

Research on University Education Management Based on the Era of Big Data

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Abstract:

With the advent of the era of big data, it has had an irreplaceable and important impact on all walks of life in the development of society, especially in the field of education, which has profoundly affected the form of education classroom presentation and promoted education management to continue to move towards information and modernization. In this regard, this article analyzes the characteristics of university education management and management status based on the background of the big data era, and proposes relevant measures to build a professional education management team, improve the level of big data management, and build a university sharing platform, and continue to promote the direction of university education management. Development in the direction of informatization, modernization and intelligence.

Keywords:

Big Data, University Education Management, Information Platform, Network Technology

1. The Characteristics of University Education Management in the Era of Big Data

1.1. Scientific Management of Teaching

Nowadays, multimedia tools should be widely used in higher education, gradually realizing the scientific management of education. In the past education and teaching work, the assessment of students' performance was mainly based on the final exam results, and the assessment method was traditional and single. Nowadays, college education systems use big data technology to design online classes and online check-in attendance, and there are endless ways to unlock the attendance check-in, such as gesture check-in, photo check-in and location check-in, etc., not only through big data technology to count the students who have signed in., Can also analyze students' attendance and learning in different courses. At the same time, colleges and universities also use professional learning platforms for college students, such as Wisdom Tree, Xuetong, etc. to set up special online learning, live learning, chapter tests, online final exams and other methods to test students' learning conditions, and

learn independently for students Provides a wealth of educational resources, and also provides a reference for teachers to adjust their teaching work. At the same time, students can also use the learning platform to ask questions to teachers or participate in class question answering, upload personal homework, etc., all of which break the limitations of time and space and enrich the form of classroom expression. The application of big data technology to classroom management in colleges and universities can not only count the attendance and learning of students, but also provide real and comprehensive data support for the adjustment of the teacher's classroom and content.

In the management of college education, various management departments can not only use big data technology to complete daily work independently and efficiently, but also realize information sharing, and the capacity and speed of information transmission have been upgraded to a notch. For example, the canteen management system, library system, and dormitory access control system of colleges and universities are widely integrated into the college management system. The person in charge of the school can see the operation of various departments and colleges, which improves the overall information management level of the school.

1.2. Personalization of Student Management

In the past, the management of students in the education management work of colleges and universities was often unified, standardized and rigid. Although unified management can standardize a large number of students at the lowest cost and achieve the highest management efficiency, it ignores students. Individual differences and subjectivity. This “one size fits all” rigid management has long no longer met the needs of today's higher education development. Applying big data technology to education management, management workers can analyze students' messages and private messages under the school's official account to understand students' ideas and development needs, so as to standardize different management directions and propose corresponding management measures. Of considering the individual differences of students. Differentiated management of students is one of the major characteristics of college education management under the background of the big data era. Paying attention to the individual differences of students and implementing humanized management will make school management easier and more long-term. Will also get the recognition and cooperation of the majority of students.

2. Based on the Current Situation of University Education Management Under the Background of the Big Data Era

The content of university education management is very cumbersome and complicated, which requires extremely high quality and ability of university education management personnel. As a qualified education manager, one must know how to formulate management plans, guide and coordinate research and management in universities, manage the order of student activities, and other teaching activities. University education management not only plays an important role in the healthy development of universities, but also affects the independent development of every university student. This also requires colleges and universities to give full attention to education management, create a superior, innovative teaching environment for students, and promote the physical and mental health of students. Nowadays, with the development of information technology, big data technology and Internet platforms have long been integrated into my country's college education, but it is undeniable

that even though big data technology has been popularized to a certain extent, there is still a problem in the education management work of my country's colleges and universities. The series of problems not only affect the improvement of teaching quality, but also hinder the overall development of students.

2.1. Lack of Professional Education Management Team

University education management involves all aspects of student life and learning. There is no doubt about the impact on the daily educational activities of teachers and students. Educational administrators are needed from the enrollment level of freshmen, dormitory allocation, the development of various activities and competitions, and the employment guidance of students' graduation. Participate in management. Helping within the responsibilities of college staff and students is an important part of their work. Therefore, the work content of education managers is relatively cumbersome and the task load is also very heavy, which puts forward higher requirements on the management ability and professional level of education managers. However, there are many colleges and universities that think that the education management work should be handled by specialized managers. They mistakenly believe that only daily teaching activities are needed, and fail to dig into the potential value and significance of education management work. Therefore, the recruitment process did not pay much attention to the requirements for the comprehensive management ability and quality of the recruited personnel, resulting in the unevenness of the existing education management staff, and the large differences in management concepts and management methods, which made it difficult for the management quality to be effective. The work efficiency needs to be improved. At the same time, most education management personnel are small, only one or two personnel are set up for management, and no professional education management team has been established, and no education management research group has been established to discuss the problems of education management and solutions in a deeper level. It's a step-by-step work.

2.2. Failure to Fully Realize Data Integration Within Universities

Colleges and universities are the cradle of high-quality and high-level talents in society, and education management must keep pace with the development needs of the times. First of all, the internal management data and student information of colleges and universities must be integrated, so that the education administrators of colleges and universities can better manage the students of the whole school. Many colleges and universities have not given full play to the role of big data, nor have they achieved effective integration of internal data and information, making it difficult for education managers to analyze and process the internal information of colleges and universities, reducing the data support for decision-making; secondly, many colleges and universities treat teachers and students The collection of information is not in place. Due to the large number of teachers and students and the high mobility of colleges and universities, it is difficult to collect the information of teachers, students and other staff comprehensively and accurately in the school. Insufficient information collection strength and breadth make it difficult to improve the information database of colleges and universities. It is even more difficult to use big data technology for analysis, which makes it difficult to modernize and informatize education management. As a huge system, colleges and universities have many types of work departments and staff. The information data of each college and each department are

different, and the management system and information acquisition methods of each department of the university are different, and the application level of its management system is also relatively large. Therefore, the overall level of information management in universities is relatively low, and a series of information loopholes will occur due to different information systems. The data between various departments is relatively independent and difficult to integrate. In short, the inability to effectively integrate the information data generated by various departments of universities is one of the important factors for the realization of informatization of education management.

2.3. The Application Barriers of Big Data Technology are High, and the Level of Management Talents is Low

Based on the importance of university education management in the era of big data, big data technology is difficult to use due to its advanced and technical nature. Therefore, there are also many application difficulties in the process of university education management. First, big data technology requires staff not only to be proficient in various information and network technologies, and to have a good understanding of the operation process of education management, but also to be proficient in various operations of big data technology, and be able to use big data technology in a short time. Process, analyze and integrate thousands of information. Many college education managers are not professional technical personnel, and lack computer operations. Therefore, in the specific application process, they often prolong their working hours or commit human errors due to unskilled operations. Second, colleges and universities do A multi-departmental operating system, daily education management work will generate a large amount of information and data, and the integration and overall management of a huge amount of information technology within a specified time has huge work intensity and technical difficulty, ordinary education management Workers are incompetent.

3. Development Strategies for Learning Education Management

3.1. Build a Professional Education Management Team

Different from elementary and middle school students, college students have their own unique ideas and are independent individuals in a developing state. Most of the students are adults, full of curiosity and desire for exploration in this society, and their thinking is not yet fully mature. Therefore, when conducting education management for college students, we must break the traditional education management model of primary and middle school students, adhere to the people-oriented principle, fully respect the dominant status of students, give students appropriate autonomous management space, let students realize their ideas, and gain their favor and recognition. However, the current liberal education management model of universities is not ideal. Without the supervision of teachers and parents, many college students have begun to degenerate and lose the energy to fight for a goal in the middle and high school years. Most of them are confused about the future and at a loss. , Gradually sinking into a comfortable university life and thus abandoning studies. In this regard, colleges and universities must build a professional education management team to correct the degraded thoughts of college students in a timely manner, pull college students out of their comfort zone, help students correct misconduct learning attitudes and behaviors, and reflect a high-quality talent who has received higher education. What it should be. At the same time, colleges and universities also need to

strengthen the training of the staff of the education management department, improve the knowledge level, technical application ability and work quality of the managers, so that the education managers can basically master the big data technology and be able to use various operations to complete specific tasks. The task is to review the management reports of education managers on a monthly basis to encourage education managers to develop and improve themselves.

3.2. Improve the Level of Informatization and Modern Management of Colleges and Universities

To realize the innovative development of educational management informatization in colleges and universities, it is even more important to improve the informatization management level of colleges and universities. First, improve the infrastructure of colleges and universities, continue to promote the update and technology upgrade of multimedia equipment, and improve the overall information application level of the university; second, realize the innovation of college information management and improve the level of democratization of college management. Big data technology is cold, but Humanized management is warm. You can't just let cold, ruthless technology and equipment unilaterally manage students, but also need the warmth of educators' human nature. Only the "combination of soft and hard" can make students more convinced. Learn more about the needs of teacher and student management and development, reduce the negative impact of non-objective factors on the educational management decisions of colleges and universities, so that schools can maintain discipline while also taking into account the personal development of teachers and students; finally, through big data positioning, carry out fine In the process of dealing with education management issues, the education management of colleges and universities is constantly developing and transforming towards informatization and modernization, applying big data management technology to specific practices, and allowing data information to be automatically analyzed, classified and integrated, thereby helping Colleges and universities provide more technical and information support for decision-making.

3.3. Accelerate the Construction of Data Systems and Build a Platform for University Information Sharing

The construction of data systems and the improvement of information are important foundations for the implementation of big data technology. In this regard, universities must effectively accelerate the overall construction of data systems based on the background of big data, and integrate the information of different departments and departments into one data system. Among them, to realize the transparent disclosure, sharing and application of university data and information. Specifically, the following three points need to be achieved:

First, improve the university education information management system led by the state. When using information, you must strictly review the identity of the visitor, and use facial recognition technology to check the information of the commissioner to prevent illegal elements from divulging university information, thereby damaging the school and the personal information and reputation of teachers and students improve the security and sharing of information.

Second, establish a complete database, collect relevant information of university students, teachers and other related staff, and manage it. While establishing a unified database, it is also necessary to establish its own database for different colleges,

focusing on the relationship between different colleges. We must strictly distinguish between shared data and private data. While promoting academic exchanges between different colleges, we must also pay attention to protecting the personal information security of teachers and students of each college.

Third, establish unified and scientific data standards. Universities can set up a set of common academic discussion topics every week, and encourage different universities to conduct discussions from their own majors, such as the economics of a certain social hot event or current affairs and politics. Analyze from the perspective of science, philosophy or literature, promote academic exchanges between colleges, effectively integrate the research data and information of each college and implement strict management, and provide information support for the academic activities of the university.

4. Conclusions

The advent of the era of big data and the extensive use of various information technologies have provided realistic conditions for the informatization and modern development of college education management. The use of big data technology to realize modern education management is inevitable to meet the learning and life needs of all teachers, students and staff, and it is a manifestation of adapting to the development trend of the times. Therefore, as an important "base" for talent cultivation, colleges and universities need to continuously popularize big data technology, actively explore the informatization of education management, promote management methods and management methods, and improve the level of education informatization management of the entire university. Give full play to the important role of universities as the cradle of social talents.

Conflicts of Interest

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