



Global Smart Education Conference (2020-2024) : a Study on the Evolution and Impact of the Theme

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Abstract. The Global Smart Education Conference (GSEC), as a prominent international education forum led by China, has emerged as a pivotal platform for global discussions on the future trajectory of education. This conference showcases the latest advancements in smart education worldwide, deliberates on its future development pathways, and fosters change and innovation in education through international collaboration. Amidst the accelerating global digital transformation, smart education has become a crucial means to address modern educational challenges. This paper delves into the evolution of themes and topic settings at the GSEC from 2020 to 2024, examining the global education trends reflected by these changes and the communication effectiveness of smart education. The objective is to unveil the educational development trends stemming from the conference's thematic evolution, explore the factors influencing its communication impact, and provide valuable insights for the advancement of smart education..

Keywords: Global Smart Education Conference; Smart Education; Digital Transformation; Education Trends; International cooperation; Education Innovation; Digital Education; Education Reform

1 Introduction

The Global Smart Education Conference (GSEC), as an important international education conference led by China, has become an important platform for the global education field to discuss the future development trend of education. The conference aims to showcase the latest progress of smart education globally, discuss the future development path of smart education, and promote change and innovation in the field of education through international cooperation. With the acceleration of global digital transformation, smart education has become an important means to cope with the challenges of modern education, and GSEC is a concentrated embodiment of this trend.

From 2020 to 2024, the theme evolution and agenda setting of the Global Smart Education Conference reflect different aspects of the development of global education, reflecting the demand for the application of new technologies in the global education field, and the importance of countries to improve the quality of education equity. This study aims to analyze the theme evolution and topic setting changes of the Global Smart

Education Conference from 2020 to 2024, explore the global education development trend and the communication effect of smart education reflected by these changes, and finally reveal the education development trend reflected by the theme evolution and topic setting changes of the Global Smart Education Conference. And the influencing factors of the conference communication effect, so as to provide valuable reference for the development of intelligent education.

2 Literature Review

The development of wisdom education has experienced a process from preliminary exploration to widespread application. Smart Education is an education model with information technology as the core, which realizes the individuation, collaboration and innovation of education through intelligent means. Its connotation covers the application of intelligent technology, the optimal allocation of educational resources and the overall reform of the education system. It aims to improve the quality and equity of education^[1]. With the acceleration of the global digitization process, smart education has gradually become an important force to promote the modernization of education.

According to relevant literature, smart education not only emphasizes the application of technological tools in education, but also includes the innovation of educational concepts, teaching models and management methods^[2], and its research focus has undergone a series of changes. For example, focus on the construction and utilization of digital educational resources^[3], explore the integration of elements such as personalized learning, intelligent teaching and educational big data analysis^[4], and the rapid popularity of online education and distance learning driven by the COVID-19 epidemic.

In recent years, the discussion on the development trend of global education has shown remarkable characteristics. For example, the digital transformation of education has become a global consensus, and national education systems are actively exploring how to use digital technologies to improve the quality and equity of education^[5]; International cooperation in education has become increasingly close, especially in the context of globalization and the pandemic, and the sharing of educational resources and the coordination of education policies have become important issues^[6]; Education data governance has gradually become a hot topic. With the increasingly important role of data in education management and decision-making, how to effectively use and protect education data has become the focus of attention of education policy makers^[7]. In addition, the issue of sustainable development and social inclusion in education is also receiving increasing attention, especially under the guidance of the United Nations Sustainable Development Goals, the global education system is striving to achieve inclusive and sustainable education^[8].

These themes were reflected in the Global Conference on Smart Education. The Global Smart Education Conference (GSEC), as an important international education conference led by China, has become an important platform for the global education field to discuss the future development trend of education. The conference presents the latest progress of global smart education, discusses the future development path of smart education, and promotes change and innovation in the field of education through

international cooperation. Judging from the themes and topics of the past conferences, the development of smart education has shown trends such as technology-driven and digital transformation, global cooperation and data governance, sustainable development and international understanding. These trends not only reflect different aspects of the development of global education, but also reflect the demand for the application of new technologies in the global education field and the importance of countries to improve the equity and quality of education.

In addition, the Agenda-Setting theory of journalism can be used to explore how the media influences the focus of public attention and the direction of public opinion through the choice of reporting content^[9]. In the field of smart education, topic setting theory helps to understand how the global Smart Education Conference influences the attention and discussion of the educational community and the public on smart education through the selection of conference themes and topics^{[4][10]}. This theory provides a powerful tool for us to deeply analyze the communication effect and influence of the Global Intelligent Education Conference.

3 Study Design

This study aims to provide an in-depth analysis of the thematic evolution and agenda-setting of the Global Smart Education Conference (GSEC) from 2020 to 2024 through a systematic and comprehensive approach. In order to ensure the scientificity and accuracy of the research, two key links of data collection and data analysis are designed in this study.

3.1 Data Collection

Data collection is the foundation and core of this study. In order to ensure the comprehensiveness and authority of the data, this study adopted a variety of data sources, including the official conference materials of the Global Smart Education Conference, relevant academic literature and media reports. Specifically, this study collects and organizes data in the following ways:

- **Official GSEC Website:** Visit the official website to download and organize annual conference materials, including keynote reports, speeches, minutes, and proceedings.
- **Academic Databases:** Utilize CNKI, Google Scholar, and other databases to search for research papers and reports related to GSEC, supplementing and verifying official information.
- **Media Reports:** Collect reports from major domestic and international media platforms during the conference, focusing on the quantity, content, and communication effectiveness of these reports.

3.2 Data Analysis Method

In order to systematically analyze the theme evolution and agenda-setting changes of the Global Smart Education Conference, this study adopts the methods of content analysis, agenda-setting analysis and communication effect evaluation. These methods were chosen based on their wide application and effectiveness in educational research.

- **Content Analysis:** Objectively, systematically, and quantitatively describes the textual content of official GSEC materials (2020-2024), including keynote reports, speeches, minutes, and proceedings.
- **Agenda-Setting Analysis:** Analyzes how GSEC influences educational community focus through its theme and topic selection, exploring its role in guiding attention towards smart education development.
- **Communication Effectiveness Evaluation:** Evaluates the effectiveness and influence of GSEC's information dissemination on domestic and international media platforms.

4 Theme and Topic Evolution Analysis

4.1 Themes and Topics of Past Congresses

Through an in-depth analysis of the theme and agenda-setting of the Global Smart Education Conference 2020 to 2024, this study reveals the evolution of the conference's focus over the different years. These themes not only reflect the latest progress and future prospects in the field of global education, but also reflect the important role of the Conference in promoting the popularization and development of smart education.

4.1.1 Conference Theme and Connotation.

The researchers made a detailed comparison and analysis of the theme of the past congresses, and found that the theme of the congresses showed distinct characteristics of The Times in different years (Table 1 shows the theme and connotation of the past congresses). From "Artificial Intelligence and Future Education" to "Education Change and International Understanding", the theme of the conference continues to expand and deepen, showing the leapfrog development of smart education from technology application to system change. Each topic contains rich connotations and involves different aspects of wisdom education, providing participants with a comprehensive and in-depth discussion platform.

Table 1. The theme and connotation of the Global Smart Education Conference 2020-2024

Time	Theme	Connotation expression
2020	Artificial Intelligence and future education	It focuses on the application and future impact of artificial intelligence technology in the field of education, and discusses the innovation path and development trend of smart education.

2021	Intelligent learning and the future of education	It emphasizes the importance of intelligent learning and the central role of intelligent education in shaping the future education ecology.
2022	Smart Technology and digital transformation of education	An in-depth discussion of how smart technologies are driving the digital transformation of education, and the challenges and opportunities along the way.
2023	Education Transformation and Data Governance	Focus on the overall transformation of the education system, in particular the key role of data governance in driving education modernization. It emphasizes the necessity of educational
2024	Educational change and international understanding	change and the importance of international understanding in promoting the coordinated development of global smart education.

4.1.2 The Agenda of the Conference Changes.

Agenda setting is a key part of the conference to guide participants' attention and promote in-depth discussion. Through the analysis of the changes in the agenda setting of the Global Smart Education Conference from 2020 to 2024 (as shown in Table 2), this study finds that the agenda of the Global Smart Education Conference from 2020 to 2024 presents a significant evolution trend between different years. From the initial technology-driven and digital transformation, to global cooperation and data governance, and finally to sustainable development and international understanding, the topics of the conference continue to expand and deepen, reflecting the rapid development and widespread application of smart education in the global education system.

Table 2. Topics of the Global Smart Education Conference 2020-2024

Time	Key Topic
2020	Artificial intelligence gives rise to a new form of education; Intelligent technology to promote education equity and development; Smart education achievements and trends; Opportunities and challenges of COVID-19 for education
2021	Intelligent technology shaping the future of education; Promoting equity and balance in education; Global smart education synergy and sustainability; Internet Plus Education in the post-pandemic era
2022	Technology empowers the core value of education; Change the concept, digital transformation teaching; Innovative evaluation, consolidating the foundation of the school; Improving digital governance in education
2023	Top innovative talent training as the core; Wisdom education as the target form; Science and technology enable innovation and development; Data governance drives change
2024	Educational change and international understanding; Leading smart education sustainable; Support innovative practice; Create the future of smart education

4.2 Evolution Analysis based on Multiple Perspectives

In order to more comprehensively understand the internal logic and law of the evolution of the theme and issues of the Global Smart Education Conference, this study conducted an in-depth analysis from multiple perspectives, such as educational technology innovation, educational globalization and localization, social needs and changes in educational goals.

4.2.1 Educational Technology Innovation Perspective.

From the perspective of technological innovation, the theme and topic evolution of the Global Smart Education Conference reflect the keen insight and active application of smart education to emerging technologies. From artificial intelligence to big data, from virtual reality to blockchain, the continuous emergence of emerging technologies has provided a strong impetus for the development of smart education. The conference promoted the continuous innovation and development of smart education through in-depth discussion of the application prospects and challenges of these technologies in the field of education.

4.2.2 Perspectives of Education Globalization and Localization.

Under the dual background of globalization and localization, the evolution of the theme and topic of the Global Smart Education Conference has shown a distinct characteristic of The Times. On the one hand, the conference actively advocates global educational cooperation and exchanges, and promotes the international dissemination and popularization of the concept of smart education. On the other hand, the Conference also paid attention to the needs and characteristics of local education, and encouraged countries to explore smart education development paths in line with their own national conditions on the basis of learning from international experience. This organic combination of globalization and localization provides a strong guarantee for the coordinated development of global smart education.

4.2.3 Changes in Social Needs and Educational Goals.

The change of social needs and the adjustment of educational goals is one of the important factors driving the evolution of the theme and agenda of the Global Smart Education Conference. With the rapid development of global economy and the profound change of social structure, the field of education is facing unprecedented challenges and opportunities. By grasping these changes and adjusting the agenda in a timely manner, the Conference actively responds to social concerns and educational needs, contributing wisdom and strength to promoting the sustainable development of global education.

5 In-depth Analysis of the International Communication Effectiveness of the Global Intelligent Education Conference

One of the goals of the Global Smart Education Conference (GSEC) is to promote the development and cooperation of global education, but the international communication effect is not good, and the insufficient communication means and strategies have not reached the expected influence. The following analyzes the main problems and causes.

5.1 Analysis of the Effect of International Communication

The researchers found that although a lot of work has been done in the publicity of the Global Smart Education Conference in recent years, more attention has been paid to domestic publicity, with more diversified forms and a strong communication network built, but mainly for domestic audiences; However, it relies too much on domestic media and does not use international media or multilingual platforms to expand its influence. The topics of the conference have limited influence on the international education community^[11], the contents of the conference have not been widely concerned by the international education community, and the achievements of China's smart education have not been internationally recognized^[12]. However, the construction of international communication channels is weak, and the global visibility and influence of the conference are limited^[13]. The mainstream international news media paid very little attention to the conference, and China's ability to spread education internationally was limited.

At the same time, it should be pointed out that China has many deficiencies in international communication methods in general. A variety of Chinese media lack international influence, and domestic media reports lack content that can attract international audiences. China's international communication system lacks a systematic strategy, especially an international perspective and multi-language support for the communication of major events in the field of education. The mechanisms in the field of diplomacy and journalism have not formed effective strategies for the communication of major events in education, which limits the international influence of the conference^[12].

5.2 Communication Strategy Problem Analysis

Although the Global Smart Education Conference has received wide attention in China, its international communication effect has not been fully utilized. The main problem lies in the uniformity of communication content and the lack of targeted communication strategies, which leads to the limited international influence of the Conference. The following is an analysis of specific problems:

5.2.1 Homogenization of Publicity Content.

The publicity of the conference relies on domestic media, does not make full use of international platforms to expand its influence, and focuses on showing achievements

and prospects, lacking in-depth analysis and background interpretation that are attractive to international audiences, it is difficult to arouse the interest of international audiences, and fails to effectively convey the advantages of China's smart education^[11].

5.2.2 Lack of targeted international communication strategies

When formulating international communication strategies, detailed plans targeting different cultures, languages and audience groups are lacking, and communication fails to effectively reach key decision-makers and opinion leaders in international education, limiting the effect of communication^[13].

6 Conclusion and Prospect

6.1 Main Conclusion

By analyzing the evolution of themes and topics at the Global Conference on Smart Education (GSEC) 2020 to 2024, the study draws the following conclusions:

- **Technology-Driven and Digital Transformation:** Initial topics focused on smart education technology applications and digital transformation, highlighting emerging technologies' role in enhancing education quality and equity.
- **Global Cooperation and Data Governance:** As the global education landscape shifted, topics encompassed international cooperation and data governance, emphasizing smart education's strategic significance in modernizing and synchronizing global education.
- **Sustainable Development and International Understanding:** By 2024, topics expanded to include sustainable development and international understanding, underscoring smart education's crucial role in promoting education equity and social inclusion.
- **Smart Education as the Core of Education Reform:** Smart education has evolved from technology application to systemic reform, potentially becoming the driving force behind global education reform, fostering profound conceptual and practical transformations.

6.2 Reflection and Improvement Direction of Communication Effect

The Global Smart Education Conference has received attention at home, but has not been widely disseminated internationally. The limited coverage of international mainstream media affects the global influence and visibility, and reflects the systemic weakness of China's international news communication. It is necessary to enhance and improve the international communication ability of domestic educational events. Therefore, this paper puts forward the following suggestions:

- **Strengthen International Communication Channel Construction:** Expand cooperation with international media, establish diversified international communication channels, and boost global influence.

- **Enhance Communication Content Internationalization:** Focus on international perspectives, multilingual support, and in-depth global education analysis to attract international audiences.
- **Develop Systematic International Communication Strategies:** Create tailored strategies for different international audiences and promote them through international academic and educational forums to increase global awareness and influence.
- **Strengthen Intercultural Communication Capabilities:** Develop adaptable communication plans for diverse cultural backgrounds to ensure GSEC's content resonates globally.

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