

Study on MOOCs Introduction Methods and Strategies for Independent Colleges

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Abstract: As a new type of educational resource in the internet environment, the MOOC is characterized by flexibility, openness and high quality, which has attracted extensive attention from the education circle and become a hot topic for research in the field of education in recent years. This study analyzes the connotation and related characteristics of the MOOC, analyzed the current education situation of students and teachers in independent colleges, proposes some methods and strategies for introducing MOOC to independent colleges, so that teachers of independent colleges can make better use of various educational resources, optimize teaching resources and improve teaching quality.

1. Introduction

1.1. Definition of MOOC

The term MOOC is short for "Massive Open Online Courses", and it was proposed by Canadian academics Dave Cormier and Bryan Alexander in 2008. According to Wikipedia, MOOCs are courses published by the participants and distributed on the Internet, and they are typically large, open and widely read. In the word "MOOC": massive means a large number of learners participating in the courses, and massive can also refer to the range of large-scale course activities; open means that learners may come from all over the world, the information source, evaluation process and learning environment are open. MOOCs are characterized by small video segments, they impart teaching content of excellent teachers in famous universities, timely test and feedback to facilitate students' learning, and use big data analysis to promote teachers and students to improve teaching and learning.

The connotation of MOOC can be interpreted from three dimensions: curriculum form, education mode and knowledge innovation. From the perspective of curriculum form, MOOCs are large-scale online open courses that connect thousands of educators and learners from all over the world. From the perspective of education model, MOOC is a new education model formed through open educational resources and learning services, which allows people with learning needs around the world to learn through the Internet. From the perspective of knowledge innovation, MOOC is a new type of knowledge innovation platform, which guides learners to reorganize information resources creatively and explore knowledge independently, and supports learners to inspire and generate new knowledge through negotiation and dialogue in the problem field.

MOOC are not only an innovation in education and teaching, but also a brand new education mode and learning style, bringing about profound changes in education concepts, education system, teaching methods and talent cultivation process, which will drive the reform and innovation of higher education.

1.2. The Development, Application and Influence of MOOC in Higher Education

At present, MOOC have an extremely important impact on the development of higher education in China. The unique advantages of MOOC courses were gradually revealed, the openness of course resources, the autonomy and individuality of learning styles, and the diversity of resources on the

Internet provide an important path for the internationalization and popularization of higher education. As long as any user has a terminal device that can link to the Internet, they can enjoy high-quality online courses at home and abroad without any geographical restrictions. Therefore, the development of MOOC provides a golden opportunity for the reform of higher education management and teaching methods in China. The application of MOOC is mainly reflected in three aspects in higher education teaching.

1.2.1. In Terms of Curriculum Design

MOOCs are mainly composed of audio, video, reading materials, assignments, quizzes and discussions. The teams involved in the production of MOOC are generally composed of teachers with high ability of teaching and research. And these teachers have the quite comprehensive and the detailed research in the specialized teaching domain, which enables them to grasp the teaching process flexibly

1.2.2. As For the Application Level of MOOC

The application of MOOC in higher education is mainly targeted at two types of objects: one is full-time staff or graduates, who study MOOC to improve their professional level or cultivate their interest. The other is for college students. College teachers can design teaching plans by using the MOOC platform, which will bring more visual impact to students and give them a more intuitive understanding of what they have learned.

1.2.3. With Regards to Technical Support

Modern education technology in colleges and universities are composed of the teachers with professional and technical backgrounds, who are mainly responsible for the recording of video in class, post-editing and the construction and maintenance of MOOC platform, so as to ensure that teachers and students online can communicate and exchange with each other smoothly through the MOOC platform.

2. Status Quo and Opportunities of Independent Colleges

2.1. Advantages and Disadvantages of Independent Colleges

The advantages of independent college teaching are mainly shown in the following aspects: Firstly, the flexibility of educational system and mechanism are the biggest advantage. Compared with ordinary public colleges and universities, independent colleges mainly allocate resources through market mechanisms to realize the organic combination of famous brand effect and social resources of public colleges and universities. Secondly, the management organization of independent colleges is streamlined. It is easy to concentrate resources to strengthen the characteristics of running a school, and the degree of adaptability between the major and social needs is higher. Finally, the teaching methods of independent colleges are flexible and can make full use of various social teaching resources. The teaching staff is relatively young and malleable.

The main disadvantages of independent college teaching are as follows: First of all, the teaching staff is relatively weak, there are many economic factors are taken into account, and the stability of the teaching staff is relatively poor. Second, there is a serious polarization in the teaching staff, the proportion of young and middle-aged backbone teachers with high level of education and teaching as well as rich experience is small, and teaching resources are relatively scarce. Thirdly, the teachers imported to independent colleges are mainly teaching-oriented, with single teaching means and boring teaching content. Finally, it is relatively difficult for independent colleges to introduce high-level teachers. Independent colleges lack good tradition and culture of school running.

2.2. Opportunities and Challenges Brought by MOOC Teaching Platform to Independent Colleges

With the development of Internet technology, the teaching level, ideology and social core values of higher education have changed. MOOC are facing with opportunities and challenges for

independent colleges.

MOOCs are characterized by diversity, flexibility and practicability, which bring more opportunities for independent colleges. First, MOOCs are good for the development of independent college students and teachers. MOOCs can bring teachers more relaxed and happy teaching class than before. Students interact with each other to learn, which also enables teachers to have more scientific research practice. Exploring more teaching resources that are more suitable for independent colleges brings efficient classroom environment to teaching, and solves the problem of single teaching content. Second, to take the problems encountered in traditional courses to MOOC for research and discussion enables experienced teachers or relevant people to innovate and improve their theoretical knowledge in practice, so as to achieve flexible learning and application. Breaking students' conventional thinking in the following teaching practice, making the teaching of independent colleges no longer monotonous and boring. Third, MOOC will bring higher education of independent colleges into a new learning environment, give students a sense of excitement and pleasure, and elevate education and teaching to a higher level. Teachers and students can learn about MOOC through WeChat, QQ, Blog and various network client-side which they contact with every day, take the initiative to improve, master and improve the teaching ideas and theories to enrich the teaching content. Finally, MOOC can bring more foreign scientific research into the independent colleges teaching, so that students can broaden their horizons, free their mind, break through the traditional education mode, lead teachers and students to internationalize, and find and solve problems through their observation, communication and summary.

The core content of MOOC is to seek new and different things and bring forth new things quickly, thus bringing certain challenges to the relatively conservative traditional college education. First of all, compared with the rich teaching resources of MOOC, independent colleges are far from enough. More importantly, it is a great challenge for independent colleges to attach importance and realize the application of high-quality education resources. Secondly, MOOC require a great deal of independent learning ability, but not all students in independent colleges have the ability to learn independently. Therefore, the problem of cultivating students' independent learning ability is another challenge for independent colleges. Thirdly, MOOC requires students to have good collaboration ability. The spontaneity, informality, uncertainty and other characteristics of MOOC are a great challenge for students. Finally, although MOOC can replace part of traditional classroom teaching in independent colleges and bring a lot of benefits to teachers and students, they cannot completely replace traditional education in some aspects, such as experimental teaching, etc. From this perspective, MOOC also have their limitations and constraints. Therefore, it is also a challenge to coordinate the application of MOOC and traditional teaching in independent colleges so that they can complement each other and make full use of their advantages.

3. Application and Strategy of MOOC in Independent Colleges

To sum up, MOOC, as a large-scale open online course, is the combination of computer technology and network technology development in the information age. It has advantages and characteristics which traditional classroom teaching mode cannot match with. Its emergence and development is a new opportunity for independent colleges. Therefore, independent colleges should make full use of the advantages of MOOC, take the mode and concept of MOOC as reference, develop new teaching strategies and give full play to the application of MOOC in teaching.

3.1. Draw Lessons from MOOC Experience and Update Teaching Philosophy

First of all, in terms of teaching methods, the biggest feature of MOOC is that they fundamentally challenge the previous classroom teaching mode that emphasizes "teaching", which emphasizes "learning" and endows students with learning autonomy to the greatest extent. In the teaching reform, independent colleges should learn from the advantages of this kind of teaching, actively adjust the teaching methods, re-position the role of teachers and students, and try to focus on the teaching method of "learning" by students. In this teaching method, the theoretical teaching content is changed to pre-class and left to students to learn independently on the MOOC platform.

In the stage of classroom teaching, teachers make unified explanation on key and difficult points, organize students' discussion on problems raised by students, guide students to interact with each other, enable students to acquire knowledge in teacher-student interaction and student-student interaction, and cultivate the ability of independent learning of students. In the stage of design practice, video, micro video, micro class and other methods are used for demonstration and guidance.

Secondly, in terms of teaching content, generally speaking, independent colleges lack excellent teachers, and teaching resources are relatively insufficient. The teachers of courses in the MOOC platform are usually famous teachers from famous universities, and the teaching content has been carefully selected. Teachers in independent colleges can introduce some parts of the open curriculum into their own teaching, select teaching content that meets students' needs to guide students to learn, to enjoy the teaching resources with high quality, so as to make up the inadequacy of their own conditions.

Thirdly, in terms of teaching management, independent college managers should take advantage of MOOC to change their ideas and try their best to create conditions for teachers in the process of teacher management, so as to make them conform to the opportunities brought by the development of MOOC, and make them to explore teaching methods and models suitable for students.

Lastly, in terms of student management, after the application of MOOC resources, students participating in MOOC study can be assessed separately, and some specialized learning files can be explored and established to evaluate the learning effect and academic level of students and assess their academic performance.

3.2. To Establish a Diversified Practical Teaching Model Based on the MOOC Platform

Talents training direction of independent colleges should face the practical application. Strengthen the training of students' practical ability. In order to improve students' practical ability and achieve the goal of cultivating application-oriented senior talents, while adopting offline practical teaching modes such as project teaching, situational teaching and industry-learning cooperation teaching, we can rely on the MOOC platform to break through the online practical teaching modes with multiple limitations such as the hardware and software environment, the scale of student participation, time and space.

At the same time, MOOCs have the characteristics of openness and are not limited by time, space and number of students, they provide a more flexible practical teaching model for independent colleges. Independent colleges can make use of the advantages of MOOC to select and design high-quality MOOC resources of practical courses for students, independent colleges can also build their own MOOC platform, integrate the excellent faculty of school, and create high-quality video of practical teaching for students to learn.

In addition, independent colleges can combine their own course characteristics and professional characteristics to look for partners from all over the world to carry out practical teaching projects through MOOC resources and information platforms. Or carry out cooperation and exchanges with Chinese and foreign universities to realize sharing of teaching resources and explore mutual recognition and credit exchange system. To carry out industry-education integration projects through the way of mutual benefit with Chinese and foreign enterprises.

Under the support of MOOC, the colleges can carry out industry-education integration projects with Chinese and foreign enterprises in a mutually beneficial way. By virtue of scientific research, talents and technological advantages, on the one hand, colleges can solve technical problems for relevant enterprises, while, on the other hand, enterprises provide online practical work opportunities, case sharing and project docking for students.

3.3. To Strengthen the Construction of Teachers by Using MOOC Resources

Teaching staff is a key factor in teaching of application-oriented independent colleges. The cultivation of application-oriented talents and the construction of the teaching staff are important problems to be solved in independent colleges. The arrival and application of MOOC provide an effective way to solve this problem, which can be carried out from the following two aspects: one is

to promote the change of the roles of teachers. At present, most independent colleges have the problems such as heavy teaching tasks, heavy class hours for teachers, and there is no time for enterprise practice. However, due to the openness of MOOC resources, both teachers and students can share more and more high-quality education resources. Therefore, for teachers, they can guide students to search excellent MOOC resources through the Internet and to learn MOOC from top colleges and universities offline. Teachers mainly help students with answer questions, participate in discussions and give practical guidance in the classroom, which is a good way to change teachers role from knowledge teacher and explainer to learning designer and guide. At the same time, teachers have more time to participate in, apply for and engage in scientific research projects, or to the relevant enterprises for practical training, to enhance their professional practice ability.

Second, make full use of the MOOC platform to give full play to the practical guidance of off-campus vocational mentors. In the practical ability training of in the application-oriented talents training mode, it is also necessary to supplement with off-campus vocational mentors with rich practical work experience. In terms of employment off-campus mentor, the colleges can adopt a more flexible measure. For those professional teachers who can't often come to school to guide the students, the colleges can make full use of this part MOOC platform and establish an online cooperation model with the off-campus career professional mentors. They can transfer the excellent enterprise experience, the new trend of industry development, new materials and new technology and other information to students through online teaching, so as to enrich faculty system of the colleges and improve the level of practical teaching.

4. Conclusion

With the continuous progress and development of MOOC, the influence of MOOC on teaching in independent colleges is extensive and profound. Independent colleges should make full use of the characteristics of their own education and teaching, the strengths and weaknesses of their teachers, the characteristics of their students, and fully combine the advantages and influences of MOOC to develop teaching methods that are more suitable for independent colleges. The resources of MOOC should be reasonably utilized to improve the teaching quality of independent colleges, so as to improve the practical ability of cultivating application-oriented students. In a word, independent colleges should take advantage of MOOC, give full play to the role of MOOC in the teaching of independent colleges, and create a better education mode and system of independent colleges.

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