

Research on Higher Education Management in the Era of "Internet Plus"

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Abstract: The development of Internet technology has brought about a series of new technologies and derivatives such as big data and artificial intelligence, which have brought about changes in all areas of society. Each field is using the power of the Internet to promote its own development, continuously integrating resources by establishing its own network platform and adapting to the changes of the times through its own continuous innovation. The "Internet plus" brings serious impact and challenges to the education and management of students in colleges and universities, and also brings opportunities for the innovation of student education and management in local colleges and universities. In the environment of "Internet plus", making full use of network technology and online platform resources to explore a new model of student education in local universities will be conducive to the innovation, integration and high-quality development of student education management in universities and contribute to the current development of higher education.

1. Introduction

The idea of "Internet plus" can be traced back to the earliest proposal made by Yu Yang at the fifth Mobile Internet Expo in November 2012. In 2015, at the third session of the 12th National People's Congress, a plan around the theme of "Internet plus" was proposed by Premier Li Keqiang, which was the first time it appeared in the discussion of national strategies [1]. The "Internet" is actually a kind of information technology, including applications such as big data, cloud computing and artificial intelligence. All sectors of society are being influenced by the development of the Internet, and are using its technology to drive their own development. From a certain perspective, it can also be understood that "Internet plus" is the application of all traditional industries to Internet technology, and the combination of the two is organic. Traditional industries are closely integrated with the Internet through information technology, and complete their own innovation by building Internet platforms and other applications. At the present stage, the society is in the environment of globalization and informatization, and the Internet profoundly affects the daily study and life of students in colleges and universities through various communication media.

With the promotion of "Internet plus" action plan, "Internet plus" is profoundly changing our concept and our way of life, study and work. In the face of the requirements of the new era, how to implement the fundamental task of establishing moral education, grasp the characteristics and growth dynamics of students accurately from the actual needs of local universities and students, and innovate the working mechanism based on the Internet platform is a systematic project that requires

comprehensive reform from the concept, working mechanism to the way of realization. It is of practical significance to study the connotation of the new mode of "Internet plus" college student education and management and practice the new system and mode of cultivating students to achieve the goal of cultivating builders and successors of comprehensive development.

2. Basic concept

With the widespread application of "Internet plus" in various fields, it brings new opportunities and challenges to the development of student education management in colleges and universities. Therefore, the primary challenge for universities is how to use Internet technology in this environment in a scientific and appropriate way. Under the influence of "Internet plus" environment, local colleges and universities need to clarify the relevant concepts to stimulate the vitality of education management.

2.1 Internet plus

The concept of "Internet plus" first appeared in China in 2012 at the fifth Mobile Internet Expo of Eview, when it was introduced by Yu Yang, the chairman and CEO of Eview International, and then the State Council officially promulgated the guiding opinion on actively promoting "Internet plus" in 2015. The document "Guiding Opinions on Actions to Actively Promote the "Internet plus" clearly defines the concept of "Internet plus", which is to deeply combine innovative technologies and products of the Internet with all fields, to jointly collaborate to promote technological and organizational innovation, and then improve production efficiency and achieve economic innovation, and to develop new technologies for economic and social development on a larger scale based on Internet technology. New forms of economic and social development are being developed on a large scale based on Internet technologies [2]. At the present stage of social development, the Internet has entered the era of "Internet plus", which is characterized by ubiquity, openness, and equality, and is no longer just a tool. The ubiquity of the Internet is reflected in its wide coverage, so that anyone can exchange information with other objects across time and space on the Internet. Its openness is reflected in the fact that the creation and application of the Internet has no boundaries and can be developed in synergy with resources in all fields of society; its equality is reflected in the fact that all individuals are treated equally at the Internet level, and everyone can access resources without any hierarchical distinction in reality; its synergy is reflected in the fact that the society is not only a tool, but also a tool. Its synergy is reflected in the fact that society has started to flatten out because of it, and the Internet allows individual individuals to maintain independent and collaborative relationships through a horizontal distribution and collaboration model, and the collaboration with different objects can facilitate the development of the Internet. Through sensors and network software, people, information and resources in society are closely united by the Internet, which continuously collects information and network traces of the objects used to achieve real-time collection of big data. Individual objects can build automated systems that serve themselves based on the organization and analysis of their own big data, helping them to reduce the marginal cost of production and services.

2.2 Educational management of students in higher education

Educational management of college students refers to the organizational activities that promote the comprehensive development of college students by using a series of scientific educational management methods with college students as the main body [3]. In a broad sense, student education management in colleges and universities is not only the ideological and political education of students and the management of daily student affairs, but also includes the assessment and evaluation of

student work, the techniques and methods of student work, and the guidance and services for the overall development of students, etc. In a narrow sense, student management can be understood as the content of student affairs management, which focuses on some daily affairs, such as the management of new students, class construction and management, student reward and punishment, and loan management. And management, student rewards and punishments and loan funding, student dormitory management, career guidance and career development services, and does not include thematic and developmental education. This paper studies the content in a broad sense, and the education management of college students is the most important part of college management, which can fully reflect the comprehensive management level and talent cultivation quality of a school, and bears the important responsibility of cultivating the future of the motherland, the hope of the nation, and the qualified successors and builders of socialism, therefore, it is the demand of the times and the expectation of the people to carry out good research on the education management of college students.

3. Innovative ideas of higher education management in the era of "Internet plus"

The process of "Internet plus education management" is a process of innovation, a process of structural reshaping and form optimization. In this process, education administrators should change the traditional education management concept, optimize the education management mode, and make the education management process more in line with the "respect for humanity", "reshaping structure", "innovation-driven", and "Internet plus". The basic characteristics of "Internet plus" are "respecting human nature", "reshaping structure", "innovation-driven" and "cross-border integration". It is true that the basic initiative of "Internet plus education management" is the full application of computer network information technology, which is the integration of "Internet thinking" in the process of higher education management. However, this educational management innovation is only on the surface, that is, through the application of network technology, to achieve the innovation of the traditional educational management model, but not to achieve the deep level of innovation and innovation. Deep-level education management innovation should be active and proactive. Network elements should be penetrated into different aspects of education management. In terms of education management methods, the traditional forms of indoctrination and discipline should be changed, and passive management should be transformed into active guidance. That is, through prevention, analysis and guidance, students with problems should be educated. In the form of education management, various modern information technologies should be fully applied to deepen the emotional connection between education managers and the managed and highlight the democratic features of the education management process. At the same time, it can also help education managers to be able to identify the problems they have more fully, comprehensively and effectively. In the management process, schools should strengthen the coordination mechanisms and supporting facilities. For example, monitoring mechanisms, feedback mechanisms, online platforms, big data technologies, databases, etc. In short, in the process of "educational management innovation" through "Internet plus educational management", schools must actively and independently use information technology and modern teaching concepts to achieve the innovative development of traditional educational management [4]. However, at the same time, it is necessary to pay attention to the introduction and optimization of new supporting mechanisms and management concepts. Only in this way can schools ensure that educational managers achieve a real and deep degree of innovation. Instead of staying at the level of network technology application. In addition, schools need to establish the concept of "re-structuring" in the process of educational management innovation to ensure that the traditional educational management processes, procedures, models and methods form a new structure; to ensure that all management elements are reorganized around "Internet technology". The process of educational management innovation also requires the concept of "re-structuring" to ensure that the traditional

educational management processes, procedures, models and methods have a new structure and that all management elements are reorganized around "Internet technologies".

4. Problems of higher education management in the era of "Internet plus"

In the era of "Internet plus", the quality and efficiency of higher education management have been significantly improved, and the management mode and system have been significantly optimized. However, through practical investigation, we found that there are still many problems in the process of using "Internet plus" to innovate higher education management in some institutions. First of all, the concept of education management is lagging behind. The existing higher education management concept obviously weakens the position of students and highlights the dominance of managers, and the importance of "management" is much higher than "service", some managers do not advocate democratic management and emphasize empirical management, which leads to the effectiveness of the innovation of "Internet plus" is seriously affected. Secondly, there is a single management method. Some institutions are still using traditional education management methods in the era of "Internet plus", which makes it difficult for students to show their initiative and play their role. The problem is usually reflected in the following two aspects. The first is the method of instruction. In other words, students are told what behaviors are "allowed" and what behaviors are "forbidden" by way of lectures, which will curb their creativity in the long run. The second is the indoctrination method. The indoctrination method is neither "moral teaching" nor "teaching morality", but merely the forceful imposition of social standards and norms on students by educational administrators, which seriously affects the overall development of students and does not stimulate their potential. Although some of our institutions have been able to optimize their educational management methods through computer network technology, such as online communication, to understand the students' situation and manage them. However, the essence is still discipline and indoctrination [5]. Finally, the network platform is not sufficiently constructed. Network platform is an important tool for schools to innovate education management mode, system and method through "Internet plus concept". However, there are obvious defects in the construction of network platforms in many institutions in China, such as the difficulty of fully connecting with the external environment, the inability to play the role of society and family in education management, and the difficulty of forming a multi-channel, multi-level and all-round management system. Moreover, many computer network technologies and network resources are difficult to penetrate into the higher education management process, resulting in the weakening of the advantages of "Internet plus" in the educational management innovation mode.

5. Practical strategies of higher education management in the era of "Internet plus"

5.1 Establishing a new concept of education management

The first is to establish the concept of student-oriented education. In education and management, managers should take students as the starting point of management activities, actively mobilize the "subject consciousness" of students, explore students' potential and shape their personality, so as to lead students to self-management, self-education, self-restraint and self-identity. At the same time, administrators also need to respect students' individual freedom and individual differences, and carry out education and management work in a precise and categorical manner, according to the differences and nature of each individual. Secondly, they need to establish "technology application concept". Under the background of "Internet plus", education administrators must innovate the means, contents, methods and forms of education management through various information technologies, so that information technologies can be fully integrated and penetrated into different aspects of student management, research management and teaching management. The establishment of the concept of

"technology application" can make different management processes have distinctive characteristics of information technology and enhance the effectiveness of educational management.

5.2 Optimize and innovate education management methods

In the "Internet plus" perspective, schools should actively optimize and innovate traditional educational management methods to make student management more humane, democratic and scientific. Administrators should start from the following points: First, they should focus on data analysis. Educational administrators should use big data technology to analyze, integrate and predict students' behavior and thought dynamics. The results of data analysis should be combined with corresponding educational management methods. For example, students who have problems should be led by their thoughts. For example, students who have problems should be taught to recognize their problems and improve them through education. For students with "problematic" tendencies, they need to provide emotional guidance and moral guidance, so that students can regulate their own behavior and ideas, and actively shoulder the responsibility of the times. Secondly, communication and feedback are important. Educational administrators should create a relaxed and democratic communication environment, and help students solve problems through daily communication and emotional communication with them, so that their opinions and suggestions on school management can be fed back to the educational administrators in a timely manner. Finally, it is important to focus on experience summaries, and educational administrators should use computer network platforms and information technology to regularly summarize the results of educational management and adjust the corresponding educational management model, system, and content [6].

5.3 Strengthening the construction of education management platform

In education practice, schools should start from the following two aspects to improve the perfection, advancement and effectiveness of the network platform. Firstly, we should build a "home-school-society" collaborative education platform. Home-school collaboration is not a simple fusion of family education and school education, but a way for schools to communicate with parents anytime, anywhere, online and offline to help schools better guide families in supervision and education. The social-school synergy, on the other hand, is the active participation of social organizations and government departments in the process of education management through the network platform, providing sufficient and high-quality education management resources for higher education management, thus forming a good pattern of explicit school education and social supplementary education. The second is to strengthen the updating, optimization and management of network equipment and facilities. Schools should ensure the smooth speed of the campus network and the integrity of all facilities through the development of mechanisms and systems, and in the process, optimize the management system and system structure to ensure that students' personal privacy and basic information are not leaked.

The process, model, system, method and concept of higher education management will be innovatively developed in the context of "Internet plus". In order to make the best use of the advantages of "Internet plus", schools must solve the problems of higher education management from a higher level, improve the timeliness and effectiveness of education management, and promote the healthy development of students from the perspectives of network construction, concept updating, and method optimization.

6. Conclusion

The development of the times is changing rapidly, and the Internet technology is changing rapidly.

The "Internet plus" has become a mainstream trend, and it is inevitable to update and upgrade the education management of students in local universities. The path of realizing the new mode of education management of local colleges and universities under the background of "Internet plus" should be optimized from all the elements of the new mode, moreover, it should follow the basic characteristics and connotation of the new mode, grasp the direction of the development of the times, integrate "Internet plus" with students' education management of colleges and universities, and broaden the scope of the new mode. We should follow the basic features and connotations of the new model, grasp the direction of the development of the times, integrate the development of "Internet plus" with the education management of college students, broaden the path of education management of students in local colleges and universities, and add more new contents of education management of local colleges and universities.

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