

# Analysis on the Implementation Path of College Student Education Management under the Background of "Micro Era"

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**Abstract:** *With the continuous development of the Internet, more and more "WeChat" software has appeared, such as "WeChat" and "TikTok". The emergence of these platforms has changed people's habits in daily life, and has also had a significant impact on college students. The emergence of the "micro era" gives colleges and universities an opportunity to carry out educational reform, so that colleges and universities can fully combine the characteristics of the "micro era" to carry out more effective student education management. This article will take the college student education management as the main research direction to explore the effective measures of student education management under the "micro era".*

**Keywords:** *"Micro Era"; Colleges and Universities; Student Education Management*

## 1. Introduction

In the "micro era", the speed of information transmission has become very fast. People can receive a large amount of information anytime with mobile phones, tablets and other portable mobile terminals. "Micro era" not only affects people's social life style, but also affects people's thinking. College students are an important audience group in the "micro era". Their access to information has changed from the original single way, single content and slow speed to multiple channels, rich content and fast speed. Therefore, the management of college students' education can no longer be the relatively "closed" management model in the past. It is necessary to fully consider the openness and diversity of information, and we should realize the two-sided impact of the "micro era" on students, grasp the opportunities, and meet the challenges, in order to strengthen the guidance of college students, develop new educational tools for college students' education and management, and create a platform for "micro era" to cultivate the comprehensive quality of college students.

## 2. An analysis of the present situation of college student education management in the "micro era"

The arrival of the "micro era", especially with the support of 5G network technology, makes the information dissemination more free and fast. This change of the era is a double-edged sword. Although it has brought a lot of convenience to people's lives, it has also caused a certain negative impact. As a huge group, college students are also greatly affected by the "micro era", which will directly affect the effectiveness of college student education management. In order to explore the work countermeasures in line with the "micro era" in the college student education management, first of all, we need to clearly and thoroughly understand the characteristics of college students in the "micro era", and recognize the opportunities and challenges of the "micro era" college student education management.

### 2.1 The characteristics of college students in the "micro era"

#### 2.1.1 Opening minded and self-conscious

In the "micro era", students can use social software such as "WeChat" and "TikTok" through the Internet, and the existence of these social software has had a significant impact on students' ideas: First, college students have more open ideas. Social software such as "WeChat" and "TikTok" can not only socialize with a large number of netizens and get to know people with different personalities around the world, but also is a rich, convenient and fast information sharing platform, which contains different political, economic, cultural and other information. Under the impact of different cultures, it has

developed the knowledge of college students and gradually cultivated their open ideas. Second, let college students have a strong sense of self. On Weibo, Tiktok and other platforms, people can carry out information dissemination and updating activities anytime and anywhere, which promotes the enthusiasm of college students to publish information and the participation of topics. It weakens the control of information by a small number of elite people who have information advantages, so that college students can become the communicators of information, and everyone can participate in information dissemination activities, thus improving their self-awareness.

### ***2.1.2 Large knowledge reserve and strong sense of equality***

In the past, college students who want to acquire knowledge can not only receive education from schools, but also acquire relevant knowledge through more traditional information media, such as newspapers, radio, television and other media. However, whether it is school education or knowledge acquired by students through traditional media, there is a problem that the content of knowledge acquired is relatively single and the quantity is relatively limited. At the same time, the speed of knowledge or information dissemination is relatively slow, and there is an obvious lag. However, in the "micro era", the speed of information dissemination has become faster and faster, breaking through the information lag and information limitations in the traditional information dissemination process. Therefore, college students can learn more information and knowledge through more channels, so as to effectively improve students' knowledge reserves, so that students can keep pace with the times and the world, regardless of their vision or ideas.

## ***2.2 Opportunities and challenges of college students' education management in the "micro era"***

### ***2.2.1 Opportunities for college students' education management in the "micro era"***

In the "micro era", people can carry out information dissemination and updating activities anytime and anywhere. This feature promotes the enthusiasm of college students to publish information and their participation in topics, weakens the control of a small number of elite figures who have information advantages over information, makes college students all information disseminators, and everyone can participate in information dissemination activities, which has played a role in promoting the development of college students' education and management.

Weibo, WeChat, Tiktok and other platforms provide new ways for college students' education management, and can also promote the innovation of education management methods. Colleges and universities can give full play to the platform advantages such as WeChat and Tiktok to release positive social hot spots and classic works in a way that is easy to understand and popular with college students, so as to enrich students' knowledge reserves while guiding students to be positive, and also make a strong contribution to strengthening college ideological and political education work and spreading advanced culture. The "micro era" with strong interaction can change the one-way transmission mode of "command" and "indoctrination" of traditional education management, and let the "post-00s" college students who advocate freedom participate in the education management of college students.

### ***2.2.2 The challenge of college student education management in the "micro era"***

"Microblog" and "Tiktok", depending on their characteristics, fully meet the rich and personalized needs of college students, and are popular among college students. However, due to imperfect development and lack of normative constraints, colleges and universities will face many challenges in student education management.

In the "micro era", the network not only has a variety of social platforms, but also has a wealth of entertainment methods. Compared with real life, the online world will be more relaxed and happy, and it is inevitable that some college students will indulge in it. In addition, there is some bad information in the huge multi information. For college students who have not entered the society, they are not mature enough in mind due to lack of sufficient life experience and social experience, so they are easily affected by it and thus produce wrong values.

## **3. Principles of student education management in the "micro era"**

In different times and environments, the educational carrier used by colleges and universities in student education management should also be changed. In the context of the "micro era", the function of the traditional education carrier is weakening. At this time, it is necessary to choose a new education carrier that is more in line with the needs of the times. However, when choosing a new education carrier,

colleges and universities must pay attention to the relevant principles of student education management. Specifically, under the background of "micro era", colleges and universities should abide by the following principles in student education management:

### ***3.1 Adhering to the principle of Party spirit***

The first principle is to adhere to the principle of Party spirit. Only by earnestly adhering to the Party's educational policy and the Party's value orientation can colleges and universities implement the primary goal of student education management. On the basis of adhering to the Party's education policy and value orientation, we should reasonably choose the education carrier in the "micro era", make full use of the network micro mode, and build a high-quality team of teachers. Only in this way can we truly achieve practical effectiveness in student education and management, and can we ensure that the direction of education and management given to students by colleges and universities is the correct direction[1].

### ***3.2 Adhering to the principle of positivity***

The second principle to be adhered to is the principle of positivity. Positive publicity is one of the important policies that a school must follow when implementing student education management. Because college student education itself is a part of ideological and political education, it can only be effectively carried out under the mainstream ideological and public opinion. Once faced with principled problems, students need to accept positive energy to grasp the right direction, so the positivity in the process of education management is very important. Therefore, under the background of "micro era", teachers need to give more play to the positive forces, and drive the progress of student groups through positive publicity by persuasion, demonstration and other ways to achieve effective management of college student education under the "micro era".

### ***3.3 Adhering to the principle of controllability***

The development of the "micro era" not only breaks the space and time constraints of the original college student education management, but also accelerates the speed of information iteration, and weakens the subject's ability to be controlled. Therefore, in the process of student education management in the "micro era", if you want to play the leading and guiding role of education for students, you must grasp the form and content of student education management, adhere to the principle of controllability, and constantly implement the student supervision and student situation feedback system to effectively grasp the effect of student education management.

## **4. Educational management measures for college students in the "micro era"**

With the rapid development of the "micro era", college students, as the main group of micro citizens, should seize the opportunities, overcome the challenges and take scientific and reasonable measures to do a good job in the education and management of college students.

### ***4.1 Innovative educational management concept***

In the context of the continuous rapid updating and iteration of Internet technology, colleges and universities should follow the changes of the times, innovate educational management concepts, and rationally use the opportunity of "micro era" to give students a better training effect. Based on this, in terms of student education management, colleges and universities must establish the educational management concept of keeping pace with the times, change the "command" and "indoctrination" educational management methods, and try to incorporate "micro blog", "WeChat", "TikTok" and other platforms into the daily education management of students, so that the positive influence of "micro era" occupies the main position of students' ideology and politics [2].

### ***4.2 Strengthening new media technology***

"Micro era" has put forward new requirements for the use skills of new media for college student education management workers. Simple WeChat and microblog information integration capabilities can no longer meet the current needs. At this stage, college student education and management workers can no longer use traditional media concepts and methods. It is necessary to master the characteristics and

communication skills of the "micro era", improve information sensitivity, strengthen the ability to grasp hot topics, and skillfully use various micro platforms, so as to realize the functions of management and education in relaxed entertainment. Based on the cognitive characteristics of college students, comply with the development trend of the new era, use the advantages of new media technology to create a new platform for college students' education and management in the form of education popular with college students [3].

#### **4.3 Improving students' self-cultivation**

In the micro era, the management of college students' education needs the joint efforts of schools, teachers and students: schools need to innovate educational management concepts, teachers need to strengthen new media technology, and from the perspective of students themselves. They should strengthen their ideological quality and improve their own quality. First of all, we should strengthen the physical and mental quality of college students. Only with healthy physical quality and good psychological quality can students think better and resist the invasion of bad ideas in the "micro era".

Secondly, students' network literacy should be strengthened. In the "micro era", people's network communication has virtuality and anonymity, which are hidden behind the network. It is easy to lose personal moral constraints, and there are problems such as network violence and network rumors. In such a network environment, college students are also easily assimilated by such an environment without moral constraints. Therefore, colleges and universities need to strengthen students' network moral education in order to improve college students' network quality.

#### **4.4 Standardizing the construction of network system**

To promote the good development of college student education management under the "micro era", we need to improve the platform guarantee mechanism and build a sound governance system. First of all, we should establish a supervision mechanism, do a good job in network public opinion early warning and network crisis plan, find and handle network events that touch the bottom line in a timely manner, and shut down illegal accounts in a timely manner. Secondly, we should improve the reporting system, unite various forces, and everyone is a network supervisor. In addition to the official network supervision of colleges and universities, we should give play to the supervision role of students on campus, report works that spread vulgar and illegal content in a timely manner to form a strict network ecological protection network, so as to regulate college students' online words and deeds and create a positive network environment. Finally, we should improve the technical supervision, develop and use the network detection system to automatically identify, block and filter the spread of bad content through modern technology, and improve the supervision efficiency.

### **5. Conclusion**

Under the background of "micro era", after analyzing the education management of college students, it is found that "micro era" will have different positive and negative impacts on college students, and colleges and universities should seize opportunities and meet challenges in the process of student education management. We should abide by the principles of student education management, innovate the concept of student education management, strengthen new media technology, and take reasonable measures to improve the quality of college students themselves, as well as standardize the construction of network systems, so as to do a good job in the education and management of college students in the "micro era", cultivate a new generation of people who can shoulder the responsibilities of the times, and cultivate high-quality talents for the comprehensive construction of a socialist modern country.

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