

Big Data Helps The Training and Management of College Students

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Abstract: *To actively guide college students to participate in campus management can not only improve the level of school management, but also strengthen the ability and quality of students. Nowadays, in the continuous innovation of college education, more and more attention is paid to the use of big data technology for student training and management. Therefore, on the basis of clear concepts related to big data, this paper studies how to innovate the content and form of university student management with the help of big data, aiming at the cultivation of students' ability consciousness.*

Keywords: *Big data, Human resources in Colleges and Universities, promotion of information technology, Safety prevention and control*

1. Introduction

Under the background of the democratization and fair development of Education in China, the cultivation and management of college students in China begin to be optimized and innovated in combination with the concept of big data technology. Big data as the Internet and new concept of cloud computing technology innovation emerge in the field of education to fully demonstrate the application of the idea of value, not only to master in the data analysis and data mining of the healthy growth of university students information effectively, can also be based on relevant analysis of the sample data of speculation in the appropriate training management decisions. To put it simply, as a data set, big data is more effective than database software tools in the traditional sense, including information collection, storage management, integration analysis and other functions. The scale of practical application is very large, and has a broad development prospect. In the era of big data, the amount of data in modern society shows an explosive growth trend. In order to master more valuable information in the increasingly complex and changeable database, prediction should be regarded as the core, so as to create more advantages for the development of human society. From the point of student management work in colleges and universities, big data has a deep influence on all aspects, so management of colleges and universities to development needs in the era of the correct understanding at the same time, continue to optimize the corresponding management methods, to guide the university students' education and management innovation, put forward a more targeted and insufficiency of education decision.

2. The Impact of Big Data on the Cultivation and Management of College Students

2.1 Change the Unitary Training Management Mode

The wide application of modern information technology has enhanced people's awareness of information processing ability and built a new platform for the public to obtain and disseminate information. Under the background in the era of big data, large quantities of data and information has changed the traditional education model in colleges and universities, for the teachers and students to acquire knowledge provides a variety of channels, such as can choose interested in extracurricular autonomous social organizations, network course, video software provider of platform and information sources such as communication, to expand the spread of information, and can have more abundant resources. At this point, the monotonous traditional management mode has been unable to meet the demand of diversified teaching, to colleges and universities by using big data technology and students in the effective communication in teaching management, to mobilize students' autonomous learning

awareness, prompt them to actively participate in school management activities at the same time, the feedback effect of the various measures to carry out the moment to colleges and universities.

2.2 Manage According to Data Analysis and Decision Making

In the traditional sense, students' education, training and management are mostly promoted according to the experience and intuition or examination results, which can not fully understand the class students, and it is difficult to quickly grasp the value information hidden during the training and management. Using big data technology can effectively solve this problem [1]. On the one hand, with the deepening of data collection, college teachers can use forums, wechat and other commonly used apps to obtain dynamic information of students in time, which is also the main way of effective communication between schools and students. On the other hand, big data can build the correlation between each other on the basis of storing large quantities of data, so as to accurately record students' behavior consciousness in class and off class while grasping individual characteristics, and describe students' daily behaviors in detail, thus providing effective data support for subsequent training management.

2.3 Increased the Difficulty of Information Screening and Judgment

Starting from the daily life and learning activities of college students, college teachers can master various data information, such as consumption records, platform records, Internet access records, access control records, etc. The best way to understand students is to conduct mining analysis on the basis of collecting and sorting out relevant data, select valuable content from them, and finally obtain the corresponding data report in an intuitive and convenient way. It should be noted that most of the student data may involve personal privacy, so when using the big data technology platform to understand students, we should ensure that the information used has legal support and complies with ethics. It can be seen that information protection and information security is one of the main problems faced by the training management of colleges and universities assisted by big data.

2.4 The Existing Faculty Does Not Meet the Requirements of Technological Development

Nowadays, in the process of promoting the construction of digital campus, colleges and universities around the country begin to use the information platform to adjust the practical teaching and management methods. Because only a small number of mining practice data processing technology analysis, it is difficult to the comprehensive collection and detailed analysis on the big data, so the local university teachers should on the basis of correct understanding of advanced technology advantages, continue to optimize their own professional quality and ability, eventually be needed for the innovation and development in colleges and universities large data storage process analysis. However, from the perspective of practice, neither teachers nor administrators in colleges and universities make rational use of big data thinking to optimize their abilities, which makes it difficult for the teachers in colleges and universities to support the innovation and development of big data technology.

3. How to Use the Big Data Technology Platform to Help the Training and Management of College Students

3.1 Fully Implement the Big Data Management Model

In the context of the era of big data, the application value contained in data information is very great. However, because university education management does not pay much attention to big data information, if you want to fully optimize the training and management of university students, the most important thing is to truly understand the importance of reforming the traditional student management model. Especially for university administrators, while releasing management ideas, they must build a big data awareness that meets the development of the new era, so as to use the collected data information to provide an effective basis for practical management decision-making [2]. At the same time, it is necessary to fully grasp the development opportunities emerging from the innovation of the times, to innovate and optimize the training management work under the big data technology, and to ensure that the relevant technical concepts can show their own advantages in the development of practice.

3.2 Promote the Realization of the Whole Process of Student Training and Maintenance Management

Under the guidance of big data technology, the training and management of college students can scientifically adjust the management strategies of related programs based on the results of data analysis, and provide reference value for practical guidance according to the current development of students, so as to ensure the education management of colleges and universities. It is personalized and precise. Regarding the semester and school year as the research and collation standards of student data and information, based on the collection of relevant data and information, the digital management mechanism proposed in advance can be used to detect and warn the abnormal behavior of students in a timely manner. This can not only protect the behavior awareness of college students, but also With controllability and departmental nature, it can also comprehensively improve the management level of college student training [3].

3.3 Guide Public Opinion and Opinion Based on Big Data Technology Platform

The way of thinking of college students is changeable, and their problem-solving ability and awareness are more active, so they have a strong ability to accept diversified thinking modes. Under this condition, while strengthening the tracking of online social platforms, university administrators must use both online and offline channels to systematically understand the dynamic changes of students' thoughts. [4].Especially in the event of emergencies or hot issues, management personnel should correctly guide based on the collected data and information, put forward effective crisis management countermeasures in advance, and ensure the security of the public opinion position. At the same time, managers should also analyze and forecast based on big data information, focus on optimizing their own data analysis awareness and ability, timely grasp possible problems or accidents, and focus on cultivating students' network media literacy to ensure that they can strictly abide by the network. At the same time as the regulations, actively participate in the education management of colleges and universities [5].

3.4 Protect Student Privacy in the Big Data Technology Platform

Collect and record students' school information through the big data platform. Because big data itself has a certain particularity, a large amount of private information will emerge during the collection period. Under this condition, assuming that the training and management of college students is not in place, it is easy to provide criminal opportunities for criminals while leaking the privacy of students. [6]Therefore, university administrators must use the big data technology platform to comprehensively protect students' personal information, and orderly implement data confidentiality in all aspects, so as to avoid the occurrence of privacy leaks on the basis of this. Especially for the unified management of the database, a systematic security prevention and control mechanism should be put forward based on the integration of past operating experience, and attention should be paid to strengthening the normative control of relevant staff, and clear measures for data management and application personnel to prevent leakage Rules and regulations can not only fully demonstrate the application value of the big data technology platform, but also ensure the safety of the learning environment of college students.

4. Conclusion

To sum up, the cultivation and management of college students, as the focus of big data technology application innovation, is also the main subject that administrators and college teachers need to discuss in practice. It is difficult to comprehensively master big data technology concepts and related software, systematically understand the problems existing in university management services, learn from excellent teaching management cases at home and abroad, and put forward effective improvement countermeasures for relevant problems.

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