

# Influence and Development Path of Big Data in College Education Management

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**Abstract:** Nowadays, with the transformation and upgrading of science and technology, big data technology is widely used in various fields in China. It plays an important role and provides convenient conditions for people's work and life. The introduction of big data technology in college education management has effectively improved the management efficiency and quality, and promoted the healthy, stable and sustainable development of college education.

**Keywords:** Education management; Big data; Colleges and universities

## 1. The impact of big data on college education management

### 1.1 Favorable impact of big data on college education management

The beneficial impact of applying big data technology to college education management is mainly reflected in the following aspects: first, big data technology can speed up college education management and pay more attention to process. By providing technical support and improving college education management feedback system, it can improve the informatization of college education management and provide an important basis for education management decision-making. Second, promote the development of education management. By collecting big data technology data and information, with the help of big data technology, college education managers can carefully absorb teachers' opinions on education management, accelerate the democratization of education management, and improve the quality of college education management based on the premise of collecting public opinions, make targeted innovation and reform of university education management, promote the construction of good relations between cadres, and provide guarantee for the development of education management. Third, big data technology can provide accurate evaluation results for education managers. Through big data technology, the whole process of educators' growth can be recorded vertically. Through big data technology analysis, it is conducive to accelerating the innovation and reform of education management<sup>[1]</sup>.

### 1.2 Adverse effects of data on educational management in colleges and universities

The adverse impact of big data technology on college education management is mainly reflected in the following aspects: first, the introduction of big data technology in the process of college education management will lead to a balance between freedom and privacy. Big data technology not only provides opportunities for the smooth progress of college education, but also makes college education face problems such as infringement of rights and interests and data leakage. Therefore, how to balance freedom and privacy is an issue that needs to be paid high attention in the development of college big data education and management; Second, the introduction of big data technology in the process of educational management in Colleges and universities will lead to data quality problems. Generally, high-quality data have the characteristics of accuracy, relevance, standardization, consistency and integrity. In order to ensure the collection of high-quality data in the process of college education management, talents, platforms and schemes need to be taken as the basic conditions. If colleges and universities lack these preconditions, they can not collect high-quality data information, At the same time, inaccurate data will lead to wrong guidance for the decision-making of university education management.

## 2. Development approaches of big data in college education management

### 2.1 Establishing education data platform

By establishing an educational data platform in colleges and universities and relying on big data technology, we pay close attention to various factors affecting the educational management decision-making of colleges and universities, which improves the practicality and reliability of educational decision-making to a certain extent. By organically integrating the two, we can expand the field of information collection and broaden a large amount of educational information on relevant information platforms. At the same time, through the analysis of other contents, the accumulation of educational information described above can not give full play to its original role. In other words, if relevant personnel can not better analyze and summarize the information described above during information collection and the important role of information cannot be brought into full play. For this problem, it is necessary to establish a perfect education data platform, integrate all kinds of data information in real time, effectively carry out data information analysis, give examples of the laws and characteristics of all kinds of information, and find the education information hidden in all

kinds of information centers, so as to provide real and effective data information for the formulation of management plans for education management in colleges and universities, Finally, the quality of education management has been comprehensively improved.

## **2.2 Establishing a sound education management and decision-making evaluation system**

By introducing big data technology in the process of college education management, we can improve the existing teaching level of colleges and universities, comprehensively optimize and improve the evaluation system, collect and summarize various information related to college education and teaching, strictly analyze and sort out, and constantly generate sound evaluation results. In the process of carrying out modern and efficient education management, many types of information will be affected, which makes it more difficult to carry out the evaluation of teaching quality in colleges and universities to a certain extent. Therefore, from the perspective of the new era, how to ensure the effectiveness and scientificity of teaching evaluation is a highly valued problem at present. With the application of big data technology, we can better deal with this problem. Through the organic integration of big data technology and university education management, we can strengthen the strict supervision of the evaluation process, improve the rationality and fairness of the evaluation results, and prevent the direct impact of external factors on the accuracy of the evaluation results<sup>[2]</sup>.

## **3. Strengthening technical training for education managers**

In the process of college education management, the application of big data technology has achieved ideal results. At the same time, it is directly related to the comprehensive quality of managers. Big data is an emerging technology under the background of continuous innovation and development of science and technology, which puts forward higher requirements for the technical level of users. The application of big data technology in college education management is conducive to the realization of the use value of big data. It is mainly to strengthen technical training for education managers, cultivate their big data thinking and enhance their application ability. Only in this way can big data be better used in college education management, so as to give full play to the application value of big data technology.

## **4. Conclusion**

The emergence of big data technology not only provides good development opportunities for college education management, but also makes the development of college education management face severe challenges. Under this background, college education management departments should establish education data platform, establish perfect education management and decision-making evaluation system, and strengthen technical training for education managers, so as to give full play to the value of big data technology in college education management.

## **References:**

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