6. ПСИХОЛОГО-ПЕДАГОГИЧЕСКИЕ РЕСУРСЫ ОПТИМИЗАЦИИ ВЗАИМОДЕЙСТВИЯ СУБЪЕКТОВ ОБРАЗОВАТЕЛЬНОЙ СРЕДЫ

CONTRIBUTION TO THE NEW MODE OF EDUCATIONAL MANAGEMENT FOR LOCAL HIGHER SCHOOL OF PRC UNDER THE BACKGROUND OF "INTERNET PLUS" TECHNOLOGY

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The development of the Internet has brought a series of new technologies and derivatives such as big data and artificial intelligence. These new technologies and products have changed all areas of society. All fields are promoting their own development with the help of the Internet, constantly integrating resources by establishing their own network platform, and constantly innovating to adapt to the changes of the times. At the National Conference on Ideological and political work in higher school held in 2016, general secretary of China, Xi, stressed: "We should make use of new media and new technologies to revitalize our work, promote the high integration of the traditional advantages of ideological and political work with information technology, and enhance the sense of the times and attraction." At the same time, "Internet plus" brought serious challenges to the educational management of Chinses local higher school, and has also brought opportunities for Chinese local higher schools to innovate their educational management. The concept of "Internet plus" was first appeared in China in the fifth mobile Internet Expo in 2012. It's actually an information technology, including big data, cloud computing and AI applications. All sectors of society are affected by the development of the Internet and constantly integrating resources by establishing their own network platform, and constantly innovating to adapt to the changes of the times.

The purpose of the research is to analyze the problems and causes of the current educational management of local higher school in China under the background of "Internet plus" technology, and seeks solutions from the perspective of management.

Material and methods. The research methods used are literature research method, statistical survey method and analysis method. Among them, the literature research method is based on consulting Chinese institutional documents on higher education and the internal management system of higher school, reading a large number of works published at home and abroad, as well as articles published on the Internet and various public journals. From September to October 2021, this paper selected Henan Province of China as the research site, and the samples were determined to be the students from Zhengzhou University, Henan Normal University and Zhengzhou Institute of engineering and technology. This survey is carried out in the form of network questionnaire. In order to avoid the survey error and make the survey results have a certain accuracy, this survey released a relatively average number of questionnaires in different higher school, with a total of 200 questionnaires, of which 191 were recovered, with a recovery rate of 95.5% and an effective rate of 95.5%.

This survey is mainly aimed at three local higher school in Henan Province, China. The first part of the questionnaire is the basic information of the respondents in terms of gender, school, grade and major. Among the respondents, male and female students accounted for 45% and 55% respectively, and the number was relatively equal. The sources of the surveyed schools are diverse, of which 42% are from Zhengzhou University, 37% from Henan Normal

University and 21% from Zhengzhou Institute of engineering and technology. The grade distribution of all respondents is also relatively balanced and reasonable. Among them, 16% are in freshman year, 28% are in sophomore year, 26% are in junior year, 18% are in senior year and 12% are in master's stage. The subjects also have a wide range of majors, including 23% majoring in Humanities and social sciences management, 21% in repair engineering, 25% in agronomy, 18% in medicine and 13% in other majors. According to the basic information of the statistical survey object, the data is in line with the convention and has a certain scientificity.

Findings and their discussion. It can be found from the survey that today's student education in local higher school in China is still dominated by the traditional indoctrination education mode, in which the proportion of indoctrination education is the highest, accounting for 62%. In the survey "what do you think of the current educational curriculum in your school?" it was found that 78% of students thought that the current "Internet plus" educational management of higher school students didn't break through the traditional teaching mode, 66% of the students thought that the quality of online courses needs to be improved, 49% of the students thought that the content of the course was not attractive enough, and 45% of the students thought that the fragmentation of the curriculum was not systematic enough. Teaching materials, courses and other contents are fragmented and lack of attraction, which cannot fully stimulate students' subjective initiative, which also reflects that the professional level of the current educational management team needs to be improved.

In addition, the following problems still exist in the process of using the Internet for educational management in local higher school in China: 81% of students believe that the current Internet platform lacks effective management and supervision, 73% of students believe that the comprehensive quality of the educational management team needs to be improved, and 51% of students believe that they are vulnerable to the influence of negative communication ideas or indulge in them. It can be seen that when using the form of Internet, local higher school need the coordination of various educational elements of family, school, society and resources inside and outside the school. School as the main body, family participation and social support can make the development of local higher school students' education management better, which is also more conducive to the all-round development of students.

Conclusion. There are a lot of literature and some basic research results abroad to open up a perspective for this study. At the same time, many scholars have also analyzed the Internet from many angles. Chinese domestic scholars' research on Internet plus is relatively late, but it has been gradually developing, and is gradually approaching the research of university students' educational management. However, China Internet plus educational innovation is not practical enough, so it is necessary to focus on the innovation of the mode of education management in the context of "Internet plus". Through questionnaire surveys, this paper has found that there are a series of problems in the educational management of local higher schools under the background of "Internet plus": the imperfect educational concepts and management systems, the failure of the higher schools to fully utilize the network platform for educational management, the new environment that can not adapt to the current rapid developments, the scarce and slow development of the management team. It also analyzes the three major causes of these problems: social environment, school education and individual students. Finally, this paper puts forward the educational management mode of "Internet plus" students from six dimensions: 1) innovating the concept of educational management; 2) perfecting the educational management system; 3) improving the management mode; 4) strengthening the humanistic care in education; 5) improving the professional ability of education management team; 6) optimizing the educational management environment.