

## Research on the Value Optimization of Online Education Platform in Universities

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**Abstract:** As China has gradually entered the network information society, all walks of life have been rapidly developed. In the education industry, network information technology has promoted the emergence of online education platforms. This is a new teaching method that has attracted the attention and recognition of the majority of teachers and students who have profited from its advantages of abundant resources, quick start, and convenience. By analyzing the connotation and management mode of online education platform, the application strategies of online education platform in colleges and universities are discussed.

**Keywords:** Colleges and universities; Online education platform; Application strategy; Management model

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### 1 Introduction

Compared with foreign countries, China's network technology started late, but the development speed is relatively fast. The application of online education platform can break the restrictions of education under the traditional concept of time and space. At the same time, due to the impact of classroom teaching time in colleges and universities, it is difficult for students to learn comprehensive knowledge in the classroom, which also shows the importance of the emergence of online education platforms. With the continuous reform and improvement of the education system, online

education has become the main education method which is popular in colleges and universities. And the importance of the online education platform is self-evident.

### 2 In-depth analysis of the teaching model of the online education platform

The teaching mode of the online education platform is based on the network and the computer is the carrier through the collection, collation and optimization of network information. Starting from the concept, the online education platform includes computer, multimedia and other hardware devices for online education, as well as various software. According to their own requirements, the major universities have developed an online education platform and interactive software that meets the actual conditions of the school, such as electronic whiteboards, question answering systems, virtual teachers, virtual laboratories, etc. It can be seen that the online education system is embodied in many functions, simple operation, strong interaction. And it highlights dominant position of the students.

Most online education platforms have the following functions:

#### (1) Course learning function

Course learning function is the basic content of online education platform. Teachers can conduct online teaching, and students can also learn online. Both can implement face-to-face educational activities through the Internet. Online education generally refers to all teaching activities that can be carried out on the basis of the network, such as teaching management, terminal

teaching, homework reservation and correction, examination evaluation, etc. Online learning includes content such as student-teacher interaction, online exercise training, learning resource download, assignment submission, and online exam.

#### (2) Teaching management function

In addition to learning, the online education platform can also realize some management functions. This management function can be roughly divided into four parts, namely teacher online management, student online management, course online management, and classroom online management. Teachers' online work management is mainly manifested in the formulation of teaching goals and teaching plans, the entry and publication of students' grades, etc.; the students' online management functions include timetable query, score query, examination arrangement query, graduation-related query, etc.; course online management including course establishment, course hours inquiry, course examination inquiry; classroom online management includes empty classroom inquiry, class inquiry, class schedule inquiry, etc., and its content forms are diverse.

#### (3) Online virtual communication function

In the process of efficient learning, students will encounter a series of problems. By using the virtual communication function of the network, teachers and students are able to achieve face-to-face network communication and solve problems with each other. In addition to uploading documents, the network virtual communication function can also realize video and language calls, allowing students to have the fun of learning in a real learning environment.

### **3 Research on the teaching management mode of the online education platform**

The teaching mode of the online education platform has broken the traditional teaching methods, changing the closed environment of classroom-style into the open environment. And the position of teacher's dominance has become the student's dominance. The students can freely decide which content to learn. These have great impact on the nature of education. The unilateral teaching of teachers is difficult for students to actively participate in teaching activities, lacking opportunities for active and independent thinking. The purpose of education is not just to pass exams, but to develop students' intelligence and creativity. It is for these reasons that the teaching modes of online education platforms include: online teaching mode, one-to-one

tutoring mode, group discussion learning mode and individual learning model.

The online teaching mode is developed from the traditional classroom<sup>[1]</sup>. Of course, the disadvantages of this method have been explained above, but this teaching mode also has advantages, especially facing a large number of students. The advantages of this teaching method will be infinitely magnified, and will not be limited by time and location.

The one-to-one tutoring mode refers to the connection between single student and teacher. Teacher develops teaching goals and teaching plans that are in line with the student's academic situation, and uploads their recorded video software to the platform, or search for related Teaching resources for students to download and learn. This method is mostly suitable for solving the problems of individual students.

The content of the group discussion learning model and the individual autonomous learning model are actually similar. Both are to meet the learning needs of students, to solve related learning problems for them, and to improve their cognitive ability and application ability. It finally achieves effective combination of artificial intelligence and systems.

## **4 The optimization strategy of online education platform**

### **4.1 Improvement of the learning content of the online education platform**

#### **4.1.1 Diversity**

In the Internet era, information is growing at an explosive rate, and students' demand for information is gradually showing a diversified trend. However, from the actual situation, the existing online education platform courses have less coverage and are far from satisfying students' learning demand. In this situation, the MOOC teaching platform came into being, and at the same time provided new ideas for the innovation of online education. Many colleges and universities have shared their education and teaching resources on the platform, which is also helpful to enrich the teaching content and promote the overall quality and level of education and teaching.

#### **4.1.2 Target**

When students choose elective courses, they often choose courses with higher or lower learning difficulty without understanding the specific learning content,

which is not conducive to mobilizing the students' subjective initiative. From this point of view, in the setting of elective courses, relevant course introductions can be added, and it is also conducive to students to make targeted choices according to their actual situation, so that they will actively project in learning. The same is true in English practice. First of all, in order to improve the relevance of platform teaching, the difficulty of the topic should be divided in the setting of topic type, so that students can practice according to their knowledge level and learning ability. Secondly, the practicality of the platform should also be improved, for example, test questions related to the English proficiency test can be added, such as IELTS TOEFL, CET-4 and other test content. It allows students to carry out relevant training in addition to their study. Not only can they test their own learning ability, but also improve their own English level on this basis<sup>[2]</sup>. Students can avoid wasting time in some unnecessary exercises.

## **4.2 Effective interaction between teachers and students**

Good interaction is an effective way to promote the progress of the classroom, but the online education teaching method blocks the face-to-face communication between teachers and students. Both teachers and students are independent individuals, and teachers cannot timely grasp the students' learning status, which hinders the teaching process to a certain extent. And the teaching effect is not ideal. Based on this, the function settings of "screen comment" and "hot forum" are necessary. Teachers or students can answer the question, and at the same time supplemented by the function of a teaching assistant teacher who answer questions for students in a timely manner. In addition, offline communication classes can be conducted to assist online teaching and enhance students' learning effectiveness. In the offline classroom, students are introduced to the precautions of online learning. And teachers should focus on answering questions in the student's learning process, which can not only detect the students' online learning effect, but also deepen their understanding of knowledge.

## **4.3 Provision of good learning conditions**

"One who stays near vermilion gets stained red, and one who stays near ink gets stained black." Compared with traditional classrooms, online education platform teaching has relatively high requirements on the network and computer equipment. The development of

online education and teaching depends on the network, so the teaching area should be selected within the range of strong network signals. At the same time, schools should also improve the protection and optimization of the network environment to ensure the fluency and stability of students' online learning. In addition, long-term on-the-go teaching also enables students to understand the teaching routines of teachers. Many students will skip the video or take some other sneaky ways to get credits as soon as possible. Therefore, timely optimization and updating of the platform are also necessary. Online education is a new way of education and teaching, as well as a new trend of teaching development. It is necessary for students to learn something, complete their coursework, and avoid learning for achieving credits only.

## **4.4 Improvement of the supervision and management mechanism**

### **4.4.1 Multifunction**

Long-term online education practice shows that students lack ability of good self-discipline. Many students will be distracted to do other things while studying. And teachers often trust students too much, which will only lead to unsatisfactory learning results. According to the characteristics of various disciplines, the back-end managers should not only count the length of students' learning, but also include discussion, interaction, examinations and other means to gradually improve the supervision system to ensure the students' learning effect.

### **4.4.2 Flexibility**

The repeatability and simplicity of the online education platform's examination methods have not played a effective role in students' learning and future development. The purpose of the exam is not only to detect the learning effect of the students, but also an effective way to find and fill gaps and deepen students' understanding of knowledge<sup>[3]</sup>. Therefore, the setting of questions can not simply rely on selection, fill in the blanks, etc., but also set enlightening questions to improve the flexibility of the exam. For example, when demonstrating learning outcomes, students can use PPTs to enrich their presentations.

## **5 Conclusion**

With the development of science and technology, information technology is being widely used in the

current stage of education and teaching. Not only does it innovate teaching methods, but also provide new ideas for improving the overall quality of education and teaching. The online education platform came into being, and students can learn without the limitation of time and space, which greatly assisted teachers' classroom teaching. Although the online education platform has gradually exposed many problems in the process of application, with the advancement of technology and the accumulation of teacher experience, these problems can be improved in time. And the teaching level of the online platform can be gradually optimized to provide more valuable services to teaching

and learning of teachers and students.

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