

Research on User Centred Guitar Online Teaching Mode under the Internet Background

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Abstract: Under the background of the Internet, guitar teaching is gradually combined with the Internet, and guitar online education platforms appear in the public eye. Different platforms have different teaching modes or specific functions, and guitar learners need to switch different platforms to get different service experiences. Based on this, this paper analyses the status quo of guitar online education platforms, secondly, it discusses the practice points of the user-centered guitar online education model under the background of the Internet, and finally puts forward a few suggestions around how to improve the education model of guitar online education platforms with the core of users.

Keywords: Internet; Users; Guitar Online Education Model.

1. Introduction

With the continuous development of the Internet, the cross-space online teaching mode greatly facilitates the learning of all kinds of scholars, so that they can learn anytime and anywhere. Guitar online education platform can break the time and space limitations of traditional learning, according to their own time arrangements for learning. Through the continuous improvement of the guitar online education platform, pay attention to the user's experience and feedback, can more effectively establish a connection with the user, so that the user has a sense of belonging to the platform and a sense of trust, to achieve a win-win result of the platform teaching, user promotion.

2. Analysis of the Current Situation

2.1. Status of Self-taught Guitars

2.1.1. Lack of Professional Guidance

Most guitar beginners think that guitar is relatively simple and easy to start compared to piano, violin and other instruments, and in order to save money, most people will choose to learn guitar by themselves. However, the guitar is a plucked instrument with a total of 19 playing techniques, which require certain skills and professional guidance in the learning process. The classification of guitar is classical guitar, folk guitar, flamenco guitar, electric guitar, headless guitar, pique guitar, mute guitar, etc., thus the choice of guitar is also very important, guitar beginners lack of professional understanding of the guitar is difficult to choose the right guitar for them according to their own situation. According to the data survey, self-study guitar without anyone's guidance, just read the book teaching materials success rate is 23%, plus group chat and other places to learn together success rate is 39%, there are teachers network teaching, supporting video teaching and the success rate of the various materials as high as 91%. Guitar scholars in the process of self-study because of the lack of professional guidance, resulting in the development of the correct action and can not know their strumming method and hold the instrument posture is correct, so self-study guitar lack of professional guidance.

2.1.2. Lack of Systematic Learning

Learning the guitar process needs to master the tuning,

basic music theory learning, holding the piano posture practice, plucking exercises, song connection, etc., the basic knowledge of progressive learning, guitar self-learner in the process of learning behind closed doors, learning more lazy, no systematic learning and no professional teacher to guide and communicate with others, do not know their own problem areas, targeted practice, may result in The basic knowledge mastery is not solid, just simple learning, slow progress, ability is difficult to get promoted.

2.1.3. Time-consuming

The introductory study of the guitar requires at least 4-6 months of study, self-taught guitar beginners do not have professional guidance in learning the guitar, will spend a lot of time reading books and textbooks or watching teaching videos online, because of the related videos are more, the professionalism is not the same, you need to spend a lot of time to find a suitable and professional guitar teaching videos, and most of them need to be paid for, which is a waste of a lot of Most of them need to pay, which wastes a lot of time. Most of the beginners will be slow to learn and no one to supervise them, so they may lose interest in learning and give up the guitar slowly.

2.2. Status of Offline Guitar Learning

2.2.1. Substandard Offline Learning Guitar Services

With the development of the economy, people are more and more in pursuit of high quality of life and attach importance to the development of children in various aspects, music education industry has been a certain development, the rise of a lot of musical instrument training organisations, the guitar is simple and easy to learn to become the choice of many people. Guitar offline training institutions fierce competition, various institutions launched low-priced marketing, discounts, send the piano to send classes, most guitar beginners with "cheap" mentality to compete for the first reported classes, but the later learning of the guitar do not dare to be interested in the time is difficult to coordinate or the teaching teacher unprofessional, resulting in a refund of the idea of the class, but the training institution will use a variety of reasons to prevent the refund. The training organisation will use all kinds of reasons to prevent the refund, thus the training fee is high and it is difficult to refund the fee. Some institutions are not well run and close down in a short time without refunding the

relevant fees, resulting in many consumers having no trust in the training institution.

2.2.2. The Impact of Online Guitar Education Platforms

Under the impact of the epidemic, many guitar shops are facing the risk of closure, according to the statistics of the piano business newspaper and the industrial and commercial database, in 2019-2021, the piano industry closed down at an average rate of more than 20,000 per year, of which 2020 and 2021 are the most intense, with a closure ratio of more than 30%. Guitar's offline training institutions are also greatly affected, the traditional face-to-face instruction turned to online education, more professional online guitar education platforms are emerging, most guitar learners prefer to choose online guitar education platform.

2.3. Status of Online Guitar Education Platforms

2.3.1. The Rise of Live Streaming

With the development of the Internet, online music education platform continues to develop, but due to the online guitar network teaching most of the recorded lessons, most of them watch the playback, lack of interaction with guitar learners. The rise of live broadcasting, some guitar teachers through the opening of live broadcasting way to better interact with guitar learners and answer questions, for online guitar education platform to open a new track, break through the limitations of time and geography, time is more flexible, more perfect online guitar education platform. Guitar teachers not only teach guitar knowledge to guitar learners in the live broadcast, to obtain the trust of consumers, and thus buy guitars and other related products.

2.3.2. Personalised Teaching

Online guitar education platform will be based on the choice of guitar learners with one-on-one teaching and preferred teachers, targeted learning, to meet the needs of guitar learners, stimulate their interest in learning, learning more diversified, as well as learning time more flexible. At present, online guitar one-on-one teaching has become a new trend. Online guitar education platform not only meets the provision of professional teaching guidance, but also to solve the problem of high training fees, become more guitar beginners the best choice.

3. Practical Points of the User-centred Online Education Model for Guitars in the Context of the Internet

3.1. Classification of Different Groups

In the guitar learning process, scholars may be due to age, learning time, learning purpose of different, they in the guitar course selection and platform selection is not the same, and for these different groups of learning needs and level differences, guitar education platform for the course service should also be different. Guitar education platform should be divided into different groups according to the learning needs and learning level of users, and for different groups to develop targeted service content, design exclusive courses and teaching methods, to provide users with more targeted service experience, can better meet the different needs of different groups. Through the division of different groups, we can provide more personalised and targeted teaching content and services, which can not only effectively help users learn guitar skills faster and more efficiently, but also make it easier for

users to find suitable learning methods and courses, and enhance the user experience. It also helps the platform to manage the users and effective teaching, the user group division, can help the platform to provide targeted services to different users, targeted teaching resources, to achieve the optimal allocation and use of educational resources, and can strengthen the management, more convenient in the management of different groups of users.

3.2. Emphasis on User Learning Exchanges after School

In the process of guitar learning, users will pay more attention to the communication after class, after-class learning communication can help users consolidate teaching knowledge, can promote the communication between users and users, users and platforms, users and teachers, to help the platform to understand the user's learning status and feedback on the platform experience, so that the platform can adjust the content of the service in a timely manner, to enhance the user's satisfaction with the platform. Teachers can also provide targeted guidance and feedback according to the problems raised by users, understand the difficulties encountered by students, and help students solve problems to enhance the learning effect of students. The platform can use the Internet means and tools to achieve communication and interaction with users, through the establishment of communities and other forms, to help the platform to gather users, easy to release information, publicity platform courses, so that users can understand the platform's service content in a timely manner. It can also help users find like-minded learning partners, and pass the experience and inspiration of guitar learning to each other. By focusing on users' post-course learning exchanges, guitar education platforms can provide more learning support and resources to help students better achieve their learning goals and improve users' learning satisfaction, thus increasing users' loyalty to the platform and word of mouth.

3.3. Enrichment of the Platform's Pedagogical Functions

Guitar education platforms with richer teaching functions are more likely to attract users, richer teaching functions can meet more user needs, so that users can realise all their needs in one platform, enhance the user experience, but also improve the competitive advantage of the guitar education platform, attract more users to use the platform, increase the visibility and influence of the platform. Users for guitar learning needs are diverse, users in the guitar education platform selection will be more inclined to more complete platform. More diversified teaching functions will increase the stickiness of users to the platform, and also provide better service and experience for users. The teaching functions of the guitar education platform should try to meet the needs of users, enrich the teaching functions of the guitar education platform, rich teaching functions can better adapt to the individual differences of different users, to provide users with more convenient and more comprehensive services. Each user has his or her own learning habits, learning speed and learning style. By providing diversified teaching functions, students can choose learning courses and methods suitable for themselves, improve individual learning effects, give full play to individual potential, enable users to improve their abilities during the learning process of the guitar education platform, enhance user satisfaction, improve the effectiveness of the

education services of the guitar education platform, provide users with a better guitar learning atmosphere, and meet the needs of more users.

4. Practical Strategies for the User-Centred Online Education Model for Guitar in the Context of the Internet

4.1. Designing Different Curricula for Different Groups of People

For users of different age groups and different learning stages, the platform has developed a corresponding featured course system and is committed to providing personalised and customised teaching courses for guitar enthusiasts aged 5-60, so that every user can find a learning programme that suits them on the platform.

For children between the ages of 5-10, who are in the critical period of mind development, learning guitar helps to develop their intelligence, co-ordination and music appreciation. Guitar teaching courses for this age group need to focus not only on the cultivation of skills, but also on the guidance and inspiration of thinking. Therefore, the platform will be the traditional textbook cartoon, anthropomorphic guitar as the protagonist of the textbook, through the cartoon character interaction and dialogue to present the main points of knowledge, make full use of the fun of game teaching, stimulate the children's interest in learning the guitar, improve their enthusiasm for learning, so as to help the children to achieve better learning results.

For youngsters aged 10-18, the platform provides systematic basic guitar tutorials with a point-and-click lesson system. In the classroom, the teacher will set up a Q&A session to encourage students to ask questions and doubts, so that the teacher can provide timely answers to the students. At the same time, the teacher will design some interactive teaching sessions with students, such as guitar ensemble, which can promote communication with students and improve their collaborative ability. Through these ways, users can obtain classroom interaction score, based on the classroom interaction score, users can choose their favourite tracks for learning, thus stimulating users' interest and enthusiasm in learning, and improving the learning effect and classroom experience.

For adults over 45 years old, they may have different musical backgrounds and skill levels, so the platform provides beginner, intermediate and advanced courses for users to choose from, and lesson times can be flexibly arranged according to users' schedules to meet their different needs. For the elderly, their acceptance and perception of popular songs are weak, and problems such as finger inflexibility and memory loss will affect their learning results. The platform takes red songs and classic old songs as the introductory learning songs for the elderly, which can enhance their motivation to learn; and gives priority to arranging patient and experienced teachers to teach them, and focuses on selecting relaxing and soothing, simple and easy-to-learn teaching repertoire in the design of the courses, so that the elderly users can enjoy the fun brought by music in a relaxing and pleasant atmosphere.

4.2. Building Communities

Human beings are born with the instinct of community, through the objective environment and the connection of

people, they can obtain the material and spiritual needs for personal survival and development. For music lovers, traditional social networking is characterised by dispersion and fragmentation. Social media can satisfy the initial intention of users to find information and resources on the platform; on the other hand, the form of unfamiliar groups through the differentiation of interests, hobbies, and subjects, bridges of communication and aggregation are set up to satisfy the long-cherished wish of people to share their experiences and the spiritual world.⁰

As a major social tool, WeChat is penetrating deeper and deeper into people's daily lives, and the field it builds is extremely crucial for college students to access relevant information.

4.2.1. Receive Learning Information to Meet Their Needs

This is another important part of the platform, which is a learning environment of a communal nature. In this community, users and guitar teachers can interact and communicate more extensively. Members of the community can share guitar playing experiences, learn from each other and discuss guitar related topics. This community learning model helps students to motivate each other and build up a learning atmosphere. At the same time, guitar teachers can post teaching resources and answer questions in the community to provide more comprehensive support and guidance for students. Users can also share their learning experience, exchange playing skills, and help each other solve problems. By interacting with others, students can get different perspectives and feedback to broaden their thinking and improve their guitar skills.

4.2.2. Sharing of Learning Resources

In the communities of the guitar online education platform, users can join guitar learning groups or communities of guitar enthusiasts. These communities provide a common learning space where users can meet like-minded learning partners, discuss learning problems, and share learning resources and experiences. Mutual support and encouragement among community members can stimulate students' enthusiasm for learning and provide a positive learning atmosphere. Meanwhile, in the community, users and teachers can share all kinds of guitar learning resources, such as teaching videos, music scores, practice methods and so on to realise the organic linkage between online and offline teaching. Users can get inspiration and learning materials from the resources shared by others to enrich their own learning content. At the same time, users can also share their own learning results and resources to help and inspire other members of the community.

4.3. Full Use of the Platform's Functionality and its Comprehensiveness

4.3.1. Comprehensive Teaching Model

The platform adopts a comprehensive teaching mode of "learning, practicing, playing, pushing and buying", which can enhance the learning experience of users and meet the needs and preferences of different users. "Learning" is the purpose of learning guitar, allowing users to learn through the platform's website as well as the guitar teaching videos released by the platform on Jitterbug, B-station, Shutterbug and other Internet platforms. Users can choose courses of different levels of difficulty, such as beginner's, intermediate's and advanced's, according to their own learning basics, and can also choose large classes, small classes, one-on-one classes, and other courses according to their own learning

goals or learning time. Users can also choose different course modes such as large class, small class and one-on-one according to their learning goals or learning time. "Practice" means that after taking a guitar course, users can practice anytime, anywhere through the PC-based guitar software without relying on a physical guitar, which can better help users review their learning content and master their guitar playing skills. At the same time, users can exchange guitar knowledge with other guitar scholars on the platform and the community, find friends who share the same interests and exchange learning tips with each other. "Play" is a special teaching link developed by the platform, through the organisation of offline communication activities, helping users to learn the guitar and consolidate their learning results in the activities, while improving the users' guitar skills, continuing to stimulate their enthusiasm and interest in the guitar, so as to avoid the loss of users due to the fading of their enthusiasm and interest. "Push" is the platform will be through the WeChat public number promotion and in various platforms released selection, purchase guitar tips video, etc., the platform as far as possible to promote the platform to all the obvious users and potential users, to improve the visibility of the platform. When a user buys a guitar on the platform, there will be a professional customer service to recommend to the user according to the user's needs, and help the user to choose the most suitable guitar products. "Buying" is a profit model of the platform, by letting users have the idea of wanting to learn guitar courses in depth, so as to further buy guitar courses on the platform. At the same time, by displaying and introducing the guitar products sold on the platform to users, the platform guides users to buy guitars or customise their own personalised guitars according to their own needs and preferences.

4.3.2. With the Platform's Online Data Analysis, Real-Time Query and Understanding of the Learning Situation and Teaching Situation through Data Analysis

The platform needs to collect relevant data during the learning process. These data can include students' learning activities, course progress, practice time, question answering, etc. Then generate reports and statistics on the learning situation, including the user's learning progress, knowledge mastery, practice scores, and so on. Teachers and administrators can use this information to assess students' learning performance and make adjustments accordingly.

5. Conclusion

Overall, the user's good sense of experience and feedback is an important part of supporting the development and operation of the guitar online education platform. In the context of the Internet, the user as the core, the user group classification, for different people characteristics, the design of different course system, not only can meet the user's personalised needs, enhance the user's goodwill towards the platform, but also can effectively improve the teaching quality and effect, so that the user really gained; make full use of the advantages of the online platform for guitar enthusiasts around the world to build a bridge of communication, learning, the formation of the Guitar club group, for users to find like-minded guitar hitchhikers, to meet the social needs of users; teaching services, after-school practice, community dating, experience sharing, shopping mall services of the integration of the guitar online education platform, allows users to avoid the conversion between different platforms, to avoid from the learning platform to the training platform, was attracted to the entertainment software, reducing the effectiveness of the study, to give the user an immersive learning experience.

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