

Research on the innovative path of college student management under the environment of we media

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Keywords: From the media; College students; Management; Innovation path

Abstract: This is an era of rapid development of information technology. The continuous upgrading of communication technology has created today's prosperous era of information technology. Great changes have taken place in the way of information dissemination, which has promoted the birth and development of various we media. We media has become an important channel for people to understand all kinds of current affairs information. From the perspective of we media, student management is a complex systematic project. It should not only be combined with the background of the times, but also take into account the actual situation of colleges and students, in line with the law of social and economic development, and the most important thing is to meet the actual needs of students. Under this realistic background, other changes have taken place in the content and form of student management in Chinese universities. In order to realize the optimal allocation and utilization of educational resources and management resources, schools and teachers take the comprehensive growth and development of students as the ultimate goal, innovate the existing ideas of student management, understand the individualized growth and development needs of students, and better reflect the pertinence and effectiveness of later teaching. College students account for a large proportion of the total number of Internet users, and the influence of media on the new generation of young people is increasing. This paper mainly analyzes the present situation and existing problems of college student management in the self-media era, and then puts forward innovative ways to optimize student management and improve service efficiency.

1. Introduction

The continuous improvement of network information technology promotes the rapid development of we media. With the help of we media, digital information can be displayed in front of the public through video and images, so as to enhance the readability of information [1]. We media has become an indispensable tool for Contemporary College Students' study, life, entertainment and work. The wide use of we media tools by college students has formed an impact and challenge on the traditional management of college students [2]. Obviously, in the information age, self-media has an irresistible influence on various fields. Nowadays, college students, as the representatives of young groups, have obviously become an important field for universities to obtain information and express their opinions from the media, and at the same time gradually become the "spiritual sustenance" of the new generation [3]. Judging from the development of some media, some self-media accounts will publish some false information according to their own planning and development, which will lead to students' misunderstanding, and then bring inconvenience to the management of schools, especially colleges and universities [5]. Make clear the individualized development requirements of students, understand the new content, new standards and new situation of student management under the new era background, and better promote the improvement of the quality and level of student management through continuous innovation and reform [6].

In the context of the we media era, everyone is the "voice tube" of information dissemination, and people can use a broader carrier. Self media media represented by blog, SNS, micro-blog and We-Chat public platform have penetrated into students' learning, life, entertainment, employment and other aspects. "Every day must network" and "no network is not available" have become the portrayal of the lives of many college students, and students' management has been more severely

challenged [7]. It is the main force for students to access the Internet with smart mobile devices. Smart mobile devices have already become the most convenient and commonly used means to obtain information in the Internet era, and gradually become one of the living habits of contemporary people [8]. Student management from the media perspective is a systematic project, which not only combines the current background of the times, but also fully considers the actual situation of universities and students, conforms to the law of economic and social development and can meet the needs of student management. How to make better use of self-media to carry out college student management, how to strengthen self-media construction and make it closely linked with college student management, and how to improve the efficiency of student management through self-media platform are all urgent problems to be solved.

2. Problems in the management of college students in the context of self media

2.1. Imperfect management mechanism

In terms of the practice of college student management in China, although the relevant rules and regulations and the code of conduct of students in school have clear provisions, these Provisions are only applicable to the era of traditional media. Students have limited access to information, and it is relatively difficult to carry out student management. Contemporary college students have grown up in the new era. They love the Internet and use a wide range of network software such as micro-blog, We Chat, blog and forum, which has become an indispensable part of their daily life [9]. Relying on the self media platform, establish the information connection carrier between teachers and students, strengthen the communication between teachers and students, ensure that teachers integrate into students and deeply understand the problems faced by students in the process of growth. In the process of college students' management practice, the school began to use self-media to realize the effective transmission of information, which promoted the improvement of the quality and level of students' management and ensured the convenience and quickness of the management. Then, combining with my own teaching management experience, from the perspective of students, we can work out a feasible control scheme. Although some colleges and universities have formulated corresponding management rules and regulations to strengthen the regulation and management of students' learning behaviors, college students are active in thinking and like to interact with others through the Internet. Self-media software represented by micro-blog and We Chat plays an important role in students' daily life practice. The current management mode of colleges and universities for students is hierarchical management, and the corresponding information transmission is also hierarchical transmission. The student management work is carried out by the student office, academic affairs office, Youth League Committee and other superior departments to each department, and the specific implementation is completed by each department. In the Department, counselors are responsible for the implementation of student management work, and many transmission channels lead to low management efficiency. Contemporary college students grow up in the Internet era, and are used to and love the way of obtaining information from the media, which has become a part of students' daily life. If the management mechanism is not perfect, it is very unfavorable to the development of student management.

2.2. Insufficient management attention

Internet problems of college students are not uncommon, and there are reasons for these problems, among which one of the most important reasons is that colleges and universities do not pay enough attention to their management [10]. If the direction of students' ideological development is not consistent with the direction of education planning, it is bound to make students wonder about their own learning and development, thus reducing the management effect of colleges and universities, and even some students will openly challenge and threaten the public trust of college student management. Today, self-media has been closely connected with people's lives. At present, the management mode of most colleges and universities is hierarchical management, and information transmission generally goes through layer-by-layer communication. The student

management work should go through the Student Affairs Office, Academic Affairs Office, Youth League Committee and other departments to reach the departments and departments, and then the departments and departments can reach the counselors, so that the counselors can complete the final student management. The problems caused by insufficient pertinence are low management efficiency and difficult work development. Compared with traditional media, self-media has certain value of the times, and at the same time, it is more practical and applicable. The media environment changes greatly and the network is updated rapidly. Many college students are inseparable from the network in social life practice and learning. At the same time, the network has also become a basic way of life for students. Modern college students have grown up in the new era. They love the Internet and use a wide range of network software such as micro-blog, We Chat, blog and forum, which has become an indispensable part of their daily life. In the process of we media communication, the understanding of information will be affected by individual subjectivity. Managers directly face contemporary college students. The formation and level of College Students' world outlook, outlook on life and values are largely influenced by school managers. This is enough to show that at present, colleges and universities lack due management and guidance for students to use the Internet in their life and study, which also shows that colleges and universities pay far less attention to this aspect of management.

3. Innovative Path of College Student Management in the Context of Media

3.1. Establish a correct management concept for College Students

To establish the concept of "people-oriented" in the management of college students, it is necessary to balance teaching, management and service, and pay close attention to ideological and political education while imparting scientific and cultural knowledge. Since the media can provide opportunities and channels for everyone to express their personal opinions, the public is not only the receiver of information, but also the disseminator, and everyone may influence public opinion. This leads to the increasing trend of information quantity, but the quality of information is difficult to be effectively guaranteed. College student management needs to be optimized urgently. College student management staff should fully consider the problems in college student management at present and design optimization strategies based on the characteristics of college student management in the self-media era. With the development of we media technology, college students' choices are becoming more and more diverse. With the rapid development of smart phones and tablet computers and the continuous decline of prices, more and more college students begin to obtain information and communication through the mobile Internet. Mobile devices have become the largest terminal for college students to surf the Internet. Student management should face up to, pay attention to, study the self media and explore relevant countermeasures. Only by keeping up with the pace of the times, keeping close to the pulse of youth, actively and creatively making good use of the self media, and striving to enhance the attraction and cohesion of student work, can we make student management more contemporary and better occupy the commanding height of student management. In order to improve the self media professional quality of senior students' managers, we should first construct the theory of self media literacy. In the process of constructing the reform theory, we should integrate the theoretical foundations of sociology, communication and pedagogy, and extract innovative student management theories. Help students solve various psychological problems in their study and life, pay more attention to the growth and ideological changes of college students, and provide a good environment for college students to study and live better. Through the investigation, it is concluded that the utilization rate of various types of social platforms is shown in Figure 1:

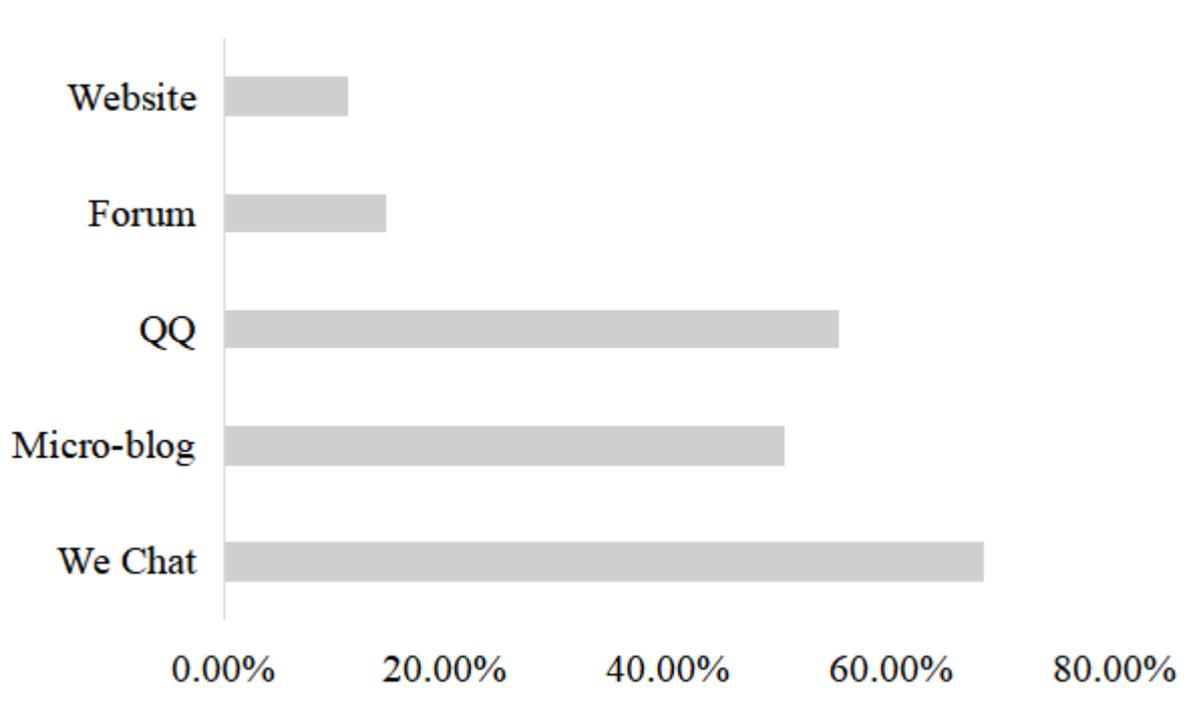


Figure 1 Usage rate of various social platforms

3.2. Establish and improve the network management mechanism of College Students

It is an urgent task to establish and improve the network management mechanism of college students. University network management system is a huge systematic project, which is related to the communication and management inside and outside the school. Introduce rules and regulations for the operation of self media platform for student management to strengthen the effective supervision of new media. In the process of implementing network management, a high-quality and professional management team is very important. This team is of great significance to promote the implementation of network management in Colleges and universities. The regulatory authorities must timely understand the release status of relevant information on the self media platform and play a role in supervision and management. Managers should make full use of the Internet, micro-blog, We Chat and other tools to manage college students. They should enhance the awareness of the times, understand the background, lifestyle and concept of life of college students, and manage from the perspective of college students. The management team with high knowledge and cultural quality should include a series of professional teachers, managers, counselors, student cadres and other personnel. Different levels of personnel structure are more conducive to the development of student management. The management of college students on the Internet should be positively educated and guided, and the advantages of the Internet should be truly implemented, so as to create a good platform for college students to study, entertain and live. In the process of using the self-media platform to manage students in colleges and universities, we must strengthen the supervision of the self-media platform, so that the content information of the self-media platform is positive and healthy, so as to guide students to be positive, resist bad network information, help students to establish a correct outlook on life and values, and enable students to actively face the difficulties and challenges in life. Self-media has created an open space for the expression of demands and opinions, which has had a profound impact on the real society. College student management in the era of we media can provide students with a variety of educational management modes. Students can make reasonable choices based on their own interests. Students' interests are easier to be stimulated, and students have a higher consciousness of receiving educational management.

4. Conclusions

To sum up, with the development of the times, the progress of ideas and the continuous

improvement of information technology, students' ideological trends have undergone great changes, and their information access channels are more diverse, which has impacted the management of college students and increased the difficulty of management. Have a comprehensive understanding of self-media. According to the law of students' physical and mental development in higher vocational colleges, combined with specific student management practice, make full use of self-media, minimize the harm of bad information, improve students' information discrimination ability, and then ensure the quality of student management. The progress of society puts forward higher requirements for college students. Colleges and students should focus on the cultivation of professional ability to make students get employed smoothly and realize their own value. Guide students with correct working methods and strategies to ensure that college students can establish a correct outlook on life, values and world outlook, and better reflect their main value and role under the guidance of teachers. Colleges and universities need to deeply study the problems in the management of college students at this stage, make rational use of the advantages in the era of self media, and continuously improve the quality of college student management by innovating college student management.

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