

Research on Response Mechanism of Educational Management for College Students under New Media Environment

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Abstract: In the context of new media, the thoughts of college students are more modernized and their demands for personal interests are strengthened, so they have higher demands for college education management. Confronting the problems in education management under the new media environment, colleges and universities should establish a perfect response mechanism to solve the problems in education management under the new media environment and provide high-quality education management services for college students. Therefore, this paper will conduct research on the management role, application status, management related problems and response mechanism for college students in the new media environment in order to improve the level of education management of colleges and university in the new media environment.

As the emergence of new media, microblog, WeChat and QQ have become the major ways for students to obtain modern news information, network resources and for media communication [1]. In the era of new media, it is convenient for students to obtain information, but there are also problems such as wrong value orientations, which have become the difficulties in the management of higher education. In the era of new media, thoughts and behaviors of college students are greatly influenced by the new media. In the face of the influence of new media, colleges and universities should stick to the principle of guidance, apply new media technology and build an information based education management mode so as to truly serve college students and improve the level of education management in colleges and universities.

一、The management for college students under new media environment

(一) Management in advance

The traditional management mode of higher education is the management mode for events already occurred, which intervenes will be conducted when there have been problems for students. The post-management model has many drawbacks, such as the severe and negative impact of events, uncontrollable development and other problems, which weakens the value of university in education management. In contrast, education management model beforehand can prevent the occurrence of partial contribution management events, and even if beforehand management fails to be completely achieved, the real-time management can be accomplished to minimize the impact of events [2]. In the process of education management,

Beforehand management will be made by colleges and universities in form of formulating rules and ideological education with limited application result. Under the background of new media, colleges and universities can use big data analysis technology to understand the application status of new media by students, grasp the key points of the use of new media and the main browsing information, so as to extract the key points of work and help colleges and universities carry out targeted management in education.

(二) The scope of coverage

Traditional university education management is conducted with major focuses on ideological

education, life management, learning management and other aspects, and the educational management methods mainly refer to regulation management and education for teachers [3].The traditional mode of management of colleges and universities fails to be penetrated into students' life, and the management function of education are not sufficiently given full play. In the context of new media, colleges and universities can make use of new media to make the daily life of college students be greatly influenced, expand the scope of coverage of education, and deepen the role of educational management so as to make educational management more effective.

(三) In-depth communication

The essence of educational management is to serve college students, guide them to establish positive values and solve problems of students in life and study. Traditional educational management is unilateral, which is mainly manifested as "management by higher institutions and students abide" [4].Under the traditional education management mode, there is a lack of interaction between college administrators and college students, and the management mode was conducted mainly by follow management experience without taking students of colleges and universities as their top priority, which was easy to cause problems of conflicts in educational management and imbalances[5].Under the environment of new media, educational management can be made use of by colleges ad universities to have more in-depth interaction with college students and colleges can understand their thoughts and personal demands in education management to improve the content of education management, change the way of education management and give full play of the role of service in education management.

二、Application status of college students under new media environment

From 2017 to 2020, our school has carried out surveys to investigate the application status of new media of college students for many times with the purpose to understand the application status of new media of college students, as a result, necessary data basis for the impact of new media on the education management of colleges and universities will be provided, and the application status of new media of college students will be analyzed.

(一) Equipment application

Electronic and information devices are necessary and basic tools of new media in aspect of information transmission and also an important part of education management [6].According to the survey data from our university, the popularity rate of electronic devices among college students is 96.14%, and the main devices are mobile phones 80.14% and computers 60.17%.It can be seen from the data that mobile phones are still the main electronic devices used by students, which is directly related to the rapid improvement of terminal services of smartphones.

(二) Using duration

During the investigation, it was found that 57.18% of students used electronic devices for more than 5 hours, 32.15% used electronic devices for between 2 and 4 hours, and only a few students used electronic devices for less than 2 hours. It can be seen from the data that students have been affected by new media for a long time, which has become the main part of students' life causing an important impact on the personal life of students, and also brings challenges to the management of college education.

(三) Types of software

Using new media to recognize the society and express their personal views by college students has been prevailing in our society .During the survey, new media software is mainly used by students in our school, such as Weibo, WeChat, QQ, Baidu and Tik Tok with the proportion respectively standing at 72.18%, 98.15%, 84.54%, 90.39% and 70.22% .Weibo and baidu are the main software for students to obtain news, QQ and WeChat are the main software for students to

make friends, and Tik Tok is the main software for students for entertainment.

三、Education management for college students in new media environment

(一) Management for speech

Freedom of speech is the right of every citizen, but this freedom should be carried out under the guidance of law and positive values. However, many college students have the problem of "excessive freedom" when they use new media. They regard the Internet as a field beyond the cover of the law and they freely express their opinions that violate the law, social ethics and insult others. For example, the "Jijieliang" incident and the "Ji Xx" incident are all typical cases of university students violating national laws and expressing opinions with "excessive freedom" on the Internet, which severely hurt national sentiments. In daily life, it is also frequently seen for college students to use new media to spread and fabricate rumors [7]. Under the environment of new media, the speeches of college students can be spread quickly with great negative impact. Therefore, colleges and universities should strengthen the management of students' opinions and speeches.

(二) Concept of values

In the new media environment, students are not only information providers, but also information receivers. In the new media era, students will be exposed to various concept of values, which will have an impact on their personal values, and the problems of distortion and collapse of the value concept of some college students will be aroused[8]. Especially in the era of fierce collision between Chinese and Western cultures, many western negative thoughts such as refined egoism and money-worship permeate into life of college students in an all-round way with the help of film and television works, dating platforms and cartoon books with the purpose of changing the values of future talents and destroying the educational achievements of colleges and universities in China[9]. Values are the most prominent problems in educational management in the new media era, which are the foundation affecting the development of China's education. Therefore, colleges and universities must formulate response mechanisms for education management to solve prominent problems in management.

(三) Mass unexpected incidents

With the rapid development of new media, the information exchange between college students is becoming more and more frequent. Group events in colleges and universities are the most sensitive management issues, affecting the image of education management in colleges and universities, which is closely related to the interests of college students. In the traditional education management, colleges and universities solve the problem of group events by "minimizing the impact of incidents"[10]. Avoidance to talk about the mass events in colleges and universities cannot practically solve the problem. In addition, in the era of new media, information spreads at a very fast speed, and nothing can be solved by covering up. In the process of education management, colleges and universities should face up to the problem of group events, strengthen education management and improve management level in teaching.

四、Response mechanism of colleges and universities in education management in new media era

(一) Innovation in education management philosophy

New media is not only a part of students' life, but also an important means of colleges and universities in education management. Colleges and universities should correct the attitude toward education management and innovate the concept of education management when solving the problems of education management in the new media era. The specific contents are as follows : (1) To meticulously carry out research work to have a in-depth understanding of the impact

of new media on college students;(2) To transform the traditional concept of education management carried out in a passive manner and take the initiative to go deeper into students' life with the purpose to understand the confusion of college students in the era of new media;(3) Transformation from education manager to service provider in education;(4) To take the initiative to use new media to carry out work in education management.

(二) To strengthen the work in speech management

Freedom of speech is a right of college students, which can be conducted by adhering to certain legal obligations. While strengthening the management of students' speech, colleges and universities should still abide by national laws and regulations and guide the direction of students' speech so that the rights and obligations of students can be protected and informed of. The specific methods are as follows :(1) To conduct campus discussion on "whether the Internet is the place for speech in a over free manner and beyond the governance scope of the law ?"and the discussion was held to rectify the wrong thoughts on speech freedom;(2) To carry out teaching based on typical cases such as analysis on the case of "Ji x", "Jie Jie Liang" and other events so that students can have a in-depth understanding of the severity of the cases all the time ;(3) To strengthen legal publicity, so that students have basic legal awareness and ethics of network.

(三) To guide the values of students

When guiding students' values, colleges and universities should not only carry out education work unilaterally, but give full play to the role of new media to guide students' values. The specific methods are as follows :(1) To continue to give play to the guiding role of college teachers, counselors, student union and student groups in social communication;(2) To organize colleges and universities to form a new ideological front consisting university organizations, the forums of colleges and universities should be guided, and actively publicize positive values. Wrong views on the Internet should be refuted to occupy the cultural commanding heights of new media platforms and to guide the value orientation of college students;(3)To construct the network service platform of universities and publicize positive values through microblog and WeChat public account;(4) To use big data technology to collect students' academic information and ideological information so as to guide the direction of ideological education, and update the working contents and working methods of educational management of values.

(四) The problems related to handling of group events

To solve the problem of group incidents in the new media era, we must adhere to the principles of fairness, justice and openness to avoid the negative impact of information lag. The specific methods are as follows :(1) To set up inspection teams for campus network, and the teams are consisted by network inspectors who are selected by students and replaced every semester. To know the development signs of group events and the whole process from the network to carry out prior management measures; (2) to determine the nature of group events. It is feasible to carry out work in accordance with general university management methods for normal group events, and it is strictly prohibited to suppress students; However, the vicious group incidents should be dealt with quickly, and the process and results should be disclosed in a timely manner under the regular media channels of the university, and judicial intervention should be requested if necessary;(3) in daily management, colleges and universities should set up problem feedback function on WeChat public account, so that students can anonymously express normal interest demands and reduce the occurrence of group events.

Conclusion

With the continuous development of new media, the Internet has been deeply involved in college students' life, which has an important impact on ideology, cognitive concept and behavioral orientation of college students. Facing the current situation in education management, colleges and universities should actively change their thinking by using new media, innovating the response

mechanism of education management to improve the level of education management.

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