

Analysis of the Challenges and Countermeasures of College Student Management in the Age of Big Data

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Abstract: With the development of the present era and the progress of society, a series of changes have taken place in people's production and life. The Internet is extremely convenient and convenient for people's production and life. The era of big data has gradually begun. In the current era, tremendous changes have taken place in education, production, life, science and technology. As a cradle of continuous delivery of higher talents for the times and society, colleges and universities are at the forefront of the era, corresponding of student management work is also greatly affected by the times. This article makes a simple analysis and discussion on the challenges and strategies of college student management in the era of big data.

1. Introduction

Big data is a new-age concept with the development of Internet technology and intelligent technology. Big data collects and organizes a large amount of information resources through intelligent technology and network technology, so that the variable and huge amounts of information can be quickly and high-quality. Through professional equipment technology to assist the development of daily work. In the era of big data, we first need to rely on computer intelligence technology, Internet technology and environment, communication technology, etc. On top of this, data information can be collected and organized, and at the same time, through the support of these technologies and equipment, we can better feed back to actual work and life in the details. Big data information is extensive, more comprehensive and authentic than traditional data collection, and relatively more efficient.

2. The Era of Big Data Has an Impact on College Education Management

The era of big data is convenient for colleges to scientifically store and manage these data and get effective analysis and utilization in the future, which has important significance for the future management of college students. Big data can analyze students' behavior and thinking in a comprehensive and multi-angle direction. Massive data templates provide a reliable basis. With the help of mathematical analysis, they can often analyze and predict deeper psychological trends and behavior habits. Improve the quality and efficiency of college students' education management. As far as the current college students' professional learning and extracurricular practical activities are concerned, whether during school or during winter and summer vacations, students' educational assignments can be received and uploaded through the information network in a timely manner, and they can also communicate with each other in the discussion area. In the behavior of data, the big data behind will perform high-speed and accurate calculations on the data samples of these students, analyze and summarize the corresponding deep rules, and colleges and universities can clarify the education direction of students and understand the educational needs of students according to these laws. (2) For teachers and students, the distance between students and teachers can be shortened, so that teachers can grasp the dynamics of students' thoughts. The life of college students is relatively free and open, and the physical, psychological and emotional fluctuations are easy to occur, which are easy to cause trouble to students. Whenever these problems are encountered, students may be reluctant to communicate or even have occlusion due to sensitivity, shyness, or rebellion. When big data analyzes the amount of data, it gives some early warning and enlightenment suggestions, which

can facilitate teachers to conduct psychological counseling to students in time, effectively prevent some of the students' psychological problems from accumulating, and ensure the quality of student education and management.

The rapid development of the Internet has exploded the number and speed of data growth. Although data analysis is more precise and accurate and can express the core characteristics of things, the data in the era of big data also has the generally low value of features, and it also increases the resolution. The difficulty of authenticity undoubtedly makes the work of student management more difficult. In the process of removing coarseness and refining large amounts of data and removing falsehoods and realities, part of the data errors will cause the event results to show a differentiated trend. In a piece of chaotic original big data, the workload of extracting useful and accurate information is particularly large. At present, there is still a lack of corresponding supporting facilities and technical personnel. This big data extraction and analysis work is still relatively difficult and arduous. (2) Student management under big data subverts the traditional student management operation mode. The rigor of certain projects will gradually be lowered, but under actual operation, it may destroy the traditional operation steps, and the practicality is too low. Big data technology is used by students Management is still not mature, and it still needs time and technology to continuously improve.

3. Analysis of New Challenges and New Opportunities Brought about by the Era of Big Data for College Student Management

People's production, life, study and work, professional academics and other aspects of today are inseparable from data. The term data is extremely important to people. From a practical point of view, college education is an extremely important part of China's education system. The effectiveness of relevant teaching and education directly affects the quality of higher talents delivered to society. Student management has also quietly changed. People have insights. The world and the means and ways to discover the world have changed, and experience has been quietly replaced by data in the era of big data. The two things "experience" and "intuition" are the most prone to mistakes in the unpredictable context of the big data era, and the same is true for student management. Traditional work experience has no way to meet the needs of today's work. Too. On the one hand, experience needs to combine the characteristics of the development of the current era, on the other hand, it also needs to undergo scientific and reasonable data analysis, so as to better formulate corresponding working methods and working models. It can be seen from this that the advent of the big era has brought new challenges to the management of college students: data analysis should largely replace the original empiricism. Because students' ideological trends have changed to a certain extent, the overall management work mode should also change according to the students' ideological and knowledge characteristics. The new opportunity that comes with it is that experience can be organically combined with the characteristics of the big data era, and the effective combination of previous traditional work experience and data analysis can further enhance the effectiveness of related management work.

The Internet has made the transmission of information more and more rapid, and various types of information are overwhelming. A series of information and data are dazzling. The disadvantages of this era have gradually surfaced. The huge information cluster is hard to tell. , Annoying. From a practical point of view, massive information resources have greatly facilitated people's lives. Problems that could not be solved or knowledge that can only be obtained through teachers are now accessible through the Internet. Some Internet derivatives have also quietly improved people's lives, such as the Internet of Things, the Internet of Vehicles, and artificial intelligence. The increase in data has gradually diversified the information people are exposed to daily. Massive information resources are dazzling and dazzling at the same time. From a practical point of view, the college students' outlook on life, values, and society have not yet been well established and relatively mature. Being in the ivory tower, they are easily affected by many aspects of information. Some positive influences can promote students to generate correct outlooks on life and values. On the contrary, some negative influences can also distort students' three outlooks. Massive information

resources make a lot of information difficult to discern true and false, eye-catching, how to find the essence of this mass information, and discard its waste has become an extremely important issue. From a practical point of view, the new challenge for college student management is to manage it in a situation where massive amounts of information are difficult to discern, and to give college students high attention and trust. This series of challenges makes the management of college students very complicated, no longer as simple and simple as before. In a diverse society, challenges and opportunities are often interconnected and interconnected. Facing a new challenge, it also has new opportunities. The development and conduct of student management work can take corresponding measures according to the current development and changing hot spots and ideological trends of the times. In the true sense, “appropriate medicine” can make the actual management work fit the students' ideological characteristics and meet the needs of students. . In general, with the changes of the times and the progress of society, college student management itself faces many new challenges, and behind these new challenges are also hidden new opportunities for the development of such work. It is necessary to face and understand such opportunities, so as to better analyze effective coping strategies and enhance the effectiveness of college student management.

4. Countermeasure Analysis of Student Management Application in the Era of Big Data

The development of the times and changes in society have made the pace of social diversification in the current era faster and faster. As a cradle for the cultivation of higher talents, colleges and universities must greatly recognize the development of diversified backgrounds for their own management. Important influence significance, at the same time, it is necessary to establish a correct new era student management work awareness, so as to better enhance the effectiveness of related management work. The resources, information, and data obtained from the Internet can make up for the lack of experience. The deficiencies in experience can also be remedied through data analysis to complement each other and help each other. Relevant management work and management awareness need to be continuously improved and improved, and to keep pace with the times and constantly improve. Only by establishing the correct working consciousness can we innovate the overall working mode and effectively adjust and improve the relevant working mechanism. Relevant work must be carried out from the perspective of the students, in the true sense to grasp the dynamics of changes in students' thoughts, and carry out corresponding management work in accordance with the characteristics of students' thoughts. To find students' concerns and students' interests, further expand the scope and influence of this type of management. It is necessary to actively collect students' thoughts and relevant data, carefully analyze the students' thoughts and characteristics, and enhance the evidence and practicality of the overall work.

The new media platform is not new to people. A series of payment methods such as WeChat payment have replaced cash payment. Information transmission and interpersonal communication are not limited to graphics, video, etc., and new concepts such as the public account have also been more extensive. Popularization and application. Because of this characteristic, college student management needs to actively use this new media platform to further effectively implement flexible student management. From a practical point of view, such work should be carried out and carried out in accordance with 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 such platforms can better and more accurately carry out related student management work, effectively improving the timeliness of overall management work. It can also be delivered to each student's mobile terminal in the form of graphics, video, etc. according to media hotspots, current political news, etc. At the same time, when actively using this platform, it can better absorb and accept students' opinions and suggestions, so as to better change the focus of related management work, adjust the direction of the overall work, and improve the effectiveness of related work.

Under the diverse background and social background, everyone's pursuit is different, and college students have their own ideas and opinions. In the process of carrying out management work, it

should also adhere to the characteristics of meeting the individual needs of students to a great extent, and carry out follow-up practical work. With the continuous change of the student population, the age of the students is also constantly changing, and the trend of ideological trends has also changed to a certain extent. Under such changes in the times, in order for students to obey the requirements of management, they must first satisfy the voice 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 kind of work is to meet the needs of students' physical and mental health development, further promote students to generate a correct outlook on life, values and society. In response to this feature, student management work is not "opposed" to students. Such work goals should be integrated with students to help students generate correct values and avoid being affected by negative adverse 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 response strategies.

5. Conclusion

The influence of universities and colleges on the big data era has a profound and far-reaching impact on the current or visible future timeline. The reform and development of education is the source of the motherland's progress. We must use the big data technology in the information age rationally. Take everything for the students and everything depends on the purpose of the students as the criterion, insist on providing students with a better learning environment, a better learning management model, guide students to adhere to the correct ideological value orientation, guide students to correctly understand socialist ideas, and adhere to education. The concept helps students find their own development direction, recognize themselves, better adapt to the needs of social development, and continuously contribute to the realization of the country's strategy of rejuvenating the country through science and education and strengthening the country with talents!

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