How to Do Well in the Management and Education of College Students in the Network Age

Yigui Lu

Zhengzhou University of Science and Technology，Zhengzhou 450064，Henan，China.

Abstract：Based on the background of the Internet age，many problems have gradually appeared in the management and education of students in colleges and universities，such as the increasing impact of the Internet on students' thinking，and gradually leading to the failure of management and education. To improve the status quo，a new education must be created. On the one hand，it is necessary to build an online ideological and political education platform to be able to "see and hear"; On the other hand，it is necessary to increase college teachers' understanding of the Internet and to be able to know the pros and cons of the current online information browsed by college students in order to better carry out education and management work also needs to strengthen the construction of the school's campus culture，which can nurture students' thinking and promote their healthy growth.

Keywords：Internet Age; College Students; Management; Education

Since the network has penetrated into college campuses，due to the wide spreading function of new media，more and more college students spend a lot of time on the Internet，resulting in the reduction of the "entry" for colleges and universities to implement education and management，which requires colleges and universities. The importance of this can be "strengthened with strength". It is necessary to use the network to strengthen management and education，but also to continue to play the role of campus activities and other methods，so as to improve the effectiveness of management and education.

1. Analysis of the positive impact of the Internet age on the management and education of college students

1.1 Contribute to the development of new educational methods

In the Internet age，the Internet is a core tool. Although it has a certain negative impact on contemporary college students，it can also have a positive impact. It just requires college teachers to use the Internet reasonably and make it a new way of disseminating education. Can improve management and education effects.

1.2 Contribute to the establishment of new communication and communication methods

In the process of managing and educating college students，communication and communication are necessary means. Before the network can fully penetrate the college campus，they will often use face－to－face communication with students，often affected by factors such as location and time. After the network is integrated into college campuses，network communication has become the mainstream communication method. Teachers can use this method to establish new communication and exchange methods with students，which will help to carry out management and education work.

2. Analysis of theproblems existing in college student management and education

2.1 The Internet has an increasing impact on students' thinking

In the daily life of many college students，the Internet is an important thing that cannot be separated from

it. Most of the time is spent on the Internet. As a result, the information and voice circulating on the Internet will easily affect the thinking of contemporary college students, and most students lack life. The training and lack of accurate judgments on the essence of network information has caused some rotten negative information to flow to students, which will gradually distort values and form negative thoughts, such as entertainment thoughts and extravagant consumerism thoughts.

2.2 Teachers' lack of understanding of network information

Through daily teaching observations, it can be found that the reason why many college students and teachers cannot establish effective contact is that some teachers lack understanding of network information, which leads to "information gaps" with students, and the words and understandings they speak no longer. At the same level, in this case, the educational suggestions made by teachers can hardly get into the hearts of students and cannot achieve the expected educational effect.

2.3 Limited management and education methods

At present, some colleges and universities have relatively backward methods of managing and educating students, unable to follow up on changes in the student group in time, unable to have ideological exchanges with them, and unable to effectively manage the lives and studies of students, resulting in a decline in the efficiency of management and education. In addition, some colleges and universities with problems still don't know how to improve, and the negative effects of the problems are getting deeper and deeper, and they are gradually out of touch with college students.

3. Strategic analysis of the management and education of college students in the network age

3.1 Build a network ideological and political education platform

College teachers can build a network platform around ideological and political education and use the Internet to spread correct values and guide the healthy growth of contemporary college students' thinking. On the one hand, since most college students' social interactions are currently concentrated on the WeChat platform, colleges and universities need to be able to create a WeChat official account belonging to the school, or develop a WeChat applet. In this type of platform, multiple sections can be included. For example, in the "WeChat homepage" section, you can directly jump to the school's official website after clicking; The section includes small sections such as "employment information", "international news", and "domestic hotspots". The network information included in each section is different. Choose according to the individual needs of students, so that they can understand social information outside the school; In the "Red China" section, there are small sections such as "History of the Party", "New Chinese Technology", and "Chinese Dream", which promote the guiding ideology advocated by our party and the history of the party, including "New Chinese Technology". It mainly includes various scientific and technological products independently researched and developed by our country, as well as current scientific and technological developments, such as information about Shenzhou 12. The "Chinese Dream" mainly includes hot news about college students, such as news about college students' support for education. On the other hand, it is necessary to build an official website belonging to the school to introduce the school's education system, content, and the lives of contemporary college students, such as "Jingjing Campus", "Sports Health", "Lecture Performance", etc. , among which "Jingjing Campus" is mainly used to publish news about college students of our school, such as "XXX Lakeside Games", etc. "Sports Health" is mainly used to guide students' physical and mental health. For example, in the "Psychological Counseling Center", there will be for many comfortable essays, you can scan the QR code to fill in the question and answer paper, so as to relieve the negative emotions of the students. In addition, since the WeChat official account has a "micro homepage" section, students can check the official website at any time through the mobile terminal.

3.2 Need to increase the scope of "study" for college teachers

Due to the information differences caused by the Internet age, teachers and students often find common topics differently, and cannot find suitable communication portals. This requires college teachers to increase the

scope of "studying" and form a living habit of browsing Internet information, especially for college students. Try to get in touch with some online platforms with a large number of college students, such as Douyin, Kuaishou and other short video platforms, to understand the current students' favorite information positioning, and at the same time, it is necessary to reflect on the positive and negative effects of this kind of information on students, such as for the Douyin short video platform, although it can broaden the horizons of college students and see the life of people at different levels of society, and at the same time can have fun by brushing videos, but because the online platform is commercial, it will not be special. Restricting college students and deliberately tending to entertain, many students will be confused by entertaining videos. Not only are they unable to obtain useful information from them, they will suffer from it, waste a lot of their own learning time, and form a comparative and lazy psychology. After understanding the advantages and disadvantages of certain online platforms for college students, teachers can formulate corresponding management and educational measures. For example, for students who like to use video, they can guide students to understand the positive and negative effects of short video platforms during class, and advocate them. Make full use of your time in school to do things that are beneficial to your physical and mental health, such as studying your major, participating in club activities, and participating in public welfare.

3.3 Strengthen the construction of our school's campus culture

In the management and education of colleges and universities, campus culture is a soft education method that can subtly affect the ideological status of every student. It can be used as an important means to educate students in the Internet age. On the one hand, it needs to guide college students to participate in terms of practical activities, we will give full play to the cohesion of college clubs and encourage various clubs to hold various types of campus activities. For example, in basketball clubs, campus basketball games can be held. Everyone in the school has the opportunity to participate. The competition system is set as a challenge. Students outside the club can challenge the students in the club and compete with each other in the form of 1V1 and 3V3, which not only helps to cultivate the preference of outdoor sports, but also attracts more newcomers for the club and cultivates the spirit of sports competition; in the literary club poetry creation competitions can be held, and all members of the club are required to participate. The genre must be poetry, and the content is not limited. The chairman and minister of the club will jointly review and select the most outstanding members and award them. At the same time, the best works are spread within the club. It can cultivate the spirit of love of literature and art and innovation.

4. Conclusion

To sum up, in the Internet age, the thinking of college students changes rapidly, and the type of network information is complex, which easily affects the thinking of students. This means that management and education are becoming more and more difficult. Therefore, teachers from schools and colleges are needed. Being able to face up to the positive and negative effects of the network, and making full use of the network to strengthen management and education measures can improve effectiveness and correctly guide students to form positive thoughts.

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