

# The Influence of Platform Economy on the Development of Education Industry

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**Abstract:** In the era of information explosion, the Internet has transformed various traditional industries. This paper summarizes the current status of platform economic development and draws great changes to the education industry after its reform. Focusing on the increasing promotion of the platform economy, the paper analyzes the changes today's education industry compared with the traditional education industry. From the time and space, the carriers, and the audiences, the impact of the platform economy on the education industry is found. This paper uses case analysis to explain and explain the tremendous changes that the platform economy has brought to the education industry. From time to time, the education platform changed from offline to online, people's learning time and teachers were more selective. The learning materials on the carrier changed from the original paper version to digital, and the third audience changed from students to all. People with needs have higher acceptance of background and academic qualifications. This paper finds the transformation of the education industry in modern and contemporary times and analyzes the reasons and the role of the platform economy.

## 1. Introduction

With the development of the times, the Internet has gradually become a bridge and platform for all walks of life. Education has gradually merged with the Internet economy, and Internet education has gradually become a new branch of the education industry. In recent years, it has become a dominant educational model. The share of the education industry in the market has gradually increased and has become a major industry in today's society. Many traditional educational institutions have developed Internet platforms, and more and more traditional institutions have joined the online education camp. However, under the slogan of rapid development, the emerging industry of Internet education is not fully developed, and there are still many aspects that are still controversial and have not been perfected. However, the use of Internet technology to carry out comprehensive information reforms in the education industry, to build new teaching concepts, teaching content, teaching methods, and to nurture new talents for the future is still the direction that the education industry needs to constantly explore. At the same time, the Internet has also triggered a whole new series of changes in education. With its own advantages, the platform economy has quickly occupied a large part of the education industry, which is both a challenge and an opportunity for the traditional education industry. So what is online education? The software conditions for online education include the online education resource library and the support platform. The former provides teaching content, which includes various materials required for online teaching at different levels and in different forms. The latter provides a teaching environment, which includes online teaching support, online education resource library management, teaching management and evaluation, and system management. It can be seen that online education is not only guaranteed for the quality of education, but also must have a powerful engine to help the platform best serve the masses. This article will analyze the changes that the platform economy brings to online education from many aspects. The follow-up arrangements are as follows: The second part summarizes some of the views of the predecessors in this respect and gives a new perspective on this basis. The third part illustrates the changes that the platform economy brings to the traditional education industry. The fourth part confirms that the changes in the third part are indeed present through case studies and find more problems. The last part is the summary conclusion of this article, and points out the future development direction and

shortcomings.

## **2. Literature Review**

Due to the improvement of today's social technology and the increase in demand, the development of new industries is very rapid, and the education industry promoted by this emerging industry has benefited greatly. 2013 years is known as "the beginning year of China Online Education", (pipe good, Liqi Tao, 2014) only a short period of one year so that the Internet began to affect the education sector, many of the traditional educational institutions have begun to online education model, this change A good new industry has been developed but it has also brought great competitiveness to the traditional education industry. So have you ever wondered why Internet education will flourish? The reason can be explained from the inside out, from the inside, it is the change of people's educational concepts and study habits. (Li Heping, Qiu Ting, Zhong Zhixian, 2005) Most of the evolution of society and industry is moving forward with the development of humanity. All aspects of quality education make us aware of the diversity of learning, not just our original mode of education, the updated teaching mode is more helpful for students. Creative learning and self-directed learning are the product of thought brought to us by the information age, and also bring new ways of learning. External factors are naturally the impact of the rapid development of the Internet. The new model of "Internet +" education is gradually entering people's lives, and its fragmented use of time is very good in line with the needs of contemporary young people. In the process of rapid entry of the capital market into the industry, in terms of the current development status of the industry, a consumption habit of education has been formed, the education business model is old, the publishing industry is degraded, and the content and market for education are generated change. Summarizing the issues and predicting trends, a large number of resource pools, technical and economic support in the future will support the industry into a new phase (Zeng Chen, 2018). From the above point of view, the development and intervention of the Internet is very important for the education industry. The Internet provides new ideas, new models, and new methods to help people learn more quickly, more conveniently and quickly. Effectively integrating the advantages of the Internet into the education industry is a big change for the traditional education industry.

## **3. Platform Economy Changes for the Education Industry**

At present, according to some existing educational platforms, through comparison, this paper summarizes three points about the impact of the platform economy, namely the Internet on online education, changes in time and space, changes in teaching aids, and changes in audiences. This article uses some easy-to-understand examples to explain the three changes.

### **3.1 Changes in Time and Space**

Most of the forms of the traditional education industry are mainly offline mode, which is taught by teachers, and students communicate face-to-face with teachers to transfer knowledge. This form requires a fixed teacher resource, a certain teaching venue, and a place where negotiations and transactions can be made. However, online education has gradually become the mainstream of education in the past two years. From the original fixed time to the choice of time according to the needs of customers. This kind of change makes the acceptance of education and the time of education more flexible. Finally, the limit on the distance is broken. At present, most of the courses continue to follow the previous conditions of a certain class, the pre-existing conditions of people do not accept people, such a setting will make many people give up the lessons they are preparing for. Distance and time constraints make many people who want to learn have to give up on such ideas. However, Internet education, also known as the "net class", has broken this conditional wall and made the choice of time and place bigger. It has been tailored to suit the majority of people. The selectivity of time and place becomes self, the price is lower because of the lack of rent, and other factors such as water and electricity. Such a learning model has become an educational

model that more and more people are hoping for, and it has greatly increased the number of people educated.

### **3.2 Transformation of the Carrier**

Most of the classrooms now turn from the issuance of paper-based materials to the transmission of electronic materials. In the past, tape playback became a disc playback, the blackboard became a whiteboard, the screen became a touchable type, the paper book was gradually replaced by an e-book, and the materials of the class gradually changed from the traditional paper version to the electronic version. With the promotion of green travel and the reduction of the use of trees, the electronic version of the material adheres well to this rule, turning a large number of trees that are spent on education each year into electronic data. This change is no different. Most of the changes in the carrier are still implemented in extracurricular institutions, and most schools still use traditional paper to practice and test students. Such a situation will gradually move towards the electronic direction in the next few decades. The use of class tools has also changed a lot. From the very beginning of the blackboard, the teacher will inhale a lot of chalk ash in the process of using, which will cause the teacher's health to deteriorate, but the use of whiteboard and multimedia has greatly slowed down this effect. Multimedia is interpreted in a more convenient, faster and more fun way, improving the efficiency of learning and the interest of students in learning. The change of the carrier not only has many benefits for the educated, but also provides a lot of convenience for the educator.

### **3.3 Changes in the Audience**

The popularity of online classes has greatly expanded the audience. Perhaps most people feel that they are completely out of school after graduating from college, and they have no access to learning. There is an old saying in China that living to the old age means that there is no end to learning. But for those who work, even if there is a heart to learn, work limits the desire to learn. Online classes are a good choice for such people. The freedom of time and place, the customization of the course difficulty, and the number of educated people in this part are quickly increased. The second is multi-disciplinary learning. A lot of classes in an institution need to have a certain foundation to be able to go on, and the organization generally does not have such a very basic curriculum. However, if cross-professional learning is not based on the previous curriculum, online courses can choose the difficulty level according to their own conditions. After listening to the lesson, they can repeat the video of the course, which helps this part to learn cross-professional. People are better educated.

## **4. Cases of Analysis of Platform Economy in the Practice of Case Analysis**

In view of the above reasons for change, this paper uses the case analysis method to explore the changes brought about by the platform economy to the education industry through the case analysis of several of the most popular online education platforms.

### **4.1 Platform Economy Brings Changes in Teaching Time and Space**

**Changes in Practice** This paper argues that the use of a traditional educational institution to develop online education can explain the changes in education in time and space.

In 2005, Xuesi Education was formally established. In the past seven years, it has developed into a well-known and well-recognized primary and secondary school training institution in Beijing and even across the country. It has become the first institution in China's primary and secondary school education institutions. It is such an educational institution that has cultivated countless outstanding students and high-level students, and laid the foundation of the traditional education industry, and later transferred the front line to online education and established a school of learning and thinking. Most of the students are attending classes in the next fixed place on the Internet. One of the big drawbacks of this traditional course setting is that the teacher's class is limited and the student's degree is limited. It is easy to cause a good teacher's class. Happening. Due to time and

geographical location, there is no way to attend an institution. In this case, the industry has lost many potential people. So what is the major reform brought by the platform economy to the education industry? The teacher's lecture is no longer carried out in a teacher. You can use the online lesson video to teach different students. However, students do not need to consider the factors of time and place. They can go to the home directly through the Internet, and can watch the class repeatedly. Video, which is convenient for the educated group. Such a class model largely helps the traditional education industry to tap more potential customers, and the huge impact brought by the Internet makes the class more convenient.

#### **4.2 Changes in the Platform Economy Brought to the Teaching Carrier**

The changes brought about by the platform economy have also been well presented in the teaching carrier, while highlighting the characteristics of the Internet.

In the traditional class, students use paper books. Although such books are good for taking notes, they are a great waste of paper. Therefore, the e-book and search model as a teaching carrier is a major reform brought by the platform economy. At present, the status quo of domestic Internet education shows that the education model is jointly created by the Internet and traditional educational institutions. For example, "Baidu biography lesson" from the Baidu "of the school" and "pass class network" merger, the main platform is "working to help", "champion platforms" and other modules, in addition to the library Baidu, Baidu Encyclopedia, Baidu know. Such a platform and Baidu's own powerful search engine provide strong support for this model. A powerful resource library has become a new teaching vehicle for online courses. Such textbooks are more comprehensive and lighter than the original ones.

#### **4.3 Changes in Audiences in Platform Education**

Education is the guidance of people, so the audience is naturally the main part of education. It can be said that there is no education without audience. Then with the development of the platform economy in education, its audience is also rapidly expanding. For example, the "Netease Cloud Open Course" with multi-level and multi-level courses is characterized by inviting students from well-known universities at home and abroad as teachers. The platform guarantees the quality of education and education to a large extent, and introduces courses of different difficulty. Students of all levels can gain something from it. For example, a 40-year-old aunt wants to learn English but has no foundation. There are very few English enlightenment classes for middle-aged people on the market, but there is a course for Netease Cloud. The English enlightenment course of the paragraph. This kind of curriculum has broadened the original audience to a large extent, and only the corresponding majors will be extended to different degrees of age, as long as they are needed. Netease Cloud has formed its online education platform by utilizing its own platform conditions and collecting outstanding teachers and educational resources.

Through the above analysis of the case, we have seen that Internet education has become a brand new industry in the education industry and the future prospects are considerable. But why has the development of Internet education approached the traditional education industry in just a few years, and has many traditional education industries begun to transform or broaden new fields? The impact of the platform economy and the convenience brought by the Internet are indispensable.

### **5. Conclusions and Prospects**

This paper analyzes the most representative online education platforms on the market and summarizes the three major reforms of the platform economy to education: First, people have more choices in time and space. Second, the difference in carrier, from paper version to e-book and even a huge resource library, energy conservation and environmental protection is more comprehensive and practical. Third, the change in the audience has changed from a single student group to being educated as long as there is a need.

The transformation of the form of education has not only led to an increase in the number of educated people, but also to the quality of education and the efficiency of education. The reason for

the change in the form of education is not only because of the popularity of the Internet, the changes in educational methods, the changes in teaching tools, and the reserve of talents in many fields. The areas studied in this paper are not comprehensive enough. The qualitative analysis is carried out but the quantitative analysis is not, and the changes that can be explored are not complete enough. More cases are required to analyze the further reform of education in the platform economy. The market situation, social issues such as government policies are still a huge variable for this change, and the next step can be studied in this regard.

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