

On the Effective Application of New Media Platform in Student Management

Meng Yu

*School of architectural engineering, Zibo Vocational College
Shandong 255300, China*

Abstract: *With the continuous development of network information technology, the student management of the school is also facing new opportunities and challenges. In order to further improve the scientificity of student management, we should effectively grasp the development trend of new media. Based on this, this paper studies the application of new media platform in student management, starts with the impact of new media environment, and discusses the links of class management, school management and daily affairs management.*

Keywords: *New media platform, Student management, Application*

1. Introduction

at this stage, new media technology and platform are more widely used in student affairs management, which provides more advanced technical means to improve the quality and efficiency of student management. Under the new situation, the school should constantly adapt to the development of new media environment, effectively change working ideas, and apply more advanced modern information technology to student affairs management, so as to lay the foundation for the scientization and modernization of school student management.

2. The Influence of New Media Environment on Student Management

Under the new media environment, the student management within the school is also facing new changes. Generally speaking, the development of new media has introduced more convenient communication methods into the school student management to ensure the smoothness and convenience of communication; the diversified network platform also further improves the quality of student management. First, the new media environment can help students understand the latest state policies and developments at the first time, and at the same time, with micro-blog, WeChat, and jitter, it can truly "stay at home and tiktok things." Under the influence of new media environment, student management can effectively break through the limitations of time and space, and can participate in corresponding management activities at anytime and anywhere [1]. At the same time, the new media platform also provides a broader and convenient communication platform between students and teachers, so it has become the most commonly used way for school student managers at this stage. Secondly, under the influence of new media technology, the efficiency of student management can be further improved. The application of network platform management system in the school can realize the organic integration of various parts and effectively improve the efficiency of school administration. At the same time, with the help of the cloud platform of the management department, students can more easily complete examination registration, borrow books, select courses and other affairs, which greatly improves the convenience of campus life. Finally, with the help of the information intensive function of new media technology, we can complete the collection of public opinion information; effectively understand students' behavior on the network platform and their attention to network information, so as to better carry out student management. At the same time, the restriction of network public opinion in the new media environment has also become a new challenge for schools. On the one hand, some comments on the network are easy to stimulate students' irrational emotions; On the other hand, usury, gambling and other information are also easy to have an adverse impact on students whose minds are still developing.

3. Application Strategy of New Media Platform in Student Management

(1) Application in class management

Class student management is an important application direction of new media platform in student management, which is mainly reflected in three links: first, with the help of new media platform, we can better complete the transmission of class information. In the process of student management, relevant managers can complete the implementation of various policies and systems through new media technology, and can also timely understand the ideological changes of students, so as to effectively improve the quality and pertinence of student management and better complete the process of uploading and issuing. At the same time, managers can also formulate more scientific and reasonable student management strategies through the relevant data on the new media platform. Second, the new media platform also plays a key role in organizing class activities. Before the start of the activity, relevant managers can release the preparatory information of the activity on the new media platform, and complete the relevant organizational work by strengthening the communication with students, and then release the specific time and place of the activity through the new media platform to fully stimulate the enthusiasm and initiative of students to participate in the activity. At the same time, the release of activity related content on the new media platform will attract students' attention and discussion, so as to ensure that close contacts can be established between students and managers, further improve the overall cohesion and sense of honor of the class on the existing basis, and lay a foundation for the stable development of student management in the future. Third, with the application of the new media platform, the information transmission efficiency will be significantly improved. With the help of microblog, wechat and other new media platforms, relevant managers can communicate more deeply with students [2]. In the traditional management practice, students' untimely access to the information issued by management workers will affect the smooth development of student management to a great extent. Therefore, in the process of carrying out student management, the school should choose a new media platform with high utilization rate and wide coverage as far as possible, so as to ensure that students can receive and consult information in time after the release of various information, so as to effectively improve the quality of student management.

(2) Application in school management

Before applying the new media platform, the school should make sufficient investigation and research to ensure that the new media platform can give full play to its due value and advantages in student management. With the help of the new media platform, the school can effectively establish a perfect communication mechanism, further clarify the tasks and responsibilities of different posts on the basis of realizing effective communication between various departments, and effectively improve the scientificity and standardization of student management. In the new media environment, the school can establish a special new media platform management team, make full use of the new media platform to clarify the student management objectives, further improve the interactivity and timeliness of the overall management process, and lay the foundation for setting more scientific management objectives. In the new media era, in order to further improve the richness of student management, we can also add Educational Counseling Contents in psychology, ideology and politics on the existing basis, and implement more perfect management with the help of diversified management modes [3]. In addition, the school can also publish important notices, recruitment information and important activity information through the new media platform, so as to effectively enrich students' learning life and provide convenient conditions for their personal development. In the process of applying the new media platform, we can further innovate its use functions in combination with the actual needs of students. For example, we can add leave application and other sections in the management interface, so as to better realize the development of student management.

(3) Application in daily affairs management

In addition to learning activities, students often need to manage other affairs on campus, which can be made more convenient through the new media platform. At this stage, more and more schools participate in the construction of new media student management platform, and then provide more convenient services for students by integrating various administrative departments in the school. For example, the new media platform plays a very important role in the registration and check-in of students. Students can complete the platform login through their student ID, and the platform can also automatically complete the identification of students' location for online check-in. After completing the registration, students can complete the payment of various fees with the help of online payment tools, which greatly improves the overall handling efficiency. After logging in to the new media platform, relevant managers can also learn about the registration of students at the first time. For students with

problems, they only need to take their student ID card to the student office to complete registration. At the same time, many schools have completed the R & D and application of classroom roll call system with the help of new media technology, avoided students' skipping classes through face brushing system, and greatly improved teachers' teaching quality and classroom interaction. It is worth noting that the application of new media platform also creates a perfect new environment for students' network education to a great extent, so as to better meet students' needs for network information at this stage. In such an environment, schools should pay more attention to the application of new media platform, and effectively introduce ideological and political education and mental health education into it. In addition, the school should further enrich the functions of the new media platform in combination with the actual needs of social development and education, and invest more energy in information push, online education and information release. On the one hand, we can make full use of online courses to complete the transmission of teaching content and the publicity of socialist core values; On the other hand, it can also effectively provide students with information support in life and work, take students' actual needs and development needs as the construction basis of the platform, and further provide powerful conditions for students' all-round progress.

4. Conclusion

To sum up, new media technology has had a very far-reaching impact on students and their management. Therefore, when carrying out student management, the school should be fully aware of the important role of new media technology and guide students through the correct direction and appropriate methods. In this process, the school should also create a good management atmosphere in the new media environment, so as to lay a solid foundation for creating a new situation of student management.

Reference

- [1] Yin Lidan, Ren Guoqin. *Management of college students in the new media environment [J]. Aurora Borealis*, 2019 (12): 146-147
- [2] Chen Huiwen. *Application status and problem analysis of new media in college student management [J]. Education Informatization Forum*, 2020, 4 (10): 54-55
- [3] Wang Lei. *On the effective application of new media platform in student management [J]. News communication*, 2020 (22): 113-114
- [4] Xu Xun, Wang Li. *Analysis of legal thinking in college student management [J]. Research on general education*, 2020 (00): 167-173
- [5] Xu Bo, Hong Liyan. *Practice and Thinking on running universities according to law [J]. Office business*, 2020 (18): 70-71