

Learning incentive ecosystem of online learning platform based on lifelong vocational skills training

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Abstract: The training process of modern enterprises runs through the whole career of employees, and each trainee in different development stages should be provided with corresponding services. The learning incentive ecosystem based on lifelong vocational skills training adheres to the principle of encouraging employees to participate in knowledge contribution, dissemination, sharing and learning, initially form a learning and incentive ecosystem to achieve lifelong vocational skills training.

1. Introduction

Vocational skills training is an important part of the national education system and the development of human resources in enterprises, which carries the important responsibilities of cultivating diversified talents, inheriting technical skills and promoting innovation and entrepreneurship. The opinions of the State Council on the implementation of the lifelong vocational skill training system pointed out: "vocational skill training is a fundamental measure to comprehensively improve the employment and entrepreneurship ability of workers, alleviate the structural contradiction of the shortage of skilled talents, and improve the quality of employment. It is an internal requirement to adapt to the high-quality economic development, cultivate new driving forces of economic development, and promote the structural reform on the supply side, which has a great impact on promoting It is of great significance to start businesses and innovate, promote the construction of a manufacturing power, improve total factor productivity, and promote the economy to the middle and high end. "

Learning ecosphere is an innovative concept under the background of the Internet era, and it is the in-depth application of Internet thinking in training. At present, all kinds of enterprise universities, business schools and training organizations have become circles, but there is no effective connection between these circles. If we build a platform to effectively connect these circles, we will form a learning ecosystem of platform, content and innovation. Learning incentive ecosystem refers to the enterprise online learning platform to comprehensively deepen the application of Internet learning tools, further encourage employees to participate in knowledge contribution, actively carry out knowledge learning and dissemination, and create a market-oriented trading mechanism of online learning platform, Realize the market-oriented operation and management of online learning platform, so carry out the construction of knowledge currency incentive system of enterprise online learning platform.

The learning incentive ecosystem of life-long vocational skill training adheres to the principle of encouraging employees to participate in knowledge contribution, dissemination, sharing and learning. Through the establishment of learning incentive mechanism, learning autonomy and mutual incentive are realized, and learning incentive ecosystem is initially formed, which can effectively integrate and utilize all kinds of high-quality vocational training resources, and build comprehensive and personalized jobs Industry training motivates the ecosystem, Provide high-quality, convenient, flexible and personalized life-long vocational skills training services for workers. Therefore, the design of learning incentive ecosystem based on lifelong vocational skills training has important

theoretical research and practical significance for the development and promotion of vocational skills training, especially for the realization of lifelong vocational skills training.

2. The problems existing in lifelong vocational skills training and the necessity of learning to stimulate the establishment of ecosphere

The CPC Central Committee and the State Council have always attached great importance to vocational skill training, for which the Central Committee has successively issued a series of policy documents such as opinions on strengthening vocational training and promoting employment. By the end of 2017, there were more than 20000 vocational skill institutions, 8000 vocational skill appraisal institutions, 584 national training bases for high skilled talents, and skilled master work there are 738 rooms. Every year, we carry out government subsidized training of nearly 17 million people, with 165 million skilled workers nationwide, including 47.91 million highly skilled talents. Vocational skills training has made positive contributions to the economic and social development of our country and the employment and Entrepreneurship of workers. However, there are still some outstanding problems in vocational skills training. First, the coverage of vocational skills is not wide enough; second, the supply of vocational skills training services is insufficient; third, the pertinence and effectiveness of training need to be further improved; fourth, the basic ability of vocational skills training still needs to be strengthened. Of course, from the perspective of enterprises, the problems of training cannot be ignored. According to a survey report on the training of Chinese enterprises by an authoritative organization, 92% of enterprises do not have a perfect training system. In terms of training management institutions, only 42% of the enterprises have their own training departments; in terms of training systems, 64% of the enterprises claim to have their own training systems, but most of them are mere formality. The neglect of employee training is because many enterprises will come to the conclusion that "training is useless" after training. The management of the company thinks that the training they carry out has no direct or indirect impact on the original state of the enterprise and no promotion effect on the future development of the enterprise.

At present, the reasons for the dilemma of enterprise training are as follows:

First, the mechanism is aging. It is not suitable for the development of market economy that the enterprise training mechanism adopts the administrative management mode.

Second, the means are rigid. The incentives are old-fashioned and lack new ideas.

Third, the strength is weakened. Strengthening incentive, emphasizing positive reinforcement and neglecting negative reinforcement can not achieve the effect of combining hardness with softness.

Fourth, functional degradation. Enterprises turn a blind eye to the effect of employee training or do not respond to it, and do not implement incentive means, which makes the positive psychology of employees depressed, produces disappointment and degenerates the incentive function.

Therefore, when training has not become a natural behavior of employees, enterprises should establish a scientific, stable and effective learning incentive ecosystem to solve the problem of insufficient training motivation and low learning enthusiasm.

3. Build an ecosystem of lifelong vocational skills training

3.1 The relationship between the biosphere of learning motivation and lifelong vocational skills training

Lifelong vocational skills training is a systematic project, demanding at various levels and the organic integration of vocational skills training resources, effective connection and communicate with each other, it is not the simple sum of various vocational skills training and to break through all kinds of the isolation of the existing vocational skills training resources, coordinate the relationship between promoting common development, achieve the fundamental goal of lifelong vocational skills training to workers.

Learning motivation ecosystem is online learning platform based on enterprise knowledge "currency" system design, the building can not only achieve life-long vocational skills training

resources sharing, efficient allocation and reasonable utilization, more can promote students to participate in the will of the degrees from three aspects: one is from the mechanism level, through the knowledge trading mechanism design, ensure efficient knowledge transaction process smoothly and make knowledge sharing and the user can benefit from the knowledge currency system. Second, from the motivation level, a relatively perfect incentive mechanism is set, which combines points, knowledge COINS and medal system to meet students' specific needs of sense of achievement, subordination and power, and stimulate students' participation motivation. Third, from the operational level, the planning to attract students to participate includes: promoting the interaction between students and experts/benchmark users, as well as between students and knowledge, paying attention to brand packaging and promotion, organizing interesting online/offline activities to enhance students' participation.

The construction of learning incentive ecosphere is the premise, foundation and means to realize lifelong vocational skill training. In other words, the realization of lifelong vocational skill training can be effectively promoted through the establishment of knowledge trading mechanism, the realization of independent knowledge trading and the construction of vocational skill training platform. Lifelong vocational skill training is the realization goal of the construction of learning incentive ecosphere, that is, trainees' lifelong vocational skill training service needs to be realized through the construction of learning incentive ecosphere.

3.2 The idea and principle of biosphere design are inspired by learning based on lifelong vocational skill training

3.2.1 The ideas of designing

Product positioning: as a typical knowledge community product, the product positioning of enterprise online learning platform knowledge coin system is to build an accurate, serious and professional knowledge community. Be specific and accurate -- the content of the recommendation is what you care about; Be careful -- what you see is valuable; Professional - you participate in what you are good at.

Based on the above positioning, the design of biosphere inspired by learning should design and build a high-quality knowledge sharing community from the two dimensions of product and operation.

In terms of product design, focus on user experience, design a simple and easy-to-use knowledge coin system, and support the creation of knowledge sharing community through document sharing, question and answer interaction, live teaching and other functional modules.

In terms of operation design, the company strictly controls the content quality according to the operation objectives, pays attention to the interaction between students, and promotes the smooth launch of products through the design of guarantee mechanism, online promotion and activity planning.

3.2.2 The principles of designing

Considering the actual situation of the enterprise online learning platform, in order to improve the design efficiency of the knowledge currency system, the following principles will be followed in the operation design of the product machine:

1) Validity principle. Design processes around product and operational objectives to ensure efficiency.

2) Feasibility principle. Considering the actual situation of the enterprise online learning platform, due to the limited operation staff, the operation workload should be reduced as much as possible, which was promoted in the early stage and dominated by students' independent trading and interaction in the later stage.

3) non-exclusivity. Considering that the knowledge coin system is the knowledge sharing system within the enterprise, the content produced is part of the enterprise knowledge base, therefore, all the knowledge of transactions can be retrieved and viewed by other users.

3.3 Suggestions for optimizing the user incentive system of the enterprise online learning platform

Knowledge coin system is a part of the whole user incentive system of enterprise online learning platform. According to the existing background information, the existing incentive system for users of the enterprise online learning platform is composed of three parts: credit system, point system (including community points) and knowledge coin system.

Common knowledge sharing systems have three types of incentives: "experience", "wealth" and "user growth". The points system of the enterprise online learning platform corresponds to "experience value", while the knowledge coin corresponds to "wealth value". In the dimension of "user growth", there is no relevant design.

Therefore, the enterprise online learning platform needs to add a title rating system or medal system. At this stage, the medal system is recommended.

4. Conclusion

Based on the learning motivation of lifelong vocational skills training ecosystem construction not only can realize the full use of the vocational skills training resources and effective configuration, convenient trainees access at any time, can also realize the fragmentation of skills training resources, meet the personalized training needs of trainees, to break the existing vocational skills training system "fragmented, lack of overall planning, integrated resources of vocational skills training, finally realizes the vocational skills training is of vital significance for life.

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