

Research on the Development Model and Value of Online Music Education App

Tao Zhang*

Baoji University of Arts and Sciences, Baoji 721013, China

*Corresponding Author Email: 9707906@qq.com

ABSTRACT. As the society enters the information age, internet information technology has been widely used in various fields of society. Various APPs have been applied to mobile smart terminals, which has brought great convenience to people's learning and life. Especially in the field of education, all kinds of online training and education have developed rapidly, and so has music education, riding the spring breeze of the internet and singing along the way. With the rapid development of the education industry in the context of the internet era, in recent years, various music training apps have gradually entered the field of vision of majority of music learners. In the current major mobile phone application markets, music education apps have also occupied There is a place where these music education apps include vocal music, piano, music theory, and art tests, which provide great convenience for music lovers to learn. However, the quality of online music education apps cannot be guaranteed uniformly, and many applications cannot completely solve the specific problems encountered by music learners. There are still practical and reliable music apps in the music education apps, such as Yangyin Online, Yu Si classrooms, etc., have a certain representative in the field of music education. This article is mainly talking about the research of the development mode and value of online music education APP. Through taking online music education apps such as Yangyin Online and Yu Si Class as examples, the corresponding analysis and discussion are conducted.

KEYWORDS: Online music education; App; Development model, Value

1. Introduction

With the development of today's internet information technology and communication technology, smart mobile terminal devices have been rapidly developed and popularized. For example, mobile electronic devices such as smart phones and tablet computers have become one of the indispensable tools in people's lives. The type of educational APP has also developed rapidly, and has been sought after and favored by teachers, students and parents [1]. Educational APPs have the characteristics of convenience, intelligence, and good interactivity, which can effectively promote the further integration of information technology and education. This emerging mobile learning resource has become more and more important in the field of education. The rapid development of education apps has provided a good opportunity for the continuous reform of education. In the field of music education, various music training apps have gradually entered the learning life of music learners, but the market for music training apps is uneven. At the same time, the quality of some APPs cannot be guaranteed and cannot meet the learning needs of different music learners. In order to meet the diverse needs of music learners for music learning, some music education apps have been developed and recognized by the majority of music learners, such as representative online music education apps such as Yangyin Online and Yu Si Class, which can Effectively let users clearly understand music, like music, and embark on the learning path of music. The online music education APP has great value. Understanding the development model of the music education APP is of great significance to realize the value of the music education APP.

2. Overview of the Development of Online Music Education Apps

2.1 Development Status of Online Music Education App

The domestic music education industry still takes traditional offline music training as the main channel. The offline music education market also has great potential, and the content of the training is mainly children's grades and art tests. With the development of communication technology, education and training apps that are practical and improve user self-cultivation are also beginning to emerge. In the domestic music education and training

industry, compared to the traditional music education and art examinations, the development of the online education industry has gradually accelerated, and various online music education apps have gradually played an important role in the education industry. [2]

In the current online music education industry, most of the relevant companies are traditional training institutions, piano shops, etc., have rich industry experience and more offline network resources. Some mobile internet industries have technology development teams that are interested in music. By leveraging their own technology development capabilities for internet products, according to the needs of modern students for music learning, they have developed online music education apps that meet the needs of the market. Provide good learning resources and environment. By using these online music education APPs, students can search for the corresponding teachers online, music teachers can also make online reservations for students' lectures, and both of them can also interact and communicate on the APP. Music learners can also play back the teacher's lecture videos online and download the corresponding training videos online. Members of the Music Education APP can also interact and communicate in various ways to create an atmosphere of learning and playing music together. At the same time, it can also make full use of non-offline teaching points to review and consolidate the curriculum [3].

2.2 Advantages of Online Music Education App

Compared with traditional music education and teaching, online music education apps can break the restrictions of time and space, enable music learners to study courses anytime, anywhere, and strengthen the mutual communication and exchange between music learners, helping students to find like-minded learning partners to further promote mutual learning between users. By using corresponding technical means, the online music education APP can digitize and quantify the user's learning results according to the user's learning situation, thereby clearly understanding the user's learning effect and better supervising and urging the user's learning. On the online music education APP, you can use the corresponding technical means to make the user's learning process gamified, increase a certain amount of fun, and increase the user's learning interest, which is also a great advantage compared to traditional music teaching.

The emergence of online music education APP can effectively promote the sustainable development of online music education. Although it is not possible to carry out hand-to-hand teaching and face-to-face interaction more effectively than traditional music education, on the whole, the future development of online music education in the trend, online music education APPs will play a huge role and value, which can truly achieve the purpose of learning for users of all ages. There are a variety of online music education apps on the market, the most representative of which are YANGYIN Online and Yu Si Class [4].

3. Analysis of the Development Mode of Online Music Education App--Taking Yangyin Online as an Example

The education industry is booming in the internet era, and a great number of music education apps have appeared on the market. In order to meet the differentiated learning needs of music learners, a music teaching app has been developed, namely, Yangyin Online. In the music education industry, Yangyin Online first proposed a new concept, which is the concept of Big Education. This music education app can strengthen users' music literacy and teach them according to their aptitude, helping users to understand music clearly, like music and related music studies which can also help music learners to enter the world of music in the most matching, correct way, help users solve every key point in music learning, and break the bottleneck of music learning for students. By using the professional teaching system of the Yangyin Online, music teachers can find a corresponding way to improve, help art students to correct the corresponding bad habits, and provide scientific support for parents of children learning music for majority of music Enthusiasts popularize general music and appreciation content.

As the official software of the Central Conservatory of Music, the Yangyin Online APP has comprehensive development and operation capabilities. According to the concept of music education, it has designed a digital and innovative education form that relies on the Internet + Internet of Things, and integrates online teaching, four-in-one good ecological teaching model including training, stage performance and certificate certification. Yangyin Online has a strong faculty resource. It has gathered many famous music education teachers and celebrities at home and abroad, which can provide a comprehensive learning platform for majority of music lovers [5].

In the teaching system, Yangyin Online attaches great importance to music general education. The target

audience includes teachers, parents and music learners. The age group also covers music lovers used by children, young people, middle-aged and elderly people. Through the fine-grained division of the general music education system and the needs of the crowd, different groups of people are screened for corresponding music learners through the general education system, and then further systematic learning is conducted to screen out advanced music majors. Users, and conduct offline professional music education. The way of user to get the study can be carried out through the online ecology of the new media community, using B-side and offline intelligent teaching to achieve profit conversion, and enhancing the uniqueness of its own brand thereby creating a complete Internet + Internet of Things Ecological chain of music education [6].

In terms of teaching scenarios, after continuous research, the operation team and technical team of Yangyin Online have developed a set of methods based on music education knowledge payment + digital dual teacher platform, which effectively makes up for the existence of online tutoring products in the music education market. The shortcomings have promoted the deep integration of music education and the internet, thereby helping more users and music lovers engaged in music education to find the correct method and direction of music learning.

The study of music and traditional education are different from the payment of traditional knowledge. In the research and development of teaching content, scientific education concepts and a rigorous teaching system need to be considered. Yanyin Online has strong teaching resources, a professional teaching and research team and deep teachers. Strength, R & D and iteration to develop a targeted teaching system and solutions. For example, piano learning, the parents of most children who study piano do not understand the piano, and they have strict requirements on their children. It is difficult to find errors in the practice process, which causes a lot of time waste and music learning for children. The road has a certain impact. However, Yangyin Online has developed different guidance and practice methods for students of different ages and stages of physiological development to teach students according to their aptitude. In terms of teaching methods, the APP can fully integrate scene-based teaching and learning effects, and adopt an intelligent scene-based learning mode that combines online and offline to bring users a good user experience and achieve the user's expected learning effect.

4. Research on the Value of Online Music Education App

4.1 Convenience of Education

With the development and popularization of mobile smart terminals, the way people access information is faster, especially the popularity and application of smart phones and tablets. Various types of APP appear on smart terminals, such as online music education apps for people the study provided great convenience. When users have music learning needs, they can learn related courses through corresponding online music education APPs. Among them, the most representative APPs include Yangyin Online and Yu Si Class. The Yangyin Online APP can provide corresponding learning for vocal teachers, art students, and music lovers in all aspects with rich teaching subjects to meet the needs of different learners. Music learners can understand and learn the corresponding music knowledge as well as they learn through the corresponding APP.

4.2 Bring Fun to Users

The online music education app uses various forms of teaching to meet the spiritual and learning needs of different music lovers, and is also easy to operate while studying, bringing fun learning to music learners. For example, Yu Si Classroom as an online interactive teaching platform, has rich learning content, including a variety of online courses such as piano, guitar, zither, dance, vocal music, and violin. It conforms to the trend of internet development and transplants the advantages of traditional education to online. In the past, the music course was only taught by a famous teacher's recording and broadcasting to simulate the real teaching scene. At the same time, it also has meticulous and high-quality interactive services. The teaching atmosphere of the teacher is humorous and relaxed, which makes the classroom full of fun and increases the curriculum. Attractiveness [7].

4.3 Reduced users' Learning Costs

With the improvement of people's living standards and aesthetic ability, more and more music draft shows are dizzying, and many people are becoming more and more interested in music. Many parents also spend a lot of money to train their children to learn music. The demand for music education and teaching in the market is also increasing, and the class hours of music lessons are also increasing [8]. Generally, offline music training

institutions have high class fees, and users spend more time on the way to study, which undoubtedly increases economic costs. The emergence of online music education APPs has effectively saved users' time to a certain extent. Generally, the prices of courses on music education apps are relatively low, and even courses on some platforms are free, and professional programs will be developed for you. Training programs make users' learning more efficient. The emergence of these online music education apps has effectively reduced the cost of music learning for users.

With the continuous development of Internet information technology, online music education apps have received more and more attention and promotion in the field of music education. The emergence of online music education apps has had an important impact on today's music education. At the same time, online music education APPs have become increasingly demanding for teachers of related music courses. The emergence and continuous improvement of music education apps have brought great convenience to people's music learning. With the continuous promotion of music education APP, more and more users have entered the learning of music courses, which has made users' aesthetic ability to music continuously improved to a certain extent. The widespread application of music education APP in society has enabled people to receive more and more music education, and the quality and efficiency of music courses have been greatly improved. Facing a variety of music courses through study and exercise, people's ability to understand and judge music has also been continuously improved, thereby effectively promoting the development of music education and teaching in China.

References

- [1] Ma Yuhui, Zhao Le, Li Nannan (2016). Research on the new mobile learning resource--development model of education APP. *China Educational Technology*, no.4, pp.64-70.
- [2] Xu Dingjie (2017). Application and development of APP in children's music education. *Publishing Wide Angle*, no.4, pp.190-192.
- [3] Li Minghua (2018). Research on the Innovative Development of Internet Music App. *Publishing Wide Angle*, no.4, pp.131-132.
- [4] Zhang Wenmin (2016). Development Opportunities, Challenges and Outlets of Mobile Music Apps. *Media*, no.22, pp.51-53.
- [5] Qiu Wei (2017). Development of online music apps for elementary and middle school music education. Jiangxi Normal University.
- [6] Weng Chaoping (2017). Research on user needs and improvement countermeasures of music apps. Zhejiang University of Media and Communications.
- [7] Zhou Chao (2018). Research and Suggestion on the Development of Music APP--Based on the Study of Netease Cloud Music Development. *Value Engineering*, vol.37, no.19, pp.193-194.
- [8] Wang Yi, Wen Haojie, Du Shichun, et al (2014). Research on the Construction of Music Teaching Cloud Platform for Ordinary Colleges and Universities Oriented to Mobile Terminals. *China Educational Technology*, no.6, pp.130-134.