

The Innovative Research on the Management of College Students from the Perspective of “Internet +”

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Abstract: Today, with the rapid development of network technology, students have become the main force in Internet applications. This article aims at the current problems in the management of student work in colleges and universities. It takes the needs of students as the guidance and the experience of the students as the center. With the help of Internet thinking, the concept of daily management and ideological management of students is changed from education, management and service, and the work of student management is strengthened. Innovate concepts and work models, integrate Internet thinking into student management through measures such as building an information foundation, innovating management methods, and enhancing student experience, forming an efficient, convenient, well-experienced, and timely management model and a good education mechanism.

1. Introduction

After entering the 21st century, Internet technology has made breakthrough progress and quickly integrated into many industries, which has caused a huge impact on traditional business models, forcing various industries to continue to innovate in thinking and operating modes. Promote the further improvement of China's social and economic system. Colleges and universities are important places for cultivating talents in our country, and they are also an important support to ensure the rapid and long-term development of society. The new thinking model produced in the Internet era can also satisfy the management of students by universities and provide technical support for the innovation of student management, colleges and universities must seize the opportunity brought by the Internet to strengthen the innovation and reform of student management [1]. College teachers, counselors, and leaders must fully understand the characteristics of the Internet era, actively apply Internet technology to student management, prepare for the impact of the Internet on traditional management work, and earnestly implement the combination of Internet technology and traditional work. Promote the improvement of traditional working methods and efficiency, and continuously promote the development of college student management in the direction of informatization and networking [1].

2. The Change of the Internet to the Concept of Student Management

The application of the Internet has become more and more widespread. Some schools have taken the lead in launching the “Smart Campus” and established an advanced, efficient, and collaborative school-wide integrated intelligent management platform to achieve centralized management of people, finances, and materials. And how to deeply integrate Internet thinking with student management? First of all, management workers need to actively update management concepts [2].

2.1 Education from Single to Multiple

In the past, the ideological and political education of college students was mainly in the classroom, with teachers explaining teaching materials as the mainstay, and the traditional passive indoctrination method was adopted. This kind of teaching method is gradually being eliminated, and the new educational method that uses the Internet to guide students to learn actively through digital media has become more and more popular. More and more popular with teachers and students. If you want to actively adapt to the new changes in the Internet age, you must change your concept. With the popularity of smart phones, the Internet has become within reach, and chatting, discussing, learning,

and obtaining information via mobile apps anytime and anywhere has become the new normal [3]. At present, many colleges and universities have set up online information courses to express teaching content through the use of online MOOCs, micro-classes, and micro-videos to enhance interactivity, openness, participation and interest. University ideological and political educators should also collect current political hotspot information in a timely manner through online tools and new media, and disseminate it in real time through the establishment of self-media and official accounts, so as to guide students to form a well-rounded, healthy and aggressive attitude, and improve college students' ideological and political activities. The effectiveness of educational work has laid a solid foundation for student management.

2.2 Management from Extensive to Fine

Internet thinking emphasizes user-centered, to achieve the ultimate in products, services and user experience, and even exceed user expectations. The school uses information technology to create a digital life on campus for teachers and students based on serving the needs of teachers and students. This kind of ultimate experience of the whole process starts from the details, which can make users perceive and bring surprises to users. With the explosion of information in the Internet era, users are becoming less and less patient [4]. They should strive to be simple, simple in appearance, and simple in internal operation procedures. All tasks should be expressed on the network as much as possible, the process should be optimized, the operation simplified, and the efficiency should be improved. But it is not a mechanical method of converting traditional paper documents into electronic document transmission and mechanization. To establish big data thinking, users generally generate data on the Internet at three levels of information, industry, and relationships. The data is screened, analyzed, and classified to form an information flow, learn to speak with data, and provide early warnings for the trend of data reports and to provide special services, big data will help managers make predictions and decisions. In terms of management service methods, the continuous use of the internet in student management and the continuous improvement of information construction have made management more precise and scientific, service more humane and refined, and organizational structure more streamlined and flat [3].

2.3 Service from Cumbersome to Efficient

Make full use of network information technology. Make good use of the existing platform to integrate the major work systems of the school, strengthen the collaborative work between the work systems, and improve work efficiency. Set up an online service hall and set up a process template based on student affairs to achieve an efficient mechanism of "one-click" initiation, "one-stop" processing, and "countdown" completion of the process [5]. The entire process node can be viewed, tracked, traced and reminded. At the same time, optimizing the work process and streamlining the feedback level, focusing on the great effect of micro-innovation on the improvement of work quality from a small point of view; paying attention to student needs and listening to students' opinions in a timely and even real-time manner, and quickly responding to student needs; strengthening the awareness of iteration and continuous testing wrong, improve the system and service in continuous iteration. The openness of the Internet makes communication not limited by time and space. Student management workers can communicate with students in real time through tools such as communication clients, social software, and online messages, and understand the hot issues that students care about and solve them in time. Because of the rapid spread of the Internet, teachers must have public opinion awareness, enhance the ability to distinguish true and false, adhere to the bottom line of truthfulness, make early warning and prediction of abnormal signs, intervene in advance, and monitor and analyze public opinion and online behavior. Matters that may trigger negative public opinion should be given early education and intervention to ensure a standardized, healthy and orderly operation of student management [5].

3. The Innovation of College Student Management under the Background of “Internet +”

3.1 Changing the Concept of Student Management

In the context of Internet+, the concept of student management can effectively integrate the rule of law and moral education, clarify the legal relationship between the school and students, ensure that students are the main body of the network and have a certain degree of autonomous choice, and understand the needs of students, To safeguard its due legal rights. In addition, we must adhere to the morality and cultivation of people, integrate Internet technology into traditional ideology and politics in accordance with the requirements of students' physical and mental development, and transmit correct values to them in a way that students can accept. To establish a people-oriented concept. The development of the school complements each other with teachers and students [6].

The management of students in colleges and universities should try to meet the needs of students and communicate with them on an equal footing to enhance the trust between teachers and students. Management workers should have a deep understanding of students' ideas, help students solve a variety of problems, and regard student satisfaction as the quality standard for management work. At the same time, we must establish the concept of full participation. Students are the main body of school consumption, and they have a sense of ownership. Oral preaching no longer meets the requirements of modern development. The management of students is not only the responsibility of university administrators, but all parties in society have responsibilities for student management, such as party and government leaders, teachers, and family members. It is necessary to conduct Internet training for all staff so that they can use the client proficiently to understand student dynamics [6]. Colleges and universities should build a professional team for student management and guide students to self-manage, thereby improving the quality and efficiency of college student management.

3.2 Improve the Student Management System

First of all, colleges and universities must formulate an online public opinion guidance mechanism. In the context of Internet +, online public opinion mainly reflects some school sentiment and public opinion. Students' thinking is becoming more mature and has extreme phenomena. Because online behaviors are concealed and convergent, small online bad behaviors will cause group incidents. Colleges and universities must establish a network information collection and feedback system, and attract students to participate in topic discussions, so as to effectively detect and guide online public opinion, and control the development of public opinion. Secondly, it is necessary to establish a public opinion crisis emergency plan, to file and register student users, and to check the source when problems arise, and to stop the crisis from the root cause to prevent the situation from deteriorating [7]. Then, we must improve the network information management system. Colleges and universities should clarify the main responsibilities by improving this system, and information publishers and managers should bear related responsibilities, and ensure network information security by setting network permissions [8].

Finally, schools should vigorously cultivate Internet talents and encourage network technology professionals to conduct network security management in colleges and universities, so as to improve the efficiency of student management.

3.3 Strengthen the Innovation of Student Management Thinking Mode

In order to completely improve the status quo of student management in colleges and universities in the Internet era, and meet the opportunities and challenges brought by the Internet era, colleges and universities must first change the thinking mode in student management, which is also a prerequisite for ensuring innovation and reform of student management. Under the background of the Internet era, college teachers and related leaders must be aware of the changes in students' thinking, penetrate into students' daily life and study, and integrate the characteristics of the Internet era on this basis, and strengthen the innovation of college student management thinking mode, by innovating the traditional management model, and adding new management methods at the same time, in order to

achieve a management method suitable for the characteristics of the new era students [8].

3.4 Innovation of Student Daily Management Model

The daily management of students plays a very important role in the management of college students, and it is also a key element of student management [9]. Under the background of the Internet age, various new management tools emerge in an endless stream. College teachers and related leaders should select appropriate tools based on content to ensure the effective development of student management. First, when recording students' personal information, Internet student management software can be used to record, change and maintain student information, and it can also push some information resources to students; second, college student management departments can strengthen WeChat groups the development of QQ groups, on the one hand, can strengthen the information exchange between colleges and students, and timely feedback the students' real ideas to the colleges. On the other hand, colleges can also convey some information and upload files through various groups. Finally, colleges and universities and various departments can establish their own WeChat public accounts, Weibo, etc., not only can publish important notices of colleges and universities on the platform, but also publish collective activities inside and outside the school. Students can see clearly through the online platform understand the development of various activities in colleges and universities, attract more college students to participate in campus activities, and establish an optimistic and motivated image of college students in the new era [9].

3.5 Innovation in Student Thought Management

Student ideological management is the top priority for colleges and universities to carry out student management work. In the context of the Internet era, college teachers and related leaders should not only pay attention to the changes in students' thinking patterns in the new era, and have a deep understanding of students' ideological trends, but also give full play to the advantages of the Internet era to quickly and accurately resolve students' psychological barriers[6] . First, universities and departments can create ideological education shortcuts on official websites, WeChat public accounts and other platforms, set up dedicated channels for ideological education, and regularly update the latest content of ideological education on the website; secondly, on official websites, community forums, etc. Special issues such as career consultation, employment status, and problem assistance are created on the platform to pay close attention to the ideological trends of students' daily life and learning, provide students with more channels to solve ideological problems, timely understand students' ideological problems, and solve problems for students to ensure that students able to maintain a healthy attitude and good psychological quality [10].

4. Summary

Internet technology can effectively promote the interconnection of educational management information in various fields and links such as teaching management, educational administration, student management, campus management, etc., thereby reducing unnecessary manpower, material and financial resources, and promoting the automation and speed of school management and services personalization, personalization and intelligence. Apply Internet technology to daily student management, form a decentralized network education community system, integrate the open, informatized, and convenient characteristics of the Internet into student management, and form efficient collaboration, convenience, speed, and good experience. Respond to the timely management model to adapt the current student management to the requirements of the new situation and the new era. At the same time, it also promotes innovation and entrepreneurship education and promotes students' in-depth thinking on Internet applications.

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