

Cloud Sharing System Based on New Media Data Network Dissemination of Exhibition Professional Spirit and Talent Training

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Abstract: The research is based on social network theory, taking the hot topic of "anti-corruption and promoting integrity" on Sina Weibo as an example, using programmatic access to Sina Weibo open platform to obtain data, and using social network tools such as Gephi for visualization. Higher vocational education must firmly establish vocational skills. The concept of equal emphasis on training and professional spirit development, analyzes and discusses the professional quality training of students majoring in exhibitions in colleges and universities from the two aspects of "professional quality training principles" and "professional quality training characteristics". By optimizing the curriculum system, deepening the integration of production and education, strengthening the school Measures such as cooperation between enterprises and enterprises, cultivating double-qualified teaching teams, and giving full play to the role of campus cultural integration and educating people.

Keywords: Cloud Sharing System, New Media Data, Exhibition Professional Spirit, Talent Training

1. INTRODUCTION

With the popularization of 4G networks and smart mobile terminals, new media such as WeChat, Weibo, and Internet TV have become new platforms for the dissemination of online public opinion information due to their convenience, immediacy, huge data volume, and powerful aggregation capabilities [1]. Improper handling of public opinion information triggered by online hotspot events may cause group polarization, cause huge negative social impacts, and even lead the government to fall into a crisis of credibility. The relationship between national talent supply and demand is undergoing profound changes [2].

In the future, the criteria for considering technical and skilled talents in society is no longer limited to the single indicator of "practicality and operability" of skills, but tends to be diversified, and pay more attention to people's professionalism and sustainable development ability [3]. College students are the main user groups of new media. They use the meager platform to express opinions, discuss current affairs, exchange information, obtain information, express their emotions, pay attention to social hot news, follow posts, and make comprehensive judgments and screening of meager and massive information, and then publish themselves views [4].

People's reading habits have also undergone significant changes. The survey data shows that in 2019, the contact rate of digital reading methods among Chinese adults was 79.3% [5]. Mobile phones and the Internet have become the main body of people's daily contact with the media [5]. Under this background, the talent training model of higher vocational exhibition planning and management in Guangdong needs to make major adjustments to adapt to the new trend of innovation and development of the exhibition industry in the Guangdong-Hong Kong-Macao Greater Bay Area [6].

The career planning competition is a popular science and technology activity for college students. It is based on the combination of classroom teaching and higher than the level of classroom teaching [7]. It is a competition to test students' basic theoretical knowledge and ability to solve practical problems. About "University Humanities" "Spirit", which was

first discussed in "University" in my country: "The way of the university is to be bright and virtuous, to be close to the people, and to end in perfection." [8] Although the "university" here is different from the current university, it also clarifies the purpose of the university: to cultivate "people with perfect personality" [9].

In this context, in order to improve the quality of personnel training, higher vocational colleges should establish a comprehensive, scientific, reasonable, effective and sustainable student management system, and continuously improve the level of student management [10]. A topic of great research significance. The World Expo is not an exhibition in the general sense, it is a world-class top exhibition, and it is the three major events on the same level as the Olympic Games and the World Cup [11]. The World Expo has become a carrier of urban development in the form of large exhibitions, large exchanges and large cooperation. Under the traditional educational concept, talent training in vocational colleges focuses on improving students' vocational skills, ignoring the development of students' humanistic quality. The talents trained by vocational colleges have superb professional skills, but many students cannot fully tap their talents after entering the post [12].

In the face of the current strong momentum of development in the exhibition field, this education model is far from meeting the demand for talents, so there is an urgent need to improve the level of education [13]. The exhibition major is an emerging education major. How to carry out the comprehensive education and training has become the main problem that many colleges and universities focus on solving [14]. The new media applications and technologies represented by Weibo have had a profound impact on the dissemination of online public opinion information in my country, and have brought new challenges to the supervision of the dissemination of online public opinion information in the existing new media environment [15].

These studies have formed profound results and provided valuable research experience for subsequent scholars. However, from the perspective of social science, it focuses on

the research on public opinion dissemination [16], evolution mechanism [17], and guidance and control [18-19] of network hot events. Based on this, this paper focuses on the integration of professional skills and professional spirit. From the perspective of higher vocational talents training strategies, it is hoped that it can effectively improve the training level of professional talents in higher vocational colleges, and realize the strategic transformation of higher vocational education from "seeking large by quantity" to "strengthening by quality". It is the sum of the beliefs, attitudes, opinions and emotions expressed by many people about various phenomena and problems in society [20]. Network public opinion refers to the popular online public opinion on social issues that is popular on the Internet and is a form of social public opinion.

2. THE PROPOSED METHODOLOGY

2.1 The New Media Data Network

At the theoretical level, based on the social network analysis method, it studies the characteristics, process and laws of network public opinion dissemination in the new media environment. At the practical level, taking the hot topic of "anti-corruption and promoting integrity" on Sina Weibo as an example, when network information declines or even disappears, it will be reactivated by utility value, forming a cycle of development and a spiraling upward trend. Combined with the characteristics of the network information life cycle model, the relevant information of "hot topics" in Sina Weibo is used as the data base. New media is a form of media that emerges under the support of new technologies, including digital broadcasting, mobile TV, SMS, digital TV, mobile internet, etc.

New media can provide the public with personalized content, and it is a medium for communicators and receivers to conduct personalized communication. Issues such as evaluation indicators and systems [6], and the key and approach of the integration of academic journals and new media [7] have been launched research.

However, from the perspective of the research object, the existing research mainly focuses on the WeChat public account established on the basis of a single journal. The social characteristics are reflected in the individual and group behaviors in the social network, and the network public opinion dissemination among users has a strong impact. Dependency and clustering characteristics; multi-dimensional characteristics are reflected in the new media environment, individual users and groups who disseminate online public opinion information present different group attributes of social networks. Basic skills required to achieve a certain occupation within a specified time.

2.2 Cultivation of Exhibition Professional Spirit and Personnel Training

As a modern producer service industry, the exhibition can bring a large amount of information flow, technology flow, logistics and people flow, which plays an extremely important role in the industrial upgrading advocated by the Greater Bay Area. The exhibition economy itself has a certain economic volume. First of all, one of the notable features of the knowledge economy era is the further strengthening of subject knowledge in the degree of differentiation and synthesis. Career planning competitions require participants to be proficient in a certain professional knowledge and at the same time. To strengthen the learning, internalization and reorganization of relevant subject knowledge, the cultivation

of "university humanistic spirit" can be started from the following aspects.

Establish a "people-oriented" educational concept, truly focus on students, and pay attention to the development of students' individuality; establish a humanized teaching management system, and use flexible, diverse, and more humane education methods. And through the integration of knowledge and transfer learning to continuously improve their knowledge innovation and practical innovation ability. Through these two multiple-choice questions, it can be seen (see Figure 2-6 and Figure 2-7) that most students have and a clear understanding of the lack of professionalism. In the topic of "Professionalism that students already possess", except for the vocational skills option and a very small number of students who think they do not have any professionalism, the course of "vocational enlightenment education" is set up to strengthen vocational guidance during the internship period and cultivate self-transcendence ability.

Under the "new situation", the cultivation of high-skilled "specialized" talents is not achieved overnight. The cultivation of such special talents requires a long training period. Therefore, students' interest in learning should be stimulated at the beginning of entering the school, and students should learn actively and actively. Vocational colleges should further change the concept of talent training, improve top-level design capabilities, change from attaching importance to students' vocational skills training to vocational skills training and professional spirit development, and realize the organic integration of the two in the teaching of professional courses. Exhibition talents in professional teaching In the process, we must carry out comprehensive education and training, adhere to the integration of theory with practice, and be guided by ability training, especially focusing on the training of core management talents. Therefore, the quantity and quality of enrollment must be controlled to avoid blind expansion.

2.3 Development of Cloud Sharing System for Talent Training

Using the method of hashtags, the public opinion topics in the "Shanghai police tripped children" incident corpus were identified, and the corresponding topic events and the time when the topic was created were counted. The impact of negative network public opinion on college students based on time series is shown in Figure 1 below. The development trend of this microblog event is more prominent. In November 2018, the number of microblogs about the impact of negative online public opinion on college students was relatively large, and the number of discussions in the following three months showed a gradual downward trend. The cultivation of students' innovative ability is a gradual process. Students at different learning levels, innovative forms and Requirements are also different. P is a globally fixed segmentation threshold, then can divide the image into two-pixel clusters [13]. It is expressed as:

Therefore, colleges and universities should carefully study the relationship between career planning competitions and the cultivation of innovative talents in combination with practice. The exhibition industry is highly comprehensive, interoperable, and intertwined, and requires exhibition people to have a good teamwork spirit. Especially like some large-scale exhibition activities related to the image and development of a city, region, and country, it requires the sincere cooperation and full dedication of all exhibition personnel. This paper discusses and analyzes the main problems existing in the management of students based on the

cultivation of professional spirit. The author believes that those problems have greatly affected the further development of the education of students' professional spirit cultivation, so this research should not stop there, and should also be implemented at the practical level.

Social practice is highly comprehensive. It is not only the second classroom for students, but also an important way for students to integrate into life and go to society. Vocational colleges should take advantage of the social practice platform to integrate vocational skills and professionalism in the experience of practical activities. It is necessary to further improve the level of current teachers through training, learning and other activities, and provide more opportunities for teachers to communicate and promote the improvement of overall strength. Secondly, the school can invite some staff from exhibition companies to teach in the school as part-time teachers. Generally, it is difficult for these teachers to teach all day.

3. CONCLUSIONS

Based on the social network analysis method, from the perspective of network public opinion information dissemination in the mobile environment, this paper takes Sina Weibo as the data source. It sorts out the exhibition professional post group, clarifies the career development path of the graduates of the exhibition major, and analyzes the professional ability of the exhibition major. Structure, build a curriculum system incorporating "greater bay area elements", and systematically design the talent training program for higher vocational exhibition planning and management professionals. Based on the comparison of data related to network public opinion on mobile and non-mobile terminals, the social network attributes of network public opinion information dissemination in mobile and non-mobile environments are analyzed.

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