

# Research on College Student Management Work under the New Media Environment

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## Abstract

**New media has a great influence on the formation of students' outlook on life, values and world outlook and lifestyle. New media technologies have brought new changes and challenges to the management work of college students. Under the new media environment, the management work of college students should follow the principles of modern management and higher education law, actively break the limitations of traditional management modes, and innovate management models from the following aspects: relying on the cultural spirit of the university, strengthen information quality education; pay attention to humanistic care, promote cultural management; implement target management, promote students' self-planning growth path, focus on the interaction of education, and the equality of subject and object, thus building a harmonious campus and promote the sustainable development of colleges and universities. The people-oriented should be put first in the student management work, this paper forward valuable suggestions for the innovation of college student management work from the application technology, skill training, psychological communication and other aspects.**

## Keywords

**New media; colleges and universities; management work.**

## 1. INTRODUCTION

The management work of college students is an important part of higher education, which directly affects the style of study construction of colleges and universities and the overall quality of students. With the advent of the new media era, WeChat, Weibo, QQ, and email have become important communication tools for college students, the speed and coverage of information transfer continues to expand. Based on this situation, how to deal with the new changes and new challenges brought by new media technology to students' work is an important issue faced by college administrators.

## 2. CURRENT SITUATION AND CHALLENGES OF TRADITIONAL COLLEGE MANAGEMENT MODE

In the traditional sense, Chinese college and universities have always implemented the system management model, attach importance to the role of the management system, and constrain students' behavior by formulating various school rules and regulations. This system management mode has natural advantages and provides guarantee for student management work. However, it is undeniable that this mode can only restrict students' behavior from external constraints and cannot motivate students from the level of thought and values. Moreover, students are in a passive management position, and it is easy to have antagonistic

psychology of this mandatory rigid management. What's more, the system management model is often after the students violate the school rules and regulations, then conduct education management for the consequences, there is a significant lag. The essence of the system management model is to make individuals with unique personalities adapt to the standardized and systematic system, so that they cannot truly achieve the expected management effects.

In the new media era, with the increasing enrichment and convenience of network information resources, the self-awareness of college students has been greatly released, and the diversified ideas make them no longer recognize a single management model. The characteristics of equality and interactivity of new media communication require modern media education to adhere to the people-oriented, change the traditional single educational mode, and pay attention to the interaction of education and the equality of subject and object. The new media has had a profound impact on the students' thinking, cognition and behavior patterns, which has brought severe challenges to the traditional college management model, and also provided new ideas for college students' management work.

### **3. RELY ON THE COLLEGE CULTURAL SPIRIT AND STRENGTHEN INFORMATION LITERACY EDUCATION**

New Media is a double-edged sword, which brings fast and convenient information services, and it also generates various negative social phenomena. As the largest user group of the Internet, college students are easy to indulge in the virtual world, human-computer dialogue replaces interpersonal communication, which induces interpersonal barriers, network autism, and interpersonal trust crisis.

With the confusion of values brought about by new media, information literacy education emerges as the times require; which can effectively monitor and guide the new media public sentiment in colleges and universities. Information literacy education aims to train college students to acquire and critically identify information, enhance their information processing capabilities, and develop their information ethics. At present, college student management workers should actively become leaders of new media public opinion, master the initiative of public opinion propaganda, and guide the value orientation of college students.

The maintenance and cultivation of university culture, especially the construction and generation of university spiritual culture, is a transmission process of value and an internalization process of values. Training the cultural spirit of colleges and universities is an effective way to carry out information literacy education in colleges and universities. The spirit of university culture is a unique temperament; which is a value criteria system formed by universities in the long-term development process, it is the cohesive force and centripetal force of universities, and is the collective memory of teachers and students. The cultural spirit of colleges and universities leads the college atmosphere, consciously spreads excellent culture, leads cultural innovation, internalizes the common values and spiritual pursuits of all teachers and students, and becomes the representative of socialist advanced culture. Colleges and universities should make full use of the communication advantages of new media, actively create an excellent university culture atmosphere, realize information literacy education of college students in subtle ways, occupy online education positions, and help students establish a correct world outlook, outlook on life and values.

As a disseminator of university political thoughts, college counselors can play the role of new media opinion leaders, they can spread the healthy and positive university culture spirit through public chat rooms, ideological and political forums, BBS, etc., and master the initiative of discourse. Counselors should launch a topic for college students' different interests, and guide the policies of university management to attract young students to actively participate in the discussion. Through personal communication methods such as blog, Weibo, e-mail, SMS, QQ,

etc., counselors can know the ideological trends of college students in time. On the one hand, counselors can capture the ideological and psychological dynamics of college students through peer-to-peer network interactions, make mutual communication more frequent, effective and in-depth; on the other hand, counselors can create their own network expression space, by expressing their own attitudes, sentiment of life, etc., triggers the resonance of college students and achieves the goal of education guidance.

In the management of college students, the university culture spirit as the internal orientation; and the information literacy education is actively carried out, which can give full play to the communication advantages of new media, form cohesive force and centripetal force, foster students' common values, avoid the negative impact and risks brought by new media to colleges and universities, and promote the healthy development of colleges and universities.

#### **4. FOCUS ON HUMANISTIC CARE AND PROMOTE CULTURAL MANAGEMENT**

The cultural management of colleges and universities is produced relative to the concept of system management; it is the application of cultural management model of in the organization and management of universities, on the basis of respecting multi-culture, it emphasizes the establishment of mainstream values recognized by organization members as the key of management. The core theory of cultural management is as follows: cultural management is a human-centered management concept, which regards human development and improvement as management objectives; organizational culture construction is the center of management work, aims to enhance cultural competitiveness; emphasize the unity of the relationship between hard management and soft management. The fact proves that the theory of cultural management is not only used for enterprise management, but also can play a role in the management work for college students.

In the interpersonal communication of cyberspace, due to the absence and anonymity of the body, the influence and restriction of people's status, identity and role in the real society on moral communication becomes negligible. The ethics of people's interaction in cyberspace depends more on heteronomy than self-discipline. Promoting cultural management is a new mission for colleges and universities in the new media era, and is conducive to perfect the traditional management model with system management as the core. Cultural management is flexible management relative to institutional management, based on the theory of theory of original goodness of human nature; it tries to promote ideals, beliefs, responsibilities, and moral education, makes students to recognize the rules and regulations of colleges and universities from the bottom of their hearts, and thus consciously improving their own words, deeds and literacy. Under the cultural management mode, student managers can pre-constrain and adjust the behavior of students, so that they are within the scope of the norms advocated by the school. Although it is necessary to carry out long-term education on the level of thought, belief, and morality, the effectiveness of cultural management is long-lasting.

Cultural management adheres to the people-oriented education concept, which is consistent with educational philosophy of colleges and universities, it emphasizes that students are the center of education; teachers should love students, respect students, care for students, and encourage students to realize all-round development of knowledge, ability and values. Under the system management model, students who lack the discipline and poor academic performance are in a position to be punished. Correspondingly, under the cultural management model, student management pays more attention to respecting individual differences of students and treating each student equally. China is now in a period of economic transformation, regional differences and income gaps are becoming more and more obvious, and individual differences among college students are also significant. Student management should pay attention to humanistic care, fully recognize the intangible power of spiritual motivation,

conduct in-depth communication with students who have problems, explore the underlying causes, find rooted solutions, and encourage students to constantly improve themselves.

Under the cultural management system, student managers and students are no longer the opposite relationship, but caregivers and service providers. In this way, student management workers can enhance service awareness, change work style, integrate with students, generate emotional resonance, and achieve management results. Of course, the implementation of cultural management does not mean that system management will withdraw from the stage of university management. System management, as a yardstick for student behavioral norms, has an irreplaceable role. Institutional management and cultural management are parallel, system management as the explicit means and cultural management as the implicit means, the dialectical unity of the two can truly highlight the superiority of cultural management.

## **5. IMPROVE TARGET MANAGEMENT AND PROMOTE STUDENTS' SELF-GROWTH**

The target management system originated in the United States in the middle of the last century, which was based on scientific management and behavioral science theory, and it was first used in corporate management. Under the target management system, individuals in the organization personally participate in the formulation of goals, and use the incentive effect of the goals and the self-esteem of the people in the collective activities to achieve self-control and ultimately achieve the intended goals.

The goal management system of colleges and universities is mainly carried out from the aspects of setting goals, implementing goals, and evaluating goals, so that student workers and college students can jointly develop growth goals, college students can participate in management work, and strengthen their recognition of goals, so that college students can actively strive to improve self and achieve management results. Under the target management system, the two-way interaction between managers and students can fully mobilize the enthusiasm, initiative and creativity of students.

At present, there is widespread confusion among college students; the reason is largely due to lack of goals and planning, and full of confusion for future life. Colleges and universities are the bridges leading to society, if college students lack goals to go to the society; they often cannot realize their own value. College student managers should take the initiative to seize this key point and guide students to establish development goals that meet the needs of social development and their own interests, from the future employment, entrepreneurship, and academic further studies, promote each student establish a personal growth target system. When new students enter the school, student workers, especially college counselors, should consult students' archival materials, communicate with students and parents, and deepen the inner world of students to master the students' real thoughts and development needs. On this basis, students are organized to conduct professional personality tests, mental health tests and other assessments to help students scientifically recognize themselves. The counselor proposes several development goals based on the actual situation of the students. Students choose the most suitable goals for personal development from the hypothetical goals according to the possibility of achieving the goals, so as to ensure that the students' personal goals are reasonable and realistic. On the basis of establishing the goal, the counselors should actively guide the students to write their own college career planning book, and set the semester and academic year goals during the school to ensure the integrity of the goal management.

After the students establish their personal development goals, the university student workers should organize various activities around the students' goals in the implementation stage of the goals, and provide realistic carriers for achieving the goals. The college regularly conducts activities that are conducive to the development of individual skills and ethical qualities,

organizes learning report performances, convenes a semester commendation conference, demonstrates the learning outcomes of outstanding students, and motivates students to further their efforts to achieve personal goals. Under the target management system, the counselor should regularly improve the student's personal college career planning book, establish student personal assessment files from the aspects of attendance, academic achievement, activity participation, and moral education quantitative points.

Target assessment is the final stage of the target management system; it compares the effects of reality, finds the gap, analyzes the reasons, and provides conditions for the realization of the next stage of the goal. At this stage, students and counselors work together to evaluate the goals, students are the main body of evaluation; consider factors such as the difficulty of setting goals, the level of personal effort, and so on. The counselor will carry out corresponding reward and punishment measures on the results of the target assessment, so that the target management work can be implemented and the benefits of target management can be improved.

## 6. CONCLUSION

In the new media era, college students' management work only follow the principles of modern management and higher education, strengthen information literacy education, pay attention to humanistic care, implement cultural management, implement target management, and innovate management models to build a harmonious campus and promote comprehensive development of college students.

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