

# Research on new ideas of teaching management in Colleges and Universities under the new media environment

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**Abstract:** with the rapid development of information technology, digital media technology has begun to affect people's lives, which also puts forward deeper requirements for the teaching management of colleges and universities. In the new media environment, the form of information presentation is real-time, and the form of expression is also rich, which also puts forward a new idea for the traditional teaching management in Colleges and universities. Based on this, this paper analyzes and studies the teaching management ideas in Colleges and Universities under the new media environment for reference.

**Key words:** new media; Colleges and universities; Teaching management; internet

## Preface

As an important part of college education, college student management is closely related to the management level of the school, and also affects the overall quality of students. In the context of the information age, the Internet has gradually become an important channel for students to contact society and grasp life. The teaching management in Colleges and universities should comply with the requirements of the development of the times, make use of the practical application characteristics of new media, and create a real-time interactive, convenient and fast teaching management mode.

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necessary to prevent college students from paying attention to the pursuit of quality and personality, and from being influenced by the social consciousness of "negative consumption", which leads to "debt" consumption behavior; Prevent the influence of parents' compensatory and protective consumption psychology, which indirectly leads to small group consciousness and comparison psychology; In order to show their identity and prestige, college students should be prevented from forming conspicuous consumption and herd mentality under the influence of social atmosphere. It is a necessary content of mental health guidance and education management to deeply analyze the consumption behavior and psychology of College Students' clothing accessories and help them establish a correct consumption concept.

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## 1. Overview of new media development

In the context of the information age, people's definition of traditional media has changed. In terms of carrier presentation, traditional old media such as newspapers, magazines and radio are no longer the mainstream, but are gradually replaced by new media such as mobile terminal devices. In terms of the form of expression, under the background of the Internet Centered integrated media era, the era represented by portal websites, BBS and wikis has changed, while the era represented by mobile app, public account and microblog came into being, and today's form of expression has emerged. The content of old media is independent and single, and its transmission time is relatively long, mainly in the form of content push. However, due to the limitations of users' choices and the lack of interaction, the new media has a certain degree of integration characteristics, which can realize the rapid and high-quality dissemination of information through the rapid sharing of other media, improve the timeliness of information, and push the content based on big data, which is more convenient for users to make choices. To this end, the wave of new media is unstoppable.

## 2. The actual situation of teaching management in Colleges and Universities

The media does not include education, but it has a vital link with education. In the traditional teaching management of colleges and universities, information dissemination often relies on the portal website and the corresponding platform, which is not applied to more in-depth user access to the website. Users can obtain information only on the website and management platform, and cannot carry out in-depth application. At this stage, the educational organization work relies on the third-party network platform, and the resources are lack of corresponding links, scattered and difficult to manage. In the traditional management work, information collection relies on manual summary reports and handwritten statistics of the corresponding data. The business process is relatively complex, the time cost is relatively high, and the execution efficiency is relatively low. It can be seen that in the new era, the application of new media is higher, and the original teaching management mode in Colleges and universities can not meet the needs of the development of the times in terms of technology and reference. Therefore, in order to conform to the development characteristics of the new era, teachers can use new media technology to improve the overall management quality, so as to bring good user experience. Taking new media as the way, teachers can explore a new mode of teaching management in Colleges and universities, adjust the original working habits and methods, and build a new teaching mode in the new environment.

## 3. Thoughts on teaching management in Colleges and Universities under the new media environment

New media technology has the characteristics of convenience and instantaneity. The use of new media technology to carry out teaching management can collect and view information through mobile app, push relevant content according to the actual needs of users, and use wechat public account to realize information transmission and deep utilization of information. The use of new media technology for information transmission can better play the characteristics of new media technology, so as to ensure that the new media technology can achieve the actual goal and provide good services for the daily teaching management in Colleges and universities.

### 3.1 Colleges and universities should establish a correct view of new media and give full play to students' initiative

In essence, new media as a tool of communication and communication, it can not be replaced. If students use new media technology improperly, they will be addicted to the network, which is not conducive to students' personal learning. Therefore, the school should establish the correct concept of new media, abandon the traditional management mode, change the previous nanny management work, change the previous situation, and truly mobilize the students' subjective initiative to participate in practical activities. In education management, teachers and management workers should not hold a biased attitude towards new media. They should keep pace with the times and set up more knowledge lectures, elective courses and new media education knowledge by using new media technology, so as to strengthen college students' media moral consciousness and improve students' resistance to information, Achieve the effect of consciously following the norms and ethics of new media. Only in this way can students establish correct values and form a good concept of new media application.

### 3.2 Clarify the goal of information construction in Colleges and universities and improve the quality of management

In the context of the development of informatization, the education management functional departments should combine the actual situation of education work in Colleges and regions to formulate a plan suitable for the development of education management informatization in local colleges and universities. In the context of education in the new era, the functional departments of education management at all levels should file a case and make corresponding education planning according to the situation of education in Colleges and universities and regions. Colleges and universities should adhere to the guiding role of the ten-year development plan, establish an information management system, and build an information education management team, so as to better assist the information construction of colleges and universities. In addition, colleges and universities should also build an information management platform, establish an information management website, and build an education and teaching management platform, so as to better solve the problems in education management, solve practical problems faster and better, and realize the leap forward development of education and teaching management.

Colleges and universities have great responsibility for education and management. They not only need to teach and educate people, but also need to cultivate more talents for the motherland and shoulder the important responsibility of talent training. Therefore, in teaching management, we should actively promote reform and innovation, so as to comprehensively improve the quality of teaching. In addition, the concept of teaching management also needs to be strengthened. With the continuous improvement of the quality of talent team construction

in the new era, funny managers should adhere to the concept of education first, so as to better carry out exploration work and achieve the new goal of education.

### 3.3 Mobile app helps teaching management and realizes information query

At present, smart phones can be compared with personal computers in terms of hardware devices and applications, and have greater convenience. In people's daily life and work, the application of smart phones is increasing. As the most important application and communication means of smart phones, the functions of mobile app are more perfect. In the field of education, mobile app plays an important role. For the management of higher education, mobile app is in a lagging development state, which is also due to the relatively long updating cycle of the higher education system. Smart phones have only gradually developed in recent years. The previous teaching management system has no supporting app. The teaching management system will be built based on the relevant standards to realize the terminal display adaptation.

In the management of higher education, the application of mobile app is very important. It can bring users a more convenient experience. For the teaching management work in Colleges and universities, all mobile apps are independent. They can be opened after one login, and there is no need to verify the identity again. In addition, its access speed is relatively fast, and it can push relevant information at the first time. In addition, colleges and universities can also carry out secondary development according to their own situation, supplement more personalized functional requirements, expand the scope of application, and fill the personalized functional characteristics of the universal teaching management system. The mobile app has the characteristics of information push and information reminder. It can push the data according to the announcement and remind the class time according to the timetable. It can be seen that the function of campus mobile app helps to promote the informatization development of teaching management in Colleges and universities, change the way teachers and students learn, and get more information faster.

### 3.4 Public accounts help education management and realize information transmission

Public account refers to wechat public account, which is a part of wechat and can be used for information dissemination. Wechat has become an important form of information exchange and dissemination because it is integrated within wechat and has a large audience. Therefore, many colleges and universities have established a wechat public account platform according to their own actual situation, so as to use the wechat public account to push messages in real time and publicize and promote messages to students, which plays an important role.

In terms of information transmission, the information released by the public account is to spread the information to the user's mobile phone by means of active promotion. Users can receive information promotion through wechat, publish information through the website, and obtain and view more information through the website. The application information of wechat official account can be transmitted more quickly, and students can be notified of course adjustment and examination adjustment at the first time, and some competitions and reports will be notified, which has strong timeliness. In terms of information interaction, traditional media still mainly send information actively, lacking in-depth and effective communication with users. The school can build a wechat public account, build a communication platform between teachers and students and the school, and obtain the corresponding answers by entering keywords, so as to better solve the practical problems of teachers and students, reduce the workload of manual replies as much as possible, and improve the efficiency of information dissemination and communication.

### 3.5 Improve the investment of special funds to ensure the quality of software

The development of education and teaching management in Colleges and universities should be transformed from tradition to informatization, supported by a certain amount of funds, from the introduction of professional talents, the construction of data-based software and informatization platform. In view of the lack of technical experience in campus network and informatization education management software system, colleges and Universities should optimize the allocation of financial funds, Improve the capital investment in this area, actively introduce more talents with working experience, strong professional quality and ability and innovative spirit, analyze the actual education situation in Colleges and universities, establish and improve the campus network and education management platform, and provide guarantee for the effective implementation of management work. At the same time, colleges and universities need to pay attention to the security risks in the process of network operation. In addition to the prevention and killing of viruses, they should also take active measures to establish a risk assessment system, develop a sound and perfect early warning platform, and regularly maintain the information system, so that more colleges and universities can pay attention to this problem. In addition, colleges and universities should pay attention to the introduction of more information resources and equipment on the premise of sufficient funds to ensure that they play a good technical role and provide support for the development of information-based education management.

### 3.6 Optimize the evaluation mechanism of new media education and realize education reform

As an important part of undergraduate education management, teaching evaluation is an indispensable part. Teaching evaluation includes students' evaluation of teachers, courses, textbooks, teachers' evaluation of students, teachers' self-evaluation and so on. Teaching evaluation is the key to personnel training. In the new media environment, the traditional teaching evaluation method can not keep up with the characteristics of the development of the times, which requires innovative reform.

Therefore, colleges and universities can use mobile app for teaching evaluation, open corresponding summary evaluation for students, and use mobile app for teaching management in the new environment to give full play to the characteristics of mobile app, so that students can use mobile app to evaluate classroom teaching after the course, and collect students' evaluation of each class, so as to make the evaluation more targeted, It can better reflect the teaching situation of the whole class. In addition, teachers can use wechat applet to complete roll call work. The roll call time of a class will take a long time, which is very disadvantageous for the time intensive classroom

teaching work. In the new media environment, teachers use wechat applet to initiate roll call, and students can sign in independently, which can greatly save classroom time and improve the statistical efficiency of attendance.

## epilogue

To sum up, new media has changed people's way of production and life with advanced technology and extensive forms of communication as its main characteristics. In the field of education, the use of new media for teaching management can fully interact with students, so as to improve the quality of education. Mobile app can realize accurate information push for individual students, while wechat public account can realize information push for all students in the school. Using new media technology to build a perfect Internet + education management platform can realize the unification and sharing of data, and realize effective integration through information interaction and sharing, so as to better build a student-centered education reform mode. In the follow-up work, college education management should conform to the characteristics of the development of the times, keep up with the pace of the development of the new era, and achieve a breakthrough in teaching management ideas and methods.

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