

# Development Status of Online Education in China

Zhang Chunhua  
*Aichi University of Education*  
ninachangnina@hotmail.com

**Abstract:** The purpose of this research is understanding problems about the status of Japanese Satoyama or mountain village. Student from Kansai University visited a Satoyama called Osugidani in Mie Prefecture with Filipino students from De La Salle University. The students completed a survey with cooperation of Osugidani Nature School; a NPO. Students discussed problems and the solutions of the Satoyama with Filipino students and people in Osugidani. Research methods included an interview with Yoshihiro Hosobuchi, who manages a forestry in Satoyama. In addition, students' observation the Satoyama during fieldwork. The result showed the following three problems. ① Decline of forestry ② Decline of population ③ Dam construction causing the deteriorate of the ecosystem. To stop these results, the authors suggest two solutions. "Environmental education in educational institution" and "Intervention by the companies".

**Keywords:** satoyama, mountain village, education

## INTRODUCTION

Online education is a new thing jointly fostered by the growing demand for social education and the continuous development of information technology, this is an information-driven education industrialization practice. It not only injects vitality into traditional education, but also has strategic significance for educational reform and development.

This paper discuss the current situation, intelligent terminal platform and development trend of online education in China based on the combination of existing literature and research and the author's own opinions. With the popularization of intelligent terminals and 4G communication networks, which provide a good platform and opportunity for the rapid development of online education. he rise of online education has broken the barrier of unbalanced educational resources to a certain extent, and it has brought new changes to traditional education.

## DEVELOPMENT STATUS

Online education in China began in the late 1990s, from 2014 China's online education has entered a period of rapid development, especially the popularity of smart devices and 4G networks has helped accelerate the development of online education. Online education has become increasingly popular among Chinese people, particularly from the start of massive open online courses (MOOC) of the China universities which in cooperation with internet. Based on <White

paper unveils China's online education trends>, until this January, according to China's Ministry of Education (MOE), the first batch of 490 national-level quality courses were made available online for the public. Another 3,000 national-level online courses will be hammered out by 2020.

### 1. Online education industry classification.

Online education can be divided into pre-school education, K12 education, higher education, vocational training etc. According to the rate of users, K12 is the main force of online education, followed by vocational training and higher education. Based on the report < Analysis of the development trend of China's online education industry in 2018>, the online education segment in 2016, K12 education, higher education, vocational training are accounting for 86.5% of the online education market as a whole.

According to the content classification, it can be divided into language course and non-language course. Language education courses are easy to standardize and reproducible. Online education provide a language learning environment that is not limited by time and place, one-to-one foreign teachers, live interactive courses, online Q&A, discussion, etc., truly personalized education. Based on the report < Analysis of the development trend of China's online education industry in 2018>, in 2016, the number of users of online language education was 17.238 million.

## 2. Change of concept

Firstly, as the younger generation (post-80s and 90s) become parents, they have higher requirements on education for children. Young parents have a higher awareness of online education because of the change in educational ideas. Now young parents are highly recognition of online education and willing to use educational apps and pay for online courses. With the opening of the two-child policy, the number of children in K12-education age group will increase steadily and market demand will further expand.

Secondly is transformation of business philosophy. At present, online education also attracts many investors to enter the industry. With the advancement of technology and the continuous improvement of the teaching methods of online education, many online courses have begun to strongly promote the strong interactive mode of one-on-one live course and online small class education, and with value-added services such as examination and employment consultation. This model is mainly student-centered, which not only gives students a sense of independence for personal thinking, but also enhances students' sense of participation. For students of the K12 age group, the problem of poor self-discipline is effectively solved. The student-centered teaching philosophy will attract more and more students and attract a large amount of capital into the online education market.

## 3. Policy support from China Ministry of Education

In Nov-14th, 2000, the Ministry of Education issued a Circular on Implementation of the "School to School Link" Project in Primary and Secondary Schools, and decided to implement the "School to School Link" project in primary and secondary schools nationwide. Online education in China has developed rapidly with the rise of Internet+. In 2015, the Ministry of Education of China issued the <Key Points of Education Informationization Work in 2015>, which basically completed the Internet access for primary and secondary schools nationwide, and realized that each school has at least one set of multimedia teaching equipment. Leverage the Internet + to create a smart education platform to provide high-quality educational resources for left-behind children in remote areas and achieve an educational balance.

## 4. The advantage of online education

Online education mainly refers to the interactive teaching mode of real-time or non-

real-time, which is based on multimedia technology as the main media and across the Internet. Online education is being favored by people because of its unique advantages. Based on some reference papers and combine author's opinion, the main advantages are as follows.

One of the most important features of online education is its good interactive performance. Learning online, asking questions, discussing and forming student-centered interactive learning. Online education is more flexible and convenient, easy to manage, and truly realizes fragmented learning, saving a lot of time and management costs. The online education learning method is flexible, and the resources can be selected. The learners can choose the content they want to learn according to their own hobbies and specialties, and realize personalized learning. Educational resources on the web can be updated and supplemented at any time to optimize educational resources from time to time.

## CHINA'S ONLINE EDUCATION ENTERS THE ERA OF INTELLIGENCE

Despite a high concentration of online education in PC, mobile-client has the advantage of enabling users to maximize fragmented time to learn, while PC cannot allow users to study in any place and at any time. According to < 38th Statistical Report on Internet Development in China >, up to June 2016, 92.5% of Chinese internet users are mobile users, meaning that people's living habits are growingly based on smart device, which provides a foundation for mobile online education. Hence, driven by changes in user demand and living habits, domestic online education is shifting from PC to mobile client.

### 1. The number of smart devices education users exceeds 90 million

According to the <White paper unveils China's online education trends>, until 2017, estimates the number of people applying to online education has already reached 144 million in China, including 120 million who receive educational services on smartphones.

Online education has largely evolved with the wave of smart devices. Although the form of online education has emerged in the PC era, the real so-called online education is still beginning to erupt around 2011, which is exactly the development of the smart devices.

## 2. B2B2C online education platform

The B2B2C online education platform is a third-party platform that connects educational content providers and demanders, providing technology, functions and services for the teaching process, and realizing the realization of educational content. Based on the integration of online school education, MOOC, live course, and knowledge payment, the B2B2C online education platform has become a new model of Internet education. Artificial intelligence and education has become a new direction for technology research and development and is embodied in various educational products.

## 3. Online education application software

At present, educational APP takes second place in the application store, second only to game applications. The development of internet technology makes fragmented learning more convenient and flexible, launch various types of smart devices learning APP, to meet the learning habits of more users. Mobile APP gradually becomes mainstream, with the rise of the smart devices and mobile Internet, online education has gradually shifted to the mobile phone. Many mobile phone users have downloaded a large number of educational APPs, what they see is the advantages of flexible educational applications, strong operability, anywhere, anytime, and strong interaction.

## FUTURE TRENDS

Based on the report < Forecast of Market Size of Online Education Industry in China in 2017>, in the next few years, the number of online education users in China will continue to grow at a rate of over 20%, the user will be reach to 160 million by 2019. In the future, technologies such as educational assessment, social interaction, big data and artificial intelligence (AI) will be integrated into online education. Ensure good real-time communication functions, ensure the sound and video effects of live courses, and provide good educational aids and social interaction functions.

Online education is developing towards a diversified profit model and educational products' personalization. The traditional educational institutions and online education institutions have begun to develop mobile education products, mobile education is the outbreak of the future of online education market. In addition, due to the high demand for personalized mobile terminal products, the application of big data analysis

technology will also be necessary. Based on user requirements and the rule of the habit of digging, innovation content and teaching methods, the online education companies can set up perfect credible learning evaluation system.

## CONCLUSION

This studied illustrates that China's online education has developed rapidly over the past few years, with the development of information technology and intelligent terminals, China has entered the era of mobile online education and is moving towards the era of intelligent education. Online education has gained wide recognition and usage with its good interactivity, flexibility and easy management. The online education with the service education process as the core realizes the sharing of educational resources and personalized learning. The educational resources can be optimized in real time and updated and supplemented at any time.

## REFERENCES

- Edited by : CY321. (2017), Forecast of Market Size of Online Education Industry in China in 2017, <http://www.chyxx.com/>, 7-31.
- Edited by : CY315, (2017), In 2016, the number of online education users in China increased by 25%, and the demand for online education in key areas was strong, <http://www.chyxx.com/>, 3-1.
- Ke Zhang. (2004), CHINA'S ONLINE EDUCATION; Rhetoric and Realities, 11-22.
- Analysis of the development trend of China's online education industry in 2018
- Zhang Jiahui. (2018), Analysis of the development trend of online education industry, mobile APP has gradually become the mainstream, <https://bg.qianzhan.com/>, 5-5.
- Liu Xiangrui. (2018), White paper unveils China's online education trends, [chinadaily.com.cn](http://chinadaily.com.cn), 4-13.
- Yang Chuchu & Du Mingming. (2018), Booming online education brings chances, challenges in China, People's Daily Online, 2-07.
- China Internet Network Information Center. (2016), 38<sup>th</sup> Statistical Report on Internet Development in China, July.