

# *Research on the Educational Management Mode of Colleges and Universities Based on “Internet +”*

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**Abstract:** With the improvement of the level of science and technology and the development of information technology, the concept of “Internet +” has gradually penetrated into the methods of society, and the field of education is no exception. The application of “Internet +” technology to the education management of colleges and universities has made the development of informatization of education management will surely become a new path for the development of education management. This article is based on the research of “Internet +” technology and expounds the innovative development path of college education management mode in the information age. Based on “Internet +” technology, it is innovative and optimized from a series of aspects such as teaching philosophy, teaching mode, thinking mode and management mode. This article explores a new path for the innovation and development of educational management informatization in colleges and universities in the era of “Internet +”.

## **1. Introduction**

In the 21st century, information technology has been continuously applied in many fields and various industries, and the management model of colleges and universities should also keep pace with the times and innovate the existing education management model with “Internet +” technology as the carrier. Not only that, because college students are at the forefront of the times, the acceptance of information is also high. The use of “Internet +” technology can also make it more convenient to manage students and make it easier for students to accept. Breaking the traditional university education management model not only provides convenience for education management, but also improves the quality and speed of university education management.

## **2. A Brief Introduction about the “Internet +” Technology and Its Application in Colleges and Universities**

### **2.1 A Brief Introduction to the “Internet +” Technology**

With the continuous integration of Internet, cloud computing, data analysis and other technologies into our social life, “Internet +” technology has also been widely used in many fields of market space, opening up a broad market space around its data value. “Internet +” has gradually developed into a complete industrial chain, and its related technologies such as artificial intelligence

and “Internet +” technology are mutually beneficial and complementary, and are widely used in the medical, education, Internet, service industry, social media and other fields. It has brought convenience to the production and life of human beings in various fields.

## **2.2 Application of “Internet +” Technology in University Management**

Many aspects of university management have infiltrated informationized data. Taking the information data of the book resources in the library as an example, the “Internet +” technology is applied to the retrieval of books, and the information on the placement and arrangement of books in each floor and each area needs to be entered into the school library management database for easy search and borrowing. As well as the fund circulation information of the financial department of the university, the course schedule arrangement of the academic affairs office, the entry and management of student performance, the transfer and management information of teachers, etc. are all within the scope of university informatization and “Internet +” technology management. However, many colleges and universities only collected and integrated this information, and did not fully excavate, analyze and rationally use the data. However, if a school wants to improve its teaching quality and student quality, it must make full use of this information and data. According to the needs of students and teaching, through cloud computing and data analysis, the next teaching arrangements and teaching priorities must be obtained.

## **2.3 Introduction to the Application of “Internet +” Technology in Scientific Research in Universities**

Applying Internet plus in scientific research can conduct more in-depth research on related scientific research problems. For example, in the study of a certain important project, models and experiments alone cannot solve some research problems that need to simulate the actual situation, and also combine relevant data to conduct comprehensive analysis. We can make use of the technology of Internet plus to solve the problems innovatively, implement the information management and operation by using the Internet plus technology, and record the experimental data in detail and draw corresponding conclusions according to the work of simulating the actual situation in scientific research, and analyse the corresponding rules in the actual results, so as to find out solutions to the problems pertinent. It can also enlighten the next experiment. In addition, the competition of scientific research and innovation ability is increasingly focused on the competition of university comprehensive strength. Therefore, it is undoubtedly an important way and key method to improve the comprehensive strength of universities by using Internet information technology and using Internet plus information technology in the scientific research and innovation work of universities. Meanwhile, while applying Internet plus technology based on Internet information technology, we should train corresponding information technology and technological innovation talents to meet the development needs of the Internet plus application of information technology.

## **3. Innovative Model of Education Management Informationization Based on “Internet +” Technology in Colleges and Universities**

### **3.1 Implement Information Management Reform Based on the Internet**

As a new era of communication, the Internet is also an important tool in the teaching process. A large amount of teaching data and information can be collected on the network platform. For example, the current learning software Xuexitong can provide each student's school and

automatically record the number of times a student learns for each course, video viewing rate, homework, test scores, etc. The teacher side can provide the teacher with the number of wrong questions for each type of question for each assignment, the distribution of students' grades, the video viewing status of all students, which student's assignment submission time and content, and so on. Among them, the “Internet +” technology is used to statistically analyze the learning situation of students, and reflect the results to the teacher, so that the teacher can intuitively understand the knowledge of the students in each session, so as to make the next teaching arrangement. As a software, Xuexitong provides us with a template. Every teaching staff and manager in every university should have this data thinking mode, transform a large amount of information data into mathematical models, and analyse and calculate intuitively, so as to teach students in accordance with their aptitude and correctly formulate education strategies.

### **3.2 Distance Education and Remote Information Management under “Internet +”**

With the improvement of the pace of life or due to certain limitations, when it is impossible to reach the school for face-to-face teaching, “Internet +” education provides convenience for this education model. In particular, due to the impact of the epidemic in 2020, many schools, regardless of kindergarten, junior high school, or university, are unable to resume school as scheduled. Everyone is taking online classes at home, and teachers are conducting remote live broadcasts. For another example, many incumbents who have already entered the work position can only choose distance education teaching methods for learning. In this case, the remote education and remote information management are combined, by collecting the information of the students watching the live broadcast, the information data of the students' daily learning situation, and mining and analyzing the data on the remote equipment to calculate the required results. In this way, teachers can also keep abreast of students' knowledge mastering progress, uncommon points, and error-prone points in time.

### **3.3 The Direction of Information Management in the Development of Artificial Intelligence in Universities**

As a product of “Internet +” technology, artificial intelligence has more intelligent application value. The application of artificial intelligence to the information management of college education will be an innovative development path. By setting up programs for the machine, allowing the machine to perform preliminary learning and reinforcement learning, to achieve the goal of an artificial intelligence capable of working independently. The basic idea is to enter information resources into an artificial intelligence database for easy search. For example, students can directly query process arrangements, test scores, etc. through dialogue with artificial intelligence. Entrance of library book management resources into artificial intelligence databases can achieve easy-to-use book indexing. Robots can also enter every classroom in the school at any time. Under the circumstances, it is convenient for students and teachers to find free classrooms. By allowing the machine to continuously learn a certain new knowledge, they can become a professional teacher for students. In addition, in competitive fields such as chess, students can compete with machines to improve their competitive experience. Artificial intelligence can also be applied to scientific exploration, writing articles, etc., so that artificial intelligence can serve the campus and completely break the traditional university education information management model.

## **4. Conclusion**

The application of “Internet +” technology to the management of college education information

is not only an innovation practice, but also an effective practice. Through advanced technologies such as cloud computing data analysis, “ Internet +” technology can serve campus life and university management more effectively, so that university teachers can truly realize the informatization development of education management in this information age. And to the greatest extent to provide students with a convenient study and life, it provides wise teaching management programs for educational administration and wise development strategies for school leaders. It provides a new information innovation education platform, truly teaching according to their aptitude, and thoroughly breaks the traditional way of information management of higher education. With the support of information technology, the education cause of higher education in China will be on the top of the ground.

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