Improving Strategy of Higher Education Quality under the Background of Internet

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Abstract: "Internet-education" is not the simple addition of the Internet and education, it's not that the teaching and learning activities are around the Internet, such as the teacher to teach on the Internet, students go to school on the Internet, information flows online , knowledge is formed on the net etc, offline activities is the complement and expansion of online activities. The essence of "Internet-education" is to break down existing teaching activities into pieces , then reorganize them on the Internet to form new systems and structures. This will bring a revolution to education, and subsequently university education quality has become an important research topic for scholars internal. This research digs into the relevant factors that affect the promotion of teaching quality under the background of "Internet-education",then puts forward the strategy of promoting teaching quality on the platform of "Internet-education" in colleges and universities, that those meet the development of the new era.

1. Introduction

"Internet+" that the concept has attracted much attention since it was put forward in 2012, the "Internet+ Plan" has been proposed by Premier Keqiang Li in his Government Work Report in 2015, "Internet+" exploited Internet information technology to integrate the Internet and the various walks of life. This means that the Internet+ has begun to be raised to the level of national strategy. In May 2015 , in his congratulatory letter to the First International Conference on Education Information , President Jinping Xi point out : "In the present era, science and technology are changing with each passing day. The way of thinking, production, life, and the way of learning of human beings has been profoundly changed by modern information technologies, such as Internet , cloud computing and big data, and the foreground of world development has also been reflected deeply. With the development of information technology, on the one hand, we should approach educational reform and innovation, establish a education system which is networked, digital, individualized and lifelong , on the other hand, establish a learning society on the basis of the net in which everyone to learn, everywhere can learn and to learn from beginning to end. Training a large number of innovative talents is a major task in front of mankind. In October 2015, the15th China Education Information Innovation and Development Forum, with the theme of "Internet+ Education", explored the deep integration of Internet and Information technology with technology with education in order to promote Chinese education information to a new stage.

1.1. Domestic Research Status

In China there are many researches on the higher educational qualities. and there are also hundreds of schools contending over their views. For example, Xinye Wang discussed the factors affecting better quality education from the social and cultural level, the level of funds and the level of educational system design. The major factors that affect the quality of education are summed up

as the professional settings, the scale of enrollment and the input of teachers and students,etc by Dingliang Jia. In the report on the work of the government in 2015, Premier Keqiang Li bring forward the strategy of "Internet+" . Some scholars began to study some aspects of Internet+ education. For example, Bing Zhao analyzed the influence of "Internet+" on College English teaching from the following aspects: the classroom teaching mode, mobile assisted teaching tools and teaching methods. In the analysis of "Internet+ education" concept and mode, Yan Zhang put forward that "Internet+ education experience" should be guided by learners' needs and centered on learners' experience. "Internet+ education" has an important impact on the concept, mode and direction of university education. The quality of higher education has become the focus of people's attention.

1.2. Research status abroad

In foreign countries, since the 1960s and 1970s, the quality of higher education has been studied. There are different insights, such as T.R. McCnnnel and Martin Trow, who have taken the topic of "popularization of higher education" as their topic. Higher education in some developed countries has made a series of studies from the sociological point of view, and created "three-stage theory" and "model theory". Since the rapid improvement of Internet technology, it is well known that the Internet has become an crucial factor changing the quality of higher education. Judging from the situation of using the Internet for learning in the world, Japan attaches great importance to online learning and strives to make Japan a "ubiquitous learning" society. The UK has also established a mobile learning platform for the mobile cemetery so that more learners can continue to learn and improve their working skills. In South Africa, the use of the Internet for learning is also very popular. Mercedes Rico Garcia believes that technological information can enable students to control their learning process according to their own needs and enhance their learning initiative. G.S. Ypsilantis point out the "multimedia learning system" can enable students to use effective resources, obtain more information, strengthen students' personalized learning, and create a new classroom structure. However, under the background of "Internet+ education", the quality of university education is not rich.

On the basis of dialectics and documentary methods, this article analyzes subjective and objective factors, and combines the problems faced by the university in the new period and the new situation after the victory of the 19th National Congress of the Communist Party. After reflection and reasonable reconstruction, the strategy of improving the teaching quality of colleges and universities on the "network + education" platform was proposed.

2. Factors Affecting the Quality of Higher Education in the Context of "Internet+ Education"

With the advent of the Internet era, various new technologies have been poured into every corner of the college. The construction of new campus, the emergence of Moody courses and micro lessons can be regarded as the best products of Internet+ education. Undoubtedly, this will contribute to enhance the quality of higher education to a certain degree. Materialistic dialectics holds that the development of everything has two sides, and through the mutual restriction, promotion and influence of various factors to achieve improvement of higher education quality.

2.1. The Impact of Relevant National Policies on the Quality of Higher Education

In the era of the Internet+ rapid development, the polities, the economy and the education of all countries have developed towards information, pluralism and globalization. The quality of higher education has also been unprecedentedly affected. Education is a socialized product .Therefore, under the background of Internet+ education, various policies of the state and society will be one of the key factors that directly affect the quality of higher education, and will guide the development of higher education.

2.2. The Influence of University Self-management on the Quality of Higher Education

Colleges and universities are the breeding ground for the improvement of teaching quality. Therefore, only by keeping pace with the times, combining scientifically and effectively, adopting effective integration and rectification, and implementing scientific and effective teaching management in the top-level design, can the teaching quality of a university be improved and cultivated. New talents needed by the society can be trained.

2.3. The Influence of Teaches' Own Qualities on the Quality of Higher Education

From the beginning of higher education to the present, no matter what historical changes have been experienced, teachers play a decisive role in it. Teachers' quality not only affects the reputation of a university, but also plays a crucial role in the quality of higher education. Especially teachers' professional ethics, professional level, teaching methods and means play a very important role in education[1].

2.4. The Impact of Students' Development Needs on the Quality of Higher

Students are the principle part of higher education activities. Due to the influence of intelligence and non intelligence factors, students' learning motivation and learning style are quite different from students before entering college. Under the background of Internet+ education, students' earning ability to accept new things all directly affect the learning effect of students, and the quality of higher education is influenced by students.

2.5. The Impact of Resource Platform Provision on the Quality of Higher Education

In educational activities, the provision of educational resources is very important. Educational resources refer not only to the material resources used in educational activities, but also to the non-factors that influence the quality of education, such as teachers, the content of education, the humanities and culture of schools, and the conditions of running schools, which will have a potential impact on the quality of education.

3. Strategies to Improving the Quality of Higher Education under the background of "Internet+ Education"

There are many factors that influence the quality of higher education. Therefore, to effectively enhance the quality of higher education, various measures should be taken according to the mechanism of the key influencing factors, and coordinate these measures with each other to form an effective operation mechanism so as to ensure the satisfaction of the people.

3.1. Policy Guarantee for Improving the Quality of Higher Education in China

Some measures should be taken to increase the quality of higher education significantly, firstly, the state must follow the objective law of higher education, promulgate relevant policies and regulations to guarantee it, establish and refine phased diversified and fair policies and regulations. Under the guidance of such fair policies and regulations, it is conducive to the gradual realization of equity in the educational process. At the same time, it requires that the mean implementation of higher education quality policy should take into account the interests of the widest public, have a strong sense of responsibility and dedication, and establish the correct values of higher education quality policy[2].

3.2. Establishing Interior Relevant Mechanisms in Colleges and Universities

3.2.1 Establish a mechanism to ensure quality

Although various external factors influence the quality of higher education, the most principal factor is the university itself. On the basis of paying attention to external assurance of educational quality, universities should strengthen the internal assurance mechanism of quality and combine with the actual situation of the development of their own school, the tailor-made internal quality assurance system for teachers in line with their school-running orientation and ideas, especially by means of internal supervision system and related allocation mechanism, from a good operation

system. For instance, establishing the performance management of the education quality assessment into the daily management of middle school.

3.2.2 Establishing quality evaluation mechanism

A powerful measure to guarantee the quality of higher education is quality education. We should not only establish the educational evaluation at the national government level and excavate the leading value of the education system, but also perfect the participation of social organization of higher education and improve the initiative of the whole society to participate in the supervision of the quality of higher education. In addition, we should improve and perfect the self-management and evaluation of colleges and universities, such as the student assessment , supervisory evaluation and so on, and find problems through self-management to improving the quality of education.

3.3. Strengthen the Team-building of College Teachers and Improve the Quality of Teachers

According to materialist dialectics, scientific management can maximize the utility of resources to a certain extent, make a reasonable combination of teachers with better overall quality and higher initiative, and establish relevant teachers' teams, which can effectively improve the effectiveness of the current operation of teachers' resources. At the same time, we should also strengthen teachers' comprehensive quality and professional ethics from knowledge and personality, and then the teaching [3] quality is improved.

3.4. Formulating the Management Mechanism of Students Objective

So-called goal management is initially applied to enterprises, that is, leaders and employees discuss detailed tasks and objectives together, form performance measurement requirements ahead of time, and delegate authority to enable employees to complete the prescribed objectives. At all stages of education, goal management can be reasonably applied in school teaching activities. For example, when the student enrolled in school, they organize different evaluations, understand the basic situation of students, teach students on the basis of their aptitude and their individual differences, from different learning plans and life plans according to their different needs and cognitive styles, and track, guide and evaluate their real-time goals, in order to lead students to form their individual development goals and bring their subjective initiative into full play. Actively participating in the implementation of objectives and school management, thus promoting the quality of higher education.

3.5. Providing All-round Educational Resources

Under the background of "Internet +" rapid development, educational resources are also gradually being informationalized, thus realizing the sharing of network education resources. Especially with the introduction of relevant policies of the Ministry of education, after the development of "Internet+ education", many colleges and universities will integrate teaching resources into the whole education platform, and provide conditions for the improvement of educational quality. But there are also a large number of universities fail to achieve wisdom education, the basic network coverage in the campus can not reach, so in the era of rapid growth of the Internet, universities to provide online, offline and all-round educational resources, is the necessary condition to ensure education quality is effective improved.

4. The Strategy to Improve the Quality of Higher Education in Jinzhou in the context of "Internet+Education"

With Chinese socialism has enters a new era, the principle contradiction in Chinese society has been transformed into the contradictions between the growing needs of the people for a better life and the unbalanced and inadequate development. The weakening of this contradiction requires the joint efforts of the people. Under the background of Internet+ education, the improvement of the quality of local higher education is more important, and in a sense, this gap can be narrowed. Taking Bohai University in Jinzhou City as examples, each university should not only integrate the

above five strategies, but also in accordance with the characteristics of each university,the corresponding countermeasures to enhance the quality of education are put forward.

4.1. Strategies to Enhance the Education Quality of Bohai University

In the course of educational reform and the improvement of education quality, we can strengthen its development strength and speed by clearly grasping the main and secondary contradictions in the development of things. The predecessor of Bohai University is in Jinzhou Normal College, which has a strong foundation in mathematics, physics and teaching, we should give full play to this advantage, concentrate our efforts on strengthening mathematics, physics and chemistry, making it bigger, improving the quality of personnel training, and mainly cultivating the talent needs of Western Liaoning education[3].

4.2. Strategies of Improving the Education of Liaoning University of Technology

Liaoning University of Technology is an engineering college. Its main departments are the College of Mechanical Engineering and Automation Chemistry, the College of Automobile and Transportation Engineering and the College of Electrical Engineering. We should focus on these colleges and departments to improve the educational quality. Considering the strong practical ability of these majors, we can combine the theory of colleges and universities with local industries and enterprises, learn and absorb the knowledge in practice, strengthen the universities of the Engineering specialty, and contribute to the development of industry in Western Liaoning Province.

4.3. Strategies to Improve the Education Quality of Jinzhou Medical University

Jinzhou Medical University, as its name implies, is a place of medicine, where angels in white are trained. In the process of development, we should not only run a school jointly with a hospital in Jinzhou, but also radiate other areas of Western Liaoning, serve the people of Western Liaoning with its exquisite medical skills, and truly achieve the goal of saving the world with exquisite skills.

5. Conclusion

In two ways, the quality of higher education is influenced by external and internal factors, and the influence of five aspects: national policy, efficient management, resource supply, teacher quality and quality of students in this paper are carefully analyzed. This article also discusses the strategies of teaching and how to improve the quality of education in the context of "Internet-education". However, the development of things is the result of a combination of many aspects. Only by effectively combining these measures and forming a system, they can play a better role from quantitative change, and the quality of education in colleges and universities can be truly improved.

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