Research on the Modern Distance Education Learning Center Service Quality Factors and Framework

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Abstract

The modern distance education along with one new educational mode that the development of enterprise group has, it takes the modern distance education as the principal means that, imparts and studies independently through the correspondence course and other educational modes, can effectively take advantage of the educational resources. In the era of knowledge economy, the high-quality and perfect educational system is the biggest resources. But the educational quality has decided the altitude of education. But the research distance learning service enhances the student degree of satisfaction and promotion service level to have the high research value regarding the distance learning organization. Based on our country modern distance education development level, should be centered on improving the grade of service, strengthens the teaching service concept that realizes multi-resource sharing the strategic concept.

Keywords. Education, Quality of service, System research.

1. INTRODUCTION

The modern distance education, is in recent the Internet a new educational mode, the merit of distance learning lies in the explanation courseware and student's of teacher study can also carry on the different places, the student can choose the study schedule arrangement study place freely, the degree of freedom of study is high, and teachers and students can also the mutual exchange. The modern distance education teaches the way to be easier to train the student independent training ability compared with traditional classroom. In the network learning environment, the network gathered the massive study resources, these resources regarding all people are open and the student studies at the same time can publish itself to the view of study, forms the new study resources. Now the society is in one "information explosion" time, the society's request to the talented person constantly enhances, the social person must study continually, but the distance learning has provided such opportunity.

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2. The essential feature of modern distance education grade of service

2.1 Not perceptual.

Modern distance education is a service of quality. The main characteristics of the service are imperceptible. Overall quality of distance education imperceptible education results is also different. And production and consumption of products are carried out simultaneously, but for distance education services, the consumer is not directly involved in production. Remote service as a teacher, who is the producer of the remote service, and students through learning, independent thinking to digest the knowledge to complete the process of consumption as after the teaching effect, participants consumed the product, the degree of variation knowledge, the quality of training cannot be estimated with imperceptible.

2.2 Two-way feature.

Distance education service quality compared with the traditional pattern of the different way of education service quality, not just in terms of the means of transmission of knowledge. Traditional way of education is the unidirectional that lead the students to master knowledge, teachers in the classroom teaching process control by the teacher, the students behind the teachers' passive learning. And distance education mode is a two-way learning progress held by students themselves, students can get a lot of knowledge through the network database, gives the students' autonomous learning conditions, and the direction of the teacher's role is to guide students to learn, in a large amount of teaching information looking for suitable for students' learning materials, use a variety of new means of teaching, for students to create new teaching methods and good learning environment. Between students and teachers, there are more opportunities for communication and the result of two-way communication.

2.3 Multiformity.

Distance learning grade of service has the multiplicity. Along with the development of society, is born the new profession, needs the massive new-type personnel the service market, thus produces increases the multi-social talented people regarding the demand of new industry knowledge, but the superiority of modem distance education is, changes with the change of demand, therefore the quality of modernized distance learning service occupies in the development of new thing plans. The course content of modem distance education, changes with the change that the student requests, thus has met the need of social emerging profession to specialized talented person, therefore considered in this aspect that the quality of modem distance education also has the multiplicity.

3. The learning center out of class grade of service analysis of influence factor

Based on modern distance education learning center provides the service to be involved in all aspects, therefore, the factors affecting the service quality is also from multiple angles. This
article from the educational philosophy and guiding ideology, learning support services facilities construction, teaching management level, learning support service level and so on on many angle of modern distance education learning center of paper analyzed the factors influencing the quality of service.

3.1 Educational philosophy and guiding ideology.

Learning center of educational philosophy and guiding ideology, directly affects the school's teaching and service quality. Off-campus learning centers should understand and grasp the essence and connotation of modern distance education, avoid because of the profit as the only goal, and deviation of educational philosophy and guiding ideology. If only pay attention to how many students to off-campus learning centers, how many gains, neglect the education of responsibility; Only pay attention to the construction of hardware facilities, and ignore the teachers' professional ethics, the cultivation of comprehensive quality, it will be hard to effectively implement off-campus learning center to improve the quality of our service. Off-campus study center, therefore, should be set in accordance with the school set up educational philosophy, in the process of service to its own basic functions and important responsibility, both in the school gives full of learning support services to the students, and to pay much attention to their ideological and political education and management work, can really promote the all-round development of modern distance education students and off-campus study center, effectively improve the quality of our service.

3.2 Learning support services for working conditions and environment.

The modern distance education refers to the teachers, students and educational institution three main bodies in the support of multimedia technologies and under computer network, uses the one new educational model of way organization teaching and study of system communication in the digital signal environment. Therefore, advanced facility and equipment of the learning center out of class to have very strong dependence, has the perfect help support servicing facility and equipment to be directly related with the height of learning center out of class service level. Because lacks necessary teaching places, multimedia offices, computers, multimedia devices, projecting apparatus and other center of learning of teaching facility and equipment, but lets the student in the crude learning environment, definitely will affect their satisfaction to learning effect. Between the network interfaces and sponsor colleges of part learning center do not synchronize, will affect the dissemination and broadcast speed of network course, interacts to bring the barrier to the video and audio frequency between student and teacher and student. Therefore, a learning center out of class, if wants to further improve the help support grade of service, must first under the premise of enough school funding guarantee, have the independent school environment and place. Next, but should also have own network multimedia classroom, projecting apparatus, the networking computer, the Internet and other basic education equipment facilities. In addition, if a learning center out of class of distance learning had own standardized examination place and cyberspace and
teaching service website, the service platform and library, its provision the quality and level of help support service will have the large scale enhancement.

3.3 Staff and faculty of the business level.

As directly provide students with the personnel of learning support services, off-campus learning centre staff in the recruitment of students, student organizations, to provide advisory services, management in the daily work of students, teachers in the process of teaching, assessment, organization, practice and so on, their comprehensive quality and business level of off-campus study center service quality has a direct and critical impact. For modern distance education learning center service quality related survey, especially in the economic condition is relatively backward area, its staff's comprehensive quality, professional level to be generally improved. In addition, the network technology, and remote control or related education teaching staff are scarce, one person's much duty is often happened. For providing services in students, staff and teachers' low level of business can make the learning center of service quality.

3.4 Teaching organizing and management level.

Based on modern distance education separation property on teaching in time and space, learning center out of class, to guarantee that high grade of service must complete the teaching management work. Strengthens the teaching service function is the learning center out of class important duty, generally speaking, the learning center out of class must provide the teaching technical support service and curriculum to induct the auxiliary service, to promote to study the cooperation service and teaching information supplies service and study coach Q/A service as well as participates in the education evaluate service. If a learning center out of class cannot guarantee that the full display of above service function, will affect directly the enhancement of its grade of service and modem distance education quality. For example, teachers of center of learning always go by the book in the teaching process, because the curriculum will lack the attraction, but is unable to arouse the study enthusiasm of student fully; If the teaching technology or the infrastructure equipment, will initiate the student to the video teaching effectiveness is unsatisfied; If in the teaching process frequently has the network fault, the equipment failure and computer software breakdown unable to obtain prompt service and other phenomena, will have the influence to student's study; If learning center out of class lacks the effective teaching management system or carries out the system effort to be insufficient, to checking attendance, work of student and other current management will have the influence. In brief, the learning center out of class imperfect teaching organizing and management system, cannot give full play to the service function that it should have, will have the negative impact of very big degree to its help support service of provision.
3.5 Off-campus study center support service level.

Campus Learning Center support service level directly determines the level of service quality. The project is a clear learning services, related services are in place are directly determines the campus Learning Center learning support service levels. First, the availability of clear learning services as campus learning centers should be strictly in accordance with the teaching mission sponsored by the school, to set appropriate learning services. And part of the learning centers currently exists on the task of teaching blind school-sponsored or prevarication is not performed, not as a phenomenon. Learning Services unclear long-term accumulation of problems is bound to affect school learning center learning support service functions effectively. Secondly, relevant learning support services are in place, it will also affect the level of satisfaction with student services on campus learning center. If a learning center at the time of enrollment in order to reap more benefits for the Learning Services false propaganda. In the course of true teaching organization, teaching services provided either with related management system hosted by the school to develop a huge difference, or the presence of a significant reduction or cutting corners and other phenomena, and ultimately affect the learning center to improve service quality and produce modern distance education negative effects.

4. The remote education system structure analysis

The remote education system belongs to a more open system. Under this system all the program is running is very organized, and able to be connected with practice, the social situation and internal system reform. Because of the openness of the system caused the distance education system so there is a difference between with other systems. The core of the distance education system is teaching. Normally, according to the features of distance education system can be divided the system into two categories: teaching system, students. The design of the teaching system includes teaching resources, research, development, manufacturing, etc. And you also need to cooperate with management and resource allocation.

5. The distance education service quality criteria

Consumer education services for remote education institutions service quality standards are not the same. Among the multiple link of remote education are likely to affect the students for remote education service quality evaluation results.

5.1 Create a network course.

The content is scientific and complete, information content is sufficient, satisfies the student regarding the request of curriculum. The teaching structural design is reasonable, from the guidance to the study, must conform to the knowledge the cognition rule, the convenient student studies. The explanation form of course content is novel, is creative and displays the originality of PPT, video, image and writing.
5.2 The teacher strength is abundant.

In distance education, the teacher is teaching students contact most, teaching teachers make students of distance education is the first to know, so the teaching of teachers is an important part of distance education. Teaching teachers should have high strength, the tutors should have a certain degree. In the course of the remote education, we should constantly to teacher coaching staff training, let the same industry leader to teach some classic teaching plan and teaching experience, improve the level of specialization of teaching staff, to deal with in the teaching process, students have encountered problems.

5.3 Management services.

Distance education service is a kind of products, products sold to consumers as a starting point, should be to do a good job of student's learning, service work to ensure the integrity of the learning process smoothly to provide convenient and quick way of enrolment at enrolment, using the best materials that have basic knowledge and applied talents with innovative learning ability.

5.4 For personalized service.

In the process of learning, according to the characteristics of each student is different for personalized teaching methods. Provide students with personalized guidance, to discuss and answer questions. For each student to learn the various services that timely feedback to student needs, meet the requirements of personalized learning.

6. The conclusion

The constitution of distance learning grade of service is complex, various, difference that everyone judges. Therefore must improve distance learning grade of service to have the big difficulty. But also because of this, sets up a fine distance learning service brand to have the enormous influence to the society, brings the long-term economic interest the social efficiency. The distance learning service should conform with education market, realizes the resource sharing the superiority. Our country nowadays educational resources superiority main centralized in a city, small and medium-sized towns and cities some areas cannot enjoy the high-quality educational resources. But distance learning service the high-quality educational resources will transmit the village through the network from the big city, making the student in remote districts also enjoy the big city's quality education. But distance learning service excessively relies on the student self-control ability, the online supervision method is unitary, the graduate of distance learning service, most companies did not recognize the distance learning school record. Distance learning service organization the graduate who wants quality improving to let the social enterprise approval distance learning, must improve the grade of service to each link of long-distance service study, improves the quality of each link, this can form the competitive market advantage.
References.


