

Discussion on the Optimization Path of College Student Education Management in the Era of Big Data

Na Jing

1. Woosong University, Endicott School, Daejeon gwangyeoksi 34606, Korea.

2. Yulin University, Yulin 719000, China.

Abstract: With the development of information technology, colleges and universities also keep pace with the times in the work of student education and management, and comprehensively use a variety of information management tools to help promote the work of student education and management. In the era of big data, the comprehensive use of big data can improve the management efficiency of college students and improve the management mode. This paper mainly analyzes the existing problems and optimization paths in the application of big data to student education management in colleges and universities, so as to improve the level of student education management in colleges and universities.

Keywords: Big Data; College Student; Education Management

1. The concept and application of big data

The concept of big data is closely connected with development of computer technology and Internet, due to the user in the process of using computer and the Internet has a day measured data, and the data acquisition, storage, correlation analysis, discover new knowledge and create new value, promote new ability of a new generation of technology, commonly referred to as big data application technology. Now big data technology has been applied to every aspect of our life, so we will now call it the era of big data. The application of big data technology is not only limited to the Internet, but also can truly reflect people's behavioral preferences and social operation rules through data analysis. At present, the application of big data technology focuses on the following fields: medium and high-end consumption, innovation leading, green and low-carbon, sharing economy, modern supply chain, human capital services and so on. In the new era, the management of college students' education is faced with the challenge of diversified values and other problems. The traditional management of college students' education has been unable to adapt to the requirements of the progress of The Times. Only by making full use of modern technology, innovating educational management mode and introducing new educational management ideas, can we continuously adapt to the requirements of the development of The Times.

2. Current defects in the education and management of college students in the era of big data

2.1 Lack of big data application concept

Due to the influence of management methods and management concepts, college student education management has formed a set of effective management models. Therefore, there are still some differences in the application concepts of student education management based on big data. Some managers lack big data application thinking and simply collect and sort out big data without further analyzing the meaning behind the data. For example, the sign in rate of students in elective courses not only reflects the popularity of the course and the teaching level of teachers, but also needs to combine the data

with the examination results of students. In addition, it also needs to refer to the number of electives of the course over the years to analyze valuable information from it, rather than just as data statistics. In the management of student education, we should pay attention to the application of big data, which requires university administrators to actively study, change the previous management thinking mode, and correctly use big data technology.

2.2 Lack big data information platform

Colleges and universities have made some achievements in promoting teaching informatization, but in the era of big data, the existing college information platform cannot meet the needs of student education management. On the one hand, the existing information platform of colleges and universities has not been integrated, which cannot effectively summarize all kinds of data information, leading to the inability to realize the management of big data without basic data. On the other hand, the existing information platform of colleges and universities cannot meet the needs of student education management under big data, and lacks reasonable Settings in data selection, which affects the validity and timeliness of data and cannot serve the education management of college students. In the era of big data, student education management cannot be separated from the support of basic data. Only by building a unified information management platform and strengthening data collection, can the effective application of big data in student management be realized.

2.3 Lack of information security awareness and professional personnel

In recent years, information security has become a very important topic. In the era of big data, the education and management of college students should pay full attention to information security. As big data involves a large amount of personal privacy, it will lead to the risk of information leakage for teachers and students in colleges and universities. Colleges and universities need to do a good job in protecting data privacy and ensuring data security from the source while obtaining massive data from students. At the same time, colleges and universities are short of professional talents in the process of promoting the application of big data technology. The application of big data technology cannot be separated from professional and technical talents. Colleges and universities need to apply professional analysis software to mine effective information while obtaining a large amount of data. At present, some colleges and universities lack professional talents, resulting in the failure to reflect the value of data and truly implement the application of big data in student education and management.

3. Optimization path of college student education management under big data

3.1 Strengthen the application awareness of big data in student education management

In the era of big data, colleges and universities must keep pace with The Times and fully realize the importance of big data in student education management, so as to better serve the education and management of students. To strengthen the awareness of the application of big data, first of all, we should strengthen the awareness of the application of college managers. Through self-learning, we should actively apply big data to the management of students, combine the actual situation of schools with big data, and better promote the education and management of college students. In school, in the daily management of the college administrators can through professional training, share big data concepts and technical characteristics for teachers, which made us realized the advantage of big data and characteristics of which lay a foundation for the application of large data after, to comply with the basic characteristics of large data, especially in data collection, storage, upload, analysis, etc., managers are professional counseling in colleges and universities, It enables the management of colleges and universities to quickly master big data technology, so as to change the original concept, and clear conceptual

obstacles for big data in student education and management.

3.2 Perfect the construction of information platform in colleges and universities

It is necessary to break through the barriers of each information platform in the school, build a unified information management platform, effectively integrate the data of students, and fully explore the internal relationship between the data. At present, the construction of college information platform does not realize the value of big data, so there are various misunderstandings about the storage, management and application of data, which leads to the failure of student education management under big data. Perfecting the construction of information platform, must strengthen the capital investment, enough to include all kinds of information platform in unity of the school information management work, pay more attention to the value of data in the platform, according to the practical management of colleges and universities, combined with large data application technology, a more scientific and reasonable information platform construction scheme, thus give full play of the role of big data in the student education administration work.

3.3 Strengthen big data security management and introduce big data professionals

Although the application of big data can improve the level of student education management and effectively change the current problems of low efficiency and insufficient specialization in the management of colleges and universities, it also faces the problem of data security. When applying big data technology, colleges and universities need to strengthen information security management to effectively guarantee the information security of teachers and students. In recent years, personal privacy is frequently violated due to data leakage. In colleges and universities, if the data security of teachers and students is not effectively protected, it will not only infringe on personal interests, but also cause serious dereliction of duty in school management. In addition, there is a lack of professional talents for big data application in colleges and universities, especially for the analysis and mining of data value. It is necessary to introduce professional talents to effectively promote the technical level of big data application in colleges and universities, while ensuring database security.

3.4 Fully integrate the original student education management mode

Student education management in the era of big data is not to abandon the original education management mode, but to give full play to the advantages of big data on the basis of the original education mode. Some university administrators should adopt big data technology on the original student education management mode, and combine the two to innovate student education management. Big data application technology, by analyzing and refining the original student education management data, finds the problems in the traditional student education management work, and then improves the existing teaching mode, so as to better serve the teaching management work of college students. For some students who lack autonomy in learning, colleges and universities should absorb traditional education methods in education management and adopt more flexible and effective ways to urge students to learn.

4. Conclusion

The advent of the era of big data has created new opportunities for the education and management of college students. At present, due to the influence of ideas, colleges and universities still pay insufficient attention to the application of big data in student education management. In addition, some colleges and universities still have some problems in school information management platform and talent training, which affect the application of big data in student education and management. It is believed that with the development of technology and the emphasis of colleges and universities on big data technology, the education and management of college students will make new achievements.

References

- [1] Su QF, Research on optimization path of college education management based on big data era [J], Aurora Borealis, issue 7, 2019 page 170-171.
- [2] Dong CS, Research on the optimization path of college education management in the era of big data -- a review of research on college education management based on big data [J] Education development research, 2020, issue 2, page 3-3.

About the author

Jing Na, female, 1987-, Chinese, Master, Research orientation: Education management.