Research on Optimization Strategy of Cultural and Creative Products in Internet Information Education

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Abstract: The rise of Internet information is bringing a whole new revolution to education. Based on the introduction of Internet education and cultural and creative products, this article analyzes the shortcomings of cultural and creative products in the current Internet information education, and provides corresponding optimization strategies.

Keywords: Internet, Education, Cultural and Creative Products

1. Introduction

With the vigorous development and widespread application of modern computers, Internet information technology, as one of its important branches, also shines in the disruptive innovations of all walks of life, and continuously promotes progress in all aspects. Among many industries, education is the first basic industry to bear the brunt. In the context of the vigorous development of Internet information, it is constantly changing under the influence of Internet information. In China, education and social economic development generally present an imbalance between the strong in the southeast and the weak in the northwest. The reasons are complex and diverse, not only because of historical evolution, but also because of geographical location and natural environment [1]. In the southeast region where education is developed, the development of Internet information education is also smooth. In the northwest region where education is relatively backward, there are problems of low quality and insufficient quantity of education resources, which severely restricts the development of Internet information education, resulting in a certain gap from the eastern and southern regions. With the continuous improvement of the country's education environment and continuous investment in educational resources, especially the vigorous support for the development of education informatization in the central and western regions, there are more opportunities for exchanges and cooperation in education in different regions and development levels in China. The degree of rational allocation of public education resources is getting higher and higher, and the effect of supervision from all parties is obvious [2]. Although Internet information education has a long way to go to match the development of social economy and science and technology, with the gradual increase in the importance of education to all people, as a part of basic education, internet information education will surely come to the fore, and it will serve as a benchmark in education reform. At present, in the development of Internet information education, the output of cultural and creative products, as well as their design and core concepts, are more focused on the enrichment and innovation in form, while ignoring the original intention of launching cultural and creative products in terms of content. This article studies how to promote Internet information education cultural and creative products in the education reform, in order to achieve the same rich educational purposes in form and content.

2. Discussion on Internet Information Education

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2.1 Mining innovative ideas

Internet information has become popular all over the world and has been integrated into the pulse of the times. It plays a role in every component of this big machine in society. Internet information education is a combination of Internet informatization and education, but this combination is not as simple as adding together, but to achieve the effect of complementing each other through mutual integration. This combined effect is far greater than the effect of simple superposition. Computer information technology is the product of the second industrial revolution, and innovation in all walks of life is endless. Those industries that are stubborn and self-imposed are destined to lose in the increasingly fierce competition and be replaced by others. Under the guidance of Internet information, cross-border integration and cross-border competition have become commonplace. As the cornerstone industry of social development, education should take the lead in the development of Internet information to set the standard for the industry, and be the vanguard in using technology and capable of turning technology into achievements. The innovative education concept is also a requirement for the development of Internet information for educational reform. The flattening, enriching and complicating of information also require that teachers and students no longer appear in opposition during the educational process. In front of the flattening, the two will be a pair of friends who have similar teaching. In front of enrichment, one plays the performer and the other plays the viewer. In the face of complexity, one plays the seeder and the other plays the harvester. In the new technology environment, teachers and students get along and communicate with each other in new ways, so that the relationship between teaching and learning and the effectiveness of teaching are maximized.

2.2 Macro guidance of the government

In a country, education is an industry that involves the whole body. It needs both the help of society and the guidance of the government. The rapid economic development and the steady improvement of national strength have enabled our society and government to provide more support for education [3]. With the rapid development of Internet information, online education institutions and education platforms have stepped onto the stage of informatization education. Due to the greater flexibility, sensitivity and risk of the market, the development of most Internet information-based educational institutions and platforms relies on investment from social capital, and only a small part is led by the government. The advantage of this situation is that competition in the market will eventually bring a lot of experience and lessons, and provide solid support for the government's steady intervention and reasonable guidance. At the same time, we need to be vigilant that a large number of social capital network schools will inevitably bring chaos to the order of information education. First of all, the demand for a large number of online teacher positions will lead to the phenomenon that the quality of the teaching staff is good or bad. Secondly, the quality of online education courses is difficult to discern, which brings great confusion to parents and students. It also causes some parents and students to go astray, wasting time and delaying their lives. Finally, the status quo without threshold requirements makes it impossible to guarantee the correctness of the direction and the uniformity of quality and price of online education. As one of the national lifeline projects of people's livelihood, we must pay attention to the development of online education in the education industry. The government must actively formulate reasonable guidance policies against the current shortcomings and implement them effectively, so that the emerging Internet information education and traditional education can embark on the road of educating people and strengthening the country.

2.3 Excited resonance effect

In the early stage of the joint effect of Internet information and education, we have no experience to learn from, only to explore through the understanding of the two and the actual needs. In the process of collaboration, Internet information and education have strong original characteristics, which will make one of them as the subject and the purpose, and the other will be completely reduced to tools or means. However, the development of reality is gradual, and the development of Internet information education will break the boundary between the subject and the tool, so that the subject and the tool can be converted between each other, and even have more roles. Whether it is Internet information or education, the roles can be changed at the appropriate time, so that the best effects at all levels can be displayed and have a resonance effect.

3. Overview of cultural and creative products

3.1 What are cultural and creative products

The concept of cultural and creative products is quite abstract. From the literal meaning of "cultural creativity", it is easy to capture the approximate connotation, but if we want to capture its soul, we need to understand it in depth. The product is very commercial and needs to be placed on the market to be tested by the market, so cultural and creative products are no exception [4]. The unique feature of cultural and creative products is that it is a combination of "culture" and "creative". It uses a wealth of imagination to re-package the previously boring culture, so that the culture shows a variety of artistic beauty, which will impress the market. Cultural and creative products first realize their commercial value through exchange, and then realize their cultural value through the use of products by buyers.

3.2 Consumption and culture of cultural and creative products

All along, the consumption of cultural products cannot be valued. One important reason is that basic education is not popularized, and people have limited ability to consume cultural and creative products. Another reason is that economic development is backward, people pay more attention to the progress of material civilization than the consumption at the spiritual level and the spread of culture.

3.3 Combination of culture and creativity

In the development of cultural and creative products, culture is the foundation and creativity is expansion. We must not only firmly grasp the main line of the essence of culture, but also carry out an orderly expansion of the surroundings of culture, use creative products to build a cultural bridge that leads to popularity, interest, and richness, and finally pass the content of culture to the consumer.

4. Problems in the supply of cultural and creative products in Internet information education

4.1 Unbalance of product element ratio

As a product, cultural and creative products are largely affected by market behavior, so its success is largely determined by the market. In this way, it is inevitable that such a situation: cultural and creative products should attract consumers through their own creative packaging of culture, and then use their unique charm in the minds of consumers to carry the cultural knowledge, cultural ideas, and cultural thinking to consumers. However, because consumers have the right to speak about the success of cultural and creative products, some cultural and creative products have unknowingly become consumers' obedience [5]. Many cultural and creative products are cloaked with Internet information education, expressing cultural connotations perfunctorily, resulting in an unbalanced ratio of product elements.

4.2 Channel narrowing and lack of universality

There are a variety of Internet information education platforms and institutions on the market. They all have their own unique understanding of education, forming their own so-called "unique advantages." However, in fact, these unique advantages are all based on a specific theory or logical reasoning theory in a specific situation, which may not be scientifically proven, and may not even be supported by any successful case. The cultural and creative products produced in this situation require rapid consumption and response to changes, the production cost is low, and the quality is difficult to have a special guarantee. Such cultural and creative products will not be promoted to a large extent, nor will they have the universal applicability of cultural values as classic cultural and creative products[6].

5. Construction of a new path for cultural and creative product optimization in Internet information education

5.1 Optimization of the fusion path

Like many other things, content and form are the two basic components of cultural and creative products in Internet information education. Content is the soul of cultural and creative products. To achieve rich content in cultural and

creative products, we must extract the content needed from the excellent traditional culture, find its fit with the advanced culture of the times, make the interface connect them, and combine the common characteristics of the target group and their own uniqueness advantages, finalize the overall tone of cultural and creative product content [7]. Then, we need to make full use of the tools according to the determined content, create tools, grasp the "degree" of the form of expression, and create a cultural and creative product form that suits the preferences, aesthetics, and usage habits of the target group. Eventually, the content and form of cultural and creative products will be unified so that they can be widely distributed.

5.2 Optimization of interactive path

Whether it is traditional education or Internet information education, it is inevitable to involve two main subjects: those who carry out education and those who receive education. Due to the limitation of conditions, the time and opportunities for teachers and students to meet and communicate are very limited. Traditional teaching curriculum design is basically formulated by teachers based on experience and limited feedback from students. In the era of Internet information education, because the Internet is highly developed, resources are integrated, and communication between teachers and students is encouraged, and at the same time, it becomes more convenient and efficient. In the process of designing related cultural and creative products, teachers and students participate together. Both parties are both the subject and the object, and jointly provide feelings, experiences, and needs. After the interaction path is optimized, the design and production of cultural and creative products respect the needs and status of all parties, and are more vital, dynamic and competitive in the process of communication.

6. Conclusion

In short, in the fiercely competitive Internet information education industry, if cultural and creative products want to make breakthroughs and maintain a state of vitality in the trend, they must use excellent traditional culture, advanced contemporary culture and characteristic culture as the foundation, make full use of new ideas and tools under the new technology, combine pioneering and innovative thoughts, and constantly open up new ways.

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