Discussion on the Optimization Path of College Student Education Management under the Perspective of Internet

Siyu Fang

Krirk University, Bunken District, Bangkok, 10220, Thailand

Abstract: With the continuous development of Internet technology, "Internet +" mode has become an important driving force in all fields of society. It not only provides convenience for people's study, life, work and communication, but also promotes the optimization and innovation of traditional education management mode, making the dissemination of information more convenient and efficient. This paper aims to explore the impact of the Internet on the education management of college students, and put forward a series of reform and development suggestions based on the current challenges, in order to better meet the needs of students.

1. Introduction

College student management is an important function of the growth of high-quality college students, an important part of college talent management, and an important way to improve the quality of college talent management. With the progress of The Times, people have begun to make full use of the Internet and new media technologies, which provide a convenient way for people to explore the world, access information and express emotions. In order to better grasp the real state of students, colleges and universities should make full use of these technologies and apply them to study, life and communication, so as to better carry out ideological and political education, student management and service, so as to improve the overall quality of students.

2. The implementation status of college student education management

The education system of colleges and universities mainly focuses on student education and student management. The concrete implementation of student education and student management is of great significance to the school life and students' future development. However, in the current practice and implementation of student education and student management, there are some problems, which make the implementation effect of student education and student management not good. First of all, ideological education is an important part of student education and management, which is conducive to the formation of students 'ideological and moral character, and contributes to the effective implementation of college students' education and management. However, the complex education environment of the Internet affects the civic education in colleges and universities, affects the effect of civic education, and leads to the quality defects of students' education and management. Secondly, from the perspective of the Internet, network thinking and network technology have penetrated into

all aspects of people's lives. Education and management, as the main working mode in the process of students' development, must keep pace with The Times and think about problems with new ideas. At present, the thinking of the education and management departments in the education and management of students is backward, so the work practice of education and management is ineffective. Finally, the traditional teaching methods and forms need to be optimized from the perspective of networks. The current education and student management practice still emphasize the transmission of information and theoretical knowledge, but the lack of students' thinking orientation, skill improvement and quality training makes the education and student management practice not in place and unable to comprehensively guide and train students[1].

3. Characteristics of college student education management under the perspective of the Internet

The education and management of students in network universities are different. First of all, from the perspective of the network, the student education and management of the network colleges are more regular to follow. Attach importance to the application of information technology, use Internet technology to collect online student data, attach importance to the information generated by students on the Internet platform, plan the development of students, and improve the accuracy and pertinacity of students' education and management. Secondly, the education and student management in the network environment are people-oriented and flexible management. The development of these knowledge can break the traditional rigid education and management methods and introduce appropriate education and management methods based on the comprehensive understanding of student growth and development needs, making education and student management more flexible. Teachers can also adopt flexible and rigid teaching and management methods to promote the all-round development of students. Finally, the work of student education and management will be more comprehensive. From the perspective of the network, not only to implement individual education and leadership for students, but also to conduct a comprehensive training of students, guide and train students from multiple levels, to achieve effective, systematic and comprehensive education and leadership, so as to promote the better development of students[2].

4. The role of the Internet in the management of university student affairs

4.1 It is conducive to promoting the development of ideological and political education among college students

Through the ideological and political education of college students, we aim to cultivate students' comprehensive quality and promote their comprehensive growth. Due to the popularity of smart phones, many students have begun to use social media such as WeChat and QQ to convey their opinions, emotions, ideas and experiences in daily life in order to be more intuitive and accurate. By using advanced Internet technology, universities can monitor students' social activities and mental health in real time, so as to better develop ideological and political education. Therefore, colleges and universities can use Internet technology to monitor students 'social status, check students' ideological status, and carry out ideological and political education[3]. At the same time, colleges and universities can also use the two micro end and another social platform widely used by students to actively spread positive energy through the interactive way that students like, call on the frontier of the network, actively carry out ideological and political education for students, and guide students to develop actively, and achieve success.

4.2 It is conducive to the orderly development of students' daily management work

In the past, due to the large number of college students and the complex work of related students, there were many complex problems in the management of student groups, so there were problems in the systematic implementation of the daily management of college students. Internet technology makes it possible to fully implement student management that can effectively solve these problems. Through the use of today's campus and super campus, university student managers can more effectively grasp students' personal information, including names, student numbers, etc., so as to complete tasks faster, greatly shorten the work cycle, and improve work efficiency and quality. With the development of Internet technology, it has brought great changes to the management of university students, enabling students to easily obtain information and give quick feedback, so as to effectively increase the amount and type of data collection of students and provide more information services for students[4].

4.3 It is conducive to achieving targeted financial aid for students with financial difficulties

With the development of science and technology, the traditional funding survey method has been unable to accurately reflect the real economic situation of students, especially those with inferiority or strong self-esteem and not willing to disclose to others family information of poor students, this kind of situation is to make statistics become more complex, and the interference of human factors, also makes the rationality and fairness of funding work cannot be fully guaranteed. Due to the constant changes of human behavior, the rationality and fairness of the funding work cannot be fully guaranteed. However, using Internet technology, we can effectively monitor students' daily consumption behavior, so as to have a deeper insight into their living conditions, so as to effectively improve the efficiency and quality of funding work. By taking a variety of measures, such as establishing a perfect student information system, collecting a large number of student information, building a complete database of funded students, and set up a scientific and reasonable evaluation system for poor students, to ensure that the government, schools and society to the poor students are effectively used.

4.4 It is conducive to promoting the precise employment of graduates

With the global economic recession, small and medium-sized enterprises, especially small and micro enterprises, are facing increasing challenges, the number of graduates has reached a record high, and college graduates are facing increasing employment pressure. Moreover, most graduates face great challenges due to the lack of a clear self-image, career planning, and the assessment of the market employment needs. Colleges and universities can use network technology to collect students' personal information, including interests, educational background and skills, and conduct personalized analysis to provide students with the most suitable career direction for their development. Finally, colleges and universities can also provide specific career guidance and suggestions according to the students' conditions. Colleges and universities can use real-time online technology to release employment information, recommend employers, analyze the employment situation and policies, and provide job-hunting skills and other services to improve the employment quality of graduates and help them better realize their career dreams[5].

5. The optimization path of college student education management under the perspective of the Internet

5.1 Change the concept of student education and management

With the advent of the new era, the requirements and expectations of students, time and society for college education and management are increasing day by day, which also highlights the importance of college education and management. Therefore, colleges and universities should change the concept of education and student management, to meet the needs of the development of The Times, cultivate talents with application ability, and at the same time fully consider the development needs of students. In the process of changing the concept of education and student management, we must recognize their importance, and based on the development of students, and strive to promote the implementation of education and student management in colleges and universities, so as to promote the all-round development and growth of students. Secondly, colleges and universities should introduce new educational concepts in education management, such as people-oriented education concept, "curriculum thinking and management" concept, network education concept, etc., through the guidance of Internet technology, promote the integration of diversified educational concepts and improve the efficiency of education management. For example, strengthen the people-oriented teaching idea, implement education and student management; build education and student management courses, enhance the value of education and student management; implement the teaching concept of political thinking guided by "political curriculum thinking", and conduct education and student management through political thinking. Implement the teaching concept of "curriculum education", construct the integrated mode of education management, guide students from different angles, improve students 'self-management and self-education ability; network learning practice, use the network learning environment to innovate the education of students' management mode, promote the application of network learning mode and content in education management, promote the improvement of network skills of teachers and students, and enable teachers and students to flexibly use information technology[6].

5.2 Enhance the dominant status of college students and the network discourse power

Today's college students have excellent personal quality, they have rich subject knowledge and good expression ability, and benefit from the popularization of the Internet and the expansion of information channels, their knowledge is more extensive, and their knowledge structure and cognitive structure have also been significantly improved. However, in the traditional university education and management, students are often in a passive position, which makes the education and management process become single, indoctrination and mandatory. Therefore, the education and management of most universities are mainly guidance and auxiliary. In the network environment, the voice of students is amplified, and the authority of teachers and administrators is weakened. When students are regarded as passive "objects", it is difficult to achieve good education management. Therefore, education and student management in the network environment must respect the principal status of students, give students the right to express in the network environment, allow students to put forward their own requirements, and advocate independent education and student management. But it is important to note that strengthen the students and network expression, does not mean that teachers and managers to give up the leading role in student education and management, also need teachers and managers in a more scientific attitude towards their education role, play a more effective organization and leadership role, better grasp the overall situation of student education and management and direction.

5.3 Improve the information knowledge level and skills of the students' work team

In the context of the Internet, student administrators in colleges and universities have to face a lot of information every day. In order to extract valuable information from these complex data and analyze the deep meaning behind the data, the student affairs staff in colleges and universities need to have a strong information management ability and the ability to solve complex problems. In order to ensure the professionalism of college student affairs staff, it is necessary to strengthen the training of information technology knowledge and skills, and to provide them with regular training on processing online data. Through constantly participating in various technical training, master data processing methods, improve computer skills and the ability to process and analyze data, through timely extraction and integration of data analysis, understand students 'cognitive situation and students' hot issues, accurately and effectively implement the management of student education and service activities[7].

5.4 Innovate the working mechanism and establish a top-level management system

In view of the importance and value of Internet technology, it is necessary to start the mechanism and planning from the highest level, innovate the student education management system, and establish a new way of Internet management of student affairs in colleges and universities. Colleges and universities should further deepen the information level of student management, according to the present situation of college student management to formulate relevant information management information system, according to the characteristics of university development of student management information system, clear from data collection to data integration analysis and other stages of demand, finally draw the relevant conclusion, build a comprehensive mechanism based on the Internet. Strictly standardize the work system, and form a management system with clear tasks, standardized working procedures, reliable data quality and clear responsibilities. Taking the overall management of Internet information technology as an opportunity, we will implement the academic and personalized student management and education, and constantly meet the requirements of students' development.

5.5 Do a good job in data and information supervision and control, and strengthen information security management

In the Internet era, college teachers and students widely use social software, especially students are highly dependent on the Internet. Many students share their activities and feelings on the network platform. Therefore, student administrators in colleges and universities can monitor students 'network data at any time to understand students' thoughts, interests and activities. At the same time, the network is also very open, the huge amounts of data must have the wrong information. College student affairs personnel should improve their ability to distinguish the authenticity of information, effectively filter massive information, and screen out valuable and correct information. In addition, college student affairs personnel should do a good job in information security management, avoid data leakage problems, find bad information in time, and prevent contact with dangerous molecules. To protect students' data security, universities should establish an online data monitoring system to effectively prevent external attacks and data leakage. This can greatly reduce the spread of bad information, so that students can grow up healthily.

5.6 Strengthen the construction of students' education and management personnel

With the continuous development and popularization of Internet technology, the reform and

development of college education and student management are also constantly advancing. Therefore, colleges and universities should pay attention to cultivate good quality of education and student management personnel, to enhance the level of education and students' management, and requires them to have good education structure, in order to better realize the education and student management innovation and development, in addition to improve the quality of talent cultivation and management, especially to improve the level of the talents of information technology, so that they can better adapt to the network environment of student education and management needs[8]. Through constantly participating in various technical training, master data processing methods, improve computer skills and the ability to process and analyze data, through timely extraction and integration of data analysis, understand students 'cognitive situation and students' hot issues, accurately and effectively implement the management of student education and service activities.

5.7 Improve the construction of the student education management system

In view of the importance and value of Internet technology, it is necessary to start the mechanism and planning from the highest level, innovate the student education management system, and establish a new way of Internet management of student affairs in colleges and universities. Colleges and universities should further deepen the information level of student management, according to the present situation of college student management to formulate relevant information management information system, according to the characteristics of university development of student management information system, clear from data collection to data integration analysis and other stages of demand, finally draw the relevant conclusion, build a comprehensive mechanism based on the Internet. Strictly standardize the work system, and form a management system with clear tasks, standardized working procedures, reliable data quality and clear responsibilities. Taking the overall management of Internet information technology as an opportunity, we will implement the academic and personalized student management and education, and constantly meet the requirements of students' development.

5.8 Do a good job in data and information monitoring, and strengthen information security management

In the Internet era, college teachers and students widely use social software, especially students are highly dependent on the Internet. Many students share their activities and feelings on the network platform. Therefore, student administrators in colleges and universities can monitor students 'network data at any time to understand students' thoughts, interests and activities. At the same time, the network is also very open, the huge amounts of data must have the wrong information. College student affairs personnel should improve their ability to distinguish the authenticity of information, effectively filter massive information, and screen out valuable and correct information. In addition, college student affairs personnel should do a good job in information security management, avoid data leakage problems, find bad information in time, and prevent contact with dangerous molecules. To protect students' data security, universities should establish an online data monitoring system to effectively prevent external attacks and data leakage. This can greatly reduce the spread of bad information, so that students can grow up healthily.

6. Conclusions

The development of college student management work directly affects the quality and level of school education work. With the advent of the age of the Internet, the university student management work from the form and content and so on profound changes have taken place in various aspects,

college student management workers should be combined with the influence of the Internet age, re-examine the change of the student management work, strengthen the consciousness of the Internet, set up the correct management concept, mastering the Internet knowledge, science using the Internet technology and skills to handle students work, to correctly guide the students' ideological and political education of college students, help college students realize self-ability to ascend, for the sustainable development of colleges and universities and the growth of students contribute a strength.

References

[1] Liu Guochao. Discussion on the education and management of Student Party Members during the internship under the background of "Internet +" [J]. Rural Staff Officer, 2020 (23): 286.

[2] Xiao Yiran. Application of big data technology in the education management of college students [J]. Modern Vocational Education, 2020 (39): 230-231.

[3] Huang Xiaofan. Innovation of education management of higher vocational students under the perspective of humanistic education concept [J]. Theoretical Research and Practice of Innovation and Entrepreneurship, 2020, 3 (17): 174 -176.

[4] Ge Wei. The optimization path of university student management in the background of big data [J]. Volkswagen Standardization, 2020 (12): 184186.

[5] Lian Zhipo. Research on the construction approach of college student affairs management information in the era of big data [J]. Logistics Research in University, 2019 (01): 48-50.

[6] Xi Chao, Tan Shujuan, Bai Ying, Yang Jianrong. Exploration and innovation of university students' Education management in the era of Big Data [J]. Journal of Yunnan Agricultural University (Social Sciences), 2017, 11 (04): 110-114.

[7] Yan Huang, Wen Zhijun. Informatization of college student management in the era of big data. Characteristics and strategies of the construction [J]. Shaanxi Education (Higher Education), 2020 (01): 34-35.

[8] Zhang Hua. Discussion on the challenges and Countermeasures of university Student Management in the era of Big Data [J]. Intelligence, 2020 (03): 250.