Research on Management of College Students in Colleges and Universities from the Perspective of New Media Environment

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Abstract: The new media environment has put forward new requirements and challenges for college students' management in colleges and universities. This paper discusses four major challenges in the new media era: information overload, dissemination of false information, social media social pressure, and data privacy security. In response to these challenges, we propose corresponding strategies: information screening and integration, media literacy education, social media education, and data security and privacy protection. These strategies aim to help colleges and universities better adapt to the new media environment, improve the quality of college student management, and ensure that students can fully develop in an information-rich and complex era. College management in the new media era needs to be constantly innovated to meet the needs of students and to cultivate more comprehensive future leaders.

Keywords: New media era;College education ;College students' management

Introduction

The rapid development of new media technology has profoundly changed all areas of society, and education is no exception. Management of college students in colleges and universities is facing unprecedented challenges and opportunities in the new media environment. Traditional management methods and tools are no longer applicable, so college management departments need to actively adjust their strategies to better meet students' needs and adapt to the development trend of the new media era.

1. The Challenges of Student Management in Colleges and Universities from the Perspective of New Media Environment

First, the challenge of information overload. In the era of new media, a large number of information sources continue to emerge, which brings great challenges to student management; second, the challenge of false information and Internet rumors. False information and Internet rumors circulating on new media may have a negative impact on students. Colleges and universities need to educate students on how to recognize and respond to false information in order to improve information literacy; third, the social challenge posed by social media. The popularity of social media has made it easier for students to get caught up in social comparisons and vanity, which may affect academic and mental health; and fourth, privacy and data security challenges. University administrations need to ensure that students' personal information and data are effectively protected against data leakage and misuse.

2. Optimizing the Management Strategies of College Students in the Perspective of New Media Environment

2.1 Information Screening and Integration Strategies

In the new media environment, information comes in like a flood, posing unprecedented challenges to the management of college students in universities. Information overload has become an obvious problem that affects the quality of students' lives. To cope with this challenge, colleges and universities can adopt information screening and integration strategies [1].

Colleges and universities can actively develop a student information platform, which is an important tool to help students easily

access the information they need. This platform can integrate information from a variety of departments, including campus events, employment opportunities, and more, so that students can find content of interest to them on one unified platform. More critically, the platform provides personalized push and filtering to ensure that students only receive information that is relevant to their interests and needs. This means that students will no longer have to waste time searching through a sea of information to find what they need and can instead focus on their studies and hobbies.

With personalized delivery, students will receive information that is customized to their majors, interests, and learning journeys. For example, a computer science major might receive information related to programming contests, internship opportunities, and technological innovations, while a literature enthusiast might receive news about literary lectures, cultural events, and creative writing contests. This personalized push not only makes the information more relevant, but also increases students' attention to the information because they know they will receive information relevant to their interests [2].

Additionally, the information filtering feature is key as it helps students filter out unwanted information. This can be accomplished through keyword filtering, tag categorization, and user feedback. Students can set keywords to ensure that they only receive information that contains those keywords. For example, a chemistry student could set "chemical research" as a keyword to get notifications related to that field. Additionally, tagging can help students categorize information by campus life, employment, etc., so that they can better organize and navigate the information. Most importantly, colleges and universities should encourage students to provide feedback in order to continuously improve the information screening system and make it more responsive to their needs.

2.2 Media education strategies

In the new media environment, media education strategies have become particularly important to help college students better understand and cope with the constant flow of information sources. The core goal of this strategy is to develop students' information literacy skills so that they can better recognize false information and online rumors and protect themselves from inaccurate or misleading information.

Media education can help students understand the sources and credibility of information. Students need to learn to assess the credibility of news organizations, websites, and social media accounts to understand whether there is truthful reporting and fact-checking behind such information. They should understand that not all sources of information are credible, and that some websites or accounts may spread false information or have political or commercial motives.

In addition, media literacy education should also include an understanding of the algorithms and filtering mechanisms used to disseminate information. Students should understand that platforms such as social media and search engines use algorithms to present information, and that these algorithms filter content based on user interests and behavior. Therefore, students should be aware of how their information flow is shaped and how they can choose their own sources of information, rather than just being manipulated by algorithms [3].

Another important aspect is that media education should also include norms for interactive and social media. Students need to understand that there are certain ethical and legal norms governing speech and behavior on the Internet, and that it is not an unfettered space. They should know how to express their views while respecting the views of others and avoiding cyberbullying and the spread of disinformation.

2.3 Social media education strategies

Schools can develop social media education activities to help students understand the potential risks and opportunities of social media. These educational activities could include lectures, workshops and online resources covering various aspects of social media, such as privacy settings, information sharing, respectful speech and online safety. Through these activities, students will gain a clearer understanding of the impact social media has on their lives and social interactions, and how to better manage these platforms.

Schools should encourage students to be active on social media, but also educate them on moderation. Social media can be a useful tool for making connections, sharing insights and promoting personal or professional brands. However, students need to understand that overuse of social media can lead to social isolation, anxiety and dependency and therefore need to allocate their time wisely to ensure a balance between their online and offline lives.

Social media education should also focus on building positive online social relationships. Schools can encourage students to cultivate real, meaningful online friendships, rather than just pursuing a virtual following. Students need to understand that "likes" and "shares" on social media platforms are not the same as real social connections. Building deeper friendships requires time, trust and care, qualities that should not be overlooked.

In addition, social media education should focus on vanity and self-esteem issues. Students often use social media to showcase

their lives, accomplishments, and appearance. This can lead to vanity and self-depreciation, especially when comparing themselves to others. Schools can help students develop healthy self-esteem through mental health support and self-affirming education, understanding that their worth depends on more than what they show on social media.

Most importantly, social media education should also emphasize online ethics and civic responsibility. Schools can teach students how to demonstrate respect, understanding and empathy on social media in order to build positive online communities. In addition, students need to understand that spreading false information, hate speech, or encouraging violence on social media is irresponsible behavior that may have a negative impact on others and on society [4].

2.4 Data security and privacy protection strategy

College and university administrations should be more aware of data security. Staff and students need to understand the potential risks of data breaches and their responsibilities in data handling. Providing regular data security training and awareness education is essential so that everyone can understand how to properly handle and protect sensitive information.

Colleges and universities need to establish robust data protection measures. This includes the use of advanced encryption technologies to protect data stored in on-campus systems and to ensure that only authorized personnel have access to them. In addition, HEIs should establish access control policies that restrict access to sensitive data and allow only the appropriate personnel to access the necessary information. This will reduce the risk of data leakage.

University administration should follow relevant laws, regulations and industry standards to ensure data security and privacy protection. This may include following the European General Data Protection Regulation (GDPR) or other applicable privacy regulations. HEIs need to establish clear privacy and data security policies and monitor their implementation. In addition, HEIs should establish complaint and reporting mechanisms so that students and employees can report data breaches or privacy violations.

Another key aspect is the need for colleges and universities to conduct regular security audits and vulnerability scans, as well as develop emergency response plans. This can help colleges and universities identify and correct potential data security issues in a timely manner, as well as be able to act quickly to minimize losses in the event of a data breach.

3. Conclusion

The management of college students in colleges and universities in the new media environment is a complex and serious challenge, but also a field full of opportunities. By adopting adaptive strategies, colleges and universities can better cope with these challenges, improve the quality of college student management work, and provide better support for student growth and development. The new media era requires colleges and universities to innovate in order to cultivate more comprehensively developed talents to meet the challenges of the future.

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