Analysis of online education management platform in the context of big data

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1 Introduction

With the rapid development and promotion of information technology, the big data era is coming. The main characteristics of the big data era are high data information transmission efficiency and large amount of information transmission. In the age of big data, the school education management model has undergone significant changes. Moreover, with the continuous deepening of the application of big data technology in school education management, higher requirements have been put forward for the development of school education management. The online education management platform can not only meet the communication needs between teachers and students, timely share diversified teaching resources, but also improve the teaching quality and efficiency of colleges and universities, and promote the sustainable development of college education construction.

2 Literature Reviews

First, the school education management involves a wide range, such as teacher groups, student groups, teaching curriculum content arrangement, student management, etc. Each content will involve the collection and collation of data information [1-3] . Therefore, in the education management work, school education management workers must clearly recognize this feature, and give full play to the advantages of online platform education management, so as to continuously improve the effectiveness of education management.

Secondly, the development of education management can be seen as a process of data information processing, which can be divided into four categories according to the types of data information processing: first, student management data information [4] , including students' basic information, performance data information, learning activity data information, etc; The second is the data information of teacher management [5] , including the basic information of teachers, curriculum setting data information, assessment data information, etc; Third, comprehensive management data information [6] , including basic school information, overall ed-

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ucation work effectiveness information, etc; The fourth is application big data [7] , such as network classroom construction information, teaching resource data information, etc.

Thirdly, with the application of online platform in education management, school education management will involve the processing of data information, and the education system does not exist in isolation. Therefore, in this process, a variety of types of data information will be generated, such as text information, teaching video information, teaching picture information, etc., thus showing the characteristics of diversified types [8] .

Finally, the development of online education management platform largely depends on information technology. For example, in teaching practice, teachers can use network equipment to quickly collect data information related to professional courses, which plays an important role in promoting teaching efficiency [9] . When making statistics on student information, we can use data collection and analysis technology to obtain student related information, change the characteristics of slow speed in the past, quickly improve the efficiency of calculation, statistics and analysis, and make the education management work more convenient and efficient [10] .

3 Discussion

Online education management platform can bring many conveniences to teachers, students and staff. Its advantages can be summarized in the following four aspects.

3.1 Information interaction and exchange

With the continuous development of computer network information technology in China, more and more colleges and universities choose to build a perfect network communication platform in education management, and develop and design the relevant network platform service module functions in combination with the relevant needs of teachers and students. In order to give full play to the role of the college network communication platform, colleges and universities can strengthen interaction and communication with students through Weibo, wechat official account, Tiktok short video platform and other channels, and encourage students to actively express their ideas. With the help of network technology platform, college educators can understand students' ideas in time, so as to help students establish correct outlook on life and values [11] . For example, teachers can share various learning resources with students through WeChat class groups, assign relevant learning tasks, and let students carry out autonomous learning around learning tasks and learning resources, so as to effectively cultivate students' autonomous learning ability and practical application ability. Therefore, educators should be good at using the network platform to break the gap with students, so as to obtain better trust and support, facilitate the smooth implementation of various practical teaching activities, and effectively improve the quality and efficiency of college curriculum teaching.

3.2 Group collaborative learning

In the education management of network technology platform, group collaborative learning is an extremely important teaching mode, which mainly divides students into different learning groups and invites members

of each group to participate in online learning activities [12] . Before grouping, teachers can communicate with students in a timely manner with the help of the network technology platform to fully understand the learning situation of students. In addition, teachers also need to divide learning groups according to the characteristics of the curriculum, and each group member jointly elects a team leader to lead all members to work together to complete the learning tasks assigned by teachers. In the process of practical collaborative learning, teachers should guide team members to use the network platform to collect various learning resources, strengthen mutual communication and cooperation, think about relevant issues, and put forward personal opinions. For example, when college teachers organize students to learn about the curriculum knowledge of "Information Technology Pedagogy", teachers need to put forward requirements and learning objectives, so that students can deeply investigate the current situation of information technology teaching in various provinces and cities.

The team leaders of each group need to play their own role in organizing and guiding, divide tasks reasonably, and let the team members carry out research work around the development status of information technology. Teachers can guide team members to share their final research content to other members and team leaders in a timely manner through "email", "group exchange" and other ways, and make classroom presentations, which will be explained by the team leader on the platform. Based on the combination of online and offline education management mode, it can create a relaxed learning atmosphere and give full play to the subjective initiative of students.

3.3 Comprehensive management of educational archives

In the management of college education, the comprehensive management of educational archives is an extremely important work [13] . If colleges and universities want to improve the comprehensive management level of archives, they must give full play to the role of network technology platform. The content of college education archives information is diverse, and the teaching archives, students' learning performance and students' evaluation results of each semester should be archived. In the process of comprehensive management of educational archives in colleges and universities, the reasonable introduction of the application of network technology platform can help archive managers to innovate the way of archive management and improve the level of archive information management. When colleges and universities are carrying out archives management, they should use the network technology platform to standardize the operation process of relevant personnel, and timely release relevant work content, so that each educational archives management personnel can correctly understand their own work scope and work objectives. In the specific implementation process, university administrators should guide archive administrators to attach great importance to the scientific use of the network technology platform to ensure that the role of information technology in archive management can be fully played. In the collection and summary of file information, file management personnel can create accounts with corresponding permissions for teachers and students with the help of the network technology platform, so that teachers and students can log in to the platform to use file resources.

3.4 Analysis of education management data

On the online teaching management platform, the relevant departments of the university can collect a large

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amount of data, analyze a series of huge databases, and draw some conclusions, which provide special guidance value for university administration [14] . For example, data mining technology, based on a series of parameters, combines data such as evaluation forms of different management work, teaching implementation, after class mastery, opinions and suggestions into a quantitative table, including management attitude, management ability, management methods and management effects, and calculates the arithmetic mean of the data. The use of such educational management data analysis methods is more helpful for university management departments to adjust measures to local conditions in their corresponding colleges, help students accurately, and adjust teaching content and management methods in a timely manner.

4 Results

Combining the advantages of the online education management platform mentioned above, a series of new education management models have been gradually formed.

4.1 Open education management mode

In the context of the rapid development of network information technology, colleges and universities around the country have gradually introduced open education management tools in their education management work, sharing their own education resources to the open network education platform, while teachers and students can choose the corresponding education resource modules according to their own needs [15-17] . The main body of the open education activities in colleges and universities is the students, and the carrier is the network technology platform. Teachers need to strengthen the interaction with students by virtue of the network technology platform. According to the actual professional learning situation and learning needs of students, provide them with high-quality learning resources to meet their learning needs. In addition, by using the network technology platform to carry out open education management activities, colleges and universities are conducive to cultivating students' independent inquiry learning ability, enhancing students' sense of teamwork, and promoting students' all-round development. With the help of the open education management system, the education management workers can organize teachers and students to carry out diversified teaching practice and learning activities, timely share the learning resources of relevant projects, provide perfect infrastructure for teachers and students to carry out various education activities, standardize their practice and learning operations, and improve the comprehensive management level of college education practice activities.

4.2 Muke Education Management Mode

Mukao is a new network teaching method. At present, China's famous MOOC websites mainly include online schools, national intelligent education public service platforms, etc. By using the network technology platform to carry out MOOC teaching activities, colleges and universities around the country can optimize the allocation of resources, give full play to the role of existing education resources, and organically combine resources with the network information learning management system [18-20] . Under the mode of MOOC education, college teachers can release relevant learning resources and tasks based on the network technology platform, let students independently choose learning resources according to their own learning situation and

learning hobbies, and guide students to timely find and raise problems in the process of independent inquiry learning, which is conducive to improving students' practical application ability and problem-solving ability. Students can not only obtain a large number of valuable online learning resources, but also make practical learning more free and fully guarantee the classroom teaching effect with the help of Moke platform. Colleges and universities can provide students with rich learning resources by virtue of MOOC platform, clarify the goals and objectives of relevant curriculum activities, and promote the overall development of students.

5 Conclusion

To sum up, the arrival of the big data era has brought new opportunities and challenges to the development of school education management. School education management workers should recognize the advantages of online teaching management platform, and make appropriate improvements and improvements in education management from multiple levels, so as to form a new education management model and give full play to the practical role of new technologies in education management, To realize the reform and development of school education management.

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