

# Study on the Education Management of College Students in the Micro Age

Zhao Xiaolin

Society and Law School, Shandong Women's University, Jinan, Shandong, 250300, China

email: zhaoxiaolin1007@163.com

**Keywords:** Micro-era, Universities, Students, Education Management

**Abstract:** In the information age, people begin to use the network communication platform gradually, and search the information and content they need independently, but it is this characteristic of the information age that brings people a lot of benefits, which not only makes people get things to the world without leaving home, but also realizes the improvement of people's quality of life, and provides great convenience for people to communicate with each other. From the current development of the information age, it is obvious that the micro-age has entered a state of intense, micro-age has fully arrived, with the help of micro-blog this media to rely on their feelings on short words or pictures, and then a clearer expression, this is the important embodiment of the function of micro-age, the micro-age information dissemination speed is faster than the information age, so that the micro-age is gradually widely used in various fields.

## 1. The Impact of Micro Era on Education Management in Colleges and Universities

The overall development of the micro-age makes college students basically in a networked life, and this phenomenon affects the traditional education management of colleges and universities to a certain extent, which makes the right to speak in the education management of colleges and universities gradually weakened, which makes it more difficult to carry out the work of education management in colleges and universities. Therefore, the challenges and tasks facing the university education are very arduous. In order to deal with the challenge brought by the micro-age better, it is necessary to make efficient use of the network, to carry out the teaching in colleges and universities and to carry out the network in the way of office management, and to strengthen the students' network and the legal education. and then the good cultivation of students' network literacy.

### 1.1. Controllability of Information Single Transmission and Change of Information Monopoly

In the early stage of the micro-age, the main forms of education and newspaper and television in the single communication, in the background of this mode, students often lose passively receiving information, but the publication of information and the interaction of information can not be carried out independently. Teachers and the main sources of information when editing and networking, and monopoly and controllable are the main characteristics of this stage of information. Under the background of the gradual development and the all-round arrival of the micro-age, the development process of self-media has been greatly improved, and the information dissemination of any person can be carried out at any time and anywhere, which makes the information dissemination very fast, and the information dissemination with a certain instantaneousness promotes the effective realization of information interaction and sharing. Under the influence of various information infiltration, college students' outlook on life and values began to change gradually, and the influence on college students' thinking and behavior is often difficult to determine accurately, but it is this uncertain influence factor that is easy to have some contradiction with the management of college education, which has an impact on college students' learning and growth.



Figure 1 Change of knowledge information in one-way transmission

### **1.2. The Authority of the Teacher is Weakened**

What is given by the state system and determined by the profession of teachers is the status and authority of teachers, usually in the process of individual dissemination of knowledge information before the micro-age, it is often the status and authority of teachers that are not challenged by any factors, and the right of teachers to speak is absolute. With the arrival of the micro-age, the forms of college students' access to information began to become more and more diverse, the network gave everyone an equal status, and the voluntary form of information acceptance gradually emerged. In this context, everyone was able to use the media to express their opinions and opinions independently. Under the background of the diversity of students' access to knowledge information, some of the knowledge information that students acquire will inevitably be different from that transmitted by teachers. At this time, some students will have a skeptical attitude towards the authority of teachers, which greatly challenges the right of teachers to speak, and makes teachers' education management of students be adversely affected.

## **2. The Influence of Micro-Education on Education Management in Colleges and Universities**

The arrival of micro-age makes it more difficult for college students to manage. The main reason lies in the influence of the micro-age, the way of teachers has been greatly changed, that is, gradually from the previous blackboard form to the current multimedia network teaching mode, from the word of mouth to the network video teaching, and these changes fully reflect the diversification under the influence of micro-age and the gradual formation of convenient education management. The micro-age has improved the teaching environment in colleges and universities, but it is worth noting that it also has an impact on some students with weak self-control, which comes from the diversity of the network and the great attraction of novel information to students' attention, and the diversity of online games also deeply affects the students' body and mind, and the phenomenon of obsession is frequent.[1]. Students in the learning stage will often have a more confused three views reflected in the network of information on the emergence of a serious impact on the correct understanding of the three views. At the same time, the phenomenon of campus loan gradually appeared in recent years, which brought a very serious impact on some social experience and ignorant students, some network fraud occur frequently, even in the serious situation will appear some difficult to predict serious events, and these undoubtedly make the difficulty of college education management gradually increase.

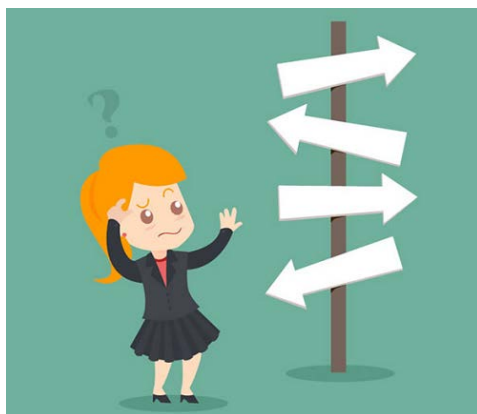


Figure 2 Diversified choice of knowledge information for micro-era students

### 3. The Management Strategy of Student Education in Micro-era Universities

#### 3.1. Making Full use of the Network to Carry out Teaching Management

Under the background of micro-age, social software functions are gradually strengthened, and these functions are very suitable for college teaching and daily management. Based on this, in the process of carrying out some teaching management work in colleges and universities, the routine work can be transferred to the network to ensure the effective improvement of the quality and efficiency of teaching management work on the basis of the full play of the function of the network. From the level of cyberspace, it is basically not limited by time and space problems, with the help of the network can be very good to achieve some conventional expansion of teaching, based on the campus environment and network environment organic fusion, virtual practice environment will gradually form, and in this environment some virtual practice activities can be carried out effectively. While the social software function promotes the good realization of the management of notification and evaluation, it is also an effective means to guide the students better and better in learning and mastering their thoughts. In the course of applying the network of education management, the key point lies in perfecting the micro-social discourse system of colleges and universities. On this basis, the micro-social organization and management structure covering colleges and universities will be established soundly. This process can not only ensure that the phenomenon of some false bad information impression students can be effectively avoided, at the same time, with the help of dialogue and interaction to achieve the progress of education can also play a good role in promoting the development.



Figure 3 Access to knowledge information in the microage is not limited by space time

#### 3.2. Strengthening the Education of Students' Network Morality and Rule of Law

In the virtual state network environment, the corresponding cost is not reflected in the network behavior, but it is worth noting that there is a phenomenon that the network activity affects the reality. Therefore, in the process of each person's desire for multi-directional transmission of information, we should be responsible for their own network behavior, and effectively avoid the adverse consequences [2]. To ensure the effective realization of the above objectives, colleges and

universities should make full use of the student group, the public number and other means, and then actively obtain and master the latest information, and promote the students' ability to be immune to false bad information and resist on the basis of analysis and guidance to students. It is very important for students to carry out the course of network morality and legal education in colleges and universities. Under the condition of carrying out some network activities, they can give correct guidance to students, such as more learning and more reading, more careful words and not blindly following the trend, so as to avoid the phenomenon of letters and ballads, help students to have a polite attitude to network communication, and guide students to consider the consequences of their own behavior at any time, so as to effectively avoid harming others and social and national interests, so as to realize the cultivation and formation of students' good network literacy. to promote the self-discipline and self-control of students' network behavior.

### **3.3. Colleges and Universities should Strengthen the Quality Training of Teaching Staff**

The strong specialty is the prominent characteristic of the university curriculum, in this background, we can understand the difference of the specialty, and the teaching staff will inevitably be different. At this time, colleges and universities focus on the level of teaching staff and professional issues to ensure that the standardized professional skills of teaching staff to carry out teaching management to achieve the effectiveness of teaching management. In general, there are some too formal teaching phenomena in colleges and universities, and the phenomenon that the teaching is about to complete the teaching tasks according to the syllabus will inevitably have a certain impact on the students' new knowledge understanding and mastery, which is not conducive to the improvement of teaching quality. Therefore, colleges and universities should pay more attention to the recruitment of teachers, the selection of teaching personnel and the training of teachers. In the process of recruiting and selecting teachers, the professional level and quality of teachers should be taken into account strictly to ensure that the teachers' professional level and quality should be taken into account.

## **4. Conclusion**

With the continuous development of micro-age, a large number of diversified social platforms have emerged, which not only make people's life greatly enriched, but also promote the effective broadening of people's horizons, but it is worth noting that some unfavorable factors also affect people's body and mind, so we should face up to the impact and influence of micro-age in colleges and universities, take effective measures to promote the improvement of students' self-discipline and control ability in colleges and universities, and create favorable conditions for the improvement of students' education management in colleges and universities

## **References**

- [1] Xu Jing. Discussion on the Management Measures of Student Education in Micro-era Colleges and Universities. *Modern Communication*, no. 22, pp. 175-176, 2019.
- [2] Wang Chunmei. Discussion on the Measures of Student Education Management in Colleges and Universities Based on Micro-era Environment. *Rural Education in China*, no. 12, pp. 12+31, 2019.