

Research on The Cooperative behavior of Higher Vocational Colleges under the application of SnowNLP Emotion Tendency Analysis Technology

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Abstract. At present, SnowNLP emotion tendency analysis technology, which belongs to data mining technology, is widely used in various fields because of its special advantages. At the same time, the school-enterprise cooperation in higher vocational colleges is also a key task. At the same time, in the process of development, many colleges are faced with certain bottlenecks. Therefore, by using the method of emotional tendency analysis, it is helpful to explore and analyze the current situation of school-enterprise cooperation in higher vocational colleges, analyze relevant data efficiently and accurately, clarify the context, and find the dilemma faced by higher vocational colleges in school-enterprise cooperation. At the same time, on the basis of finding the problems, the new scheme of school-enterprise cooperation in higher vocational colleges is formulated by using emotional tendency analysis, which provides support for the win-win cooperation between the two sides.

Keywords: SnowNLP affective tendency analysis; Higher vocational school; University-enterprise cooperation.

1. The difficulties of enterprise cooperation activities in higher vocational colleges

1.1 There are few school-enterprise cooperation policies only for higher vocational colleges

Through the collection of 100 policies, documents, laws and regulations on university-enterprise cooperation in higher education at the district level and above from 2015 to 2020, it is found that there are only a few policies on university-enterprise cooperation in higher vocational colleges, accounting for only 34.21%, and most of them are aimed at higher education as a whole. Due to the differences between higher vocational colleges and other types of higher education, specific programs are needed to guide the subjects of education types, the objectives of talent training, the formulation of curriculum plans, etc. If broad macro policies are used to guide specific higher vocational colleges to carry out school-enterprise cooperation, It is easy to cause problems such as inadequate implementation, lack of specific direction and lack of pertinence.

1.2 Insufficient funds for school-enterprise cooperation in higher vocational colleges

Although the national macro level in view of the behaviors of vocational school university-enterprise cooperation growing importance, but because of enterprise configuration of field work, enterprise, school, student and so on various aspects factor influence, for higher vocational colleges of university-enterprise cooperation funds auxiliary relatively lack, this makes some higher vocational colleges in the process of related university-enterprise cooperation, lack of corresponding auxiliary. Take Putuo District of Shanghai as an example. In the survey conducted by Putuo Vocational Education Alliance in 2020, funds for school-enterprise cooperation in higher vocational colleges only accounted for 29.21% of the total funds used and distributed in the region related to higher education. It can be seen that most of the financial assistance for higher vocational colleges is invested in the hardware setting of vocational schools, or in the recruitment of teachers, the development of teaching materials and the construction of campuses, while the relevant funds for school-enterprise cooperation are slightly insufficient at the macro, medium and micro levels.

2. SnowNLP technology is applied to explore the necessity of enterprise cooperation behavior in higher vocational colleges

At present, thousands of domestic higher vocational colleges are carrying out the "double High Construction" in full swing according to the national deployment, and school-enterprise cooperation is one of the most important tasks in the "double high construction", but how to evaluate the efficiency of cooperation? Are enterprises, schools and students satisfied? Does both the company and the school promote and develop? And so on, the lack of a complete and perfect analysis and evaluation system, and often there are subjective assumptions and other problems, which is not conducive to the good and rapid development of the relevant school-enterprise cooperation.

Evaluation evaluation needs to test the emotional expression of cooperation and integration between various factors. Taking school-enterprise cooperation as an example, it involves diverse subjects such as teachers, students, managers and employees of different identities in enterprises. SnowNLP emotional tendency analysis technology with basic properties of the test, using emotional tendency analysis, can collect different crowds and the main body emotion tendency, and advice and analysed, in the premise of saving resources, broaden the perspective on the plural of university-enterprise cooperation corresponding emotional test, again through the integration of the late, It can provide ideas for school-enterprise cooperation and play an important role in boosting the development of school-enterprise cooperation.

3. SnowNLP technology is applied to explore the feasibility of enterprise cooperation behavior in higher vocational colleges

3.1 Research content selection

78 employees from 10 enterprises in Shanghai were tested for emotional orientation, and the test subjects included both the leaders of the management level and the grass-roots staff, involving multiple subjects. Results: 78% of respondents had positive tendencies and 22% had negative ones. A total of 105 schools, teachers and administrators from 7 vocational colleges in Shanghai were tested for their emotional tendency. 83% of them had positive tendency and 17% had negative tendency.

3.2 Research and analysis results

In 78 employees were surveyed and 7 multiple subject of higher vocational colleges, occupy more positive emotions tend to be the number of people, shows in higher vocational colleges in view of the current university-enterprise cooperation process, whether it is based on the status quo of carry out the emotional attitude, or orientation for the future development of feelings, most still is given priority to with positive emotions, thus it can be seen, Higher vocational colleges have a bright positive trend in the process of school-enterprise cooperation.

On the one hand, in the context of the emotion test, it is necessary to pay full attention to the emotion tendency and the positive diversified subjects. It is necessary to collect opinions and suggestions from relevant personnel, collect and adopt such subjects' opinions and suggestions, and ask them why they have a positive attitude towards school-enterprise cooperation. Only in this way, can we better grasp the opinions and suggestions of the positive emotion subjects, and construct the way and path of school-enterprise cooperation in higher vocational colleges in the future according to their ideas. At the same time, in view of the emotional tendency to test for the body of the negative results, should also be further in-depth interviews of the class of people, ask them for the higher vocational colleges university-enterprise cooperation produce negative emotions, only in this way, can better find and solve problems, leak fill a vacancy, promote university-enterprise cooperation in higher vocational colleges rapid development in the future.

On the other hand, the survey results show that compared with vocational colleges, the proportion of employees with positive emotions in the surveyed enterprises is lower. Therefore, in

the process of school-enterprise cooperation in vocational colleges, enterprises are less active than vocational colleges. Therefore, in the process of school-enterprise cooperation in the future, corresponding measures should be taken to mobilize the enthusiasm of enterprises.

On the premise of emotional orientation test, it is necessary to clearly design and develop a new mode of school-enterprise cooperation in higher vocational colleges based on emotional orientation. In this mode, it is necessary to fully integrate the emotional attitudes of multiple subjects and base on the sustainable progress of school-enterprise cooperation.

4. Suggestions and countermeasures on enterprise cooperation behavior in higher vocational colleges based on SownLP technology analysis results

4.1 Based on the needs of diversified subjects involved in school-enterprise cooperation

In higher vocational colleges, it is necessary to focus on in-service staff training of industrial enterprises and sharing vocational education resources of schools, focus on the development needs of the industry and enterprises, share vocational education resources of schools, and cooperate with enterprises to carry out in-service staff training of industrial enterprises to provide human resources support for the healthy development of the industry and the improvement of enterprises. Adhere to the combination of academic education and on-the-job training, carry out industry personnel training, to meet the needs of relevant subjects. At the same time, for students, it is necessary to support students' social research, vocational apprenticeship, internship and employment of graduates. Excellent graduates of the school are given priority to guarantee the needs of other enterprises, and enterprises of the base are given priority to employ graduates of the school. We will carry out experiments to replace work with work, develop modern apprenticeships, and pilot 1+X certificates.

At the same time, in enterprises, every department, every level and groups with different identities play different roles in participating in school-enterprise cooperation, and their demands in the process of school-enterprise cooperation are also different. There is a slight difference in the overall emotional orientation between people in enterprises and vocational schools. Therefore, in the formulation of school-enterprise cooperation programs in higher vocational colleges, it is necessary to fully consider the roles played by different subjects in stingy cooperation. Considering their specific needs, it is impossible to completely cover all subjects with one set of programs, which lacks pertinence.

4.2 The contents of school-enterprise cooperation documents need to be refined

Through the survey found that the current in the process of cooperation between colleges, basically from the macro national level to the microscopic level, between colleges all have certain policy, planning and corresponding files on guidelines, but through the analysis of relevant documents, found that much of the content on the text a lack of clear directivity and concrete implementation steps, Most of them are the formulation and planning of the overall goal, which brings some difficulties and obstacles to the development of school-enterprise cooperation.

Therefore, in the path of school-enterprise cooperation in the future, it is necessary to add refined content to the relevant documents and deepen the school-running mechanism of school-enterprise cooperation. For example, for higher vocational colleges, it can clearly stipulate the number of school-enterprise cooperation activities on a regular basis, the length of time for teachers to participate in "enterprise practice", and for students of higher vocational colleges, it is also stipulated that they need to complete the corresponding credits in the relevant courses and activities of "enterprise practice" in each semester. Taking Putuo District of Shanghai as an example,

In on the other hand, in view of the related enterprises, in the process of participating in university-enterprise cooperation, the number of relevant professional staff need to attend the university-enterprise cooperation arrangement in detail, at the same time to participate in

university-enterprise cooperation as a enterprise daily production targets, and only in this way, is not easy to make in university-enterprise cooperation between higher vocational colleges and the lack of a clear path in the process of guidance.

4.3 Explore the depth and breadth of school-enterprise cooperation

In the process of prophase investigation, through to the body of the negative emotions to opinions and Suggestions to adopt, found that the main reason of its produce negative emotions is that different groups think that the lack of the breadth and depth of university-enterprise cooperation, the current university-enterprise cooperation too much to stay on the surface of the form, and the lack of depth and breadth of mining. Therefore, it is necessary to explore the depth and breadth of school-enterprise cooperation in the future.

For the in-depth excavation of school-enterprise cooperation, vocational colleges, enterprises and various social subjects need to help. In the form and content of school-enterprise cooperation, it is not just superficial, but to put relevant work in place, and constantly explore the depth of cooperation. School-enterprise cooperation should not just be daily communication. At the same time, in the breadth of school-enterprise cooperation, also need to continue to expand. Currently, the scope of university-enterprise cooperation is relatively narrow, lack of diversity on related the content of the cooperation between colleges and through for schools and enterprises, the survey found most university-enterprise cooperation in the process of conducting, form and content is relatively single, through the research for Shanghai 7 higher vocational colleges, most of the said, on and enterprise cooperation, Basically, students go to the enterprise for internship, training and visit, or the relevant personnel of the enterprise go to the school for preaching, lectures and so on. Therefore, in the process of school-enterprise cooperation in the future, we should expand the scope of cooperation as much as possible. Establish independent evaluation institutions for industry enterprises, and build a comprehensive training platform for industry skills and talents. Therefore, to achieve the goal of increasing and enriching on the broadening of breadth, regardless of deepening and broadening on the original basis.

5. Conclusion

To sum up, there is a special situation in the process of school-enterprise cooperation in higher vocational colleges at present, and some colleges have certain difficulties and bottlenecks. However, school-enterprise cooperation is a key task urgently needed in the new era of vocational colleges. Therefore, by using SnowNLP emotion tendency analysis in data mining technology and carrying out research and specific analysis on school-enterprise cooperation in higher vocational colleges, we can find the deficiencies and defects of school-enterprise cooperation nowadays, such as difficulties in macro policies, financial support and their own development level. On the basis of the analysis of emotional tendency, according to the emotional attitude, opinions and suggestions of different subjects, it can dig a new perspective to open up school-enterprise cooperation in the future, provide ideas and broaden horizons for the construction of a new school-enterprise cooperation model and path in the future, and then promote the overall progress of school-enterprise cooperation in higher vocational colleges.

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