

On Innovation of College Student Management under Network Environment

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Abstract: In the era of knowledge economy, the network has already gone deep into people's life and production of all aspects, and people's thinking, behavior norms and values are also interrupted by the huge impact, which brings new opportunities and challenges to the college student management. Under the network environment, how to make students' management becomes an important subject of each university faces. The college student management workers must recognize the situation, constantly update management concept, develop new ideas, and explore the new management methods and mechanism, to better adapt to the requirement of network times. The paper mainly analyzes the facing opportunities and challenges, and puts forward the corresponding countermeasures and suggestions.

Introduction

With the rapid development of internet technology, network information has become the most significant characteristic of the era of new economy. The phenomenon of social networking also become more and more obvious, and college students, leading the cutting edge of technology, should be skilled in the application of network technology. Under the network environment, the traditional college student management mode cannot be changeless, but need to keep pace with the times to promote the innovation in student management.

New opportunities brought by the network to college student management

The network plays an important role in college teaching, scientific research and management, and promotes the reform of education. It will definitely be able to bring new opportunities for student management work.

Expand the space of student management work. With the widespread implementation of the credit system and elective system, students' class concept becomes weak gradually, and student management work relying on class will be challenged. The network creates new environment and broad space for college student management work and strengthens the radiation and influence of the work. The network breaks the limit of time and space, makes the school education, family education and social education form resultant force in the true sense, and realizes the college student management work informatization. The network, as the important window of insighting and guiding college students' ideological trend, helps the managers grasp the students' thoughts timely and guide their thought and behavior through thematic lectures, which improves the effectiveness of student management.

Expand the means of student management work. Network expands new channels and new methods of university student management work and strengthens pertinence and effectiveness of it. The network can create relaxed, pleasant situation, integrate a variety of forms of information, such as text, sound, image, audio and animation, present to students in full range and multi angle, to make them percept information with a variety of sensory perception and experience more profoundly, so as to achieve the best effect of student management work. The network can provide various forms of

interaction platform, such as e-mail, campus forum, to straighten out student management channels, eliminate students' mental pressure, improve the students' participation in management degree, facilitate the communication between the college student management workers and students, truly realize the equality between teachers and students, and acquire effective feedback information to guarantee the smooth development of the work of college student management.

Promote the efficiency of student management work. We should make full use of the accurate and convenience of the network to improve the efficiency of college student management and enhance the effectiveness. Use the campus network or e-mail to publish out the meeting notice, school recruitment information and so on, and collect all kinds of material quickly, which shortens the distance of time and space and realizes resource sharing. Establishing a relatively perfect management information system consistent with the demand college student management work, can change manual operation into the network operation in the student management work as far as possible; connect the student individual operation with management personnel audit, which improves management efficiency, saves a lot of manpower material resources, makes management personnel get rid of the heavy day-to-day affairs and focus more energy on work ideas, so as to promote the student management work.

The new problems in student management work under network environment

Network culture has negative influence on college students' world outlook, life outlook and value outlook. Cyber source is extremely rich, but false information and trash culture is often to see. College students are still not in mature stage, the bad network will produce adverse consequence to them. In the virtual environment, it is easy to have vandalism, dirty words and other moral and ethical problems, emotional problems, mental health, interpersonal relationship and personal safety. Some organizations or individuals with a specific purpose make remarks, spread illegal information or slander others or mislead the youth students. Some western countries, with economy, technology and information superiority, spread capitalist ideology, and strengthen the expansion and infiltration of ideology. Those so-called democracy and human rights advocated by western countries on the internet lash socialist ideology and traditional culture. College students' world outlook, life outlook and value outlook have not yet fully formed, so they are easy to be invaded by this information and become increasing weak in the sense of social responsibility and humanity concern, causing the landslide of humanity character and moral standard. At the same time, it will make students tend to use money to measure everything.

The guidance of network problems to college students affects the construction of campus culture. Rich and colorful cultural and sport activities are an important part of college life. College students' learning task is heavy, and they can not complete the task without good emotional and physical health. Once addicted to online games or chat, college students will use all available or unavailable time to go on line. People' time and energy is limited, from this point of view, they can not give way to the previous hobby. After obsessed with the internet, they will not be interested with all activities, such as playing chess, watching movies, etc. they always think these activities have no meaning and the network is a new hobby replacing all activities.

College student management workers do not adapt to the work under the network environment. In the front of the impact of the network, some college student management workers lack ideological preparation, scientific culture quality and moral quality. For college student management workers, they are not familiar with the field or only know a little, have no higher-level network knowledge, and even behind the young students. It causes that the workers lack charisma and affinity to communicate with students. After deep in the network life, college students are gradually accustomed to the communication way, which requires the management work to adopt more democratic, freer, and more vivid way and achieve people-oriented education mode. However, traditional college student management workers are not ready apparently.

Countermeasures of improving college student management work in network era

Change the idea and implement network ideological and political education. Student management staff should change ideas actively. Under the network environment, students' ideological and political education work is facing more complicated social environment. Therefore, the work of ideological and political education should break through the traditional thinking mode and education mode, rationally use the network platform, to form the main position of ideological and political education, for example, college can create red website in the campus network to timely clarify wrong ideas, reactionary ideas and wrong orientation, so as to improve the quality of the campus network; college can also open up a column on the internet, or invite some experts and scholars to exchange some hot issues with students to help them establish correct outlook on life, world and values.

Use the internet and let it become the new media of communication with students.

Improve the quality of students and managers. College student management workers should explore new approaches and measures to carry out the quality education of students actively. First of all, strengthen the publicity of the Marx doctrine through the speech or essay to make students deeply understand the Marx doctrine and handle problems with the view; secondly, strengthen the network legal education. Employ legal experts to carry out lectures or exchange on line to strengthen the legal concept of students, thereby to make civilized speech; thirdly, strengthen the ideological education of students through the forum or debate to help them establish correct network concept; fourthly, strengthen the quality education to improve the ability of students to identify the network information. In addition, the student management workers have to constantly improve their own professional ability and comprehensive quality. Colleges and universities should carry out the training of network technology and knowledge to make the management personnel master the new technology and new knowledge and better adapt to the work under the network environment. The managers should establish the sense of anxiety, constantly improve the network operation technology, rationally use modern educational philosophy, and explore scientific and reasonable methods to educate the students.

Strengthen the creation of the harmonious campus and improve the appeal of reality space to students. The ultimate concern of harmonious campus is students' happy experience. Many students indulge in the network virtual space, and the main reason is that their ideas and aspiration cannot be met and can only get spiritual comfort in virtual world. Strengthening the harmonious campus can create positive and optimistic campus culture atmosphere. The school should carry out rich campus culture activities as much as possible to meet the psychological needs of all the students and let them do their best, so as to enhance the appeal of reality to students and their happy experience. the rich campus culture activities can not only develop their team spirit and improve the organizational communication skills and interpersonal skills, but also can make students keep healthy personality in the virtual network society.

Conclusions

In short, the internet produces comprehensive and profound impact on college students and puts forward new task for college student management work. With the continuous development of the network, its impact on college student management work is unceasingly thorough, but the new situation and new problems also emerge constantly. We must adapt to the requirement of the internet era, keep pace with the times to make the student management work further towards the standardization and modernization and open the new situation of college student management work in the new period.

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