include: Internet teaching skills, activity teaching skills, practice teaching skills, and mastering a psychological skill to deal with the particularity of students' personality in secondary vocational colleges. Improve the ability and level of teachers, select subject leaders and teachers' team leaders, take the old with the new, cultivate good teaching habits, and improve teachers' teaching quality from the overall environment and atmosphere. In classroom teaching, we should break the limitation of passive learning. From a single theory to a combination of practice mode, teaching and fun, in the atmosphere of entertainment, activity atmosphere, to mobilize the enthusiasm of students to actively learn knowledge, student-oriented, recommend a student teacher to give lectures every day, strive for every student's turn, let students subconsciously form a strong desire for knowledge.

#### **4.3 Alleviate Social Contradictions and Improve the Development Plan of Continuing Education**

Relying on the advantages of the Internet, collecting, analyzing and integrating data resources, taking the actual situation of China's continuing education as the starting point, taking the talent training plan as the starting point, and based on the development of the future oriented continuing education. Open up a new way of development of continuing education. With the society as the main platform, activate the continuing education, make the popularization of continuing education as a career, and become an important part of personal core quality promotion. Build complete laws, regulations and policies, make full use of big data to tap the potential of continuing education, and find and make up for the shortcomings and weak links of continuing education. We will comprehensively build and build an open concept of continuing education and teaching, and provide students with a more convenient and effective learning channel of knowledge and skills based on the available platform of big data. Attract and mobilize more people's enthusiasm to participate in life-long education, release timely news and trends through the Internet platform and mobile platform, deeply understand the various needs of all kinds of people for continuing education, strengthen the exchange and cooperation of education through the Internet, learn from the excellent successful teaching cases of the Internet, innovate the mode of continuing education, and carry out targeted continuing education To move forward in the better direction of continuing education.

#### **4.4 Promote the Construction of Characteristic Projects of Continuing Education and Teaching**

We should break the homogenization of continuing education and enhance its creativity. We should cultivate solid basic theoretical knowledge, change the mode of procedural and indoctrinated teaching, divide the training into different levels and specifications, improve the openness of

continuing education, strengthen the construction of talent training system, and change from management concept to process as appropriate. We should make great efforts to build characteristic projects of continuing education, effectively distinguish between the objects of continuing education and the objects of general education, and reasonably divide the audience groups. Make full use of the advantages of disciplines and specialties, and tailor the characteristic curriculum content for adult continuing education. In the process of continuing education, we should make full use of the advantages and characteristics of the school to highlight the characteristics of continuing education and realize the brand effect. We should improve the scientific basis for the decision-making of continuing education, optimize the evaluation thinking of continuing education, face up to the opportunities and challenges, integrate the Internet and continuing education deeply, and implement the reform.

## **5. Conclusion**

The era of big data ushered in a new opportunity and practical direction for the development of continuing education. Under the background of big data, the reform of continuing education and teaching has become the general trend of the development of education industry. At present, the concept of continuing education is still backward, the level of understanding is insufficient, the education system needs to be updated, the quality of teachers still has a lot of room to improve, social contradictions are common, and characteristic school running projects need further construction. For continuing education, the opportunity of big data is far greater than the challenge. Seize the golden key of big data and promote the steady development of continuing education and teaching.

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