RESEARCH ARTICLE

Exploring the Management of College Students from the Perspective of the New Media Environment

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Abstract: In the era of new media, the popularity of smartphones and the widespread use of clients such as microblogs and Weibo have enriched people's lives and changed people's social style and traditional thinking. Especially, college students thinking and values of the world have been diversified under the influence of new media. Such a new situation brings a lot of challenges to the management of college students. Teachers in colleges and universities must update their educational concepts, use modern social media and new media communication methods to guide college students' values and outlook on life, and ensure that colleges and universities carry out various campus activities in an orderly manner. This paper focuses on the fresh vitality brought by the new media environment to the management of college students, analyzes the problems that still exist in the management of college students in the new media environment, and puts forward practical optimization measures, in order to provide reference suggestions for the management of college students in China.

Keywords: new media; college management; college students' work

1. Introduction

In the middle and late 20th century, with the rapid development of global technology and the economy, new media forms based on digital technology gradually penetrated into all aspects of people's lives based on traditional media communication media, and this era is called the new media era. The new media era is characterized by large information dissemination coverage, fast information dissemination speed, and rich communication methods. At the present stage, college students live in the new media era with a high speed of information dissemination and have more choices and possibilities in their lifestyle and thinking. Therefore, in the era of complicated new media, it is the new teaching mission and teaching task of college teachers in the new era to guide college students to establish correct ideological and conscious concepts.

2. Characteristics of college students in the new media environment

In the era of new media, the lifestyle, behavior, and ideology of college students have changed greatly and gradually formed the unique characteristics of contemporary college students. First of all, interpersonal communication tends to be virtualized and diversified. The traditional interpersonal interactions are mostly face-to-face, and the friendships of college students tend to radiate around the dormitory as a unit after enrollment. In the new media era, the traditional interpersonal interaction mode is no longer the main interaction mode of young college students, and face-to-face communication is no longer the only way to make friends. Face-to-face communication is no longer the only way to make friends, and virtual communication through the Internet has become the main way of interpersonal communication for students (Cai et al., 2015). It is the full penetration of virtualized interpersonal communication patterns that have led to a change in the way society as a whole communicates. Information exchange and information dissemination, which were once concentrated among individuals and small groups, are being reset through the Internet platform, creating a new form of social communication. The University

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campus is also a small society, and the traditional campus socialization is the communication among students, relatives, and teachers. In the new media era, campus socialization relies more on smart network devices and apps, and students habitually use the Internet to solve their problems in life and study, instead of talking to their classmates, teachers, and family members for advice. Finally, in the background of the new media era, because of the different personalities of college students, everyone is more eager to pursue free personalized independent development. QQ, WeChat, Weibo, and other new media social platforms also provide a virtual platform for college students to express their ideas equally, which can enable students to speak freely and show a high degree of freedom of thought (Yin, 2014).

3. Problems of college students' management in the new media environment

3.1 Lack of effective face-to-face communication among college students

The new media era brings diversified communication platforms for college students, but on the other hand, it also reduces the opportunities for face-to-face communication for college students. The excessive reliance on social software such as WeChat prevents students from experiencing collective life in all aspects, and communication ability and team cooperation abilities are not fully cultivated, which makes the management of college students in colleges and universities even more difficult. For example, some college students have excessive "cell phone dependence", they have to carry their cell phones with them all the time in class, at dinner, and study and they have to communicate and solve problems that can be solved face to face through cell phones, if school leaders and teachers do not guide and educate them, students' expression and social skills will be regressed more and more. The most important thing for students to learn is to grasp the degree of independent thinking and group life when they transition from the boring high school study life to the university stage. However, in the era of new media, more and more college students are indulging in the virtual world of the Internet and are far away from the real society, which in turn affects college students to establish the correct outlook and values on life (Si, 2021).

3.2 The overall ability of college students' work management team needs to be improved

In addition to the problems of college students themselves, the college students' management team in colleges and universities also exists in urgent need of improvement. The management requirements of colleges and universities in the new media era are getting higher and higher, and they put forward higher requirements for the talents of the management team, which not only need to have outstanding management concepts and methods but also need to master the new media technology and network platform. However, in actual work, most of the student management work is done by counselors alone, and the workability and new media skills of counselors are improved, while the training of other administrators is neglected, especially the ability and acceptance of new media technology of some older administrative teachers is not high, which leads to the work task and work pressure of counselors getting bigger and bigger, and the work efficiency cannot be improved. The quality of work of other student management teachers is also not up to standard, which in turn makes the overall management team's ability uneven and needs to be improved (Sun, 2021).

3.3 Complexity of online opinion problems

The network platform is a free virtual platform with a certain degree of concealment. Some college students with poor self-control and binding power are easily misled by the online world and fall deeply into it, unable to see things rationally and use new media technology correctly (Wu, 2011). Therefore, devoting energy and time to the online world for a long time makes college students' emotions more and more variable and their cognition deviant, and they may even make radical events that violate laws and regulations. On the other hand, the diversified network messages bring students a huge amount of information, and since college students' values and so on are not yet fully established, they cannot screen and think accurately about these messages, so most of the students who indulge in the network are very easy to be incited by the network opinions and participate in them, which may cause unconscious network violence, which is one of the difficulties in the management of college students in colleges and universities at present.

3.4 The decline of college students learning initiative

Learning education management is an important part of college management, which plays a decisive role in students' professionalism and professional ability. However, the survey and research found that most university classrooms are not strict in managing students' use of electronic devices such as cell phones, and there is often a phenomenon that students are brushing microblogs and watching videos while teachers are teaching seriously, which is not conducive to students' growth and university management, and students' learning initiative decreases and they cannot use the limited time to finish their learning tasks, so they naturally cannot improve their professional ability, which will affect their future career This phenomenon is unfavorable to students' growth and university management.

4. Reasons for the problems of college

management in the new media era

Firstly, the orientation of college student work managers and students is biased. In traditional management of college students, college leaders and management teachers are the leaders of management behavior and promulgators of policies and regulations, and they occupy the main position in college management, while students are only passive recipients of arrangement and management. Such a one-way management

This one-way management mode is no longer compatible with modern college management in the new media era. With the development of science and technology, both teaching management and daily affairs management of college students are inseparable from new media technology. It can be said that the full use of new media technology in student management is in line with the development trend of the times. However, any reform may encounter unpredictable risks in its development process, and the innovative development of college student management is no exception. In actual development, college teachers do not make good use of new media technology to play the main role and the strategic significance of new media education.

Secondly, the thinking of college management teachers has not completely changed, and they do not pay enough attention to information technology in the new era and are not skilled in using the new technology. Although all colleges and universities are actively promoting new media technology on campus in order to promote campus informatization reform, relying on the new media technology team alone cannot achieve the complete introduction of new media technology to the whole campus. Because the management teachers are responsible for coordinating all school affairs, the technical staff do not have a complete grasp of all functional positions in the school (Yang, 2013).

5. Optimization measures for strengthening student management in colleges and universities in the new media era

5.1 Strengthen the construction of composite talents in colleges and universities

Composite talents are the type of talents desperately lacking in colleges and universities in the new media environment (Zhang, 2012). Teachers in colleges and universities must have solid ideological weapons, build a solid ideological bottom line, update their ideology in time, and on this basis, launch targeted training, and conduct regular training on new media technology for old professors with rich management experience to ensure that every teacher can master new media technology and apply it to daily management. For the professionals of new media technology, in addition to strengthening the learning of management theory knowledge, we

should also organize experience exchange and sharing sessions to absorb and learn management concepts with excellent teachers from sister institutions.

5.2 Strengthen network security education

In the new era, with the continuous development of Internet platforms, there are numerous network security accidents, most of which happen to college students. Therefore, it is necessary to pay attention to network safety education in the management of college students, strengthen the sensitivity and vigilance of college students using the Internet, and remind students to protect their privacy, such as holding regular safety education lectures, summarizing common as well as network safety accidents that have happened in real life, analyzing the process and causes of the accidents, and improving students' awareness of safe Internet access. In addition, university management teachers must consciously guide students to correctly view the Internet as a double-edged sword, raise students to use new media technology at the right time, and educate them to screen information that is beneficial to their life and study to understand and avoid being addicted to the Internet and affecting their normal real life (Wang, 2015).

5.3 Vigorously innovate new media education tools

The management of the new era must be based on the psychological growth of students, understanding the actual needs of students, and on this basis, innovating new media education management methods. Questionnaires can be used to understand students' ideas, and new media fun courses can be offered by collating and analyzing the results of questionnaires to enrich students' campus life and improve their sense of belonging and identification with the school, which helps the school to manage the work better (Zhang, 2021). In addition, an online campus system can be created to establish a network platform with campus characteristics, where students can receive news about the daily activities of the school, as well as mental health consultation and complaints, etc., to give full play to their role in the school.

5.4 Improve the relevant regulatory system

In the new media era, information dissemination has the characteristics of fast and efficient batching, therefore, it is necessary to strengthen the supervision of new media, improve the relevant system and establish an internal supervision department, with a person in charge of the supervision of new media work in colleges and universities. Information release in the new media era is diversified, and everyone is one of the ways of information dissemination, therefore, it is necessary to make full use of both online and offline channels to properly supervise the output of information, to carry out certain

gate-keeping on information dissemination during students' school days, to actively transmit positive energy content, to timely shield information that is harmful to students' physical and mental health, to ensure the health of students' network environment, and thus to reduce students' The difficulty of management work [10].

6. Conclusion

To sum up, the introduction of new media technology in student management in colleges and universities is in line with the development of the times and helps students' comprehensive and personalized development. Therefore, colleges and universities must pay attention to the application of new media technology, change their concepts, improve their own ability on the premise of innovative education mode, realize the effective use of new media technology in daily work, and at the same time, review the current college management work in the new media environment, optimize the management system and measures, so that the college student management work will develop in a better direction.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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