

Research on the Innovation of College Students' Educational Management under the New Media Technology

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Abstract: At present, China's information is developing rapidly, and mobile devices are almost one of the carriers of informationization. In particular, mobile phones are mobile devices that college students do not leave. Nowadays, China's emphasis on education is also constantly improving. Therefore, the use of new media technology to educate college students on the mode of education is the inevitable development. University administrators should use this feature in a timely manner to innovate learning management and combine learning content with current new media technologies. You can take advantage of the current strengths of new media technologies to attract the attention of contemporary college students. This paper mainly studies the concept and advantages of new media technology, and deeply analyzes how the innovation and development of university students' education management should be developed under the new media technology.

1. Introduction

China's science and technology level is no less than the international level, especially in the information age network has been able to go hand in hand with the international network. Therefore, under the influence of such a big environment, contemporary college students have a deep understanding of the network, and a series of mobile devices such as smartphones, computers, and Tablets are emerging one after another. Those who apply these mobile devices are part of the mainstream population. Especially the mobile phone, it should be said that it is a human hand. Although college students can learn on mobile phones, the information they receive is fragmented content. It is difficult to continue to become the main content of learning, and the mobile phone will distract students' attention during the student learning process, resulting in a decline in learning efficiency. If a professional can combine new media technology with the education management of college students, the advantages of mobile phones in learning can be fully demonstrated.

2. Status and problem analysis

New media technology is developing very fast in China. Its advantages are rapid dissemination of information, convenient search and learning content, and huge amount of knowledge storage in new media. In addition, students have a great interest in new media, directly affecting their lives and learning, while greatly enriching their horizons. If the new media is properly controlled and managed, the new media has a great advantage for college students, and it can greatly enhance the students' ability. It also has great advantages for college students to cultivate independent personality. If you can combine new media technology with college education management on the university campus, it will be of great help to college students looking for work in the future. Although college students can learn on mobile phones, the information they receive is fragmented content. It is difficult to continue to become the main content of learning, and the mobile phone will distract students' attention during the student learning process, resulting in a decline in learning efficiency. The main reason is that college students have left the strict control system of high school and began to gradually let freedom. Therefore, they have developed bad habits without self-control, and with the addiction to new media, it is likely to lead to academic ruin. Therefore, the combination of new media technology for the management of college students, on the one hand to

control the time of student entertainment, on the other hand is to train students better study habits. If a professional can combine new media technology with the education management of college students, the advantages of mobile phones in learning can be fully demonstrated.

3. Bottlenecks in university teaching

In the past, the education methods were fixed teachers. They used the method of their own teaching to teach college students in the form of blackboards in the classroom. The teaching was mainly based on the content of the teaching materials, but with the development of education, this kind of education efficiency of teaching methods is more and more unable to keep up with the fast-paced era. Therefore, teachers have established learning teams to share teaching methods and make progress together. Nowadays, the network application is very wide. The network platform is for the education industry. It is also a very suitable method. With the help of the network platform, the advantages of the network platform can be fully utilized. It is not only possible to teach through the network platform, but also to evaluate the quality of learning and the effect of teaching after the class through the network platform. A new platform to complement the current teaching team environment.

3.1 There is a lack of teaching resources, and it is difficult to teach in large classes.

With the continuous reform of China's education system and the influence of economic development, colleges and universities began to enroll students, no longer pay attention to elite education, and more favored mass education. The expansion of college students, the facilities in the school must meet the number of students in the past to update and adjust, but many colleges and universities did not timely update the school equipment, hardware and software, students' needs are not met, resulting in students dissatisfied degree of education is also high, so the quality of education is not as good as before. It is difficult to guarantee that the problems raised by students can be solved, and the phenomenon that the departments push each other out and lead to empty talks does not make practical things happen, making the education of colleges and universities inefficient.

3.2 The system is difficult to attract teachers to fully engage in teaching

The promotion mechanism of university teachers' research funds is mainly based on research funds, and the investment in promoting the teaching ability and teaching reform of college teachers is insufficient. It is difficult to mobilize the teaching enthusiasm of the basic course teachers in colleges and universities to carry out in-depth teaching reform, and it is difficult to mobilize teachers to be more energy is devoted to teaching reform and practice.

3.3 The teacher team is not suitable for the information environment.

The teacher's educational philosophy has not kept pace with the times. Some teachers still retain the traditional educational philosophy to emphasize the teacher's leadership, the student's subject, the knowledge transfer, the ability to cultivate, the results and the process. The lack of mutual understanding of teaching and scientific research, the problem of teaching ability and level, and the failure to improve teaching through scientific research have led to problems in the information technology itself.

4. With the help of new media education management methods

4.1 Using media software for education

Use WeChat, Weibo, Today's headlines and other media to occupy the idea of educating the public. In modern times, WeChat, Weibo, today's headlines, such as mobile applications, have become the main information for college students. Young college students of about 20 years old are energetic, positive thinking, bright and forward thinking, and they are more willing to accept rich content and diverse forms. The educational approach, and new media education education

undoubtedly injects innovative, positive and creative elements. Educators should follow the trend of the times and occupy the dominant position of education. Take the WeChat public account as an example, establish a WeChat public account next to our students, provide special services such as inquiry lab, test scores, checklist checklist, borrowing books, etc., and push articles with the characteristics of our school every day, with high-quality content and solid The language style has become a new platform for teachers and students to exchange ideas.

4.2 Introduction of new media literacy education

Introduce new media literacy education to guide college students to accurately transform virtual reality. Contemporary college students rely too much on new social media such as WeChat and QQ, but neglect face-to-face communication. In the long run, this will inevitably lead to a decline in people's social function. Some college students communicate on the Internet, but they are caught in the chaos of real life. Conducting new media literacy education for contemporary college students. On the one hand, disseminate and popularize media literacy education knowledge, discuss and analyze media information, and remind students of the negative impact of media communication through new media. On the other hand, college students can also be organized to directly participate in the production and dissemination of new media content, thereby eliminating their mystery about the media and understanding the real media.

4.3 Using New Media to Develop College Students' Education Management

The new media technology can be used to effectively manage the education of college students. Common application mobile communication software, such as QQ and WeChat, can establish group chat and conduct unified management and education for the class. In addition, it can improve the efficiency of teachers, if they need to manage students separately. Through new media media, such as QQ or WeChat, you can talk to students individually to solve problems that students can't solve during their study or life. In this way, the communication between the students and the teachers can be enhanced, and the management of the students is more humanized, more accurate, and more targeted. The relationship between students and students is closer, and the relationship between students and teachers is deeper.

4.4 Use new media to increase teaching interest

Using new media technologies to increase the fun of learning, attracting students' attention, and combining mobile phones with learning can not only control students' entertainment time, but also enhance students' ability to learn independently. If the new media is properly controlled and managed, the new media has a great advantage for college students, and it can greatly enhance the students' ability. It also has great advantages for college students to cultivate independent personality. If you can combine new media technology with college education management on the university campus, it will be of great help to college students looking for work in the future. Teachers apply new media technologies in the teaching process, and can learn and share with other teachers to create a variety of learning content for students to choose according to their own interests. Teachers should also follow the footsteps of today's new media, shorten the gap between students as much as possible, and help to enhance the relationship between students and teachers.

5. The role of new media technology in university education

5.1 New media technology can provide a simple operating experience

The network new media technology has been established, and all the information can be clearly backed up and managed. It is very convenient for the teacher learning team, because each teacher can manage the course and study through the network new media technology, and the students are After mastering the basic computer operation, you can also learn on the network new media technology through the web browser, and you can follow the teacher to learn in the network new media technology. It can be seen that the network new media technology is very convenient and fast, and it is also installed. It's very simple, and it can be very fast to learn. It can be mastered from

college students to parents and teachers to simple learning.

5.2 New media technologies can present rich learning resources

For the management of teaching materials, each teacher in the classroom team can design the teaching layout by means of the text pages in the network. The teaching content can be enriched through the network new media technology, and the university education teachers can pass the corresponding university education only through different The form is added to the learning materials. The simpler method is to directly link the learning resources to the teaching materials. In the teaching process, you can directly click on the teaching, and the learning resources in the network new media technology are very rich and comprehensive. You can also use this to enrich yourself and make up for your own shortcomings. In this way, boring textbook knowledge can become an interesting learning resource, which can fully attract students' attention and improve their interest in college education.

5.3 New media technologies can organize diverse learning activities

If you only have a rigid written teaching in the classroom, it is difficult to complete your teaching tasks within one lesson and ensure that each student can concentrate on learning and mastering. However, in the online new media technology course, Strengthen the activity of new media technologies, reward every student who actively speaks, thus mobilize the enthusiasm of students, encourage students to actively speak, let students accept the teaching content in the classroom no longer silently, can actively think and actively Speaking and telling your own confusion, the teacher team can analyze and solve specific problems in detail, so that students are no longer independent of receiving knowledge, teachers are not independent teaching, and students are no longer rigidly studying alone. Students can also exchange and talk with each other. Teachers can also find different problems in the teaching process, and exchange and improve each other.

6. Conclusion

New media technologies are developing rapidly in China. The advantage is that the information dissemination speed is fast, the knowledge content retrieval is convenient, and the knowledge storage in the new media is large. With the rapid development of information in China, almost everyone has a mobile device as a carrier of information, especially mobile phones, which is a college student's mobile device. Today, China is paying more and more attention to education. Therefore, the use of new media technology to manage the education of college students is an inevitable development. In addition, students have a great interest in new media, which directly affects their lives and learning, greatly enriching their horizons. If the new media is properly controlled and managed, there are many benefits for college students, which can greatly exercise their abilities and cultivate their independent personality. University administrators should use this feature in a timely manner to innovate learning management and combine learning content with current new media technologies. A range of advantages of current new media technologies can be used to attract the attention of contemporary college students. If we can combine new media technology with the education and management of college students, it will be of great help to the future employment of college students.

References

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