Analysis on the application mode of computer technology under the background of "internet +"

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Abstract: The development model of "internet +" is not limited to the pure economic field, but gradually permeates all forms of industry development in society. It is supported by key technologies such as cloud computing and big data processing, and realizes its cultivation function in the fields of software design, service and education. It not only simplifies the transmission and storage of information data, which is convenient for people to use and collect, but also can share all kinds of information data in real time, realize the information circulation in various fields and accelerate the development of modern society to a certain extent. This paper expounds the characteristics of the current "internet +", analyzes the application status of computer technology at this stage, and finally studies the application mode of computer technology under the background of "internet +", hoping to help people who are concerned about this topic.

1. Introduction

In the era of "internet +", computer science and technology has shown the characteristics of fast update, stronger practicability and more diversified operation methods, and computer multimedia technology, computer cloud storage technology and big data technology have been widely used in various fields, pushing computer technology to a new development stage [1]. It not only simplifies the transmission and storage of information data, which is convenient for people to use and collect, but also can share all kinds of information data in real time, realize the information circulation in various fields and accelerate the development of modern society to a certain extent. In the complementary development of "internet +" and computer technology, their functions have been greatly improved. They play an important role in information transportation, information storage and information transformation and sharing, and promote the rapid progress of social science and technology modernization.

2. Overview of "internet +"

"internet +" is a new mode of economic application that has emerged in recent years. It combines the existing central fields of economy and science and technology by applying the transformation and optimization effects of production materials and Internet content, so as to realize their innovative development and perfection. With the development of science and technology and the gradual maturity of related technologies, computer technology will show an intelligent development trend in the future. It can be said that under the background of "internet +", the development space of different industries is broader, and the development direction is more diversified than before, which promotes the continuous development and progress of human society and has been tied up with human development and progress [2-3].

The development model of "internet +" is not limited to the pure economic field, but gradually permeates all forms of industry development in society. It is supported by key technologies such as cloud computing and big data processing, and realizes its cultivation function in the fields of software design, service and education. For example, in the modern management of companies, many companies have achieved a management model integrating procurement, sales and storage by using computer technology, which has enabled companies to obtain a more objective economic first quarter and effectively control the cost of related expenditures [4].

To study the application mode of computer technology. It is necessary to bring the joint efforts of "internet +" and computer technology into play in all aspects of people's life and production, improve people's living standards through computer network technology, and promote the continuous progress and rapid development of science and technology.

3. Analysis of the current situation of computer technology application

3.1. Uneven technological development

At present, compared with the central and western regions, the level of computer technology in the eastern coastal areas of China is relatively high, and the uneven development of technology among regions also has a direct impact on the effectiveness of technology application. On the whole, the application of computer technology in the eastern region is developing more rapidly, while the western region is relatively backward. It can be said that the level of technology affects the economic development, and the economic level further widens the gap in computer technology level. With the continuous development of computer technology, the security, stability and operability of computer technology have been greatly improved, and it has gradually become the main technology that can be applied in various industries, thus constantly promoting the development of information technology and promoting the progress and perfection of society [5-6].

3.2. The technical level needs to be improved

In the development process, the computer network development team should strengthen the computer security and promote the innovation of computer application technology on this basis. In the development process, the computer network development team should first improve and upgrade the computer firewall to ensure the perfection of the computer firewall, so as to give full play to the role of the firewall and make a good barrier between the computer and the network.

Compared with western developed countries, the level of computer application technology in China still lags behind, which is mainly due to the late start and short development time of computer technology in China and the influence of many factors. In the processing and manufacturing industry, whether it is the upgrading of production technology or production equipment, it is inseparable from the support of computer technology application. Therefore, the current backwardness in the application of computer technology affects the overall development of our country [7].

4. Application mode of computer technology under the background of "internet +"

4.1. Application in the field of education

As far as the application of multimedia technology in residents' life is concerned, it has promoted the diversity of entertainment activities in people's daily life. There are a variety of online multimedia projects such as movies, music websites, live TV broadcasts and on-demand programs. On the one hand, micro-lessons are favored by many students because of its emerging teaching mode. If animation related to micro-lessons is introduced into teaching, students' curiosity and enthusiasm for learning can be greatly stimulated. On the other hand, it is extremely important for students to effectively master all kinds of knowledge in teaching.

The innovation of multimedia mode improves the original content and uploading method of traditional media technology, which not only has the performance characteristics of traditional media technology, but also can make full use of information multimedia technology and internet technology to update and develop a new media mode from text images to audio and video [8]. In teaching, multimedia means has broken the limitation of traditional exam-oriented teaching. Through the effective combination of information technology and teaching classroom, students' enthusiasm and enthusiasm for learning have been effectively improved, which is easy to arouse students' interest and desire for knowledge, and adds a lot of fun to classroom teaching.

The application of computer network technology in the field of education creates conditions for

education in remote areas. Perhaps the development of educational resources in remote areas in China is slow, but the construction and development of the network can provide network support for remote areas, so that teachers and students in remote areas can also use computer network technology to improve their education level.

4.2. Application in medical field

The research trend of "Internet+medical treatment" has been paid close attention to by medical researchers and patients, among which the application of computer technology is obvious in medical imaging, multimedia technology processing, clinical medicine and so on. The digital processing mode of computer technology has established a reasonable data storage space for medicine. The application of ""internet +" Cloud Storage" technology in the medical field has established a huge database for medicine, and the accurate search and deletion mode of computer technology can quickly find out the information in the database and improve the efficiency of medical research [9]. An example of a medical pyramid is shown in Figure 1:

HIT

Personal health care system
Fundamentals of human body: blood pressure, temperature, pulse blood lipid, blood sugar, etc.

MI

Mobile internet technology
Transmission through mobile APP, WeChat, smart wearable device, etc.

medica

Traditional medical data
According to the pulse required by traditional Chinese medicine

SMART

Wireless intelligent technology
Collect human data through technologies such as electronic medicines and hand-held medical instruments.
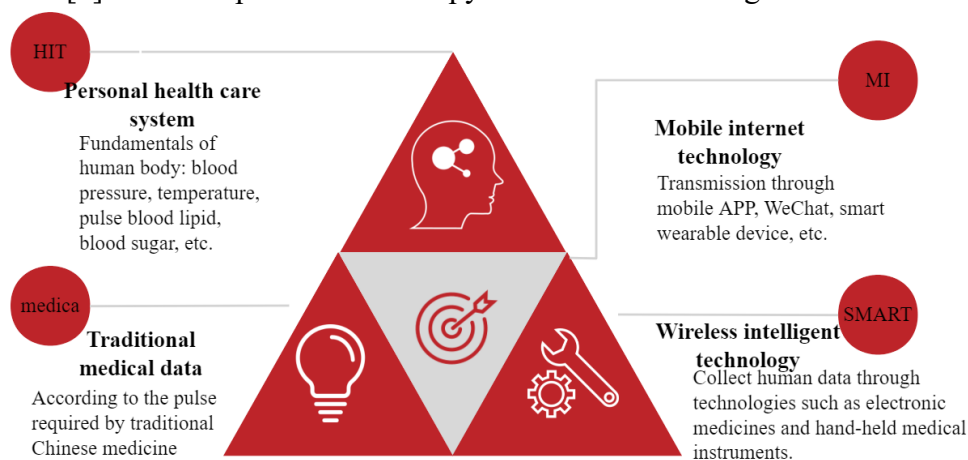
Figure 1 Example of medical pyramid

Many medical images and medical videos are clearer, and some fine operations can be enlarged to the screen through multimedia imaging technology, which is convenient for doctors to operate, thus improving the success rate of surgery. At the same time, the clear impact of technology application and data analysis has improved the level of medical diagnosis and provided protection for human health and safety [10].

4.3. Application in commercial field

Manufacturing industry is the basic industry of social development in China. With the development of society, the traditional mode of manufacturing industry can no longer meet the requirements of rapid development in the field of manufacturing industry. Therefore, the development mode of ""internet +" Manufacturing Industry" has become a technology that must be improved at present. For example, in the operation of the company, big data technology can help the company to understand the changes in the market and the psychological thoughts of consumers in a timely manner through the directional development and reasonable exploration of market data information and specific operation data information, and draw up the company's planning and development strategy according to the real market demand and the company's specific situation, and develop and innovate new business methods, thus enhancing the company's competitiveness. The customer portrait and precise marketing model under the background of "internet +" are shown in Figure 2.

The application of computer technology in the context of "internet +" has enriched the information resources in the commercial field. Whether it's ""internet +" Advertising" or ""internet +" Marketing", enterprises are constantly building their own brands by applying the development of Internet technology. Of course, Internet technology is not only a text propaganda, but also a combination of audio, video or pictures to realize the personalization of advertising. Interesting

advertisements will not make consumers feel boring, and even increase their interest in buying, thus further strengthening the brand's popularity. The development of manufacturing industry under the background of "internet +" is to adapt the traditional manufacturing technology to the operation mode of Internet companies, so as to achieve the best application level in their respective fields.
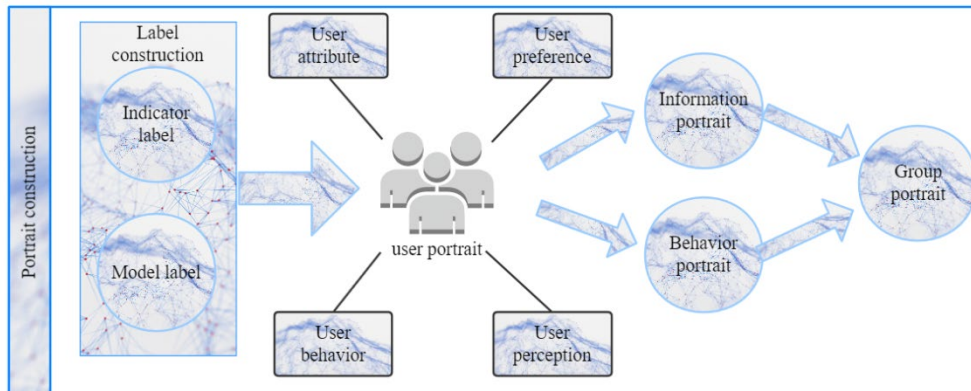

Figure 2 Customer portrait and precision marketing mode in the context of "internet +"

5. The application prospect of computer technology under the background of "internet +"

The development and progress of the times need the support of talents and technology, among which computer network technology is the most intuitive technical support means, so people should plan the application of computer technology and the development trend of "internet +". In the current development of agriculture, computer technology can be used to analyze and compare the main technologies of agricultural production, so as to obtain the most scientific agricultural production mode and reduce the waste of resources in production. With the arrival of the "internet +" era, all walks of life have a broader growth space, and the research and development of computer technology applications will be concentrated in the fields of intelligence and informationization, supporting the rapid development of our society and economy.

Nowadays, there are still some problems in the popularization of computers, and most elderly people have not mastered the basic application of computers. Therefore, it is necessary to intensify the popularization of computers, promote the popularization of computer application technology, and focus on areas with relatively backward economy by increasing the scope of popularization, so that the people in this area can understand computers, know computers, and perform some basic operations on computers. At the same time, we should pay more attention to the safety construction of information technology, give full play to its protective role, and continuously expand the space for technological development. Therefore, in the project of computer science and technology progress, we should extend and expand the application scale and application method of computer science and technology to improve the effectiveness of computer science and technology. Subdividing the application mode of computer development can strengthen network management and ensure the security of network information, and all industries can use computer-supported internet technology with peace of mind.

6. Conclusions

In the complementary development of "internet +" and computer technology, their functions have been greatly improved. They play an important role in information transportation, information storage and information transformation and sharing, and promote the rapid progress of social science and technology modernization. To study the application mode of computer technology. It is necessary to bring the joint efforts of "internet +" and computer technology into play in all aspects of people's life and production, improve people's living standards through computer network technology, and promote the continuous progress and rapid development of science and technology. Therefore, in the environment of "internet +" era, we should use computer science and technology

scientifically and study computer science and technology reasonably, so as to promote the trend that computer science and technology in China can develop smoothly in the times.

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