

Research on the Innovative Development of Internet Education Enterprises in the Context of Artificial Intelligence

Hui Liu, Teng Liang*

School of Economics and Management, China University of Petroleum (East China), Qingdao, China

Email address:

956157552@qq.com (Hui Liu), z22080025@s.upc.edu.cn (Teng Liang)

*Corresponding author

Abstract

With the increasing maturity of science and technology, the confluence of science and technology has heralded an unprecedented era of growth and innovation in the artificial intelligence (AI) sector. This evolution has not only redefined the boundaries of what is technologically possible but has also positioned AI as a cornerstone of national strategic interests across the globe. As AI becomes increasingly integral to the geopolitical and economic landscapes, its application within the educational sector represents a vital area of exploration and potential growth. The transformative power of AI in education offers a unique opportunity to revitalize traditional teaching methodologies and foster a more engaging and effective learning environment. This paper delves into the specific case of Company P, an internet education industry in Beijing, to examine the practical application and impacts of AI technologies such as HeyGen, Midjourney, and de-identification tools within its operations. Utilizing a comprehensive research methodology that includes case studies, qualitative analyses, and impact assessments, this study critically evaluates the direct and indirect benefits derived from the integration of AI technologies in educational practices. The findings reveal that Company P has successfully leveraged these technologies to transcend the inherent monotony of the education sector, thereby enhancing the appeal and effectiveness of general education. The incorporation of AI has not only enriched the educational content but also increased student engagement and dependency on learning platforms. Furthermore, the study underscores the importance of continually adapting to the rapid evolution of AI models, recognizing the emergence of new opportunities and challenges within educational practice. It advocates for a multidisciplinary approach that encompasses policy formulation, technological innovation, and collaborative efforts across sectors to ensure the successful integration and sustainability of AI in education. The implications of this research offer valuable insights and a framework for leveraging AI to catalyze innovation in the education sector at large. It contributes to the ongoing discourse on the role of technology in shaping future educational paradigms, emphasizing the need for strategic alignment between AI advancements and educational objectives.

Keywords

Artificial Intelligence, Education Innovation, Internet Education, Educational Transformation