

Research on the path of college students' education and management work in the background of the Internet era

Hua Wang

Woosong University, Daejeon, 140-073, Republic of Korea

Keywords: Challenges and Opportunities, Student Education Management, the Internet Age

Abstract: This study offers a thorough examination of the impact of the network era on the education and management of university students, and points out that the challenges faced and the opportunities gained by university student education are intertwined in the context of this era. On the challenge side, the characteristics of network information, such as the quantitative and fragmented nature of the network, anonymity and decentralisation of the network, increase the difficulty of college students' information screening and may lead to misbehaviour. However, the network era also brings new opportunities for college students' education and management by providing rich educational means, enabling the efficient distribution and utilization of educational resources while also presenting college students with expanded opportunities for self-expression, learning, and interaction.

1. Introduction

As information technology rapidly advances and the Internet becomes increasingly widespread, we have ushered in a novel era of networking. The current era has presented both unparalleled challenges and opportunities in the realm of educating and managing university students. With its unique charm and wide influence, the network era is profoundly changing various domains of society, especially in the area of higher education. As the main group of network users, college students have been profoundly influenced by the network era in their study, life and social life. Consequently, it is imperative for us to reconsider and investigate the methodologies of educating and managing college students, so as to effectively address the challenges and capitalize on the opportunities presented by this era.

The aim of this study is to deeply analyse the impact of the network era on college students' education and management, explore the current challenges and opportunities, and propose corresponding coping strategies and innovative paths. By conducting this research, we anticipate offering valuable insights and motivations for the realm of educating and managing college students, and thus promote the improvement of college students' all-round quality and their growth and success. At the same time, we also hope that this study can attract the attention and thoughts of more educators and researchers, and jointly contribute wisdom and strength to the field of college student education and management. Collaborating together, let us strive for the robust advancement of education amidst the network era, thereby establishing a firm groundwork for the progress and prospects of university students.

2. The Influence of the Network Era on the Educational and Managerial Aspects of College Students

2.1 Characteristics and development trend of network era

The cyber epoch has profoundly affected all levels of society, especially in the higher education sector, with its remarkable epochal characteristics and rapid development trend. It presents university students' education and management with unparalleled chances and obstacles. The biggest characteristic of the network era is the quantitative and instantaneous dissemination of information. The popularity of the Internet makes the generation, acquisition and transmission of information extremely rapid and convenient. College students, as the main force of network use, are exposed to a far greater amount of information than in any previous era. This change requires that college students' education and management must keep up with the pace of information updating, and accurately grasp the students' ideological dynamics and behavioural performance in a timely manner. The interactivity of the network era provides college students with more diversified learning and social platforms. The rise of online education and social media has not only changed the way college students learn, but also broadened their social circle. College students can learn new knowledge and exchange ideas with like-minded people anytime and anywhere through the Internet, which is important for cultivating their innovative thinking and interpersonal skills.

Furthermore, the network era is evolving towards a direction that is increasingly intelligent and tailored to individual needs. As artificial intelligence, big data, and other technologies continue to advance, the network's future will become increasingly attuned to the unique needs and preferences of every individual user, providing users with more accurate and personalised services. The emergence of this trend will encourage educators and administrators in colleges to place a greater emphasis on recognizing individual disparities among students, ultimately facilitating more tailored approaches to education and mentorship.

Considering the distinctive features and evolving trajectory of the network era, it becomes evident that educating and managing college students poses unprecedented challenges and demands greater standards. In order to effectively enhance the education and management of college students within this context and align with the advancements of our era, it is imperative to persistently innovate educational and managerial paradigms and techniques, while maximizing the utilization of the capabilities offered by Internet technology.

2.2 Challenges and Opportunities of the Network Era for College Students' Education Management

The quantitative and fragmented information on the Internet makes it difficult for college students to filter and integrate information, and they are easily disturbed and misled by bad information. This brings difficulties to the education and management of college students, and requires educators to have higher information literacy and education and guidance ability. Secondly, the anonymity and decentralisation of the Internet may lead to misconduct of some college students in cyberspace, such as cyber violence, rumour mongering and rumour spreading, etc., which poses a challenge to college students' moral and legal awareness.

However, the network era also brings rare opportunities for college students' education and management. The use of network technology has provided education managers with richer and more diverse educational means and tools, such as online education platforms, interactive teaching software, etc., all of which help to improve the efficiency and effectiveness of education management. The network era promotes the sharing and optimal allocation of educational resources, so that more high-quality educational resources can benefit a wider group of college students.

Furthermore, the network era provides college students with broader platforms for self-presentation and learning and communication, such as social media, academic forums, etc., which help to cultivate college students' independent learning ability and innovative spirit^[1].

Taking an overview, the network era has brought unprecedented challenges as well as provided many opportunities for the education and management of university students. In dealing with these challenges, we must take active measures to strengthen education on network literacy and regulate network behaviour. Simultaneously, we ought to leverage the strengths of network technology and continuously innovate the methods and modes of educational management, guaranteeing that college students can achieve comprehensive and effective development and growth, thereby establishing a firm foundation for their future endeavors.

3. The innovative path of college students' education and management work

3.1 Student-centred, serving students' growth

In the digital age, the path of innovation in teaching and administering of university students must be based on the fundamental needs of students, with the core concept of serving their all-round development. This requires us to constantly explore more efficient and humane educational methods to promote their personal growth and career development. This concept emphasises putting students' needs and development in the first place, aiming at their comprehensive development, and providing them with personalized and all-round education management and services.

Being student-centred means having an in-depth understanding of students' needs and characteristics. College students are at a critical stage of life development, and they have unique thinking, emotional and behavioural characteristics. Education management workers should fully understand students' growth confusion, learning needs and development goals by communicating with them and paying attention to their daily performance and network behaviour. Serving students' growth requires education management workers to provide targeted guidance and assistance. According to the different needs and characteristics of students, they should formulate personalised education plans and provide rich educational resources and diversified learning platforms. Simultaneously, it is equally important to be mindful of students' psychological well-being and interpersonal interactions, and provide them with the necessary psychological counselling and social guidance. The concept of student-oriented and serving students' growth also requires education management workers to constantly innovate their working methods and means. Using Internet technology establishes a hybrid education management model combining online and offline to achieve real-time interaction and effective communication with students. Through big data analysis and other technical means, students' problems and needs are identified in a timely manner, so as to provide them with more accurate and personalized educational services^[2].

In short, student-oriented and serving students' growth is one of the innovative paths of college students' education and management work. We can only deliver high-quality education management and services, as well as foster students' holistic growth and success, by genuinely attending to their needs and development.

3.2 Using Internet technology to improve management effectiveness

Amidst the prevailing trend of the network era, Internet technology is progressively emerging as a pivotal means to enhance the efficacy of educating and managing college students. Its remarkable efficiency and convenience have ushered in innovative tools and techniques for educational management, significantly contributing to the optimal allocation of resources and consequently elevating the overall effectiveness and standard of management.

Internet technology can realise the informatisation and intelligence of education management. Through the establishment of student information management systems, curriculum and teaching management platforms, etc., education management workers can more conveniently collect, organize and analyze all kinds of information about students, providing data support for the development of personalized education plans. At the same time, the use of big data, artificial intelligence and other technologies can also be used to monitor and predict students' learning progress, behavioural performance and other real-time monitoring, timely detection of problems and intervention. And Internet technology helps to build an education management model that combines online and offline. Through online education platforms, social media and other channels, education management workers can interact and communicate with students in real time to understand their ideological dynamics and learning needs. At the same time, the vast array and variety of online educational resources cater to the learning demands of students across diverse levels and fields, providing them with a more flexible and convenient learning experience. Internet technology can also promote the transparency and democratisation of education management. Through the establishment of open information platforms and student evaluation systems, students can have a more intuitive understanding of the process and results of education management and put forward their own opinions and suggestions. This participatory mode of education management helps to enhance students' sense of subjectivity and responsibility, and improve their sense of identity and satisfaction with education management.

4. Navigating the Challenges and Implementing Strategies for College Students' Education and Management in the Digital Age

In the current digital landscape, the education and management of college students encounter unparalleled challenges posed by online public opinion. The Internet, as a vast information highway, disseminates content swiftly, widely, and often uncontrollably, profoundly shaping the ideologies and behaviors of college students. Consequently, effectively navigating and managing online discourse has emerged as a pressing concern in university education and student affairs.

To tackle this challenge, the primary undertaking lies in bolstering the monitoring and analysis of online public opinion. In the vast amount of information on the Internet, the voices of college students are often drowned out. For this reason, education management workers need to use professional online public opinion monitoring tools to dig deeper and analyse the online speech of college students, so as to grasp their ideological dynamics and hotspots of concern in a timely manner. This not only helps to find and solve problems in time, but also provides scientific and accurate decision-making basis for education management. Through meticulous analysis, we can gain insight into students' real thoughts and needs, so as to provide them with more practical education and guidance.

At the same time, it is also crucial to build a positive online cultural atmosphere. Facing the complicated information on the Internet, college students often lack sufficient discernment. Therefore, education management workers need to actively spread positive energy and promote socialist core values through various channels and platforms. We can invite industry experts and scholars to conduct live webcasts or online interactions to answer students' questions and point out directions; we can also make use of social media such as microblogging and wechatting to publish in-depth and warm content to guide students to rationally look at online public opinion and not to blindly follow or disseminate untrue information^[3].

In addition, strengthening education on Internet literacy is also an effective way to guide Internet public opinion. In the face of mixed information on the Internet, it is especially important to improve students' information screening ability and network self-discipline. Education and

management workers should enhance students' awareness of Internet safety and self-protection abilities by offering courses on Internet literacy and organising related lectures and competitions. Only in this way can we build a strong ideological defence for students in the torrent of online public opinion.

The management and guidance of online public opinion is a systematic and complex task, which requires us to start from multiple aspects and adopt multiple strategies. Only in this way can we provide more significant and effective education and management services for college students in the context of the Internet era and create a clean and harmonious Internet environment for their healthy growth.

5. Conclusion

In the context of the network era, the educational management of college students faces the serious challenge of network public opinion. In order to effectively deal with this challenge, education management workers need to strengthen the guidance and management of online public opinion from various aspects. By strengthening the monitoring and analysis of public opinion, education management workers can understand the ideological dynamics and hotspots of college students in a timely manner, which can provide an important basis for the formulation of targeted education strategies. At the same time, building a positive network culture atmosphere and strengthening network literacy education are also effective ways to guide network public opinion. Through the implementation of these measures, we can create a clear and harmonious network environment for college students and promote their healthy growth and all-round development. In the future, education management workers need to continue to explore and innovate the methods and means of guiding online public opinion, constantly improve their professionalism and working ability, and contribute wisdom and strength to the development of education and management work for college students.

References

- [1] Yongchun Fu. *Analysis and Prospect of Research on College Students' Values in the Internet Era* [J]. *Journal of Minzu University of China (Philosophy and Social Sciences Edition)*, 2012, 39(05):118-123.
- [2] Yang C. *Research on the Construction and Application of College Students' Psychological Archives in the Big Data Era* [J]. *Lantai World*, 2016, (19):45-49.
- [3] Jianuo C. *Innovative research on College Students' Ideological and Political Education under the background of "Internet +"* [J]. *Journal of Jiamusi Vocational Institute*, 2019, (02):28+30.