การบริหารการศึกษาในยุคดิจิทัลของผู้บริหารที่มหาวิทยาลัยหลินอี้ ภายใต้มณฑลซานตง
EDUCATIONAL ADMINISTRATION IN THE DIGITAL AGE OF ADMINISTRATORS AT LINYI UNIVERSITY UNDER SHANDONG PROVINCE

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บทคัดย่อ

บทความนี้มีวัตถุประสงค์เพื่อ 1) เพื่อศึกษาองค์ประกอบของแนวทางการบริหารการศึกษาสำหรับยุคดิจิทัลใน มหาวิทยาลัย Linyi มณฑลซานตง และ 2) เพื่อปรับปรุงระดับการบริหารการศึกษาในยุคดิจิทัลของผู้บริหารมหาวิทยาลัย Linyi ในมณฑลซานตง การวิจัยเป็นการวิจัยแบบผสมผสานซึ่งประกอบด้วยการวิจัยเชิงปริมาณและการวิจัยเชิงคุณภาพ ประชากรเป็นอาจารย์มหาวิทยาลัย Linyi รวมทั้งหมด 2,747 คน ขนาดกลุ่มตัวอย่างถูกกำหนดโดยประชากรมากกว่า 12% โดยได้มาด้วยวิธีสุ่มตัวอย่างอย่างง่าย จำนวนครู 338 คน ผู้ให้ข้อมูลหลักคืออาจารย์ของมหาวิทยาลัยหลินอี้ ซึ่งได้มา โดยวิธีการสุ่มตัวอย่างแบบเจาะจง เครื่องมือที่ใช้ในการเก็บข้อมูล ได้แก่ แบบสอบถาม และบันทึกการสัมภาษณ์ สถิติที่ใช้ ในการวิเคราะห์ข้อมูล ได้แก่ เปอร์เซ็นต์ ค่าเฉลี่ย ความแปรปรวน และการทดสอบที

คำสำคัญ: การบริหารการศึกษา, ยุคดิจิทัล, มหาวิทยาลัยหลินอี้,

Abstract

This article aims to 1) to study the components of educational administration guideline for digital era in Linyi University under Shandong Province; and 2) to improve the level of educational administration in the digital age of administrators at Linyi University under Shandong Province. The research was a mixed methodology research consisting of quantitative research and qualitative research. Population was Linyi University teacher, totalling2747 teachers. The sample size was determined by more than 12% of the population, obtained by simple random sampling method, totalling 338 teachers. The key informants were teachers of Linyi University, obtained by purposive sampling method. The instruments used for data collection were questionnaire, and interview records. The statistics used for data analysis were percentage, mean, variance, and t-test.

Keywords: Educational Administration, Digital Age, Linyi University

INTRODUCTION

The history of "digital campus" dates back to the last century. In 1990, a large-scale scientific research project "The Campus Computing Project" (The Campus Computing Project) was initiated and

hosted by Professor Kenneth Green of Claremont University in the United States.), is the earliest concept of digital campus. On January 31, 1998, former US Vice President Al Gore (AL GORE) published a speech entitled "The Digital Earth: Understanding our plant in the 21st Century" at the California Science Center.)" speech, the concept of "Digital Earth" was first proposed, and the concept of digitalization was generally accepted around the world, leading to various concepts such as "Digital City" and "Digital Campus". Higher education must adapt to the educational needs of the information society.

For this reason, developed countries in the world attach great importance to the influence and function of information technology on education, readjust educational goals, formulate educational reform plans, and accelerate the construction of educational Informaionization. In recent years, my country's educational informatization process has been significantly accelerated. With the "21st Century Education Revitalization Action Plan" emphasizing the use of information technology to promote educational reform as a sign, my country's education has been pushed to the development track of automation, digitalization and electronification.

As the frontier of education informatization, the process of higher education informatization has had an unprecedented impact on the teaching of colleges and universities. The traditional educational and teaching environments such as campuses, classrooms, and libraries, as well as the concept of time and space, have undergone amazing changes quietly. Computer, multimedia, network, artificial intelligence and other aspects of information technology have been widely used in teaching. What it brings to universities is not only the change of educational methods, teaching content and teaching methods, but also educational concepts, teaching organization forms, teaching methods, etc. The transformation of the purpose has created a new teaching model, which has played a huge role in the development of modern higher education.

Represented by digital campus construction, education informatization construction has made great progress after more than ten years of hard work. Especially after the country launched the "211 Project", many colleges and universities have achieved a number of gratifying results. Especially in the education network information system project, the construction of information and network infrastructure has been completed: in terms of hardware, the laying and speeding up of the campus network has been improved. In terms of information system, a comprehensive, open and distributed information service platform has been built; the office automation system, comprehensive educational administration management system, equipment asset management system, network teaching system, comprehensive information service, online student community, The logistics service system has initially realized "online office, online management, online teaching, and online service". While providing information services for schools, these management information systems (MIS) have improved the quality of managers, changed people's management concepts, promoted the process of university management informatization, and put forward new theories for teaching management in colleges and universities. and practical subjects.

Research Objectives

1. To study the current situation of educational administration guideline for digital era in Linyi University under Shandong Province.

2. To propose the guideline of educational administration in the digital age of administrators at Linyi University under Shandong Province.

Research Framework

In this research, the researcher has synthesized the concepts of academics who have the corresponding concept by content analysis of of educational administration in the digital age of administrators, as shown in figure 1.1
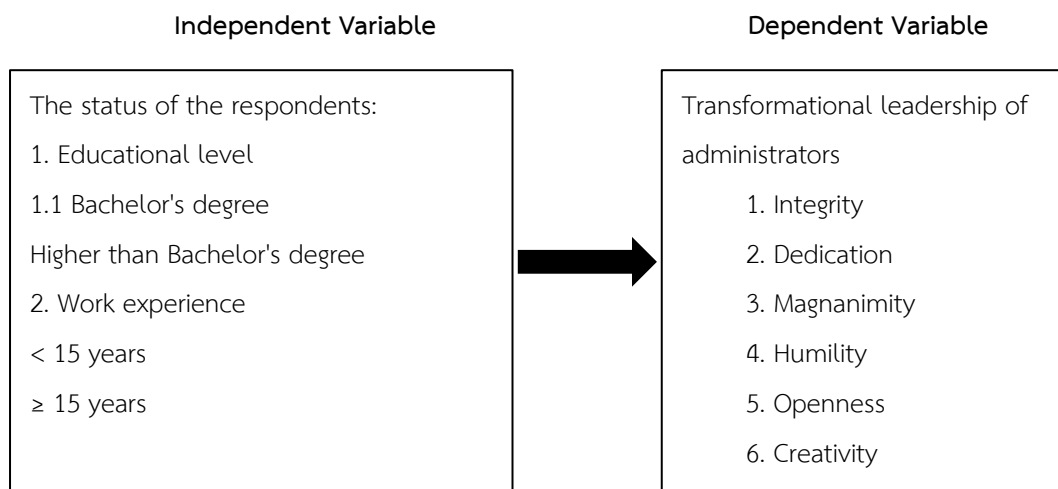

figure 1. Research Framework

Research process

Step 1: Conduct a literature review and semi-structured interviews to study the concepts, principles and theories of the digital campus management model of Linyi University and understand the current situation

Step 2: Distribute questionnaires, conduct data analysis and verification, and formulate a conceptual framework for the new teaching management model of Linyi University that adapts to the digital age.

Step 3: Sampling 7 educational administration experts purposefully, setting up a focus group, and proposing the director's ability development guidelines.

Methods of conducting research

Phase 1: This phase consists of two parts. Part I: Questionnaire on the general situation of the respondents. The second part: the investigation of the effectiveness of Linyi University's educational management guidelines in the digital age.

The second stage: The target population of this stage survey is 2747 teachers of Linyi University. A minimum sample size of 338 was determined using proportional stratified sampling techniques.

The third stage: the population sample in this stage is teachers. Carry out a targeted sampling survey on teachers with less than ten years of work experience and more than ten years.

Instruments

(1) The questionnaire about the general information of the respondents.Part

（2）A survey on the effectiveness of educational management Guidelines in the digital era of Linyi University

Data analysis

(1) Data collected from the questionnaire survey were used for the content analysis.

(2) Use the results of the first phase of the study. The data were analyzed and validated using Exploratory Factor Analysis (EFA) with mean and standard deviation and Confirmatory Factor Analysis (CFA).

(3) The educational management experts set up focus interview groups to discuss the results of the second phase of the study. The researcher used transcripts to collect and organize the data.

Data Analysis Results

stage 1

The researcher was informed by the following literature. Wan Lipeng and Chen Ya(2004), Zhu Liwei and Liu Liqin (2015) , Liu Zhigang(2019) , Kuangbo and WangYing (2016) , LiLi (2023), Lixu (2022), Louman (2023) , Wangyu(2021) , Suo Kaifeng (2016) , Liu Fangwei (2014) , Erik Haugom (2022) , Xianmin Wei (2014) , Xixu Fu (2015) , Marvello Yang (2023) , António Magalhães and Amélia Veiga (2022) , Pilar Laguna-Sánchez (2021) , Marcus SundgrenJimmy (2023) , Joy Robinson (2019) , Tsung-Han Chang (2013)

From Research Paper title "Leadership in educational administration in the digital age of educational institute administrators in university, Linyi", the research has studied the review of literature and related research.

Using the variables collected in the literature, the researchers developed a conceptual framework and conducted a questionnaire survey and data analysis on teachers and administrators at Anyang College, with results consistent with the researchers' literature analysis.

Stage 2

1. The researchers used the results of the Phase 1 study to design a 23-question questionnaire. The validity of the questionnaire was tested by 3 experts, and the scores of 40 items were above 0.60.

2. So these 23 questions are valid for the next step. The reliability test was carried out before the questionnaire was officially distributed. The internal consistency of the questionnaire was tested by examining the reliability of each part of the scale. This directly confirms that the internal consistency of the questionnaire is high, so it can be used as a suitable research tool for this study.

Descriptive statistical analysis. Through data analysis, the arithmetic mean values of the four subvariables were 4.12, 4.02, 4.13, 3.99, respectively. This indicated that the 4 subvariables had a moderate or high influence on the findings of SU's teachers and administrators.

The standard deviation values are 0.98，1.01，0.93，0.94, indicating that the data distribution is relatively concentrated and suitable for factor analysis.

the study sample of administrators in Linyi University has higher bachelor's degree, with 966 students accounting for 35.16%, and 1832 students having more than 10 years of working experience, accounting for 66.69%.This questionnaire is defined as a rating scale. The scores were divided into 5-point rating scale (Likert, 1970) as follows:

Was found that the effectiveness educational administration in digital era overall a high level (=4.06). Considering each aspect, it was found that all aspects were at a high level. Personalize hiring had the highest mean (= 4.13), followed by Academic Experiences. (=4.12), and Diversified teaching models had the lowest mean. (=3.99)

The effectiveness of Linyi University's educational administration management in the digital era: Information Service, the overall level is high (=4.02). From all aspects, it is found that all aspects are at a high level. Administrators have the highest average number of student development systems in place to support university expansion (=4.23), followed by administrators who plan student admissions according to the university's timetable. (=3.67). The lowest averages are for administrators planning efficient student admissions systems and administrators for student convenience. (=3.63)

Was found that of the effectiveness educational administration in digital era for Linyi university: Personalize hiring: overall a high level (=4.13). Considering each aspect, it was found that all aspects were at a high level. Administrators think digital knowledge helps students' divergent thinking had the highest mean (=4.37）, followed by Administrators analyze policies carried out at the national and organizational levels to clarify the university's clear goals for excellence. (= 4.20), The construction and use of digital school education up to standard had the lowest mean (= 3.90)

The effectiveness of educational administration Linyi University in the era of digital : the overall level of diversified teaching models is relatively high (=3.99). Considering all aspects, it is found that all aspects are at a high level. Administrators accept input from colleagues or subordinates, for the development average of digital education management is the highest (=4.30). Secondly, Administrators have a strong decision-making ability.Digitization makes schools better. (= 4.13), administrators are able to handle the average is lowest when problems are found. (= 3.90)

Teachers with different work experience began to realize that there is no difference in the evaluation of education management in the digital age among the administrators of Linyi University in Shandong Province.

Teachers with different work experiences began to realize that there is no difference in the digital age among educational administrators at Linyi University in Shandong Province

They were collected by the results of the survey and classified using literature analysis to identify guidelines for the development of study management organizations at SU. There are five suggestions

1) Strengthen the understanding of the digital campus, and establish the concept of digital development of education management.

2) Strengthen the Scientific Planning of Digital Campus Construction.

3) Actively promote and encourage teachers and students to use the application system.

4) Improving Education Management and Decision-Making Evaluation

5) Strengthen learning and training to improve the information literacy of relevant personnel

Recommendation

1) Qualitative research should be conducted to in- depth interview to study the effectiveness educational administration in digital era for Linyi university to expand educational opportunities in other theoretical frameworks.

2) In terms effectiveness educational administration in digital era for Linyi university to study additional focus on dialogue with all stakeholder to the concept of competence to promote the effectiveness educational aministration in digital era for Linyi university.

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