Analysis on the Challenges and Countermeasures of College Students Management Work in the Big Data Era

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Abstract: With the development of the current era and social progress, a series of changes have taken place in people's production and life. The Internet has greatly facilitated and facilitated people's production and life, and the era of big data has gradually begun. In today's era, great changes have taken place in education, production, life, technology and other aspects. As the cradle of continuous delivery of high-level talents for the times and society, the education and management models of colleges and universities are at the forefront of the times. The student management work of is also greatly influenced by the times. This article briefly analyzes and discusses the challenges and strategies of college student management in the era of big data.

1. Introduction

The advent of the era of big data has had a huge impact on people's lives and work. People's lives are more convenient and colorful, and work efficiency has been greatly improved. For the management of college students, the era of big data can improve students The efficiency of management work also makes many problems impact students' study and life. With the continuous development of information technology, different from the atmosphere of traditional colleges and universities, teachers are the authority of colleges and universities under the traditional model, and students' learning is carried out around the teacher's thinking. However, with the advent of the Internet, students can accept more authoritative celebrities online Thought, which strengthens students' sense of autonomy, and the teacher's views can no longer meet the needs of students, and may even conflict with the views of Internet celebrities. In the era of big data, college students have become resistant to traditional teaching management, and more teaching and management methods are flooding students' study and life, which leads to a decrease in the efficiency of college student management. Therefore, colleges and universities must constantly grasp the characteristics of the big data era, abandon the traditional student management work model, and optimize the student management work.

2. Connotation and Characteristics of the Big Data Era

So far, there is no accurate and unified definition of the term big data in academia. For example, Tu Zipei pointed out: "Big Data refers to the large-capacity data whose size has exceeded the traditional scale and is difficult to capture, manage, and analyze by general software tools. It is generally in the unit of' Ether Section'. McKinsey Global The Institute's report "Big Data: The Next Frontier of Innovation, Competition, and Productivity" defines "big data" as follows: Big data refers to data whose size exceeds the capabilities of traditional database software tools to capture, store, manage, and analyze Group. As to how big data is considered big data, the standard can be adjusted, because with the passage of time and technological progress, the "volume" of big data will still increase. According to statistics, in 1998, global netizens used the average monthly The traffic is 1MB (megabytes), 10MB in 2000, 100MB in 2003, 1GB in 2008 (1GB equals 1024MB), and 10GB in 2014. The total network traffic has reached 1EB (that is, 1 billion GB or 1000PB). The time was a year in 2001, a month in 2004, and a week in 2007. In 2013, it only took one day, that is,

the amount of information generated in one day could be 188 million DVD discs. The number of Internet users in China ranks first in the world. The amount of data generated every day is also in the forefront of the world. Taobao's single-day data generation exceeds 50TB, and the storage capacity is 40PB. In short, big data exists in all walks of life, and a big data era is arrival.

"Big data" has four major characteristics, namely, the amount of data is large, PB-level or even ZB-level, and doubled every two years; there are many types of data, such as web logs, audio, video, pictures, geographic information, and other structured and semi-structured data. Structured and unstructured data coexist, and data types are emerging one after another; value sparseness, the proportion of valuable data is small, like a needle in the ocean; fast speed requires improving the efficiency of data processing for quick response.

3. Challenges Faced by College Student Management in the Era of Big Data

It is difficult to distinguish true and false data information. With the emergence of the Internet society, mobile phones and browsing of data information have become more simplified, but at the same time, there is also a problem that it is difficult to distinguish true and false data information. With the advent of the big data era, all kinds of data exist on network media, and a lot of false information is mixed in it, which affects the authenticity of the data. This is also a challenge in the management of college students. Although managers can make full use of the Internet to obtain a large amount of data and information, which greatly improves the efficiency of data search for managers, the method of data acquisition is easy to learn, and the method of judging data authenticity is difficult to learn, resulting in false information everywhere on the Internet. There are a lot of false information in the information database. Therefore, in the context of the big data era, university administrators not only need to learn the method of data information search, but also need to learn the method of authenticating data information, so as to ensure the effectiveness of the information they search, facilitate their work, and eliminate all falsehoods. The intrusion of information effectively improves the efficiency of college student management.

Lack of effective monitoring of data. In the era of big data, a large amount of information is an important feature, which puts forward higher requirements for data monitoring. At this stage, colleges and universities lack effective monitoring of data in student management work, resulting in higher data utilization efficiency. Low, there is a big error in collating similar information. Due to the huge amount of data and information in the context of the big data era, students are required to improve their ability to discern information, but their ability to discern information is weak. The emergence of Internet buzzwords hinders the development of students' discernment ability. Therefore, the development of Internet technology requires students to improve their ability to discern information, and colleges and universities must correctly guide students to distinguish between true and false information, so that they can establish a correct outlook on life and values.

The level of big data analysis technology is low. With the continuous development of Internet technology, colleges and universities can effectively use Internet technology in the management of students, which can effectively improve their management efficiency. However, many colleges and universities have serious bottlenecks in terms of technical level. Most colleges and universities only use developed and mature structures in their student management work. This results in insufficient accuracy of information data analysis and ineffective accuracy of big data. Analysis, and most colleges and universities have insufficient capabilities at the level of using big data analysis technology, and it is difficult for many college managers to effectively grasp it. This affects the analysis of big data technology on the individual needs of students. It affected the improvement of college student management efficiency.

4. Analysis of New Countermeasures to the Challenges Faced by College Student Management in the Era of Big Data

Establish a new era of student management awareness. The development of the times and the changes in society have made the diversified development of society faster and faster under the

background of the times. As the cradle of higher talent training, colleges and universities must realize to a great extent the development of diversified backgrounds for their own management work. It is important to influence the significance, and at the same time, we must establish a correct awareness of student management in the new era, so as to better enhance the effectiveness of related management work. The resources, information, data, etc. obtained from the Internet can better make up for the lack of experience. The deficiencies in experience can also be compensated through data analysis, so as to complement each other and help each other. Related management work and management awareness need continuous progress and improvement, and must keep pace with the times and continuously improve. Only by establishing the correct work awareness first can we innovate the overall work model and effectively adjust and improve the related work mechanisms. The development and conduct of related work must proceed from the perspective of students, grasp the dynamics of students' ideological changes in a true sense, and carry out corresponding management work according to the characteristics of students' ideology. It is necessary to find the students' concerns and interests, and further expand the scope and influence of this type of management work. It is necessary to actively collect students' thoughts and relevant data, carefully analyze students' thought dynamics and characteristics, and improve the evidence and practicality of the overall work.

Internet technology has been used in all walks of life in society. It seems that any job cannot be separated from the use of the Internet. Every year the number of Internet users has shown a linear increase. Therefore, school administrators must also be aware of the impact of the big data era on their management work , Must keep pace with the times and improve its data awareness. For many university managers, the large age structure is the primary reason for their low data awareness. Many managers are not interested in data and their sensitivity is low. However, in the context of the era of big data, the need for massive data also requires managers It is necessary to have a high sensitivity to the data, so that the data can be effectively analyzed and the efficiency of its management work can be continuously improved. In addition, university student administrators not only need to learn advanced Internet technology, but also need to have a fuller understanding of students' psychology and hobbies, so that they can better integrate into students' study and life, which has also promoted Effective development of its student management work.

Use the new media platform to carry out corresponding student management work. New media platforms are not unfamiliar to people. A series of payment methods such as We-Chat payment have replaced cash payments. Information transmission and interpersonal communication are not limited to forms such as graphics and videos. New concepts such as official accounts have also become more extensive. Popularization and application. Because of this characteristic, college student management needs to actively use this new media platform to further effectively carry out flexible student management. From a practical point of view, the actual development and execution of such work must meet the needs of changes in the times and social changes, and further meet the requirements of student management under the development of the times. Active use of this type of platform can better and more accurately carry out relevant student management work, and effectively improve the timeliness of overall management work. According to media hotspots, current political news, etc., it can also be delivered to each student's mobile terminal in the form of graphics, video, etc. At the same time, when actively using this platform, you can better absorb and accept students' opinions and suggestions, so as to better change the focus of related management work, adjust the overall work direction, and improve the effectiveness of related work.

Meet the individual needs of students. In the diverse background of the times and society, everyone's pursuit is different, and college students have their own opinions and opinions. In the process of management work, the characteristics of meeting the individual needs of students should be adhered to a great extent, and follow-up practical work should be carried out. With the continuous changes in the student population, the age of students is also constantly changing, and trends in ideological trends have also changed to a certain extent. Under such changes in the times, if you want students to obey the requirements of management, you must first meet the aspirations of students and further enhance the effectiveness of related student management work. It is necessary

to clarify the nature of college student management and the value and significance of related work. This type of work is to meet the needs of students' physical and mental health development, so as to further promote students to generate correct outlook on life, values and society. In view of this characteristic, student management work is not "against" students. The goal of such work should be integrated with students to assist students in generating correct values and avoid being affected by negative effects. In general, in the context of the era of big data, a series of changes have taken place in people's production and life. We must face up to such changes, pay attention to these challenges and opportunities, and apply effective coping strategies.

Establishing a management early warning system. With the continuous development of network information, under the background of the era of big data, the learning lifestyles of students and teachers have undergone tremendous changes. Students are no longer limited to the simple classroom school learning mode, and their learning and living mode begins Diversified, they can make full use of various platforms for learning and communication, and teachers can also use the platform to research and update their own teaching methods, use the Internet to strengthen communication and interaction with students, and use relevant platforms to understand and analyze the problems faced by students in advance for various problems, taking more effective countermeasures to solve students' problems is equivalent to establishing an early warning system, so that the emergence of problems is guaranteed in advance, and the efficiency of student management is improved. The era of big data is developing rapidly in the creation of network platforms. A good platform can simultaneously help managers and students establish a correct outlook on life and help them live and study.

5. Conclusion

In summary, the advent of the era of big data has greatly improved the efficiency of university management and played an indelible role in the development of universities. However, the advent of the big data era brings opportunities to colleges and universities, but also brings severe challenges. The improvement of the efficiency of college student management requires colleges and universities to continuously discover their management problems, make full use of big data analysis technology, and effectively improve their work efficiency of management.

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