

# On the Management of College Students' Education from the Perspective of New Media

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**Abstract:** In the era of information technology popularization, smart phone has become an important carrier of information transmission. College students generally use smart phones, bring a lot of convenience to study and life, teachers can be reflected on the network platform, the use of mobile phones can only log in to the platform to receive educational information, very convenient. In carrying out the education management of the students, the teachers of colleges and universities should take into account the characteristics of the college students, the way of education should keep pace with the times, make full use of the new media technology in carrying out the education work, stimulate the students' interest, and let the students receive the education better. Only by conforming to the trend can we carry out the work smoothly, make use of the new media technology to help the popularization of education management, and also play a subtle guiding role in improving the quality of education management. This thesis focuses on the management of college students' education from the perspective of new media.

## 1. Introduction

New media technology is constantly updated, smart phone as a carrier of information, but also new technology in the field of application plays a role in the way. Because of the new media technology, the information dissemination is diversified, the identification of information is easier, the interpretation of information is easier, and the transmission of information is real-time, which can not be separated from the media. Now the new media technology is not only a tool of education, but also a cultural symbol. In the management of college students' education, taking the new media as the main position, especially the upgrading of smart phone technology, makes college students use mobile phones most of the time, they receive information and transmit information, this behavior has become the norm. College educators should keep up with the trend of the times in the management of college students, play the role of new media technology to carry out targeted education for college students, so that the mobile phone of college students can play a good role in receiving education.(Figure 1: Access to information for university students)

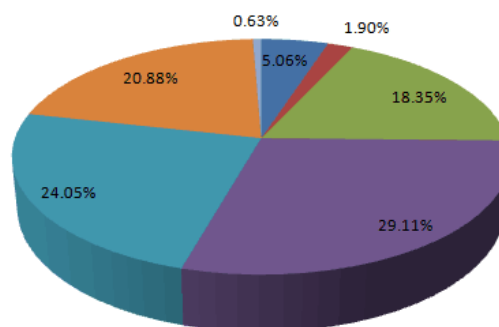


Figure 1 Access to information for college students

According to China's Internet Network Information Center, the country's Internet population is growing closer to 7.8 billion, with the highest proportion of 20-year-olds aged 29 making up one-

third of all Internet users, a quarter of whom are students. College students are curious about new things, so it's no surprise to be the first to experience new technology. College students use smart phone to log on to the network platform, can get what they need, such as online shopping, access to information, fixed take-out, rental, etc., without leaving the house, the operation of mobile phones can be realized. Nowadays, there are more and more smart phone functions, and the mobile phone app is varied to meet the different needs of users. No matter what kind of technology is introduced, college students are often the first to experience. Internet platforms with high popularity are often related to college students' lives and studies, and in social platforms, the use rate is relatively high than that of WeChat, QQ and so on; shopping platforms are paid attention to by college students and can buy good and cheap goods, such as Taobao, Tmall, JingDong, VIPSHOP and so on; in their spare time, college students like to watch video programs, watermelon video, Tencent video, shake sound, love arts and so on, so that college students' lives are more colorful. When college students live, Meituan, hungry, Didi played an important role, fixed take-out do not need to go downstairs, taxi do not have to stand on the roadside silly, and so on. College students want to get news information, can watch information programs on the Internet, such as today's headlines, Baidu news and so on. Most college students like to play games and make their lives more fulfilling. From these contents, it can be seen that in the life of college students, if there is no new media, they will feel a lot of lack, they have a lot of time to deal with multimedia.

The advantages of the new media are very obvious, and its negative impact on college students is rarely noticed. Some college students indulge in the new media for a long time, which makes the systematic learning mode of college students be broken. College students will spend more time in new media operation to visit some platforms that have nothing to do with learning, so that their normal learning is affected. Nowadays, college students' self-behavior control ability is not strong, and their lack of resistance to some entertainment content will consume a lot of time and energy, and their study will be neglected, which will lead to irregular life and affect their physical and mental health [1]. Because of the new media technology, the way college students communicate and communicate has also changed, usually on the Internet, no longer face-to-face communication, so the social communication ability of college students is affected. In addition, college students' ability to judge information is relatively weak, and the influence of all kinds of false information spread on the new media platform on college students can not be underestimated.

Colleges and universities apply new media to carry out education management for college students, which has its unique advantages, mainly reflected in this way is suitable for the current way of communication of students, more able to let college students accept. However, when adopting this way, we should also pay attention to the disadvantages, play out the advantages of the mobile media, at the same time, take effective measures to avoid the negative impact, so that college students' education management can be effective.

## **2. Application of New Media Technology to Education Management for College Students**

### **2.1 Educational workers in colleges and universities make full use of network resources to construct communication system**

At present, colleges and universities have rich network resources, college educators should make full use of resources to carry out propaganda and education work to college students, so that abstract educational content can be more intuitively and vividly reflected, more simple and easy to understand, and college students can quickly absorb and implement into concrete actions. Giving full play to the role of network technology is a new way to manage college students' education, and it makes the educational environment full of vitality and vitality, and stimulates college students' participation consciousness, especially at present, students generally use Weibo and WeChat to communicate with each other. Multiple forms of education make education management no longer boring, but full of fun, so that students can experience the content of education, can feel the value of education content. The application of network technology makes the way of education extend, and the new media education system can be constructed by rational utilization, so the communication

between educators and students is closer, the correct guidance to students' ideas and ideas, and the effective control of network public opinion.

## 2.2 Education workers in colleges and universities should devote themselves to the construction of moral and cultural atmosphere

The shaping of the cultural environment can not be ignored. The environment can produce the extremely strong appeal to the person, can have the important influence to the human life and the study. Creating a cultural environment in colleges and universities will promote the effective development of education [2]. The change of people's thought is inextricably linked with the environment, which can enlighten people's thought and influence people invisibly. The environment stimulates the human thought, has played the guidance function to the human behavior, at the same time, the human also may use own behavior to transform the environment, therefore, the human and the environment is mutually interacts, complements each other. In the construction of the cultural environment, the education workers focus on the core values and present the relevant contents in the environment to promote the truth, goodness and beauty. Students are more able to establish correct values in a culture of integrity. College educators in the shaping of moral and cultural environment, but also play the role of class management system, ask college students to participate in the establishment of the system, can get the recognition of students, in the daily school activities strictly abide by, at the same time, students have a deep sense of core values and recognition.(Figure 2: University Student New Media Management Platform)



Figure 2 New media management platform for college students

## 2.3 Apply new media such as QQ group and WeChat group to fully interact with college students.

Nowadays, college students are more accustomed to using new media technology, such as WeChat, QQ and so on are important ways to get information. In carrying out the education management work for college students, we should make full use of these technical software to establish close communication relationship with students, pay attention to the students' network signature and message, so that the students can understand the problems in time, and carry out psychological counseling to the students with pertinence [3]. Using the correct way of communication to guide the students' education can make the educational management get twice the result with half the effort. Compared with face-to-face communication, this kind of communication is more easy for students to open their hearts and make problems solve effectively and avoid repetition.(Figure 3: University Student WeChat Public Platform)



Figure 3 College students' WeChat public platform

### 3. Conclusion

Through the above research can be clear, the rapid upgrading of new media technology, colleges and universities in the education management of college students should also abandon the traditional methods, keep up with the pace of the times, play the role of new media technology. The education management of college students is not limited to the behavior standard, but adopts the guiding way, not only uses the education content to guide the college students to set up the correct thought, but also through the education way to let the college students experience and study the new technology and management. The process of education management for college students is to improve the process of self-education and autonomous learning of college students, so that college students can learn how to communicate, how to deal with people and how to do, and how to deal with problems in the right way in order to improve the comprehensive quality of college students. College students are no stranger to new media, but may not be able to effectively use multimedia to improve their own ability. In the education management work of colleges and universities cater to the current new media era, apply multimedia technology to carry out education management, so that college students can improve their understanding of new media and promote the healthy growth of college students.

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