

Application and Method Analysis of New Media in University Education Management

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Abstract: In recent years, with the rapid development of China's social economy and the continuous progress of science and technology, new media technology has also been rapid development, and began to be widely used in all fields of people's daily life and work, providing greater convenience for people. Under the background of the wide application of new media technology, efficient education management should be fully integrated with multimedia technology to improve its service quality and work efficiency. This paper studies the method and application of new media in the management of higher education.

Keywords: New Media; Universities; Education Management; Application Methods

With the rapid improvement of science and technology, new media technology is widely used. Since the advent of the information age, the use of innovative new media communication mode, a variety of communication methods and rich content promote the rapid development of Internet applications. At the same time, college students as the most active group in receiving information and using technology, the integration of new media technology and higher education will improve and innovate the existing education management. Therefore, university management staff should make full use of its advantages according to the characteristics and forms of multimedia, and adjust their own education management mode, so as to improve work efficiency.

1. Overview of new media features

New media has high openness and interactivity, so it can provide a public platform for all individuals to communicate equally and speak freely. In the new media, people can accept different voices and opinions, and express their own opinions and emotions. At the same time, due to the high development of new media, some false information and negative information will make people have a certain resistance, and even blindly follow the incorrect speech. However, the new media has high timeliness, wide dissemination and fast information circulation speed. Therefore, university education management staff can make full use of the public platform. In addition, the new media has many forms, rich resources, and its content is full of vitality, which has a strong attraction for college students. If we can manage and guide it in a scientific and reasonable way, it will play a very important and efficient teaching effect on college students. At present, with the rapid popularization of new media, it has become a necessary social platform for all people in daily life and work, and with its personalized and diversified characteristics, it has been widely concerned by people from all walks of life.

2. The influence of new media on university education management

For college students, they have a strong ability to accept new things, and they are very dependent on social tools such as microblog and WeChat in new media technology. Most of them will interact and update them with high frequency, and are willing to invest more time in various social tools to improve their satisfaction. One of the important factors for students to learn efficiently and grow healthily is the quality of educational administration management. In this information-based social environment, colleges and universities must innovate and develop the education management mode of colleges and universities, and take new media technology as an important tool of education management. For the new media platform, college students should trust in the process of using information received and disseminated can build its own image, meet the needs of communication with others, and enhance its influence. In the new media platform, with a very diverse and rich data information, university education management staff can use the new media platform to observe students' life dynamics and thinking mode, understand their spiritual needs and emotional confusion, so as to improve the traditional way of understanding students and reduce students' boredom and resistance. At the same time, the new media platform has diversified and rich information resources, which can effectively improve the learning efficiency and teaching quality in the process of interaction between teachers and students. Meanwhile, the new media platform can also introduce the school's hardware measures, scientific research and teaching information to freshmen, so as to help them increase their understanding of the school and prepare for their study and life in advance. In addition, teachers can also use the new media platform to improve their teaching efficiency and teaching quality, exchange and learn from teaching experience, to improve their teaching philosophy.

The new media platform not only changes the mode of efficient education management, but also improves the corresponding work efficiency. Teachers can use an open and fair platform to express their own demands and opinions to the school, so that students can freely express their own suggestions to students, and all teachers and students can participate in the development and construction of the school, which can effectively improve their collective sense of honor and participation.

3. The application of new media in university education management

Under the background of the rapid development of new media technology, colleges and universities should build a diversified information service platform to attract students' attention, so that students can obtain more practical, interesting and rich knowledge content in the process of using new media technology. Students can also understand the school's affairs and activities in the new media platform, so as to guide teachers and students join the construction of the campus. For the new media platform, we should build free and platform exchange opportunities for college teachers and students, so that all teachers and students can speak freely through the new media platform, increase the use frequency and identity of the new media platform, and help the university management staff improve and improve the education management work.

3.1 Changing the concept of education

In the new media environment, the training direction of talents has gradually changed to the cultivation of students' comprehensive quality and ability, and the cultivation of their unity and cooperation ability, practical ability and innovative spirit, and began to pay attention to the cultivation of students' competitive quality and psychological quality. Therefore, in the process of daily education management in colleges and universities, we should implement the concept of people-oriented, carry out humanized management of colleges and universities, so that students' life and education management can be combined. Therefore, university management staff should pay attention to the internal needs of students, use scientific and reasonable ways to solve their needs, and guide them to live a healthy life.

3.2 Improving the management evaluation system

With the advent of the new media era, the university management staff should improve and innovate the education management evaluation system according to the people-oriented concept, subdivide the traditional rough and simple evaluation indicators, and construct a new evaluation system in line with the information development of colleges and universities, to standardize the education management work in the new media era. Nowadays, under the influence of new media technology,

the evaluation system of university education management has covered more participants and influencing factors, and the evaluation content has begun to develop in the direction of diversification, socialization and administrative color. Therefore, it is very important to construct a high-quality evaluation system in the process of carrying out the education management in colleges and universities according to the students' personality and needs. University management staff should improve their own media literacy, according to the basic theory to enhance the new media education mode, so as to effectively integrate new media technology and university education management.

3.3 Improving the content of traditional education management

Under the background of the rapid development of new media technology, the content of education management in colleges and universities should also be changed, which can not be limited to the traditional education methods and contents. The width and breadth of education management content should be expanded to college students based on more abundant and diversified connotation. Therefore, the university management staff should integrate the education management of college students with the development direction of the times, and construct a timely and targeted university education management system according to the needs of college students. First of all, we should optimize the structure and content of university education management, improve the adaptability of education management, and on the basis of understanding and applying new media technology, we should also strengthen the construction of spiritual civilization, in order to help students realize the unreal and virtual nature in the network world, improve their self-control, work efficiency and quality of education management.

4. Conclusion

For the application of new media platform in university education management, we should build a fair, free and humanistic public platform, so as to attract the attention of college teachers and students and guide the whole school to participate in the construction and development of the school. In addition, the university education management work lies in the process of integration of new media platform. It should help students to establish correct outlook on life and values in a relaxed environment, deal with students' questions and needs in a timely manner, and pay timely attention to the message and interaction in the new media platform, in order to understand the guidance of students' public opinion, and build a harmonious and healthy campus culture.

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