

# Research on the Science and Technology Innovation Education of Colleges and Universities Based on "Internet Plus"

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## ABSTRACT

As a new form of value, scientific and technological innovation refers to the practice process of maximizing the hidden value in economic relations through knowledge and technological innovation to inject new activities into economic development. "Internet +" has brought the era of rapid development of knowledge economy to the society. It has not only brought subversive changes to people's lives, but also shaped a new era of scientific and technological innovation. Through the research methods of conceptual analysis and literature investigation, this paper profoundly expounds the importance of science and technology innovation education in colleges and universities, and the value of "Internet +" in science and technology innovation education in colleges and universities. In addition, on the basis of using experience summary method, through the experience summary of science and technology innovation education in universities against the background of "Internet +", the paper draws the following conclusions. Against the background of "Internet +", the science and technology innovation education in colleges and universities needs to expand the cognitive channels, optimize the environment of science and innovation, establish an integrated chain, and explore the cultivation mode of scientific and technological innovation talents in practice.

*Keywords: colleges and universities, scientific and technological innovation, "Internet +", cultivation of talents*

## I. INTRODUCTION

"Internet +" has brought the era of rapid development of knowledge economy to the society. It not only changes people's life in a subversive way, but also brings a new favorable opportunity for the era of scientific and technological innovation, and become an effective carrier and new platform of scientific and technological innovation education in colleges and universities. Under the new historical situation, it is an important mission to carry out the innovation-driven development strategy by relying on the science and technology innovation education in colleges and universities. At present, higher education is becoming more and more common. "Internet +" provides a new carrier and platform for science and technology innovation education in colleges and universities, and brings both opportunities and challenges for innovation and entrepreneurship of college students. Therefore, it is an important research topic for people to integrate "Internet +" into science and technology innovation education in colleges and universities, and to seek a

new way out for the science and technology innovation development and entrepreneurship education.

## II. THE IMPLICATION OF "INTERNET PLUS " AND SCIENCE AND TECHNOLOGY INNOVATION EDUCATION

"Internet +" is the future development trend of the network society. It connects all walks of life closely through the network information technology and the Internet platform, connects all aspects of human life into a unified whole, and causes great progress of The Times and profound changes in people's thinking activities. With the continuous development of human society, the social demand for innovation, development and collaboration is gradually increasing. Social development cannot be maintained solely by the traditional economic development mode. Therefore, scientific and technological innovation with new technological invention and new product manufacturing as the main content appears. In the era of national innovation, colleges and universities play an increasingly important role in promoting scientific

research and innovative development and cultivating innovative talents in science and technology. College students are the main activity groups and influence objects of the Internet. The widespread popularization of "Internet +" not only provides a favorable environment for the formation of college students' scientific and technological innovation thinking, but also provides an opportunity and cultivation platform for scientific and technological innovation education and cultivation of talents.

#### *A. The era background of "Internet plus"*

As one of the great inventions of human wisdom, the Internet has closely linked people of all ethnic groups and regions together, and it has become an essential tool for production, life and social development in the era of economic globalization and the spread of big data. "Internet +" this concept can be traced back to Chairman and CEO of Analysys International Yu Yang's speech at the 2012 Mobile Internet Expo of Analysys International. He presented "Internet +" as an idea for Analysys International, and believes that all traditions and services should be changed by the Internet, every traditional industry breeds "Internet +" chance, every staff should think about and find the "Internet +" of his professional. In March 2015, Ma Huateng, a deputy to the National People's Congress, has submitted a proposal at the national Two sessions, the title is "Suggestions on promoting innovative development of economic and social in China driven by Internet +", he has pointed out that "Internet +" is aimed at using the Internet platform, information and communication technologies, to combine all walks of life and create a new ecosystem in the new field.

In March 2015, Premier Li Keqiang put forward the "Internet +" action plan for the first time in his government work report to the third session of the 12th National People's Congress. He pointed out that "emerging industries and emerging forms of business are the highland of competition... We will formulate an Internet + action plan to integrate the mobile Internet, cloud computing, big data and the Internet of Things with modern manufacturing, promote the healthy development of e-commerce, industrial Internet and Internet finance, and guide Internet companies to expand their international market "[1]. Subsequently, the State Council issued "Guidelines on Actively Promoting the Internet + Initiative" in early July, which became the action plan for the in-depth integration of "Internet +" with various traditional industries.

In general, as the combination of the Internet and traditional industries, "Internet +" not only represent the simple combination of both, but also use the Internet as an intermediary platform and link bridge. It can also integrate traditional industries, production technologies

and the fruits of labor, creating a more efficient, digital and information-based development model. "Internet +", with its rich big data information resources, "has a profound impact on the technological direction selection and key technology development, and provides a common technological paradigm for the interaction between different subjects"[2], continuously conveying the source of science and technology, innovation power and interpersonal vitality for scientific and technological innovation.

#### *B. The connotation and essential stipulation of scientific and technological innovation*

When it comes to scientific and technological innovation, one of its key core elements is "innovation". In its early days, "innovation" was an economic concept. Joseph Schumpeter, an Austrian - American economist, indirectly expounded the relationship between innovation and entrepreneurship in his book *Theory of Economic Development*, he think that innovation is the fundamental function of the entrepreneur, the real entrepreneurs must have four aspects. The first is vision, which can see the potential profits. The second is sharpness, which can seize the opportunity. The third is courage, which can help taking risks. The fourth is ability of organization, which can use resources to achieve innovation. In his opinion, "there is another distinct difference between directing others and being instructed by others. The former wants to set his own goals and needs to be creative, which seems to be his essential attribute." [3] He believed that the characteristic of entrepreneurship is creation, and fully discussed the importance of innovation as the characteristic of entrepreneur to enterprise and economic development. On the basis of innovation, A series of breakthroughs and creations about scientific knowledge, technology, management and other factors, is scientific and technological innovation. Therefore, scientific and technological innovation is the process through the innovation of product technology, knowledge structure and management mode to realize the processing of new products, the acquisition of new technologies, as well as the transformation of new business model and service mode. It includes knowledge innovation represented by development scientific research, technology innovation represented by original product production, management innovation represented by new production and operation mode, and cultural innovation reflected by these innovative elements.

In fact, scientific and technological innovation covers many subjects, such as economics, management, education, culture and so on. In modern society, with the arrival of knowledge economy, the social requirements for human beings are no longer limited to distribution according to work, which is a natural distribution mode, and its requirements for reform and

innovation are growing day by day. Scientific and technological innovation is exactly a new form of labor generated under the birth of this new economic system and civilization development wave. "The manner in which people produce their means of subsistence depends, first and foremost, depends on the nature of the means of subsistence itself that they have and need to reproduce", "It's a certain way of individuals' activity, a certain way of living in which individuals express their lives. As individuals express their lives, so are they." [4] In this sense, scientific and technological innovation is a process in which people stimulate their potential innovation consciousness and talent on the basis of scientific research, and timely seize historical and realistic opportunities to liberate people from their dependence on things. It can organize the scattered workers to form a free man union with independent consciousness, focusing on the creation of wealth and new values for themselves, consumers, products and even the whole society, and promoting the overall development of the society with higher efficiency.

For innovation, thinking is particularly important in the whole innovation activity. Whether a person has excellent scientific and technological innovation thinking is the key to success in scientific and technological innovation practice. Therefore, thinking is the pre-existing factor of scientific and technological innovation activities, which not only induces the generation of scientific and technological innovation activities, but also continuously promotes its development. It is the internal driving force and favorable factor to promote the deepening of scientific and technological innovation development, and has the characteristics of motility, perspectiveness and creativity.

Thinking, as a kind of cognitive activity, belongs to the category of consciousness, so it is the reflection of human brain on objective things and the external world. In Marx and Engels's view, "consciousness is a product of the society at the beginning, as long as people exist, it is still this kind of product." [5] Therefore, people's thinking must take the objective material world as the object and content. The development of scientific and technological innovation, as the creation of human labor forms and methods in the knowledge society, naturally needs certain science and technology and innovative thinking as the premise, and the change of objective material in this process is bound to affect the evolution of science and technology, as well as innovative development.

To put it simply, scientific and technological innovation thinking is a process in which people reflect the cutting-edge information in the field of science and technology into people's minds through cognitive activities such as analysis, judgment and synthesis, so as to promote the formation of creative psychological

tendency. It has the following three aspects: First, initiative, innovative thinking in science and technology is a unique function of human brain, reflecting the concept of science and technology, innovative thinking, innovative spirit and other concepts, can positively guide and promote scientific and technological innovation; The second is forward-looking, scientific and technological innovation thinking can predict the future development of science and technology in advance, so as to lose no time, and develop creative and innovative activities; Third, creativity, that is, through certain scientific and technological innovation thinking can stimulate inspiration, so as to carry out creative conception and design by new ideas, new technologies and new paths.

### **III. THE VALUE INTERPRETATION OF SCIENCE AND TECHNOLOGY INNOVATION EDUCATION IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF "INTERNET PLUS"**

Against the background of "Internet +", science and technology innovation education in colleges and universities has a certain inevitability of The Times. On the one hand, science and technology innovation education has the theoretical basis of Marxist political economy and historical materialism, and has important theoretical significance for the development of science and technology innovation in the current society and the cultivation of innovative talents in universities. On the other hand, "Internet +", taking the opportunity of the historical background, plays the role of carrier and platform in talent training, which is of irreplaceable value to the science and technology innovation education in colleges and universities.

#### *A. The theoretical basis of carrying out science and technology innovation education*

The political economy and historical materialism of Marxism lay the theoretical foundation for the continuous development of scientific and technological innovation in modern society, and its professional and educational views provide powerful theoretical weapons for the education of scientific and technological of college students.

Economic and social development, as well as people's self-realization, is the eternal topic of Marxism. In his political economy, Marx discussed the important value of science, technology, and knowledge for economic and social development in detail. On the one hand, knowledge as a factor of production, as important as land, production materials, technology. It plays an important role in the development of human production, technological creation and management, can revitalize the circulation of the material elements in the process of production activity, make labor more quantity and higher quality for value creation. On the other hand,

Marx's treatise on the "total worker" in *Das Kapital* profoundly elucidates the importance of science and technology for the input of laborers' abilities and the development of automation in the production process. He believed that if the physical and mental work of production and creation were fully integrated, the product as a result would be the common product of the "overall worker". "In order to engage in productive labor, it is sufficient only to become an organ of the overall worker, and to perform a certain function to which it belongs." [6] As a typical representative of mental work, scientific and technological innovation activities have become the backbone of the "overall workers" in social production in the new era. In addition to the importance of scientific and technological innovation, Marx's historical materialist view further illustrates the role of subject consciousness in the process of promoting scientific and technological innovation activities. In Marx's ideas, the appearance of scientific and technological innovation, is not accidental or temporary. It embodies the productivity development to a certain degree, the individual and society is an increasing demand for innovation, confirmed to the significance of science and technology to create a better life constantly, and pay more attention to the new concept of scientific research, technology and management mode in this knowledge society. Just as Marx said, "The whole history of the world is nothing but the process of man's birth through man's labor and the process of nature's generation for man." [7] It is in this process of labor and generation that the pursuit of independence, the pursuit of innovation and the desire for full development embodied in scientific and technological innovation make mankind go further and further on the road of development of the free kingdom.

In addition, Marx, when discussing his career view of youth, takes the high sense of social responsibility of youth as the starting point, expounds the career selection standards, social quality and values that should be reflected in the career choice of youth. He believed that "if we had chosen the profession which most contributes to the welfare of mankind, then we would have felt no pitiful, limited, selfish pleasure, but our happiness would have belonged to millions, and our work would have lived on silently but eternally." [8]

In the new era of socialist development, science, technology and economic development have unlimited prospects, the Internet has become an indispensable carrier and platform for social progress, innovation has become the backbone force driving development, and the tide of scientific and technological innovation is unstoppable. College students should take the rise and fall of the country as their own duty, make full use of their own talent and wisdom, and actively participate in the scientific and technological innovation.

#### *B. Value of science and technology innovation education in colleges and universities in the era of "Internet plus"*

Scientific and technological innovation in colleges and universities is based on colleges and universities, with young college students as the main body and main force of innovation, through the improvement of scientific and technological innovation thinking and ability, forming a complete training mode of scientific and technological innovation talents and a new situation of scientific and technological research and development integrating industry, education and research. As far as the current situation is concerned, the efforts of Chinese colleges and universities on science and technology innovation education for college students are mainly focused on scientific thinking, research and development creation and independent entrepreneurship, which are reflected in the forms of university innovation and entrepreneurship education, as well as science and technology innovation competition. However, even so, the cultivation of innovative thinking in the leading position is relatively backward. Without accurate positioning and transformation of thinking mode, pure and simple skills training can hardly achieve the expected goal in effect. Therefore, scientific and technological innovation thinking is as important as scientific and technological innovation practice. At the same time, the extensive application and in-depth development of the Internet, especially the arrival of "Internet +", provides opportunities for more college students with young dreams and the spirit of scientific and technological innovation. From the perspective of talent cultivation in colleges and universities, the field of education is more than any other field celebrating the era of mobile Internet, which brings education more freedom to choose sources of information and more open ways of knowledge transmission and practice. The arrival of the "Internet +" era not only provides opportunities and challenges for scientific and technological innovation in colleges and universities, but also provides a new carrier and platform for the cultivation of high-quality creative talents in the information age. It is of great value to make full use of "Internet +" and combine it organically with science and technology innovation education in colleges and universities, which is embodied in the following aspects:

First, it is the value of platform expansion. With the rapid development of commodity economy, science and technology, the era of "iron rice bowl" in the traditional employment field has gone forever. Instead, under the survival of the fittest environment, high-quality innovative talents and information technology talents are in short supply. Scientific and effective science and technology innovation education for college students, on the one hand, can solve their own employment problems, improve their vocational ability and

employment literacy, and really obtain material needs and spiritual satisfaction; On the other hand, the Internet is widely used in industry, science and technology, service and life, etc. The "Internet +" era has undoubtedly become a booster and engine for college students' innovation and entrepreneurship. For scientific and technological innovation, the integration of "Internet +" not only effectively invigorates scientific and technological innovation, but also provides a new platform for scientific and technological innovation. "Internet + Food Industry" has created an online catering reservation service platform; "Internet + Shopping" forms an Internet shopping and trading platform; Because of the popularization of "Internet +", the field of education has a prosperous scene of well-known online schools and training institutions...As a more convenient and fast new thing, the Internet has attracted more and more people's attention, its utilization rate are also increasing day by day. The coverage and space scope of "Internet +" is broader than ever before. To some extent, it inspires college students' innovation inspiration and provides them with more opportunities. It also provides favorable opportunities for college students to accept science and technology innovation education consciously and carry out science and technology innovation spontaneously.

"Internet +" not only expands the platform of scientific and technological innovation itself, but also opens a new horizon for the platform of science and innovation education in colleges and universities. It can popularize scientific and technological innovation knowledge to college students through campus network, put relevant information on the school home page, microblog, WeChat and other public platforms, and even exploit relevant scientific and technological innovation education APP through mobile phone terminals, so as to realize the perfection, openness and transparency of scientific and technological innovation information; It can also realize the lectures of science and innovation and the online teaching of entrepreneurship training through the network, which saves a lot of manpower, material resources and time, and realizes the information synchronization between the educational subject and the educational object, etc. Such practices can effectively play the carrier function of "Internet +" in the process of science and technology innovation education in colleges and universities, and provide a more effective and diversified platform for colleges and universities to strengthen the science and technology innovation education of college students.

Second, innovative thinking drives value. In terms of true innovation ability, the core competitiveness of a country lies not only in the strength of science and technology or the amount of brand and creation, but more importantly in the integration and symbiosis of innovation spirit and creation ability. This spirit of innovation is not only reflected in the courage to break

the routine, invent and create new things, but also in people's conscious division of labor to break the existing market balance, and identify effective and recyclable knowledge and skills after reorganization, so as to create new things by association and combination on the original basis. From the perspective of Marxist philosophy, development is the eternal theme of The Times, and it is the same for individuals. College students need to consciously explore, enrich and innovate individual development styles and life realization forms in the context of their own era and on the basis of respecting the objective laws of historical development, so as to stimulate the potential innovative thinking to the maximum extent and thus activate the form of self-perfection and development, which is also the ideal state of Marxism about the free and comprehensive development of human beings.

In the future for a long period of time, the Internet as the subject of information technology change and development, its development will only become more and more rapid, and its position and function will be more and more prominent, its development trend will spread all over all walks of life. With "Internet +" age to carry out the education of science and technology innovation, to guide college students obtain basic professional quality and science skills, at the same time, try to explore the scientific and technological innovation activities based on the Internet, to open up new ideas for technological innovation and experience the user concepts and development patterns of The Times, all these practices are helpful for college students to actively, effectively and scientifically use the Internet.

Thirdly, it is the value of personnel training in the extensive information age. What "Internet +" brings is not only the rapid growth of benefits and values, but also the wide dissemination and application of information. On the one hand, it is informatization itself that has put the Internet into the development and application of science and technology. The society connected by the Internet is a large-scale information flow, heralding the arrival of the national pan-information era. All industries, fields and even individuals need to constantly adjust and change in the current of The Times to adapt to the basic needs and future development trends at the frontier of The Times, especially in the field of education. This requires that higher education should change its concept, extricate itself from the mode of training traditional employment talent resources, and look to the cultivation of higher-level innovative talents. Science and technology innovation education is an important task under the development demand of this era; On the other hand, "Internet +" opens the information age, it can not only play a huge social function, at the same time, it also brought a series of negative effects, such as information explosion, information survey fatigue, fragmentation,

discourse hegemony, the digital divide, belief crisis. These negative effects have become an obstacle to the communication of social mainstream ideology and the normal development of education. Therefore, to cultivate innovative talents of science and technology in the pan-information era, we also need to make them become rational receivers of information, scientific and efficient users and producers and disseminators of positive content. This is also the value of talent training that "Internet +" brings to scientific and technological innovation from another aspect.

#### **IV. THE MODE OF SCIENCE AND TECHNOLOGY INNOVATION EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON "INTERNET PLUS"**

Carrying out science and technology innovation education in colleges and universities is an inevitable requirement for young college students to integrate into the social construction and development in the new era. Scientific and technological innovation reflects that universities can fully adapt to and take advantage of the new normal based on the Internet, and can provide employment and entrepreneurship guidance based on mass entrepreneurship and innovation. For college students, "some knowledge should be universal, and some education of fixed ideas and character should be available to everyone. Regardless of their occupation ... Only in this way can one become a good craftsman, merchant, soldier and entrepreneur." [9] Science and technology innovation education is general education and general education to some extent. This is a long-term and holistic process. In addition to the support from the government, society and family, it is more important that the efforts of universities and college students themselves. We need to firmly grasp the economic development momentum brought by "Internet +", and construct the model of science and technology innovation education for college students through "Internet +".

##### *A. To expand the cognitive channels of scientific and technological innovation*

Before systematic and practical scientific and technological innovation activities, college students must have a complete and clear cognition of scientific and technological innovation, this stage should focus on cultivating college students' scientific and technological independence consciousness, innovative thinking and initiative.

First, colleges and universities should make full use of campus media to enhance the publicity of scientific and technological innovation. Under the current background of "Internet +", colleges and universities should apply the Internet to the science and technology

innovation education. They can interpret the concept and value of scientific and technological innovation and carry out the construction of scientific and technological innovation network culture through new media technology and network social platform; They can build and improve the digital archives of college students and update a large number of online resources of scientific innovation in real time, including video clips and podcasts of outstanding practitioners, courses related to science and innovation culture and science and technology management, bibliography and case studies, and so on; They can set up columns, forums and Q&A areas about science and technology innovation for students, set up excellent professional teachers and enterprise mentors to participate in network training and network comments, and timely update the science and technology innovation network resources. They also need to strengthen network information security management, enhance the ability of research and judgment about online public opinion, realize the identification and judgment of false science and innovation information within the campus network, and reduce the harmful effect on college students' scientific and technological innovation.

Secondly, colleges and universities should arrange scientific and technological training reasonably, and combine it with practice. In the training setting, colleges and universities should invite outstanding private entrepreneurs or scientific and technological talents to be the main lecturers through the effective connection between enterprises and colleges and universities. Through regular entrepreneur training lectures, colleges and universities should deliver the latest scientific and technological frontier and answer questions. Scientific and technological innovation should also pay attention to stratified training, conduct classified training for students according to the characteristics of students in different grades and different levels of students' cognition and practice, so as to achieve the maximum effect. In addition to teaching and training, colleges and universities can also reach agreements with relevant enterprises or departments to send potential and outstanding college students to visit scientific research institutes and well-known enterprises on a regular basis, so as to gain front-line practical operation experience through departmental exchanges. This not only transmits the science and technology innovation idea and experience, simultaneously improves students' understanding of science and technology innovation activity.

Third, colleges and universities should play the guiding role of teachers and normalize science and technology innovation education. First of all, college counselors should conduct scientific and technological innovation guidance timely and appropriately in the daily ideological and political education as well as career guidance of college students. Secondly, it should

be based on the first class of specialized courses teachers to realize the effective docking of professional talent training and science and technology innovation education. In the course of professional teaching, teachers should try their best to optimize the personnel training mode and curriculum plan, properly integrate scientific and technological innovation content into classroom teaching as a kind of general education when making teaching plan. Finally, in terms of faculty construction, universities and professional departments can divide teachers into two complementary teams of theoretical teachers and practical teachers, respectively undertaking the task of professional theory teaching and scientific and technological innovation guidance for college students. In this way, teachers can lead students to devote themselves into practice, examine the effectiveness and operability of students' ideas and creativity in practice, and explore the law of scientific and technological innovation in practice.

*B. To improve the environment for science and technology innovation education*

In the construction of campus culture, colleges and universities should actively carry forward the school spirit and motto, and integrate the long-standing campus cultural tradition with the scientific and technological innovation quality that the current era needs, so as to jointly internalize as the value standard of college students' academic development, self-planning and employment selection. In terms of the campus culture, Stanford University and Massachusetts Institute of Technology have excellent environment of technological innovation, which has certain reference significance. Stanford University takes "The Wind of Freedom Blows" as its motto, and then derives its campus culture of taking freedom style and experiment and innovation as its benchmark. MIT's motto, "Mind and Hand", which translates as "heart and Hand," aims to learn to use both the brain and the Hand. In terms of spiritual and cultural construction, Chinese universities mainly rely on the excellent traditional virtues of the Chinese nation and combine with the new spiritual outlook and value concept in the development of the Chinese era, which show the profound foundation and excellent creativity in the education of scientific and technological innovation in universities. However, the development of science and technology has not stopped, and universities still have a long way to go in terms of the spirit of scientific and technological innovation. Therefore, Chinese colleges and universities should actively seek and develop the essence of their school-running tradition and the development of The Times. This spirit and ethos should not only be applied in basic research and innovation development, but also be embodied in the science and technology innovation education of college students, encouraging and tolerating any ideas and creativity.

In terms of the ecosystem of scientific and technological innovation, colleges and universities should actively use the development platform and incubation space of innovation and entrepreneurship, to promote the improvement of college students' scientific and technological innovation ability. "The ecological environment for scientific and technological innovation has a profound impact on the convergence of innovation resources, the cultivation of innovation potential and the play of innovation ability." [10] On the one hand, colleges and universities can establish experience department on the basis of special research team, periodically conduct experience science and technology innovation activities in the summer and winter vacations, such as partial acceptance from different school of professional college students to enter the incubation center, then according to the classification, the professional technology level and individual interest groups, to conduct simulation or field scientific research experiences. On the other hand, for the outstanding individuals or teams in entrepreneurial experience, their projects can be guided and funded. Only in this way can the university science and technology innovation ecosystem be formed.

*C. To establish the overall chain of science and technology innovation education*

Science and technology innovation education in colleges and universities is a systematic project, which involves different levels from the state, society, colleges and universities, enterprises to individuals, as well as various aspects such as economy, culture and system. As the implementers of science and technology innovation education, the relevant system construction is still in its infancy at present, and there is still a great room for improvement and development. Especially in the "Internet +" environment, the science and technology innovation education in colleges and universities needs to establish an overall mechanism, which is relatively stable and sustainably developed. To be specific, the construction of this mechanism needs to start from the following four dimensions, to form "a training system for scientific and technological innovation talents and highly skilled personnel that meets the needs of innovation and entrepreneurship".

First, colleges and universities should integrate innovative thinking into course learning through course guidance. The curriculum setting of science and technology innovation in colleges and universities should be further improved. it is necessary to "accelerate the inter-disciplinary education and inter-professional development, break the disadvantages of the division between different disciplines and majors", to promote the crossover, integration and complementation of majors in the field of science and technology innovation.

Secondly, colleges and universities should try their best to explore college students' awareness of Internet technology through practical training. Although there are many colleges and universities have set up the school or outside training, and have corresponding credits set, however, because the off-campus training base, internship unit or company's examination is not strict, and the assessment of students' practical training skills is too lax, so many students have no knowledge of its form. This phenomenon is not conducive to the effectiveness of university science and technology innovation education. In view of this, colleges and universities should strictly check students' practical training in the process of practical training.

Thirdly, colleges and universities should try their best to provide space for the development of science and technology innovation of college students by means of competition training. To strengthen college students' innovative thinking and ability, promote the transformation of science and technology innovation achievements, colleges and universities should not only encourage college students to take an active part in academic competitions in spare time, but also focus on the "gold content" of innovation and entrepreneurship competition, make it can not only reflect the scientific and technological innovation value, but also can have the actual operational and development prospects. Only in this way can it play a certain role in promoting the scientific and technological innovation of college students.

## V. CONCLUSION

With the advent of the era of knowledge economy, science and technology innovation has become a kind of new form of labor. It not only refers to the process of creating new products and services and creating new values through the re-optimization of resources based on new technologies in new fields, but also the ability to independently explore, develop and research existing work fields and tasks under the new economic development environment. The science and technology innovation education in colleges and universities has many contents and complicated situation. Under the background of "Internet +", colleges and universities should give full play to the leading role of education, and guide college students to internalize the innovative thinking of science and technology into the behavioral standards and professional standards for self-improvement, employment and entrepreneurship.

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