Research on the Reform of the Training Mode of New Media Art Creative Talents in Artificial Intelligence

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Abstract: as a Popular "Direct Investment Store", the Demand for Talents in the Field of Artificial Intelligence in the World is Increasing Day by Day. in the Past Three Years, the Number of Ai Pillars on Linkedin Has Increased from 50000 in 2016 to 440000 in 2016. the Current Demand for Talents in the Basic Layer of Artificial Intelligence, Especially in the Fields of Algorithm, Machine Learning, Gpu and Intelligent Chip, is Very Unbalanced. in This Era, It is a Problem That University Teachers Should Consider to Promote the Training Reform of University and University Computer Major and Improve the Employment Rate of College Students. in This Paper, the Computer as the Main Entry Point, System Reform and Innovation and University Personnel Training Mode, Artificial Intelligence Technology Innovation to Improve the Level of University Personnel Training as the Goal.

1. Introduction

As the Representative of the Fourth Industrial Revolution, the Development Level of Artificial Intelligence Continued to Improve, and Gradually Applied to Many Aspects of Social Life Including Intelligent Family and Intelligent Terminal. It Also Directly or Indirectly Affects the Talent Training Mode of University. Now, in Order to Make the Talents Developed by Universities Adapt to the Needs of Society and Market, How to Change the Management Mode of Talents Training in Universities and Colleges is a Subject That Universities Should Study.

2. Concept Definition

2.1 Artificial Intelligence

At present, there is no unified definition of AI in the world. Artificial intelligence is generally considered as a new science and technology to study theory, method, technology and application system, which is used to simulate, expand and expand human intelligence[1]. The research mainly includes robot, language recognition, image recognition, natural language processing and expert system[2]. It simulates human consciousness and thinking process. Although it is not human wisdom, it is possible to simulate human thinking process and surpass human wisdom.

Table 1 Statistical Results of Accounting Quality Requirements of Enterprises

Quality requirements		Number of cases	average value	ranking	standard deviation	F
Professional financial accounting knowledge and broad knowledge structure	Enterprise Edition	53	4.31	4	0.758	5.494
	School edition	128	4.10	1	1.279	
Professional attitude and moral integrity	Enterprise Edition	53	4.51	1	0.576	9.153
	School edition	128	4.06	3	1.234	

2.2 Atificial Intelligence + Education

"Artificial intelligence + education" is a new field formed by the combination of artificial intelligence and learning science. The guidance of model, domain knowledge model and learner model is the core. It is characterized by innovation driven, structural reconstruction, open ecology,

respect for personality, intelligent service and independent evolution[3]. The existing application forms include smart campus, three-dimensional comprehensive education field, education platform based on online learning and big data intelligence and intelligent education assistant.

Table 2 Statistical Results of Importance Ranking of Accounting Basic Courses

Basic course		Number of cases	average value	ranking	standard deviation	F
Introduction to economic law	Enterprise Edition	53	4.25	2	0.782	3.199
	School edition	128	3.76	3	1.048	
Principles of management	Enterprise Edition	53	4.06	3	0.745	16.502
	School edition	128	3.59	6	1.083	

2.3 Personnel Training Mode

According to the opinions on education reform and high-quality personnel training in line with the needs of the 21st century issued by the Ministry of culture, science and technology, the personnel training mode is defined as "quality and quality structure of school construction". It basically defines the characteristics of talent training and reflects the ideas and concepts of education.

3. The Influence of Artificial Intelligence on the Training Mode of University Talents

With the continuous development of technologies such as network, big data, Intel and cloudcomputing network, artificial intelligence is a chain reaction, which can generate a lot of destructive technologies at the bottom of science, accelerate the new movement of creating energy for economic development, and then form a new round of leading in technological innovation and industrial change of new industrial system[4]. China is in the decisive stage of building a rich society in every round. People's demand for a better life and high-quality economic development has brought broad prospects for the development and application of artificial intelligence in China. Pan Yonghe, President of the Chinese Academy of Sciences and vice president of Pan China University of technology, said. Accelerate the training of AI experts and increase the support to better adapt to the economic and social development[5]. According to the data released by the Ministry of education, the number of college graduates has increased year by year in recent years, but the employment pressure is also increasing. 1) the main reason for this phenomenon is that the talents of computer giants do not meet the market demand. Therefore, in this era, in order to realize the innovation of talent training mode, it is necessary to change the University and traditional computer talent training mode. Only in this way can we meet the needs of industrial development, improve the comprehensive quality of students and lay a solid foundation for their future development and employment[6].

4. The Significance of the Innovation of Talent Training Mode in the Background of Artificial Intelligence

Universities and colleges are the first productive forces of science and technology, the first resource and the first force of innovation. They have outstanding characteristics in basic artificial intelligence and natural language understanding, computer vision, multimedia, robotics and other major technology research and application[7]. And expand the theme. Facing the opportunity of the development of new generation artificial intelligence, universities should further strengthen their advantages in basic research, subject development and talent cultivation. And continue to promote the deep integration of artificial intelligence and the real economy. The unity of economic development, new movement energy, continuous artificial intelligence and people's needs promotes people's life. In order to improve the new methods, it provides the unity of continuous artificial intelligence and education, and promotes the new methods of education change. This will lead the

demonstration of China's AI technology innovation, talent training and technology application, and drive the overall strength of China's AI[8]. Only when the national strategy of artificial intelligence is initially encapsulated, can it be promoted, it is necessary to formulate the plural kinds of existence conditions of the actors of "hacker empire" in the era of artificial intelligence, which are basic talents, innovation talents of sauce, R & D talents of industry, application software development and so on. The ability to use practical skills together. Ability is a precious treasure. It is necessary to explore the current situation of artificial intelligence personnel training and strengthen the reasonable training, planning and development of artificial intelligence personnel. In July 2017, the national conference issued the notice of new generation artificial intelligence development plan, and artificial intelligence has become a national strategy. In September 2018, Minister Xen Jinping said in the report of the 19th CPC National Conference. "The unification of network, big data, artificial intelligence and real economy and promotion". At present, several universities in China are held in the universities of artificial intelligence. There is a huge demand for better industry development. In order to meet the needs of AI related majors and courses, it is established[9]. At the same time, the construction of artificial intelligence talent echelon is also paralyzed. Artificial intelligence, Internet of things and big data processing have officially entered the "new curriculum standard" of colleges and universities across the country. However, these countermeasures are obviously not enough to meet the huge and urgent market demand. Therefore, in the context of artificial intelligence, it is necessary to strengthen the innovation level of university talents in training mode and cultivate higher quality artificial intelligence talents.

5. Countermeasures and Suggestions of Talent Training in Colleges and Universities under the Background of Artificial Intelligence

5.1 Establish the Concept of Talent Training for Talents

The talents of colleges and universities, so people tend to train only in concept establishment training, so we can prepare for the guidelines of correct concept, and then train better than high quality. As we know, most college students lack the initiative of learning and have a lot of understanding after entering the school. However, if the promotion of artificial intelligence replaces the manager in this context, it will certainly have an impact on the students. Even worse. Therefore, the author believes that in the process of teaching students, we should repeatedly emphasize that only artificial intelligence is a tool, which has certain advantages, but it can not be compared with human intelligence. You can click on human intelligence. That's a huge possibility. Most college students said that the scientific and technological revolution promotes social change, in the process of promoting social development, not only continuous learning, with the development of the times, we can also grow into compound talents. At the same time, we can better integrate relevant resources and make them better and stronger.

5.2 Strengthen the Professional Course Training for Students and Help Them Lay a Solid Foundation

As we know, "millions of tall buildings rise from the ground". Take the computer management of the University as an example. In the daily educational activities, teachers and computer management professors should follow the guidance rules, follow the students' basic computer knowledge and other related knowledge, conduct comprehensive and thorough research, and students' solid basic computer theory can be established. These courses include many basic theories of computer management. At the same time, university teachers should also devote themselves to the study of the theory and methods of AI technology, guide students to adapt to the requirements of AI technology, and diversify teaching methods. In addition to the traditional multimedia teaching mode, they can also apply group discussion. Establish the practice system linked with the new teaching method related enterprises to improve the comprehensive application ability of students, so as to apply the theoretical knowledge learned by students in specific practice.

5.3 Expand the Way of Talent Training and Improve the Mental Level of College Students

In the future, the employees of the society must have the ability to combine the human mind with the high performance of the computer, but it is worth noting that nowadays, the vast majority of colleges and universities in China still use the traditional talent training mode, which is very difficult for college students to have this ability. Therefore, the author believes that the following two ways should be adopted to broaden the way of talent cultivation: first, establish the interdisciplinary integration training mode, apply artificial intelligence to many majors in Colleges and universities, combine professional courses and artificial intelligence course knowledge together, so that students can better adapt to the needs of social development. Secondly, we should adopt the human-computer interactive teaching mode, taking the computer major in Colleges and universities as an example. Under the background of artificial intelligence era, college teachers should adopt the human-computer interactive teaching mode, and apply this interactive teaching mode to daily teaching activities to further improve the decision-making thinking ability of students, so that students can experience the intelligent machine, and at the same time, they can learn the theoretical knowledge Knowledge and practical knowledge are integrated into practical activities to further improve the ability of students, so that students can have a broader development prospects.

6. Conclusion

Under the background of artificial intelligence era, the innovation of talent training mode in Colleges and universities is not achieved overnight, but a systematic and long-term process, which needs the great attention of the staff. In the daily teaching activities, by constantly expanding the teaching channels and innovating the teaching mode, we can realize the innovation of talent training mode in Colleges and universities, and cultivate more high-quality talents who can meet the background needs of the era of artificial intelligence.

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