Thinking Individualized Talents Training Approaches of Colleges and Universities Based on the “Internet Plus”

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Abstract. The individualized talents training of colleges and universities is an important research topic in the field of modern higher education. At present, there are some problems, the education concept of is relatively obsolete, the teaching mode is rigid, the learning mode is relatively simple, the education resources are not rich enough, and the foreign exchange is limited. But with the advance of the “Internet Plus”, the combination of the Internet and higher education makes the cultivation of individualized talents have a breakthrough point. This paper mainly uses the literature research method to research the combination of the “Internet Plus” and individualized talents training approaches of colleges and universities and get that the “Internet Plus” can play an important role for individualized talents training approaches.

Introduction

As we know, at the end of the 20th century, the scale of China’s higher education expanded rapidly because of increasing university enrolments. The gross enrolment rate of Higher Education was 6.8% in 1998, and in 2002 it was 15%. In 2015, it reached 40% [1]. China’s Higher Education changed from elite education to the mass education by leaps and bounds. The popularization of higher education not only makes more people get the opportunity to receive higher education, but promotes the rapid development of society. However, with the social development and the transformation of development mode, the disadvantages of the traditional training mode are more and more obvious which are not conducive to students’ personalized development and innovative ability development. Such as the old education concept, the rigid teaching mode and so on. Although these problems have been well known and some colleges have tried to practice on the individuality training approaches, individualized education in universities is still at the early exploring stage because of the solidification of the system and the lack of a channel which could make advanced concepts to be used in specific practice conveniently.

The appearance of the “Internet Plus” provides an opportunity to solve these problems. In the “Report on the Work of the Government 2015”, Premier Li Keqiang proposes that we would develop the “Internet Plus” action plan to integrate the mobile Internet, cloud computing, big data, and the Internet of Things with modern manufacturing, to encourage the healthy development of e-commerce, industrial networks, and Internet banking, and to guide Internet-based companies to increase their presence in the international market [2]. The combination of the Internet and education can lead to changes in the form of education. It can promote the further development of education, and also have a positive impact on the
individualization of higher education. With the development of a new generation of information technology which is characterized by mobile Internet and big data, education and learning could not be restricted by time and place, and the way of knowledge acquisition has changed greatly.

The Present Situation of the Implementation of Individualized Talents Training in Colleges and Universities

Individualized education means that teaching staff should respect the individual personality, face up to the individual differences, develop the individual initiative, explore the potential of individuality, and provide the appropriate education when they educate students. Individualized talents training approaches means the way or method to realize the individualized cultivation of talents.

At present, there are some problems in the cultivation of individual talents in colleges and universities. Firstly, the concept of education has been known by people, but the awareness level is not deep enough, and it does not fall to real point and remain on the surface. Secondly, the teaching model is relatively rigid, large class teaching and force-feeding teaching widely exists in colleges and universities, students are difficult to construct knowledge framework independently. At the same time, compared with the teaching mode, students’ learning style is relatively simple. The first class and the second class are the main learning methods to students. Students participate in the enthusiasm negatively and the efficiency is not high. Moreover, education resources are not rich enough. The sufficient and open education resources is an important prerequisite for the cultivation of individualized talents. Although the degree of our mass higher education is very high, but more people obtain the scarce resources and receive roughly the same education. The resources which students can use are basically confined to their own school. Students could hardly enjoy other colleges’ education resources and other good education resources. In the end, the students are limited in foreign exchange. With the opening of the education environment, the establishment and promotion of the international exchange program has become a trend. It has played a positive role in promoting the individual development of the students. But at the same time, the cost of foreign exchange programs is high, only a small part of the students could participate in them.

The Influence of the “Internet Plus” on Higher Education

In November 14, 2012, Yu Yang, the chairman and CEO of Analysys International Inc. put forward the “Internet Plus” concept in the Analysys fifth mobile Internet Expo. He thought it was the penetration and change of the Internet on traditional industries [3]. Ma Huateng, NPC deputy and the president of Tencent Inc. submitted promoting the “Internet Plus” improvements at 2015 NPC & CPPCC Sessions. He pointed that the “Internet Plus” was based on the Internet platform and used information communication technology and cross-border integration of various industries to promote the industrial transformation and upgrading, and constantly create new products, new business and new models to build a new ecological connection [4]. The combination of the “Internet Plus” and many traditional areas such as the “Internet Plus medical” and the “Internet Plus agriculture” have brought people a new experience, and also bring progress to our society.

The “Internet Plus education” is not meant only to play simple video courses on the Internet, it is the whole process of teaching which teaching team participate in. The interactive teaching
between teachers and students and the cooperative learning between student and student present not only the high quality education resources but also the powerful educational service [5]. The combination of the “Internet Plus” and higher education can make higher education change from closed to open, break the monopoly of knowledge authority, cause the reintegration and allocation of educational resources in domestic and international universities and make high-quality educational resources and services not confined to their own. Students can access learning resources they want anytime and anywhere, and teachers can play a greater ability that can benefit more students.

**Thinking Individualized Talents Training Approaches of Colleges and Universities Based on the “Internet Plus”**

The “Internet Plus” has a positive impact on the individualization of higher education. The combination of it and individualized talents training approaches make the approaches richer. It can strengthen the idea of individualized education, change traditional teaching model, change learning model, open educational resources for students to know and choose, and enrich international communication modes which all promote students’ individual development.

**Establish Individualized Teaching Philosophy Based On the “Internet Plus”**

The extensive use of the Internet has profoundly changed the face of education and makes the education digital, networking and intelligent. However, the storm of the “Internet Plus” brings not only the innovation of educational technology, but the impact to learning, teaching, organization mode. It brings deep impact on the educational philosophy and system [6]. The Teaching concept is the premise and guarantee of teaching development which affects teaching contents, teaching methods, teaching system and so on. The traditional teaching concept could not keep up with the pace of development, educators need to change the traditional teaching idea, set up individualized teaching philosophy based on the “Internet Plus” to make their teaching work adapt to the development needs.

**Change Traditional Teaching Models**

The Internet has changed the traditional teacher-centered teaching mode. In the traditional mode, students need to go to the classroom to study according to the school timetable. In the Internet environment, study is no longer limited by time and place and students are no longer limited by campus absolutely. They could get knowledge from many channels. At the same time, course organizations, specific teaching methods will be changed and the spoon-fed indoctrination style of classroom teaching will be replaced step by step. As we know, there are some representative stages in education history in terms of educational form, such as master-apprentice system, old-style private school system and classroom-based teaching system. With the development of the Internet, an online education system which bases on the Internet and university resources and aims at individualized education appears and develops [7]. This model will be a good and important supplement to school education and even replace some parts.
**Change Learning Model**

Personalized education is not only necessary to provide students with the right environment, but also need to play the students’ learning autonomy. Due to the cramming method of teaching, students are passive to receive information and get frustrated on self-learning. The “Internet Plus” could help students study autonomously. To a certain extent, students could select curriculum autonomously. They could also share their feelings and experiences online and finally conduct their self-evaluation of learning process and learning outcomes with each other which could mobilize the positivity of the students. Whether in class or after class, students’ learning styles will be changed. In order to do it well, students’ autonomous learning ability is necessary. Conversely, if they are not autonomous when they use this model to learn, they will get nothing. It could also urge them to learn.

**Open Education Resources**

In the traditional education model, education resources are concentrated in the campus which are closed and used for fixed users. Students almost couldn’t learn some lessons of other colleges. With the help of the Internet, every corner of the world can be covered with education resources and it is possible and very convenient to enable people to enjoy high quality education resources. MOOCs (Massive Open Online Courses) is a typical representative. In just a few years, it has attracted the world’s millions of learners. In China, Chinese University MOOC and MOOC College are similar to MOOCs. The former is applied to provide the public with Chinese famous universities’ MOOC curricula. Everyone who has the desire to enhance themselves can get free of higher quality of higher education through it [8]. The latter has more than one million and two hundred thousand users now. It is Coursera’s global partners, and edX, Udacity, Futurelearn, University, Tsinghua University online school, National Taiwan University MOOCS group, Fudan University and other educational organizations are all establish long-term and cooperative relationship with MOOC College [9]. In addition to this, many other online education platforms have been launched by some famous enterprises, communications or universities in China that aim at opening education resources.

**Enrich International Communication Modes**

With the opening of the education environment and the improvement of the living conditions of the students, more and more students choose the international exchange program to obtain the education abroad. As an important part of the education internationalization, international exchange programs are important channels of individualized talents which could meet the students who hope to learn foreign higher education and provide them with resources and conditions. Many colleges and universities in China have international exchange programs, and continue to enrich. However, only a minority of students can apply successfully. With the help of the “Internet Plus”, students could get support and help and more students could participate. For example, the students who participate in international exchange programs may not stay for a long time in a foreign country, domestic students could be paired with and foreign students, domestic student teams could be paired with foreign student teams. They help each other on the basis of the cooperation project. At the same time, domestic and foreign instructors can also jointly guide the design of specific projects by the “Internet Plus”.
Summary

The “Internet Plus” could play an important role in individualized talent cultivation in Chinese universities. The combination of the “Internet Plus” and individualized talents training approaches make the talent training way more abundant and more effective. Therefore, we need to pay more attention to them in colleges and universities and promote its application and development in higher education to enable students to benefit.

At the same time, we should know that the “Internet Plus” is still in the initial stage of application in college personnel training now and the combination of it and personalized education is not mature. There are still a lot of deep level content that needs to be further studied in the future, such as the thorough inquiry and practice of the “Internet Plus education management”, “the Internet Plus education evaluation”, etc.

We can expect that with the construction of the “Internet Plus” and the relevant system, The “Internet Plus” will affect almost all aspects of high education and bring more profound change to the whole process. It will remodel an open and innovative ecological environment education which suits educators and students.

References


