Research on the Optimization Path of Higher Education Management under the Background of New Media

Dongmei Chen

School Office, Yancheng Teachers University, Yancheng, Jiangsu, China

Abstract: In the management of higher education, it is not only necessary to focus on the education of talents, but also to strengthen the cultivation of students in their daily lives. For higher education management, it is not only necessary to cultivate the literacy of university talents, but also to pay attention to the lives of students. Optimizing university education management through new media technology can improve the efficiency of university teaching management and ensure the quality of university teaching. Therefore, this article analyzes the application of new media technology in university teaching, in order to better optimize the management of university education.

1. Introduction

The current trend of rapid development in information technology and the widespread application of new media technology in various industries have brought new opportunities to social development. For contemporary college students, the development of new media fully meets their diverse needs, thereby shortening the distance between college students and new media, which also indicates that new media provides an important catalyst for social development. In the new era, the development of new media has also had an important impact on the management of higher education. It has made education management increasingly complex, with opportunities and challenges coexisting. In this situation, universities urgently need to innovate new media education management methods to ensure the comprehensive promotion of daily education management work.

2. The Impact of New Media on Higher Education Management

2.1 Positive Impact

In the traditional work mode of university education management, due to factors such as time and location, counselors find it difficult to constantly grasp the real situation of student education management, and this work is relatively lagging behind. The application of new media technology utilizes online platforms for real-time communication and feedback on student education management, ensuring that counselors have a real-time understanding of student dynamics and facilitate timely implementation of various educational management work. If there is a holiday, the school's departure status can be counted, and both departing and on campus students can fill out

forms online to submit holiday directions, creating great convenience for counselors to collect student management information. If students encounter unsolvable problems in their daily learning and life at school, they can also use social media platforms such as QQ or WeChat to communicate with counselors about their own situation and obtain their help, enhance interaction between counselors and students, and comprehensively promote educational management work. In addition, under the background of new media, students can also receive real-time feedback on their academic learning and completion. During the school learning period, using the completion of coursework, the counselor promptly discovers any abnormalities in the student's learning, in order to timely understand and help the student adjust their learning status, and promote their positive and optimistic learning and life. The development of this new technology is beneficial for universities to quickly collect information related to education management, facilitate comprehensive analysis of actual situations, scientifically formulate management decisions, maintain a long-term development perspective, promote teaching management work, and enhance its intelligence.

2.2 Negative impacts

The development of new media in higher education management has created great convenience, but at the same time, it has also caused certain negative impacts. Due to the rapid and convenient sharing of information through the development of this technology, people can disseminate information at any time. The mental development of college students is not mature enough, and they are unable to effectively analyze and screen the massive information on the Internet, making it difficult to resist the erosion of harmful information, which is not conducive to the effective implementation of daily education management work in universities. Meanwhile, the application of new media technology itself is very convenient. If students are not satisfied with school management strategies or major events, they will use the internet to vent their inner emotions and spread false information. In the context of new media, the rapid exchange and dissemination of information, as well as the rapid spread of unfiltered and untrue information, seriously affect the image and educational management of schools, damage their credibility, and go against the original intention of higher education management. Therefore, for the management of higher education, the application of new media technology has both advantages and disadvantages. How to fully apply this technology and leverage its advantages, strengthen the control of negative drawbacks, has become an important direction for the upgrading and transformation of higher education management.

3. The problems in the management of higher education in the new media environment

3.1 Inadequate ideological understanding

In the new media environment, only by having a correct understanding of the significance of innovation and optimization in the management of higher education can it be fully implemented in practical actions. At present, the cultivation of outstanding talents should be the focus of higher education management work. However, the application of modern technology in daily student learning and life management, optimization of innovative classroom teaching activities, coordination and improvement of management mechanisms, and construction of information network management platforms is worrying, and it is impossible to guarantee the high-quality and efficient daily education management work of universities. Even though some universities have started to apply modern information technology for educational management, they are still at the level of using internet platforms to expand information acquisition channels, and information network technology is difficult to fully realize its application value in educational management.

3.2 Lack of a sound management system

Only by establishing a sound management system can the scientific and standardized management of higher education be ensured. Especially with the coordination and optimization of existing work systems and the simplification of educational management related workflows, the current management systems are clearly unable to meet practical work needs. The lack of flexible and cumbersome processes in the system has a serious impact on the management of higher education, making it difficult to improve actual wage efficiency and even leading to increasingly intensified contradictions in education management. In this situation, the existing system is merely a formality, and the phenomenon of talent loss in management is quite serious.

3.3 Backward working methods are not conducive to promoting practical work

In the new media environment, universities widely apply various advanced technologies to carry out educational management work, such as building a modern educational management service platform, optimizing campus networks, and creating online learning platforms for students, creating great convenience for school management and student learning, and to a large extent ensuring actual work efficiency. However, in actual wages, the influence of traditional thinking is deeply rooted, and the use of traditional manual methods to handle tedious affairs in education management greatly weakens actual work efficiency. For example, the division and arrangement of teaching staff and educational courses by the management personnel of the academic affairs department requires a large amount of resources to be invested, but the overall efficiency of the work is not high. It is necessary to optimize and improve the working methods according to the actual situation.

3.4 Insufficient allocation of outstanding talents

The management of higher education cannot be separated from the participation and support of outstanding talents, and the comprehensive quality level of outstanding talents directly affects the actual wage efficiency. In the new media environment, the requirements for higher education management have changed. We must comply with the trend of the times and fully apply modern information technology. At the same time, we must accelerate the construction of professional education management teams, and improve the actual level and quality of education management work as a whole. However, there are still some problems in actual work, such as low professional competence or poor business ability of management personnel, especially the inability to flexibly apply advanced information technology to efficiently handle daily management work. It is urgent to improve one's comprehensive literacy to better adapt to the development requirements of new media.

4. Suggestions for the Integration and Application of New Media in Higher Education Management

4.1 Establish a new media network management platform

The application of new media technology in daily education management in universities, and the construction of a network management platform is the primary task to coordinate university management work and education models. Usually, in order to effectively disseminate school teaching concepts, platform managers actively interact with students, and it is necessary to integrate advanced network technology into new media management platforms[1]. For example, establishing campus forums to facilitate interaction between teachers and students, club management platforms,

or student union responsible groups to ensure real-time dissemination of educational information, and promoting greater interactivity in higher education management. In practical work, in order to efficiently apply new media technology, network supervision cannot be ignored. Universities have established specialized regulatory departments to oversee daily education management work and promote the comprehensive integration and application of new media technology. Universities should establish a communication platform for teachers and students, design an independent Wang Yuan network, effectively collect opinions, and scientifically and efficiently promote educational management work.In the management of online education, new media integration platforms should also fully play their important guiding role in campus public opinion. Generally, using campus digital broadcasting, electronic bulletin boards, or electronic newspapers to increase the promotion of social core values and build a good campus cultural atmosphere. Specifically, implementing online learning activities to guide college students to establish correct ideological and political views. With the help of this platform, education management personnel can monitor the internal public opinion trends of the school in real time, in order to ensure that students receive positive value guidance.

4.2 Continuously Expanding New Media Feedback Channels

Colleges and universities adhere to the student-centered concept and the idea of equality between teachers and students to carry out educational management work, use new media technology to build a good teacher-student interaction relationship, strengthen ideological education, and facilitate the healthy development of the personality of college students. Universities should accelerate the construction of management, teaching resources, and MOOC resource platforms, and further expand the key application areas of new media technology. In addition, in order to clarify the dominant position of students in learning, we will speed up the collection of students' feedback through the network platform, and respond quickly through e-mail or campus official account and other platforms to fully meet the diverse needs of students[2].

4.3 Strengthening Information Supervision to Improve Management Effectiveness

In the management of higher education, it is necessary to integrate the application of new media technology and strictly regulate information. New media networks are interconnected, and if information transmission supervision is not in place, it will lead to the rampant dissemination of harmful information, seriously eroding the development of students' ideological values. So, the positivity and positivity of information dissemination are crucial. Universities should strictly establish a review and screening system to ensure that the information students receive is conducive to the development of their core values.In the discussion of social hot topics, it is necessary to use regulation to convey correct and objective information to students, which has rich educational connotations and ensures that college students obtain profound experiences. At the same time, negative and even erroneous online information can be quickly eliminated. In addition, through online promotion or offline communication and other related activities, enhance the ideological awareness of college students and improve their self-control ability. In this situation, when applying new media technology, it is necessary to ensure that college students effectively resist various types of harmful information and scientifically apply and enrich new media resources to carry out educational management work in Spring Festival couplets.

4.4 Optimize and improve the evaluation system

In the context of new media, universities should actively innovate their educational management work. In daily education management work, it is imperative to further optimize educational concepts, platforms, content and methods, and improve the education management evaluation

system. This requires university education management personnel to use new media technology to design personalized educational activities for students, and the evaluation system plays an important supporting role in standardizing educational management work. In the era of new media, the evaluation scope of higher education management is broad, and the evaluation content presents a trend of diversity and socialization. At present, the information evaluation and management system for universities has initially taken shape, and management services should also be consistent with the diversified needs of students. In practical work, the evaluation system can be improved from the following aspects: (1) Highlighting diversified evaluation subjects. Universities should innovate traditional media evaluation models, reasonably increase the proportion of student evaluations, introduce diversified evaluation subjects such as universities, society, and parents, and clarify the characteristics of diversified evaluation systems in the new media environment.It is closely related to the characteristics of new media technology, rich educational management resources based on online platforms, and diversified evaluation subjects are in line with the requirements of new media development. (2) Evaluate content with contemporary characteristics. In the management of higher education, it is necessary to design the evaluation content correctly based on the management value concept, and pay attention to the evaluation content fully reflecting the characteristics of new media technology[3]. At the same time, it is also necessary to clarify the significance of carrying out student education management work in universities in the network era. In daily student education management work, the specific situation of education management is comprehensively considered based on the evaluation content. With the progress of the times, new media technology is rapidly developing and its application scope is constantly expanding. Innovate the evaluation content related to traditional media education management to ensure that it meets the requirements of new media development. (3) Open evaluation results. In the evaluation process of higher education management work, the evaluation results should have a certain degree of openness. Currently, in order to fully implement diversified evaluation subjects, universities should timely enrich the evaluation content and monitor the entire evaluation process and results in real time, in order to ensure that the characteristics of new media technology are fully reflected.

5. Conclusion

In summary, under the background of new media, the management of student education in universities faces both opportunities and challenges. In actual wages, in order to effectively apply and fully leverage the advantages of new media technology, universities should actively innovate traditional management concepts, integrate humanized management concepts with advanced network information technology to optimize educational management methods based on the actual social development situation and the personalized development needs of college students, highlight the flexibility of educational management methods, and ensure the physical and mental health development of college students.

References

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