The Current Situation and Future Development Trend of Educational Live Broadcast Platform in Mobile Live Broadcast Environment

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Abstract. Nowadays, with the rapid development of the Internet, mobile education live broadcast has become the latest online education model under the "Internet + Education" model. This paper takes the "mobile education live broadcast platform" as the research object, and analyzes the characteristics of the mobile education live broadcast platform based on the present, and looks forward to the future development trend of the educational mobile live broadcast platform through the existing problems and development limitations of the mobile live broadcast platform.

Introduction

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The Rise of Educational Mobile Live Broadcast Platform

With the rapid development of Internet technology and the popularity of smart devices, mobile live broadcasting became a new Internet industry in 2016. The spurt growth rate has attracted a large number of users and huge investments, making it the fastest growing industry in the domestic Internet industry. This year is also known as the first year of live. A variety of webcasting platforms have sprung up, and the development of domestic live broadcast platforms has gone through the process from live show to live broadcast to live entertainment[1]. In January 2019, the "2018-2019 China Online Live Broadcasting Industry Research Report" released by the world's leading data mining and analysis agency Ai Media Consulting showed that the number of online live broadcast users in China reached 456 million in 2018. It is expected that the amount of online live broadcast users will reach 5.11 million in 2019[2]. At present, during the critical period of mobile live broadcast to win content, the live broadcast has quietly penetrated into various fields, demonstrating the powerful communication effect of the mobile broadcast platform.

In 2019, the "two sessions" first included "Internet + education" into the government work report, and online education became an important trend in the future development of education. As a new mode in online education, educational webcasting has attracted more and more attention with the rapid development of the Internet live broadcast industry. The initial form of the mobile education live broadcast platform is the online live broadcast education platform. After the domain name is registered by the relevant education company or organization, the live broadcast teacher establishes his own live class classroom on the domain name, and carries out the electronic equipment for the students during the live class time. Real-time online live teaching[3]. The online live teaching
platform is presented in the form of APP, client and web. With the development of 5G and the popularity of portable devices such as smartphones and tablets, educational webcasts are gradually translated to mobile live broadcast. The live broadcast platform is becoming more and more popular and has become one of the most commonly used forms of educational live broadcast.

Features and Advantages of Mobile Education Live Platform

The equipment is easy to operate and the content of the communication is strong. Due to the ease of operation of the mobile live broadcast and the directness of the UGC output mode, the immediacy of the content is a significant advantage of the mobile education live broadcast platform. Instant mobile webcast breaks the limitations of time and space. Learners can learn and learn at any time, no longer limited to designated courses and taught locations, thus realizing the immediacy of online learning and reducing Learning costs. At the same time, live broadcast also includes online teachers’ mistakes and mistakes as an essential part of the live broadcast. Give the audience more realism and a sense of presence, bringing the distance between the audience and the audience closer.

Strong interaction and user interest. While learning on the mobile education live broadcast platform, users can interact with teachers in real time through comments, likes and rewards. Users can exchange comments on various questions in the learning process with online users and online teachers to enhance the audience experience. Abandoning the one-way acceptance of the audience in the live broadcast process of traditional media, and transforming into a sense of interaction near it. Taking “Qianliao” as an example, it is not only easy to operate through WeChat, but also has no time-limited traffic restrictions, and supports multi-group live broadcasts. This not only realizes interaction with teachers, but also learners can exchange experiences with each other. The timely feedback method meets the needs of the audience's learning knowledge. The audience is no longer the role of the recipient. They communicate with the teachers and other learners through the barrage, which affects the current communication content and greatly enriches and strengthens. The influence of communication has also increased the interest of learners in learning.

Sharing of high-quality resources and strong user selectivity. Compared with offline education, education live broadcast has the role of educational resources sharing, which not only includes the curriculum resources themselves, but also the sharing of excellent teacher resources. This helps to narrow the gap in education between regions. At the same time, the field of mobile education live broadcast platform has been gradually refined, and each live broadcast platform has a “tag” for its most prominent advantages, such as “Tencent Classroom—Vocational Skills Training Network School”, “Study and Thinking Network School - Primary and Secondary School Students Interactive learning platform" "VIPKID English—online youth English education brand" "Bangkao network—focus on research live broadcast learning platform" and so on.

In the traditional offline education, the learning objectives, learning content, learning methods, and curriculum time schedules are all formulated by the educators, and the learners cannot grasp the initiative. The mobile education live broadcast platform puts the power of choice. In the hands of the learner, the user can more accurately select the aspect that he wants to pay attention to according to the platform “tag” and enhance the interest of the audience.

Strong mobility and convenience of users’ experience. Mobile live broadcasts are mobile. Marshall McLuhan believes that "the medium is the extension of the human"[4], the media is actually an extension of human physiology and psychology, and the rapid development of the 5G business and the increasingly popular portable mobile devices provide extremely advantageous technology and carrier support to the development of mobile education live broadcast. Without limiting the space, extending our senses, portable convenience, efficient and rapid.
Existing Problems in the Mobile Education Live Broadcast Platform

Compared with the pan-live entertainment broadcast, the educational webcast is an emerging live broadcast category, which has also exposed some problems in the process of booming.

The source of the teacher is complicated and the quality of the course is not guaranteed. The educational live broadcast platform is a knowledge sharing platform. Due to the low registration threshold, the teachers of the platform are mixed. Although the network supervisors have certain requirements for setting up the live broadcast room, the strength of the "gatekeeper" is far from enough. Some of the course content is just empty, no new ideas, and even the content will lead to the wrong information guidance for the audience; some of the lecturers will even show the vulgar style to pursue the interests in the process of attracting people.

Platform competition homogenization, resulting in malicious competition. The mobile education live broadcast platform is ultimately a commercial platform. Under the market economy, the competition between live broadcast platforms is highly homogenized. Want to stand out in the many live broadcast platforms to get the most economic benefits, sometimes lead to a situation of bad competition, such as follow-up imitation, malicious framed and so on. As a new-born educational webcast platform, the key point of “content” must be listed as the only way to transform, and to strive for benign competition, in order to provide a more quality live broadcast for the audience.

Single profit model with large cost input. At present, the main profit-making method adopted by the major mobile education live broadcast platforms is the course payment, and it is difficult to support the recruitment of high-quality teachers and the daily maintenance costs of the platform by such expenses alone. In addition, the one-on-one online education, which has been popular with a large number of parents and capital, has consumed a lot of teachers and time. It has been difficult to obtain profit recently. For example, its representative company 51Talk recently released its first quarter earnings report for 2019. Show that the company is still losing money. In addition, over-reliance on a few famous teachers has become one of the risks faced by various platforms. To retain a famous teacher, it has to pay more costs. To this end, solving the platform profit single mode is the source of the development of the mobile education live platform industry chain factor.

Imperfect control mechanism in live broadcast. The educational webcast has not been popular for a long time, and compared with live entertainment and live games, the audience still accounts for a small number. Therefore, it has not caused sufficient regulatory attention, lack of qualification supervision for the lecturers, and the formulation of some related control mechanisms. For example, teaching copyright issues, portrait rights, copyrights, etc., while increasing the supervision of physical education institutions, the supervision and evaluation of online education should not be ignored, and the relevant management systems need to be standardized as soon as possible to guide them to benignly develop.

Future Development Trend of Mobile Education Live Broadcast Platform

High-precision technical service mobile education live broadcast. In 2016, China entered the first year of VR technology. Since its development, the live broadcast of education has been integrated with the latest technology in the era of mobile live broadcasting. This has also invented a new field, namely “VR+live+education”. The maturity of this immersive live broadcast experience will promote more high-quality teaching content and teaching methods, promote the gradual establishment of industry norms, and online education will usher in new development opportunities with the help of trends.

Improve the quality of teachers and the quality of platform content. In addition to competing for "brand-name teachers", the platform will increase its efforts to train high-quality teachers and strengthen the threshold for online teachers to conduct live broadcasts. For the content of its professors, it is necessary to have a certain qualification review to ensure its professionalism; at the same time, improve the access mechanism for the lecturers. When applying for registration, provide necessary relevant work certificates, essay writings, patent applications, etc., in order to protect the qualifications of network teachers. At the same time, the website should also improve the reporting
mechanism so that learners can supervise teachers, and the website also has the right to ban their qualifications.

Legal supervision and protection, maintaining the live broadcast environment. The report of the 19th National Congress of the Communist Party of China proposed to strengthen the construction of Internet content, establish a comprehensive network management system, and create a clear network space. With the emergence of platform chaos, it is imperative to clarify the responsibilities of various departments, implement the main body of responsibility, and strengthen supervision. At the end of 2016, the National Network Information Office, the Ministry of Culture, the General Administration of Press, Publication, Radio, Film and Television formed a joint inspection team to conduct special inspections on the webcasting platform, which blew the horn of the webcasting environment. However, there are differences in various types of live broadcast platforms. A specific management system should be formulated for the specific issues of live education. The legal nature and rights boundaries of education live broadcast should be clarified as soon as possible, the judicial scale and referee standards should be unified, and punishment should be strengthened to effectively promote the development of future education.

In short, with the development of the Internet, the development prospect of mobile education live broadcast is worth looking forward to. Although there are some problems in the development of the current platform, in the state of education paying more and more attention to individual needs and online education becomes an inevitable trend of future education, mobile education if the live broadcast can be benign, it will become an important way for future education.

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