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New mode of education management in Chinese universities under the background of Internet +

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Abstract: At present, the new technology represented by information technology and the Internet is penetrating into every field of human life. With the rapid development of Internet technology, "Internet +" not only brings technological innovation to colleges and universities, but also has a profound impact on educational concepts, teaching models, learning methods, teaching evaluation, and personnel training. Faced with the advent of the "Internet" + era, the educational management mode of colleges and universities needs to make corresponding changes and innovations in order to promote better and faster development of colleges and universities. With the increasingly prominent role of information technology in the development of colleges and universities, the "Internet" + era has become an important breakthrough in the reform and development of colleges and universities. This paper adopts the literature analysis method, firstly analyzes the basic connotation, current situation, problems and influence of the informatization of university education management under the background of "Internet +". Secondly, it puts forward a new model of university education management in the "Internet" + era. By describing the current situation and problems of university education management under the background of "Internet" +, this study analyzes its far-reaching influence in detail. On this basis, it analyzes and constructs the new mode and realization path of college students' education management under the background of "Internet" +. Correctly grasp the direction and focus of future education management informatization and education reform, and provide useful reference for the new model of China's higher education management under the background of "Internet" +.

Keywords: Informatization; "Internet" +; Educational management.

1. Introduction

LI,K.Q.(2015) mentioned the "Internet" + strategy in the government report of the Third session of the 12th National People's Congress, which is to rely on information science and technology and rely on the Internet interactive platform to organically combine traditional industries with the Internet industry to achieve transformation and upgrading. This is not only an important turning point in China's social development, but also an important breakthrough point in the current high-quality development of colleges and universities. The study of the new mode of college education management under the background of "Internet" + can not only provide guidance for the transformation of college education management mode, but also provide a diversified platform for the learning exchange between teachers and students. Education is a process of socialization, its real meaning lies in the awakening of the soul. Under the background of "Internet" +, education management is a process activity of reshaping education mode, content, method and evaluation with Internet thinking on the basis of fully understanding the nature of education. In essence, this is a technology-driven change in education, and the Internet is only a technological means to enhance and transform education. Therefore, in the face of the advent of the "Internet" + era, the reform of college education management should always take education as the purpose, adhere to the "education-oriented, technology for use", start from the essential needs of education, and make reasonable use of Internet technology to promote the transformation of higher education. In July 2015, The State Council put forward 11 key action plans for "Internet" + in the Guiding Opinions on Actively promoting "Internet" + Action, and gave a specific explanation of the meaning of "Internet" +, pointing out that it is necessary to "deeply integrate the innovation achievements of the Internet with various fields of economy and society, and promote technological progress, efficiency improvement and organizational change." Obviously, "Internet" + has become one of the hottest topics in the field of education and education. CHEN,C&YANG,J.(2015) According to the 35th Statistical Report on Internet Development in China released by China Internet Network Information Center (CNNIC), by December 2014, the number of Internet users in China had reached 649 million, and the Internet penetration rate reached 47.9%. It can be seen that the Internet has a huge impact on people's lifestyle and habits of thinking, and it is quietly changing the development form of all walks of life in society. In the face of such an era, "Internet" + education management came into being, and like other industries, the education field has also been impacted unprecedentedly. Therefore, the current reform of college education management needs to actively integrate information technology, organically combine traditional industries with the Internet industry, and realize the transformation and upgrading of education management.

This study puts forward the hypothesis that the above factors cause sports injuries in adolescents and children, and through analysis and research, to explore how to effectively control the occurrence of sports injuries in adolescents and children from the perspective of psychological factors.

2. A review of research on Internet+

2.1. The connotation of Internet+

YU,Y.(2016) pointed out that Ma Huateng, president of Tencent, publicly proposed the concept of "Internet" + for the first time in an article published in People's Daily on April 21,

2014. He believed that "Internet" + was a trend, and "Internet" + was a traditional industry. LI,K.Q.(2015) At the 2015 Two Sessions, Ma Huateng put forward a proposal to accelerate the promotion of "Internet" +. In this proposal, he explained that the "Internet" + is "the use of the Internet platform, the use of information and communication technology, the Internet and all walks of life, including traditional industries, to create a new ecology in new fields." Alibaba, another domestic Internet giant, then launched the "Internet + Research Report" through AliResearch. The so-called "Internet" + refers to the "diffusion and application process of a set of Internet-based information technologies (including mobile Internet, cloud computing, big data technology, etc.) in various sectors of economic and social life. The process of" Internet "+ is also the process of transformation and upgrading of traditional industries. The driving force behind the "Internet" + in various industries is cloud computing, big data and the new division of labor network. GUO,W.Y.(2015) explained "Internet +" in the Guiding Opinions on Actively Promoting the "Internet +" Initiative issued by The State Council in July 2015 as "deeply integrating the innovation achievements of the Internet with various fields of economy and society to promote technological progress, efficiency improvement and organizational change." We will enhance the innovation capacity and productivity of the real economy, and form a new form of economic and social development with the Internet as the infrastructure and innovation as the key." This can be regarded as the most authoritative official explanation of "Internet" + so far.

2.2. Different perspectives of understanding Internet+

In fact, the society has not formed a unified understanding of the connotation of "Internet" +, and it is difficult to form a consensus, different industries, different groups of people standing in their own perspectives, will have different definitions and interpretations of "Internet" +. GAO,H.(2016) "Internet +" simply means "Internet + traditional industries". With the development of science and technology, information and Internet platforms are used to integrate the Internet with traditional industries, and the advantages and characteristics of the Internet are utilized to create new development opportunities. YANG,Q.F.(2016) "Internet +" optimizes, upgrades and transforms traditional industries through its own advantages, enabling traditional industries to adapt to the current new development, and ultimately promoting the continuous development of society. CHEN,X.Y.(2017) shows that compared with the traditional teaching mode in college classrooms under the background of "Internet +", great changes have taken place in the teaching methods of college teachers and the learning methods and approaches of students. The research holds that in practice, the classroom teaching mode of colleges and universities must adapt to the development of The Times. The comprehensive understanding of this concept from various perspectives is conducive to a more clear and comprehensive examination and grasp of the characteristics of "Internet" +.

2.3. Internet+ from the perspective of information dissemination

ZHANG,Y.(2016) "Internet +" is an information revolution based on the new generation of Internet technology. In this information revolution, the protagonist should shift from an era of communication to an era of intelligent induction. The emergence and development of the Internet is based on the accumulation and innovation of communication technologies, and in the era of "Internet +", with the emergence of Web2.0 with the core characteristics of decentralization, user-produced content and platform, new changes have taken place in the interpersonal information transmission mode. The new generation of Internet with big data and artificial intelligence as the core technology makes everyone become an independent information source in the network society, and the traditional one-way mode of centralized information transmission no longer exists. Therefore,LIU,Y.D.(2016) believes that "Internet" + is not a little improvement in the traditional Internet, but a brand new information revolution. In this information revolution, the protagonist will shift from an era of communication to an era of intelligent sensing. Therefore, the future "Internet + educational resources" will focus on curriculum design, redeploy and arrange excellent teaching materials from various parties, and establish an educational resource network similar to a supermarket; "Internet + Learning Experience" will focus on the needs of students; "Internet + Education Management" will be "smart campus" as the goal; The "Internet + Education evaluation" will make use of big data and cloud computing to make the evaluation more profound. As mentioned in DENG,X.L.(2015), the mobile Internet and mobile devices have seriously affected the order and atmosphere of college classrooms. The virtuality, fragmentation, functional recreation embodied by the Internet and the sense of being far away from the society caused by it have seriously damaged the deep thinking ability and sustainable learning level of college students. Classroom teaching in colleges and universities should give full play to the advantages of traditional classroom teaching, change the functions of teachers, make every effort to improve the level of classroom informatization and network technology, actively carry out various personalized teaching forms such as MOOC, and use intelligent mobile devices to promote the innovation of teaching modes.

2.4. From the perspective of economic transformation

ZHONG,YW.(2009) believes that from the perspective of economic transformation, "Internet +" is an economic form that deeply integrates the real economy and the Internet. With the use of Internet technology, traditional industries have obtained unprecedented opportunities for self-transformation, transformation and upgrading. The Internet connects information in different industrial fields, opens up production, distribution and service links, and cultivates new products, new models and new forms of business. At present, the Internet is deeply integrated with retail, finance, transportation, education, medical care, elderly care, etc., and has cultivated a variety of business and consumption models such as e-commerce, Internet finance, and smart home. YU,S.Q.(2016) pointed out that the new generation of information technology represented by the Internet has changed the mode of economic development and shaped the new mode of educational service supply. In this regard, the cross-border integration of "Internet + education" requires significant structural changes in education. It includes the change of teaching environment, the change of curriculum opening to the outside world, the change of education paradigm, the change of learning mode, the change of evaluation strategy, the change of education management, the

change of educators and even the change of schools and other organizations. LI,Y.F&TIAN,X.H.(2014) mentioned that on the one hand, the progress of information network technology has improved the infrastructure of university teaching, created a brand new teaching scene integrating network information technology, and improved the teaching methods of teaching resources. On the other hand, we should also see that information.

2.5. From the perspective of social governance

SUN,L.Z.(2015) believes that from the perspective of social governance, "Internet plus" is an effective means to promote innovation in social governance. YU,K.P.(2016) proposed, "The ideal result of social governance is good governance, which is essentially characterized by the cooperative management of public life by the government and multiple subjects of society." The Internet platform has built a platform for communication, consultation and cooperation between the government and society, and promoted the participation of ordinary citizens and other social subjects in open public decision-making. For example, the emergence of government micro-blogs, WeChat and mobile apps in recent years has effectively promoted the disclosure of government information and enhanced the government's social mobilization and service capabilities. YANG,X.C.(2016) mentioned that in the "Internet +" era, university teaching has been given new connotations and a new governance system, and at this time, the relationship between students, teachers and educational institutions also needs to be reconstructed. In this era, the reform of teaching must appropriately change the talent training plan and rebuild the curriculum structure system. Flexibly and timely transfer the roles of MOOCs, SPOCs and micro-courses, promote classroom flipping, and promote the reform of educational assessment methods. In addition, we must timely change the concept of learning and management services, fully grasp the characteristics of the Internet information diversification, in order to expand students' educational resources. LIU,Y.S.(2016) showed that "Internet +" makes everything interconnected, and at this time, individuals' learning needs are satisfied. Therefore, it is necessary to rewrite educational cognition and gradually move from the past "reality paradigm" to the future "interconnection paradigm".

3. Research on the current status of Internet+ education management in colleges and universities

The widespread application of the Internet, especially the development of technologies such as big data, cloud computing and mobile Internet, is profoundly changing the face of education and promoting the development of education in the direction of digitization, networking and intelligence. To understand "Internet" + from the perspective of education, we should see that this wave brings not only the innovation of educational technology, but also the attack on learning, teaching and organization models and the deep impact it brings to the educational concept and system.WANG, F.S. LIU,S.X.(2010) expounded the characteristics of the use of information technology to promote the teaching reform in colleges and universities in the United States. Then, through the case study of the University of Wisconsin-Madison, four main manifestations of the technology to promote the teaching reform were expounded: first, the connection between teachers and students was broadened; Second, accelerate and facilitate access to learning materials; Third, teaching methods are diverse; The fourth reconstruction curriculum and syllabus. Colleges and universities should combine their own characteristics, change their ideas, build platforms, attach importance to students' information literacy, integrate and optimize campus resources, and actively embrace the teaching reform. In Mayer-Schonberg &Kukje.(2014), Preface 1 expounds the form of future education; Chapter 2 describes the new landscape of education in the era of big data. In fact, it puts forward the Internet + education, the challenge of the Internet to education, and the response of education to the Internet. ZHU,Z.T&CHEN,D.(2013) With regard to the impact and reform of the Internet on the education management of colleges and universities, the "Red Balloon Project" in the United States, driven by the application of information technology, network and social media, provided ideas and solutions to the challenges and difficulties faced by the undergraduate education of public universities in the United States, and triggered profound reforms in public universities. The problem of lagging management concept

3.1. Single problem of educational management form

WANG,L.(2009) believes that the traditional educational management mode is not only simple in form, but also not specific enough in terms of consideration. Therefore, the traditional mode that only focuses on professional training is no longer suitable for the current development status of college education and teaching. In the Outline of the National Medium and Long Term Education Reform and Development Plan issued by China, the management requirements for current students are mentioned, and the management of modern education and teaching needs to meet the urgent needs of the people for high-quality, diverse and multi-level education. At present, college students are most in contact with counselors and teachers. And whether it is professional courses or auxiliary courses, are taught in accordance with a certain proportion, many counselors or section teachers need to take more than a dozen courses a day, contact hundreds of students, if the teacher alone to manage the students, is often not realistic enough, and the effect can not be comprehensive. The allocation of university resources is obviously insufficient, and each student cannot get enough attention and guidance, which is an urgent problem to be solved.

3.2. The backward management of college modernization

At present, it is an era of rapid development of information technology. However, due to the late start of information technology construction in China's colleges and universities, the development speed is obviously lower than that of Western countries, which also leads to the relatively backward education concept, management strategy, learning efficiency and educational specialization level. According to LIU,G,D.(2011), there are two main reasons for this. First, the existing famous teachers and researchers in universities and colleges are older, and many senior teachers or professors have low acceptance of information technology, which is relatively difficult to operate, and can not provide effective reference opinions on the education and teaching concept of information technology. Second, some colleges and universities spend more financial funds on the purchase of

professional teaching and research equipment, less investment in network information equipment, less investment in daily operation and upgrading, and the construction of network information platform is not mature enough to meet the actual development needs of current college education and teaching.

4. Study on the influence of "Internet" + education on colleges and universities

The development and wide application of the Internet, especially the mobile Internet technology, has provided a new technical means for the modernization of education, which is changing people's learning methods, methods and habits unprecedentedly, and will inevitably lead to profound changes in the traditional higher education model. Through the impact of online shopping on traditional retail formats, we can predict the basic form of higher education development in the future. It is self-evident that higher education faces opportunities and challenges in the era of "Internet" +. YU,J.B.(2009) believes that the Internet has the characteristics of wide area and cross-border, which can spread the most advanced and abundant knowledge of mankind to every corner of the world, providing unprecedented convenience for the integration and sharing of educational resources. For example, Jacobs,A.J.(2013) said that in 2001, Massachusetts Institute of Technology launched the "Open courseware" project, announcing that the school's course teaching materials would be open to the world for free through the Internet.

4.1. Influence on classroom teaching methods

We believe that in college education, teachers must use the "Internet" + way to transform classroom teaching. Use more colorful ways to improve the classroom teaching effect. LI,C.P.(2011) "Internet +" not only brings innovation in educational concepts to colleges and universities, but also exerts profound influences on teaching mode, learning mode and teaching evaluation. These influences promote the transformation of the educational concept of college classroom teaching to "+" thinking, the transformation of classroom teaching mode to mixed teaching, the transformation of students' learning mode to holographic learning, and the transformation of classroom teaching evaluation to diversified evaluation. Teachers should be fully aware of the urgency of transforming teaching methods in the Internet era, and teachers should be skilled in using Internet technology to absorb enough information and process it effectively, so as to realize classroom interaction efficiently according to the actual situation of students.

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4.3. Influence on teaching methods

XIE,J.L.(2011), through his research on teaching methods, believes that the intrusion of the Internet breaks down the four walls tightly surrounding the traditional classroom and opens up a new open classroom for seekers of knowledge. People from different countries and different races can consult anyone at any time, any place and in any way through the network client, which makes higher education break through the limitations of time and space, and become multiple wisdom, as long as learners have the willingness to learn, they can choose the most suitable courses in the world according to their needs. At this time, college teachers should clearly realize that the traditional education concept is outdated, and the Internet era must use the "+" way of thinking to lead the education concept to innovation. We need to see that the channels through which students acquire knowledge have changed a lot. In the past, college students mainly get knowledge from classes and textbooks, but now students get knowledge more from the Internet. It can be said that the rapid development of electronic network technology has expanded the channels for students to obtain information. In terms of the breadth of knowledge acquired by students, especially the degree of mastery of new knowledge, teachers may not be able to surpass students. College teachers should broaden their perspective in their own professional aspects and pay attention to the development needs of students.

4.4. Impact on teaching management

YANG,X.W.(2020) believes that the reform of school education management refers to the renewal and transformation of the organizational form and operating mechanism of schools, as a social institution and educational organization, driven by external forces (such as social transformation) or internal forces (such as the strong desire of school staff for independent development). In order to adapt to the changes in the internal and external environment of the school organization, the process of adjusting, revising and innovating itself, with the purpose of enhancing the vitality and efficiency of the school organization. It is also called "an uphill battle in school education reform." With electronic information, teaching information and materials are rapidly paperless, and the development of teaching management software reduces the workload of teaching management personnel and greatly improves the management efficiency, but the content of teaching management is not reduced, but increased. Teaching management should not only manage classroom teaching, but also manage the development and application of online teaching resources.

5. New mode of university education management in the "Internet" + era

With the advent of the "Internet +" era and the continuous development of information technology, only by adapting to the development of The Times can college education

management mode help college education management, improve the comprehensive competitiveness of colleges and universities, and cultivate comprehensive talents for the society.

5.1. Strengthen the cultivation of students' ideology in college education management

The education and teaching mode should meet both the requirements of modernization and the needs of students' development. Therefore, the current reform of college education and teaching urgently needs to change the criticism of traditional emphasis only on professional theoretical achievements, and strengthen the cultivation of students' comprehensive ability while continuously strengthening the guidance of colleges and universities. And in the teaching work to strengthen the physical and mental quality of students education, and in order to improve the political practical function of education. In addition, while using the Internet to establish an education management platform, colleges and universities must strictly implement the information entrance examination, shield the bad information resources that are harmful to the development of students, and do a good job in positive ideological education, publicize positive typical cases, and spread the positive energy of The Times.

5.2. Improve the informatization awareness and operation skills of college teachers

Colleges and universities should focus on improving the informatization level of teachers. The construction of informatization will become an important turning point for colleges and universities, which will play an important role in promoting both education and management of colleges and universities. Therefore, in the development of colleges and universities, it is necessary to strengthen the training of the informatization level of teachers in the whole school, and strengthen the awareness of network management and network operation skills of teachers through training. In the context of "Internet +", the division of labor in colleges and universities should not only meet the scientific requirements, but also need to implement the specific management level, so it is necessary to set up special departments and posts to be responsible for the network information consultation and guidance of teachers in the whole school. The new model of network multimedia should be introduced into the reform of education and teaching.

5.3. Strengthen investment in infrastructure for informatization construction of higher education management

In the development planning of colleges and universities, many colleges and universities have obviously insufficient investment in information construction, which not only cannot improve the development status of colleges and universities, but also is not conducive to improving the level of scientific research, education and teaching of colleges and universities, and can not meet the requirements of comprehensive development of students, which also brings many obstacles to the future development of colleges and universities. Therefore, increasing investment in university education management infrastructure can not only improve school infrastructure conditions, but also better serve teaching and research. The establishment of college information network can provide more teaching resources for classroom teaching, enhance the fun and effectiveness of teachers' teaching, attract students' attention, and make students understand the knowledge faster and better.

6. Conclusion

With the advent of the "Internet" + era, college education and management should be organically combined with Internet elements. A new mode of college education management that ADAPTS to the development of The Times has emerged at the historic moment to promote the reform of college education management mode. Colleges and universities need to strengthen students' subjective consciousness and ideological and political education, and strengthen teachers' informatization awareness and operational skills. We will increase investment in infrastructure for the information-based construction of education management. We will continuously improve the quality of personnel training and strive to achieve high-quality development of higher education. The introduction of big data technology brings more possibilities for university management. Through the analysis of massive data, we can more accurately understand the students' learning situation, interests, hobbies, behavior habits, etc., and provide strong support for personalized education. However, the application of big data technology also faces some challenges, such as data security issues, data analysis talent shortage and so on. In order to give full play to the advantages of big data technology, universities need to strengthen data security protection, train data analysis talents, and improve data analysis and application capabilities. In short, the university management under the background of "Internet +" is facing unprecedented opportunities and challenges. Colleges and universities need to actively respond to these challenges, strengthen information construction, broaden management channels, innovate management ideas and methods, improve management efficiency and service quality, and provide students with a better learning and living environment. At the same time, universities also need to strengthen the combination and application of big data technology to provide more abundant and accurate support for student management.

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