SWOT Analysis of Shared Classroom from the Perspective of Informatization

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Abstract

With the popularization of Internet technology, "one cable" is enough to realize the dissemination of various electronic information, and shared classrooms such as live teaching and self-media teaching have emerged, and the teaching mode presents the diversified characteristics of "online + offline". Especially under the severe situation of the epidemic, in the face of the call of the Ministry of Education to "stop learning, stop teaching without stopping", Shared Classroom has assumed the responsibility of providing a learning platform for students and a teaching platform for teachers, facilitating education work across the country and promoting the development of education. This paper analyzes the shared classroom based on SWOT theory and looks forward to its prospects.

Keywords

Shared Classroom; SWOT Theory; Online Teaching.

1. Introduction

Since entering the 21st century, shared classrooms have blossomed everywhere, which has strongly impacted the traditional teaching mode of classroom teaching. There are four main types of platforms for shared classrooms: one is comprehensive tutoring, such as online educational institutions such as homework help live classes, learning and thinking, ape tutoring, etc.; The second is social tools, such as QQ, WeChat and other social software video and audio call functions for online teaching; Second, platform services, such as Rain Classroom, Tencent Classroom, Tencent Meeting, provide a digital environment to assist teachers in completing the entire process of online teaching; The fourth is public resource[1],such as MOOCs, Superstar Learning Pass and other platforms with a huge subject resource library.

The emergence of shared classrooms is to meet students' learning consolidation outside the classroom, and to provide students and teachers with a platform for online teaching interaction, with the purpose of empowering classroom teaching with high-quality digital educational resources, innovating education models, and responding to the requirements of educational diversification in the new curriculum reform, so as to help improve the quality of teaching and learning.

2. SWOT Analysis of Shared Classrooms

SWOT theoretical analysis, or situation analysis, is a basic analysis method of marketing, which analyzes its strengths, weaknesses, opportunities and threats [2]. Through the SWOT analysis of shared classrooms, this paper conducts an objective market development evaluation of shared classrooms.

2.1. Strengths

Shared classrooms have the advantage of convenience. Only a computer or a mobile phone can learn knowledge, compared with offline classes, sharing classrooms to get rid of the troubles of the region, truly realizing the "one-net" of teachers and students, saving the time of teachers commuting and students commuting to and from school, and better arranging teaching and learning. In addition, when students are watching online class videos, they can choose the speed according to their own needs, and they can also pause or play back, so that they can find gaps and consolidate knowledge.

Shared classrooms have the advantage of low cost and high return. Compared with "one-on-one" or "one-to-two" and other individual tutoring online for-profit teaching, shared classrooms can realize the live broadcast mode of "one teacher teaching, multi-student learning", with the help of the user base and popularity of related platforms, attract more students to participate in online learning, and the corresponding profits will also increase. In addition, when online teachers record teaching videos and publish them to the corresponding resource-based websites, they obtain more traffic and network exposure with the help of on-site dissemination and off-site reprinting, and the number of people purchasing online courses also increases accordingly.

Shared classrooms are an important means of promoting equity in education [3]. High-level teachers are often distributed in large cities with high levels of economic development, and there is always an educational defect of insufficient teachers in China's rural areas, so there is a large gap in the quality of education between urban and rural schools. The shared classroom can solve this problem well, through the shared classroom, students in rural areas can learn the courses of famous teachers and improve the quality of learning. Schools in rural areas have also made up for the lack of educational shortcomings in teaching, so as to improve the quality of school running, and shared classrooms have realized the sharing of urban and rural high-quality educational resources.

2.2. Weaknesses

Shared classrooms have the disadvantage of being less efficient. This article analyzes one of the shared classrooms: online teaching, which mainly includes two aspects: teachers and students. From the teacher level, due to the late start of the shared classroom, most teachers are usually inexperienced when using the shared classroom, they are not accustomed to online teaching methods, often appear nervous, resulting in poor teaching results, in addition, due to the lack of understanding of the information technology of online live broadcasting, there may be a situation of debugging poor teaching equipment and delaying class time, which directly affects teaching efficiency; From the perspective of students, due to the poor self-control of some students and low self-consciousness of learning, when there is no teacher supervising online learning, there will be a situation of low learning efficiency, and due to the low teaching efficiency of online teaching, it will also lead to a decline in the quality of students' learning.

In addition, parents have not responded well to shared classes. In the eyes of parents, in addition to poor learning efficiency, online teaching will also consume parents' time and energy, and it is easy to produce parent-child conflicts [4]. Therefore, parents are more inclined to learn offline.

2.3. Opportunities

On July 24, 2021, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued a "double reduction" policy, which clearly requires an overall reduction in the total amount and duration of homework, reduces students' excessive homework burden, and clarifies that off-campus training institutions shall not occupy national statutory holidays, rest days, winter and summer vacations to organize discipline-

based training [5]. Once the policy was promulgated, all cram schools were closed, but this also caused many parents to worry and anxiety, extracurricular tutoring classes were canceled, especially for junior high school and high school juniors, who are in the stage of preparing for further education, how to solve the knowledge problems left in the classroom? As a result, people have turned their attention to online courses, which create huge opportunities for the development of shared classrooms. Shared classroom is actually decentralized resource sharing[6], students can choose courses according to their knowledge mastery to fill in the gaps, teachers withdraw from the main position of the center, but also do not need to go to extracurricular tutoring every week fixed time, whenever there are knowledge points that they do not understand, through the shared classroom can be solved in time, which not only does not increase students' academic burden, but also can well improve the quality of student learning, is a good auxiliary way outside classroom learning.

In 2020, when the new crown pneumonia epidemic raged, primary and secondary schools were suspended one after another, and in the face of the call of the Ministry of Education to "stop learning, stop teaching without stopping", shared classrooms played an extremely important role, and online teaching based on modern information technology provided convenience for teachers and students in difficult times, and was highly praised inside and outside the society.

2.4. Threats

In June 2022, the public sale of the database information of the Superstar Learning Pass software caused heated discussions, and it was revealed that 170 million pieces of student information were leaked. Although Xue xitong denied it, it still raised concerns about the leakage of information by online course software. Nowadays, there are dozens of online course software in China, and some short video self-media platforms have also joined the team of classroom sharing. However, due to the lack of effective network supervision, the content of teaching videos disseminated is uneven, especially the thresholdless nature of self-media, and some so-called "so-and-so teachers" of TikTok and Bilibili teach wrong knowledge due to their own weak knowledge reserves, and then mislead students, and even spread erroneous ideas such as "Taiwan independence" and "Nanjing Massacre does not exist" under the banner of teaching knowledge, seriously infringing on students' ideological ideology and endangering the network security environment.

Intel has newly developed a facial expression analysis technology, this emotion detection AI is used in an APP called Class, can judge the student's listening state according to the student's facial emotional changes, thereby reminding teachers to intervene in time, this technology has caused a good response abroad, which has caused certain challenges to the development of China's online course software.

3. Suggestions for Future Development

1. Establish a team of famous teachers to improve the quality of teaching

The quality of shared classrooms directly affects the quality of students' learning, so ensuring classroom quality is a prerequisite for the development of shared classrooms. In order to ensure the quality of the classroom, we must first select excellent teachers to ensure the quality of the classroom from the perspective of teaching quality. For the sharing of online teaching, every subject teacher needs to continuously improve subject literacy and education and teaching ability, prepare lessons and reflect in a timely manner, do a good job in teaching evaluation, take each online class seriously, be familiar with the online teaching process, and improve teaching efficiency. At the same time, for the classroom sharing of recorded lessons, it is necessary for the Ministry of Education, schools and relevant institutions to organize excellent teachers to conduct training and record high-quality classrooms.

2. Popularize information technology and provide technical support

The spread of shared classrooms relies on developed network communication technology, and due to the low Internet penetration rate and poor network signal in schools in remote mountain villages, it is impossible to obtain high-quality recorded courses on the Internet. At the same time, due to the lack of corresponding technical support, it is impossible to obtain the opportunity to synchronize classrooms with high-quality primary and secondary schools. Therefore, in order to truly realize the sharing of urban and rural resources and promote educational equity with the help of shared classrooms, it is necessary to improve the infrastructure construction of network technology, ensure the technical support of famous teachers when teaching, and ensure that students in remote areas can learn "famous teacher courses" in time.

3. Strengthen network supervision and purify the shared classroom environment

On October 28, 2022, a history teacher at the No. 3 Middle School in Xinxiang City, Henan Province, died at home after tens of thousands of online classes, because unknown netizens invaded the online meeting of his online class, occupying fairness, playing music, typing and insulting, causing the teacher's sudden death, all of which were shocking and angry. Therefore, the real-name system entering the classroom to protect the legitimate rights and interests of teachers and students is an urgent problem to be solved in the shared classroom.

At the same time, in view of the phenomenon of uneven online courses, major software should strengthen network supervision, promptly ban illegal self-media accounts, and prevent the outflow and dissemination of low-quality or misleading online courses, so as to screen high-quality courses and improve classroom quality.

4. Conclusion

In the ever-changing digital era, traditional classroom teaching can no longer meet the diverse needs of students, and shared classroom is a product of the high information era and the practice of "Internet + education". The emergence of shared classrooms has played an important role in promoting educational equity, improving education quality, and facilitating "teaching" and "learning", but there are also situations where students' learning efficiency in shared classrooms is not high and parents' response to them is not good, and they face challenges from the external environment. Therefore, in the development of shared classrooms in the information age, it is necessary to fully guarantee the quality of classrooms, provide corresponding technical support, strengthen network supervision, and create powerful and safe online course software, so as to inject new vitality into the development of China's education.

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