

The Influence of Big Data on the Education Management of Local Universities in China and the Countermeasures

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Abstract: In recent years, with the continuous development of various industries in the society, the country's demand for talents has continued to increase, and at the same time, it has raised the standards for talents. On the basis of having certain professional knowledge, it is necessary to be able to apply the knowledge learned in practice. This is also one of the important reasons for the continuous expansion of the scale of local colleges and universities. In the era of big data, in order to be able to cultivate more application-oriented talents for the country, local colleges and universities should make corresponding reforms to adapt to the changes of the times and deal with the problems arising in the process of education management.

1. Introduction

The data in big data contains a lot of information, not just numbers, our common text, information and pictures are all data. We can obtain data through network channels, social media, magazines, etc. According to the relevant information in big data, We can fully understand the changes of various things. In modern society, big data has a certain degree of advancement, it contains a large amount of information, can fully reflect the changes of various things, and contains a lot of data types, which can achieve a higher visualization. In addition, big data also has a large "capacity", which includes the diversity of information types, which involve various industries and fields. Compared with traditional technologies, big data is more time-sensitive and can timely obtain the obtained information. Processing can enable people to obtain various processing results about data in the first time, which brings great convenience to people's life and work. At present, big data technology is used in various industries in China. Through the visualization of big data, some data is analyzed to make relevant predictions on the future of the enterprise, which can greatly reduce unnecessary losses and can be used as a basis For specific solutions to problems in the development process.

2. The Impact of Big Data on the Education Management of Local Colleges and Universities in China

2.1 The Characteristics of Big Data Will Have a Certain Influence on the Educational Management Decisions of Local Colleges and Universities

The advantages of big data can be fully realized without the rapid development of communication technology. First of all, the communication between students and teachers, between teachers and students, with parents, or between other teaching staff is inseparable from the use of communication equipment. Secondly, students borrow books in the library, and some data information processing such as the registration of students' academic status by teaching staff will use communication technology. Using traditional methods to collect information not only consumes time and effort, but also wastes more financial resources. Therefore, in the era of big data, efficient information collection capabilities have been greatly improved, compared with traditional collection methods, not only reduced Cost, but also improve the efficiency of collecting information. When analyzing data to extract key data, certain errors may occur due to the relatively small amount of data, which affects the decision-making of education management of local colleges and universities,

but the application of big data technology can effectively improve the purity of information extraction. The comparatively small hours can also extract key information and make effective guidance for the decision-making of education management of local colleges and universities in China. Big data technology is also much faster than traditional methods in the speed of information processing. In the past, education management of local colleges and universities was usually carried out manually when editing, analyzing, and processing information. In this way, the speed of information processing is relatively slow, which affects the work process of local colleges and universities, but the speed of information processing using big data technology is obtained. Compared with the traditional model, it can provide better support for the education and management personnel of local colleges and universities, and at the same time, it can further expand the space of education and management of local colleges and universities and explore its inherent potential. Traditional data collection and analysis may have certain deviations that affect the management of local college education. However, using big data technology to analyze the relevant information can grasp the laws of education management in local colleges and universities, and adjust management measures in a timely manner according to the existing problems, so that the management of local colleges and universities is more scientific and rational. For example, when using traditional data analysis methods for statistical analysis of the urban population, the ratio of teachers and students in local colleges and universities, and the number of teaching facilities, the speed is relatively slow, which will affect the educational management of local colleges and universities. However, in the era of big data, these data can be collected and sorted out in a short time to provide a basis for decision-making for local college education managers.

2.2 The Idea of Big Data Will Affect the Practice of Local College Education Management

In the context of big data, managers mainly refer to changing data to position the development of local colleges and universities. First of all, the traditional teaching concepts and methods of education are becoming more and more backward. For local colleges and universities, the combination of theory and practice is very important. The interest in curriculum learning is greatly reduced, therefore, performance innovation in the teaching management process. Students are learning professional knowledge, and education managers can implement different teaching methods. For example, according to the different majors, they adopt situational teaching, assign tasks to students through specific topics, and let them use big data technology to collect data and Make certain presentations in the class. In addition, we should make full use of social resources. Strengthen cooperation with off-campus enterprises, so that students can go deep into the enterprise, so that they can not only exercise themselves, but also use the knowledge learned in the classroom. According to relevant literature, we can find that in order to better adapt to social development, major local universities should have their own characteristics, and big data has just formulated a management model that is in line with modern development. Schools are different, and so are the students. All students have their own personalities. Through big data, we can master the preferences of each student and learn to set clear teaching goals. Modern society requires that education should be based on people to achieve teaching according to the aptitude, and the application of big data precisely enables the humanized education of local colleges and universities. Big data has changed the thinking of teachers and students in local colleges and universities. Especially for teachers, in addition to teaching knowledge in the classroom, they can also communicate and exchange knowledge with students online, which greatly enhances students' interest in learning and promotes local Reform of education and teaching mode in colleges and universities.

3. Research on the Role of Big Data in Education Management of Local Colleges and Universities

3.1 Carry out Personalized Education and Learning

At present, digitalization has been widely popularized in local colleges and universities, which has also made great changes in the teaching methods of local colleges and universities. The

phenomenon of skipping classes in the classroom is very common. In order to better solve these problems, local college education managers should continue to innovate management methods, combine with the use of big data technology, collect and analyze the relevant data of students in class, and further master the individual of students Data differences, according to the rules obtained, further improve the education management of local colleges and universities, to teach students according to their aptitude, give full play to the personality of students, so that students learn more skills. The core courses of the big data major mainly include Java programming foundation, data collection, data visualization technology, etc. Local colleges and universities appropriately add some big data core courses to the professional courses in order to better carry out professional teaching.

3.2 Master the Dynamics of Students

However, in view of the current education management of local colleges and universities in China, many colleges and universities have neglected the management of students' thoughts and behaviors. For education managers, they should not focus all their energy on teaching activities. They should also deeply understand the changes of students' thoughts, give them correct guidance, and care about students on the basis of understanding students, especially for some self-control ability. For the poorer students, strengthening management and care for them has a great impact on the development of the students, which can make this part of students more cooperative with efficient management and form good morals and behavior habits.

4. The Countermeasures of Big Data to the Education Management of Local Colleges and Universities in China

4.1 Improve the Management Level of Education Managers

The application of big data technology is undoubtedly very beneficial to the future development of enterprises, and the application of big data technology is also crucial to the education industry. The application of big data technology has achieved objective results, and people are more and more aware of its super ability to collect information and analyze information. Use big data technology. In view of the current faculty strength of local colleges and universities in China, there is a shortage of faculty members who can flexibly use them in teaching and management activities. Therefore, local colleges and universities should strengthen the training of education and management personnel, first of all to make them consciously aware of the importance of the application of big data technology; second, to cultivate the ability of education management personnel to apply big data technology. Continuously improve the comprehensive capabilities of education managers to better serve current education work.

4.2 Optimize the Use of Big Data

Although the application of big data technology has brought a lot of convenience to the education management of local colleges and universities, we also have to see the disadvantages brought by the application of big data. The application of big data technology to the management of student information in local colleges and universities may cause the risk of leakage of private information, which will pose a certain threat to the safety of students and bring risks to colleges. Therefore, when applying big data technology, local college education administrators must strengthen the scientific and rational use of the technology. And establish relevant systems for the use of this technology in local colleges and universities to restrain it. In the process of information collection and collation, it is necessary to be scientific and reasonable, and formulate relevant systems to ensure the security of data. The number of middle school students in local colleges and universities is very large. To reasonably analyze student data, it is necessary to collect comprehensive student information. Therefore, in order to improve the effectiveness of data applications, big data technology is needed to spread the information scattered between various departments. Complete collection.

In summary, the use of big data technology will inevitably have a certain impact on the educational management of local colleges and universities in China. No matter in the way of thinking or in the means of management, it will promote the reform of education management in local colleges and universities. But we also have to pay attention to the disadvantages brought by the application of big data technology. Big data technology should be combined with other auxiliary technologies to improve the security of big data technology applications. On the basis of earnestly understanding the society's demand for talents, we will serve major local colleges and universities to better train talents suitable for social development. In particular, it is necessary to strengthen the application of big data technology in local colleges and universities and promote the cultivation of education and management personnel.

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