

# Educational Technology and Counselor Innovation: Utilizing New Media Technology for Educational Development

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**Abstract:** *Currently, diversified media technology provides college counselors with more convenient communication platforms as well as management channels. In order to make use of the positive factors of social media to carry out the work of educating people, it is now proposed that education technology and counselor work innovation: the use of new media technology to promote the development of education. Firstly, it is proposed that the new media technology has the characteristics of interactivity, instantaneousness, differentiation and personalization, and in view of the characteristics of the application of this technology, it discusses the work responsibilities of college counselors. Then, the necessity for college counselors to strengthen student management in the new media era is put forward from the aspects of work form and work efficiency. Finally, specific optimization strategies are proposed for the innovation of college counselors' work mode, including the integration of new and old media resources, the construction of a diversified management system, and the strengthening of the cultivation of counselors' media literacy. It aims to promote the reform and optimization of student management work and the organization of college counselors' work.*

**Keywords:** *education technology; counselor work; new media technology; work mode*

## 1. Introduction

As the backbone of student education work, college counselors not only shoulder the responsibility of amplitude student work, but also the instructor of student education work<sup>[1]</sup>. Under the influence of new media technology, the working method of counselors has been effectively optimized. With the help of new media technology, the media literacy of counselors can be effectively cultivated, and at the same time, they can build a modern working mode<sup>[2]</sup>. In addition, the traditional way of student management has been unable to meet the needs of students in the new era, and the popularization and development of new media technology provides college counselors with more working tools and platforms. Social media is not only a medium and tool for college students, but also a living environment and a way of life for contemporary college students. At the same time, social media has brought both opportunities and convenience, as well as challenges and impacts to counselors' parenting work, which makes it necessary to explore the countermeasures of applying social media to improve the effectiveness of counselors' parenting work<sup>[3]</sup>. However, the new media era also brings new challenges, including the innovation of management concepts, the enhancement of counselors' new media literacy, and the personalized management of students. Therefore, this study aims to deeply explore the challenges of student management work of college counselors in the era of new media and put forward the corresponding innovative strategies in order to improve the effectiveness and quality of counselors' work<sup>[4]</sup>.

## 2. The Job Responsibilities of College Counselors in the New Media Era

### 2.1 Characteristics of new media technologies

#### 2.1.1 Interactivity and immediacy

Traditional media information from the production to release often need a certain time cycle, and basically regular, fixed-point distribution and dissemination, although there are also telephone, letters and other forms of information interaction, but due to the one-way, linear communication, the audience

passively receive information, feedback is not timely, less communication, less interactive<sup>[5]</sup>. In contrast, with the rapid development of network technology, especially the popularization of smart phones, the self-media breaks through the limitations of time and space. Communicators can release information at any time and any place, and can quickly disseminate information to the audience, who can quickly make feedback, interaction and sharing at the first time they receive the information, realizing the zero-distance real-time communication and role exchange between the communicator and the audience, reflecting the powerful interactivity and instantaneous dissemination of information.

### 2.1.2 Differentiation and personalization

Due to differences in personality, age and personal experience, everyone has different feelings about the same thing. In the era of new media, it is because of the huge individual differences of communicators and the high degree of openness of new media platforms that it is impossible to issue a voice with a unified tone like traditional media, which leads to huge differences in the content of communication, good and bad, real news and fake news coexist, and useful information and redundant information coexist<sup>[6]</sup>.

### 2.2 Job Responsibilities of College Counselors in the New Media Era

In the new media era, the work responsibilities of counselors can be roughly divided into three major aspects: guidance on the ideological aspects of college students, personnel management of trainees and service to educate people. The duties of these three aspects are interconnected and mutually reinforcing, and at the same time, they are distinguished from each other, with the fundamental and core being ideological and political education, and the management and service educating people are closely centered on this fundamental and core. The specific relationship between the three responsibilities is shown in the figure 1 below.

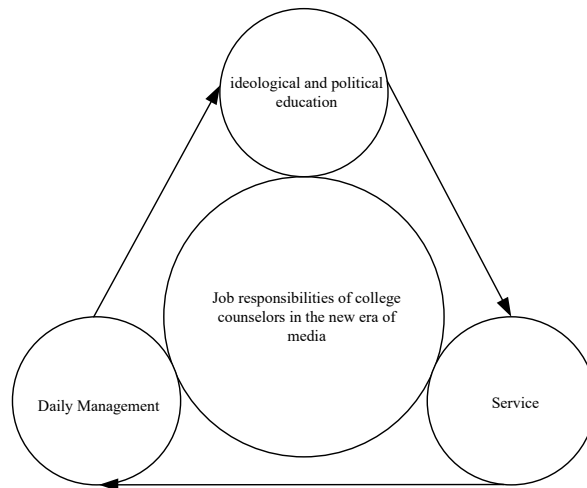


Figure 1: Internal Relationships of Counselor Job Responsibilities

#### 2.2.1 Daily ideological and political education

It mainly includes the education of "three views", idealism, patriotism, moral character, law and discipline, etc., so as to help college students plan the correct direction of ideological development, set up the lofty ideals of communism, establish the firm beliefs of Marxism, develop good mental qualities, and improve their ideological understanding and spiritual realm, thus promoting the happy growth, healthy adulthood, motivation, and pursuit of success of college students. It promotes college students to grow up happily, to become healthy adults, to be motivated to become successful, and to pursue success. Counselors are the first level of direct contact with college students, and have closer contact with students, so they can understand and grasp the ideological dynamics of students in a timely manner, and obtain first-hand information, so that ideological and political education can be carried out in a more timely and effective manner<sup>[7]</sup>.

#### 2.2.2 Day-to-day management

Counselors are an important force in the management team of colleges and universities, serving as a bridge and link between students and schools. The main daily management work includes: maintenance of campus security and stability, student financial aid, class construction and management, party and

group organization construction, activity guidance, student cadre construction and training, student rewards and punishments, information collection and communication, mental health monitoring, and so on<sup>[8]</sup>.

### **2.2.3 Services to educate people**

In university life, counselors are the teachers that college students most frequently interact with. Whenever students encounter difficulties or have a need, they typically seek help from counselors first. If counselors can promptly attend to their needs, provide enthusiastic service, empathize with their thoughts and concerns, and actively resolve their issues, it will greatly contribute to the healthy growth of students and the fulfillment of the educational objectives of serving people. The duties of service educating people are mainly embodied in the provision of financial aid services to students with financial difficulties and students with temporary difficulties, and the provision of services such as academic planning guidance, healthy growth, career guidance, policy and system counseling, investigation and mediation of conflicts and disputes, life care, and heart-to-heart talks for all students<sup>[9]</sup>.

## **3. The Importance of Strengthening Student Management by College Counselors in the New Media Era**

Student management is a pivotal responsibility for college counselors. With the rapid development and widespread adoption of new media technology, counselors now have access to more convenient and expansive communication and management channels. Below, we will delve into the significance of enhancing student management efforts by college counselors in the new media era.

Firstly, the current college student population comprises mostly of the "post-00s" generation. Compared to the "post-90s" students, they possess greater proficiency in utilizing new media platforms and online tools. New media has seamlessly integrated into the daily lives of college students. By leveraging these platforms, college counselors can establish closer and more seamless contact with their students, facilitating timely and effective information dissemination and communication. Counselors can use social media platforms such as WeChat, Weibo, QQ and other social media platforms to release notices, share learning resources, and answer questions from students, so as to enhance the students' sense of identity and trust in the school's management and the work of counselors<sup>[10]</sup>.

Secondly, the new media platform has the characteristics of diversity and interactivity, which can enrich the form and content of student management work. College counselors can open WeChat public number, microblog account and other platforms, release articles and information about academics, employment, mental health, etc., to provide guidance on study skills and career planning, and guide students to actively participate in social practice and public welfare activities. At the same time, through online Q&A, interactive discussions and other forms, counselors can have in-depth exchanges with students, answer students' questions and confusions, and promote students' personal growth and development<sup>[11]</sup>.

Finally, strengthening student management by college counselors in the new media era is conducive to enhancing the efficiency and quality of their work. Traditional student management often demands considerable time and human resources. However, the utilization of new media platforms for student management can significantly save time and resources. Counselors can leverage functions such as group messaging and auto-replies to achieve widespread information dissemination and processing among students, thereby enhancing work efficiency and coverage. Additionally, the use of new media platforms enables real-time monitoring of student dynamics and feedback, which allows counselors to promptly understand student needs and issues. This enables them to make timely adjustments and provide support, thus improving the relevance and quality of student management work.

## **4. Counselor work innovation optimization strategy**

### **4.1 Integration of old and new media resources**

In the new media era, college counselors should fully demonstrate the advantages of new media, take the initiative to innovate the mode of ideological and political education, so as to enhance the effectiveness of ideological and political education work<sup>[12]</sup>. While making full use of new media

resources, traditional media resources should also be screened, integrating traditional media resources with certain application value and new media resources, analyzing the usability of various media resources based on educational value, educational effect and other dimensions, and then carrying out students' ideological and political education in a deep and three-dimensional way through the combined use of new and old media resources<sup>[13]</sup>. At the same time, traditional education methods should be continuously optimized to build a new ideological and political education work system, combining advanced and modern concepts, and exploring ways to coordinate the use of new and traditional media, so as to realize the complementary advantages of the two types of media resources, and effectively improve the quality of the counselor's ideological and political education work. Under the new mode of ideological and political education, counselors should focus on the application of mainstream media platforms, accurately analyze the media forms with high application rates among students, establish good communication and interaction with students, and promote the in-depth development of ideological and political education activities.

#### 4.2 Constructing a diversified management system

Relying on the new media platform to build a diversified management system is an important strategy for college counselors to optimize student management work in the new media era. By establishing an online communication platform, expanding management forms, and conducting data analysis and evaluation, counselors are able to better interact with students and provide personalized support and guidance in order to better meet the needs of students and improve work efficiency. Specific management system elements are shown in the table 1 below<sup>[14]</sup>.

Table 1: Elements of a multifaceted management system

System elements	System Structure
New media platform selection	Determine which new media platforms to use, e.g., Weibo, WeChat, Shake, etc.
Platform Positioning and Objectives	Determine the target audience, communication content and communication strategy of each new media platform.
Content management	Establish a content production mechanism, including content planning, creation, auditing and publishing.
User interaction and feedback	Collect user feedback through comments, private messages, questionnaires, etc., and adjust strategies in a timely manner. Data analysis and monitoring
Risk management and response	Establish risk management mechanisms, including public opinion monitoring, crisis response, and legal compliance.

Firstly, counselors can utilize new media platforms to establish an online communication hub for student management, leveraging tools such as WeChat, QQ groups, and online forums to create timely and convenient channels of communication with students. On these platforms, counselors can disseminate management guidelines, academic information, psychological counseling content, and more, ensuring prompt responses to students' inquiries and providing them with necessary support and assistance. This online communication hub can foster enhanced interaction and trust between students and counselors. This online communication platform can promote the interaction between students and counselors, strengthen the contact and trust between the two sides, and also improve the timeliness and relevance of student management<sup>[15]</sup>.

Secondly, counselors can expand the means and formats of student management through new media platforms. For instance, they can publish content pertaining to study skills, career planning, internships, and employment on platforms such as microblogs and WeChat public numbers, thereby enriching students' learning resources and information. Additionally, counselors can organize various online learning activities, including online lectures and webinars, to cater to students' individual learning needs. Furthermore, counselors can utilize new media platforms to conduct data analysis and evaluation of student management. By collecting and analyzing students' online activity data, counselors can gain insights into students' learning statuses, interests, and mental health, enabling them to better understand and address students' needs and challenges. Based on the results of data analysis, counselors can target individualized management strategies and measures to provide more precise support and guidance.

### 4.3 Enhancement of counselors' media literacy development

On the one hand, colleges and universities should strengthen the media literacy training for counselors, such as journalism and communication, sociology, culture, pedagogy, psychology, network public opinion guidance methods, etc., to build a systematic and step-by-step media literacy training system, which will be carried out throughout the whole process of pre-service to on-the-job training, so as to continuously improve the media literacy of counselors. On the other hand, counselors should continuously improve their media literacy through work practice. Counselors should actively apply the media literacy knowledge gained through training and self-learning to their work practice, look for the combination of counselor's work and self-media, explore the law of counselor's work in the era of self-media, and form a "learning-practice-learning-practice- learning-practice-learning-learning-practice". To establish a virtuous cycle of "learning-practice-refining through learning-further practice", counselors should seamlessly integrate theory with practice and continuously enhance their ability to carry out educational work by leveraging self-media platforms.

## 5. Conclusion

At this intersection of educational technology and counselor work innovation, the use of new media technology for educational development has become one of the most distinctive features of our time. Through the use of new media technology, we have not only broadened the boundaries of education, but also enhanced the efficiency and quality of counselors' work. From online to offline, from virtual to reality, new media technology provides a brand new working platform for counselors, enabling them to more accurately grasp the needs of students and achieve personalized and differentiated education and guidance

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