

The Application of Mobile Phone App In the University Students' Management

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Abstract. In the new media era, the development of smart phones accelerated the rapid use of mobile media, with the birth of the mobile phone app and coverage, WeChat, weibo and other popular apps have become the main communication tools of contemporary college students, the traditional teaching management mode is no longer suitable for contemporary management college work. This paper mainly expatiates WeChat, weibo applications and its existing problems, and the challenges of the management work of colleges and universities how to carry out is analyzed. At last, and management countermeasures are presented in the new telephone media era.

Introduction

With the rapid development of digital information technology and mobile communication technology and the increase of the popularity of smart phones and the network coverage, the application of mobile media has been also more and more widely. Now, the generation after 94s and 95s have been the main body of contemporary college students, where fetion, Weibo, WeChat are popular among college students, and a variety of new media communication tools such as QQ have gradually been replaced the traditional communication tools such as telephone, SMS. Due to the advantages of zero tariffs, cross-platform, communicate across time and space while using the mobile phone app to communicate with others, it consumes only a small amount of network traffic by voice messaging, video, images and text to communicate and exchange. As a result, more and more college students begin to use a mobile phone app to communicate with each other, the traditional student management mode has not be suitable for now of college students group, which requires the student management work content and role of university counselors is undergoing profound changes.

The Reason that Mobile Phone App Attracts College Students to Use

For example, WeChat supports a variety of forms such as words, pictures and video, where all information is spread widely. It can be released at any time and place images, text, video and other information in real-time communication. In addition, it is different from QQ and Weibo, which can effectively protect the individual privacy and selectively public some or all of their states, it is strongly initiative. Moreover, it has a very diverse communication forms, like that it has the pattern such as one-to-one, one-to-many. Through WeChat, it can realize voice chatting, sending messages, sharing music, etc. The most important point it that WeChat is in the medium of mobile terminal, mobile, which has a lower cost.

Compared with the traditional network form , micro-blog has the following characteristics:

Micro-blog broke the limit between the fixed Internet and mobile Internet, achieve the terminal integration of computer and cell phone.which make the bloggers to get rid of the shackles of computer hardware,compared to other media, the propagation velocity of micro-blog content is more convenient and more quickly.

Micro-blogging subvert the traditional media, so that everyone can easily become producers, witness, communicators and comment of information through the micro-blogging.

Users of microblogging always use real names as their nicknames, so that their familiar friends can find them. At the same time, Authentication function provided by the micro-blogging service

Strengthen the micro-blogging network authenticity.

Compared with traditional media and new media such as blog, forums, the biggest feature of micro-blogging is that it implements a Interaction spread in the true sense, On the micro-blogging, Information transfer have many forms.

Micro-blogging content is very rich. Although Each micro-blogging has only 140 Chinese characters, but through hyperlinks, pictures and videos, you can have a rich extension, giving the user a simple reading experience and freedom and Providing pluralistic, multi-level and multi-angle scalability .

Therefore, many colleges and universities have established their own official micro-blogging, College student management departments have also created the Students work micro-blogging. By using micro-blogging on the management of university students, the Workers of college student management won a initiative. But after gaining the initiative, How to make better use of micro-blogging, how to build micro-blogging and make micro-blogging become the right-hand and innovation platform of university students work, which need the Management workers are college students make a Depth thinking and discussion.

In addition, the application position is not clear. Application position of Weibo refers to the purpose of that managers create weibo, that's, it is prepared for the people who see, and expect to achieve its communication effect. From those have open the Weibo student management in colleges and universities, there are several positioning problem: firstly, it is a relatively narrow surface, such as a plate in the student work, like those use employment, psychological and funding for the subject construction. Such design, whose position group is relatively small, its attention and focus is a small group of students. Followed by the higher positioning gesture, many students management weibo are positioning in the official level. The third it is that the role is fuzzy, and some of the student management weibo have gradually become the simple repetition of the university's official website, which can not ensure the status and role of good weibo in student management work in colleges and universities .

The Advantage of Using Mobile Phone App to Carry Out the University Student Management Work

Due to the particularity of college counselors' work, there are a lot of dingheit things. As that Students' time is more dispersed, in order to the communication time is limited between teachers and students and teachers can not be quickly familiar with the student, which affects the communication with students. Through WeChat, it can effectively reduce the distance with the students, look for common topics. Then teachers can better understand the students' psychological condition to establish a good relationship between teachers and students, it will be convenient for doing work better.

Strengthen the service, open up channels of information release new. Through weibo to establish the work and life information service platform for student's study. And the related management department can through the micro-blogging to release the school management policy system and service information for student. For example, students can release to the notification and dynamic that carry out the education and management, such as employment and entrepreneurship prize. Office can publish the information of student curriculum, test registration and so on. And technology can publish academic lectures, expert BBS arrangement. Youth corps committee can campus cultural activities of the relevant announcement. General affairs department issued the student dormitory management, food and beverage service management features, and so on. Department of student management department can also set up a corresponding weibo. In this information platform, which owns the advantages of information dissemination, formal channels and timely content true, students will find the accurate and reliable information their own need.

Using the Phone App Carry Out the Work of Student Management in Colleges and Universities

The Dominance and Authority of Students Has Been Challenged. The traditional pattern is face-to-face communication, the school and teachers are the center of the whole education activity. While the counselor is even the symbol of authoritative, who is a guider of student life. Therefore their thought, words and deeds are fiercely education specification. But the popularity of WeChat in colleges and universities, makes teachers and students' communication patterns become multi-level and diversification. The information that students get are more diversified, which is largely weaken the teachers' place in the student's standing.

The Difficulty of Values of College Students' Guide Is Increasing. College students are in the important stage of outlook on life and values formation, who are lack of rational judgment. The diversification and uncertainty of WeChat platform have a significant impact on the formation of students' growth and values. Students are easy passively to receive information from the outside. The spread of information and problems trend to be multi-dimensional. For college students who need to develop the consciousness of self-independence, these information leads to that the values of college students is hard to focus and the difficulties of college guidance increases. Information overload and unhealthy negative information, images can enter the student's field of vision, which have a significant impact on students' morality and values.

WeChat Communication Requires Counselors to Change the Traditional Way of Communication and Be Adapt to the Changes of The Times. WeChat represents a diverse and strong participation, where everyone can become the spreader of information, and the information interaction is more and more strong. In WeChat people can find topics of common interest, lifestyle and other information. These all require the teacher to comply with the pace of the times, be adapt to this way of communication and pay attention to ideological WeChat this way of communication, then it can improve the efficiency of management of students.

Student Management Countermeasures at Mobile Media Age

Using WeChat Platform to Deliver Positive Energy, Guide the Student to Set Up the Correct Outlook on Life and Values. WeChat can mass pictures, text messages that these functions provide a new WeChat public platform. Teachers and students jointly establish WeChat platform. Through which teachers can know what students focus on, timely release information about schools, colleges and students. WeChat can be regarded as a feedback channel which collects about school construction and the development of college students and the construction of individual, in order to let teachers timely help students solve thier problems, improve work efficiency. In addition, the positive energy of the information could be sent through WeChat, where students can share chicken soup, learning, life feeling and so on.

Understanding the social crisis in WeChat, plan ahead and remind students to carefully deal with the crisis event. WeChat shake and near the people belong to social software commonly used functions. Students can use it to extend interpersonal circle and exercise interpersonal social skills, but we should not underestimate this kind of hidden trouble in security function. As a college teacher, for the group of students who are at any time in danger, we should train their safety awareness and guide the student to correctly use WeChat and network function with some real cases to improve the students' alertness more intuitive.

Guide Students to Strengthen Their Own Quality and Safeguard WeChat Platform Together. In WeChat platform, students can take them what happened and forwarding. Sometimes it may be taken out of context and has a amorality, this requests us to strengthen college students' own quality and to guide education and train students' ability of communication and access to information and the value judgment. Ensure them not trust misinformation bad information, jointly maintain the purity of WeChat platform, guide the college students' sense of responsibility.

Summary

Through WeChat and weibo, education workers in colleges and universities can use this new communication means for the student management work to build a platform of smooth information exchange and communicate ideas and information interaction, which can make schools and students, teachers and students, and students can communicate with each other in the maximum limit, to understand each other. For the development of higher education it has a very important significance. However, because weibo was still in the stage of development, for how to further enrich the management forms, expand the information content of weibo, strengthen management, it also needs further thinking and exploring education by workers in colleges and universities.

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