

Research on the Problems and Strategies for Enhancing College Students' Learning Motivation in the Era of Big Data

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Abstract: In the era of big data, college students use network learning has become an inevitable trend, students can obtain all kinds of knowledge they need through their own choice, so the driving force of students' learning has become an important factor whether students can obtain knowledge. How to improve learning motivation has always been a concern of people in society, and college students as a special group of students in the learning motivation have a certain complexity, they do not have a unified goal like middle school students, college students often face a variety of future road choices. This paper analyzes the problems existing in college students' learning motivation and holds that the factors affecting students' learning motivation include personal psychological mechanisms, such as attribution error, low sense of accomplishment, and low sense of self-efficacy. In addition, school teachers' education level is poor, teaching curriculum is unreasonable, family education is not paid enough attention to, etc. Based on this, this paper proposes that freshman education should be carried out in time, parents' educational concepts should be changed, the school curriculum system should be updated, and individuals should learn to use the Internet.

Keywords: Learning motivation, era of big data, Internet

1. Introduction

The era of big data can also be called the era of massive data and information explosion. It refers to the digital information age represented by the Internet. Its emergence stems from the development and popularization of computer technology, Internet technology, Internet of Things technology, and other technologies, as well as the generation and accumulation of massive data [1]. Big data, as an important production factor in the new era, is characterized by large capacity, multiple types, high speed, and accurate accuracy [2]. On the university campus, the group of college students has its complexity and particularity. First of all, college students have a strong individual consciousness and often have more distinctive individual characteristics and personal pursuits; Secondly, college students have various behaviors on the Internet. Under the background of the Internet, college students can obtain more information from the Internet and also express their own opinions on the Internet, so they tend to have a more independent attitude and a broader vision. Finally, college students tend to be rational in their attitude towards life. Abundant channels for acquiring knowledge and distinct personalities contribute to the rationality of college students' attitudes toward life [3]. However, it is precisely because of the above characteristics of college students that how not to be affected by the Internet, how to find the direction and goal in the era of big data, and how to efficiently

use the Internet to obtain knowledge have become urgent problems to be solved. The motivation for learning in this paper refers to the conscious inner driving force, which mainly includes three parts: learning motivation, learning goal, and learning experience. This paper will analyze the problems of college students learning motivation in the era of big data from three aspects, namely, their learning motivation, learning goal, and learning experience sense, and find ways and measures to solve these problems.

2. Analysis of the Current Situation of College Students' Learning Motivation

2.1. Study Motivation Question

After the college entrance examination, college students think that entering the university will be easy, so addicted to games, social activities, etc., the willingness to study is not strong enough, and the requirements for the exam are no longer blindly pursued high scores, high rankings, but passing the line. Because they can not find their own learning motivation and learning reasons, they will be submerged in the flood of big data, not only failing to use big data to increase knowledge and broaden their horizons but addicted to the Internet, personal growth is not growing but regressing.

2.2. Study Goal and Future Plan's Question

College students have just been separated from the only goal of entering a good university, and many students cannot quickly find new life goals and academic plans, so many college students appear muddling along situation, as long as they get the graduation certificate after graduation is enough, there is no higher pursuit and goal, learning has become unnecessary. Professional learning is only what parents expect or adjust to come over, professional learning interest is not high. The learning goal of college students has changed from high scores and good universities to passing the exam and mixed graduation, and their learning motivation has declined rapidly.

2.3. Decreased Willpower

College students may make many short-term plans for themselves, such as passing the English CET-4 and CET-6, getting scholarships, merit students, and other honors. However, due to the difficulty in quantifying the achievement of these goals, and the time conflict with the student organization of curriculum learning associations and activities. In the long run, this situation will make it difficult for students to do everything well, which will affect students' motivation to learn and give up.

3. Reasons for College Students' Weak Learning Motivation

3.1. The Theoretical Point of View

3.1.1. Attribution Theory

Attribution theory refers to the cognitive whole in the cognitive process, based on certain personality characteristics or certain behavioral characteristics of others to infer other unknown characteristics, to seek causal relationships between various characteristics [4]. In the study life of college students, it is reflected in how college students attribute their temporary study failure experience. Usually, college students think that they have not passed CET-4 and failed because they are lazy in their studies, and even form a wrong view that "a university without failing a subject is incomplete", attributing poor academic performance to laziness and there is no need to study hard. Even the formation of a class and dormitory atmosphere that is not worth learning, ultimately results in a group of low motivation to learn.

3.1.2. Achievement Motivation Theory

The theory of achievement motivation refers to the motivation of individuals to pursue important and valuable work and make it perfect. It is a kind of motivation to ask themselves to achieve success in activities with high standards. However, college students in college life are often in a confused state of mind, unable to find their valuable work, unable to walk out of the high school entrance examination, college students in this period often have no goals, and academic performance is no longer a single evaluation standard, it is easy to lose the sense of self-achievement, so lose the motivation to learn.

3.1.3. The Theory of Self-Efficacy

Self-efficacy refers to the speculation and judgment that an individual makes about his or her ability to perform a certain action. Bandura believes that in addition to outcome expectation, there is also a kind of efficacy expectation [5]. Outcome expectation refers to a person's expectation that a certain behavior will lead to a certain outcome. If a person predicts that a particular action will lead to a particular outcome, then that action is likely to be activated and selected. College students in college life often do not work as hard as in school in their studies, "three days of fishing and two days of sunning the net" with no plan, are addicted to the game network, have low expectations of their academic value, lack self-confidence, low self-efficacy, the formation of a vicious circle, "lying flat" phenomenon, lack of learning motivation.

3.2. The Practical Factors

3.2.1. Internal Factors

College students themselves have no clear career development plan and no firm learning goals. In the era of the rapid development of the Internet, they are easy to be submerged in the trend of infotainment. Coupled with colorful campus life and various club choices, they are easy to fall into a confused situation, thus unable to find personal value, a low sense of self-achievement and self-efficacy. Resulting in a lack of motivation to learn. The research of Kim and Yang shows College students' emotional motivation affects their learning motivation they point out that emotional intelligence and achievement motivation showed a positive correlation and emotional intelligence and achievement motivation of college students had a positive effect. As the emotional intelligence and achievement motivation of college students increased, self-directed learning was found to be better [6].

3.2.2. External Factors

From the perspective of school teacher education, teachers' career planning help and psychological counseling for college students are not enough, and they do not help students find the right direction in life, obtain self-cognition, and improve their sense of self-efficacy. Students can not only rely on their strength to find their purpose in life, and often lose the sense of purpose, so the motivation to learn declines. From the perspective of the setting of the school curriculum, the content of the school curriculum is unreasonable, the teaching method is too traditional, most schools still use teachers to teach, students accept the teaching method, students do not have a strong sense of participation, the learning content focuses on theoretical knowledge, the theory is boring, and students are not strong learning motivation. From the perspective of family education, the attention of the family is not enough, many parents also think that their children going to university is enough, university grades are not important, so it affects the students' learning concept, and weakens the students' learning motivation.

4. Strategies for College Students to Enhance Learning Motivation

4.1. Attach Importance to the Role of Teachers

Freshman entrance education is the primary component of higher education, the starting point and cornerstone of a college career, and an important component of university education and management activities [7]. A good first lesson of entrance education is of great importance. Doing a good job in freshman orientation can make students familiar with the school as soon as possible, master the basic situation of college study and life, facilitate the rapid realization of identity transformation from high school to university, and then improve students' self-management, self-education ability and the basic consciousness of active learning and aspiring to become, and actively participate in college reading activities with vigor and passion [8]. Psychological education is also an important topic to train young students, and mental health education needs to run through the whole process of students' education management and service [9]. Teachers need to give full play to the key role of teaching and educating students, actively guide students to shape their values, help students find learning goals, and formulate reasonable development plans. Universities can improve the relevant contents of entrance education, such as the mechanism of award evaluation, the conditions of changing majors, the conditions of obtaining degree certificates, etc., and set small goals in advance to arouse a strong academic atmosphere. Secondly, teachers should also pay attention to the psychological state of students, pay attention guiding students to change their mentality and adapt to the identity of college students, and college students should learn to motivate themselves.

4.2. Change Parents' Concept of Education

Family education is an indispensable part of education, parents need to set the correct values, abandon the university on the "easy" concept, guide children to correctly view the university study life, and constantly mobilize the enthusiasm and motivation of students to learn.

In improving the quality of education, parents' involvement is very significant. Government, school leaders, and policymakers should explore mechanisms to increase parents' involvement in students' learning and make it obvious to parents their attitude toward their child's academic performance [10]. Parents should take more time to communicate with their children after work, understand their children's current learning state and psychological state, and put forward guiding opinions for their children's future planning in time. They can read some educational books to better adjust the child's mentality, into the study of life.

4.3. Update the Course Model

In some schools, the textbooks are aging and the curriculum mode is too traditional, which leads to boring and boring professional knowledge and fails to stimulate students' learning motivation. It is necessary to continuously enhance students' interest in learning, and apply new teaching models such as experiential learning and flipped classrooms to increase students' sense of learning experience and enhance college students' interest in professional knowledge. For example, in geography class, students should not only study textbooks and recite theories, but also take students out of the classroom to observe geological phenomena in life and arouse students' interest in geography knowledge. Alternatively, two or three classes can be spent allowing students to draw the world map by themselves and compare it with each other to stimulate students' interest in learning. For example, In geography class, students should not only study the textbooks and recite the theories but also take them out of the classroom to observe geological phenomena in life and arouse their interest in

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4.4. Make Effective Use of Big Data

In the era of big data, the development of modern information technology, especially network technology, enables teaching and learning to be free from the restrictions of time and place. Students can choose teachers, learn content and learning progress, improve the initiative to participate in the teaching process, communicate with teachers around the world, and enjoy rich teaching resources [11]. At the same time, network technology weakens the role and function of teachers in imparting knowledge, and strengthens the role and function of students in actively exploring knowledge [12]. Therefore, students need to make good use of Internet information to acquire the knowledge they need and improve their drive to acquire knowledge.

5. Conclusions

In the context of the era of big data, the Internet provides more ways to acquire knowledge. In the era of big data, the Internet has become a double-edged sword. Some college students use the Internet to learn more knowledge about career change, broaden their horizons, and have an increasingly strong desire to learn. However, some students are addicted to online games, short videos, and soap operas, wasting the youth of college students, more and more unable to find their own goals, but also more and more depressed, the sense of achievement is reduced, even can not find their value, learning motivation is also reduced, every day wasted time. Therefore, college students need to constantly improve their self-drive, take the initiative to learn new knowledge, gain self-achievement, and improve self-efficacy, to better achieve personal growth. Meanwhile, society, family, and school should also participate in this process. To form an all-around mechanism to improve college students' learning motivation.

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