



# Challenges and countermeasures of college student management in the self-Media era

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## Abstract

The main goals of this article to learn about the Challenges and countermeasures of university student management in self-media era so the self-media has more and more penetrated into all aspects of people's day by day life, study and work with its personal adventures such as civilianization, speedy conversation and robust interactivity. For college students who are most affected with the aid of the new media such as the Internet and have the closest contact with community information technology, their thinking and conduct techniques and their fee interests have more or less changed, which in flip has an influence on the identity of ideological and political education. To find out about the identification of university college students with ideological and political training in the technology of media is no longer only the want for ideological and political schooling to hold tempo with the times, however additionally the need for the non-stop development of university students themselves. In this paper, we take the crisis incident of University as the lookup object, and analyze the issues of using the new media in crisis management in colleges and universities.

**Keywords:** Self-media, Challenges, Countermeasures, collage, management and student

## 1.0 Introduction

As China has totally entered the era of self-media, self-media has end up a crucial part of the daily life of our people. Using QQ, WeChat, Weibo, Forum, etc., the media can achieve facts greater quickly, and their personal demands and desires. Expressed to achieve greater environment friendly records exchange. However, in the system of records transmission from the media, there are a massive number of misinformation, chaotic information and reactionary information, which no longer solely produces the effect of mixing and watching, however also influences the ideological principles of university students, which has a exceptional effect on the future improvement of college students. Negative impact. Through in-depth analysis of the challenges confronted by way of university students' ideological and political schooling in the technology of media, it is beneficial to find a more dependable response method, so that the level of ideological and political education of university college students can be efficaciously improved, laying a precise basis for the healthful development of university students.

On the other hand, with the explosive growth of community info, the contemporary political & notion administration of university college students is facing many difficulties, on the whole because the college students are facing a lot of external data interference and influence, which makes the administration and training of college students face a extra extreme form. In this context and conditions, to elevate out the political & notion administration of modern-day university college students desires to carefully adhere to the present day growth of the net data era, starting from the actual issues confronted by college students, actively innovate and enhance the problems existing in the ordinary political & thinking administration work and the big records are new-era thinking with the development of Internet technological know-how and clever technology. Big data collects and organizes a large amount of statistics resources via intelligent technological know-how and network technology, so that the variable and large amounts of facts can be shortly and high-quality. Through professional gear science to assist the improvement of every day work. In the self-Media era, we first want to count on computer intelligence technology, Internet science and environment, verbal exchange technology, etc. On pinnacle of this, records records can be gathered and organized, and at the same time, through the assist of these technologies and equipment, we can higher comments to real work and life in the details. Big records data is extensive, more complete and real than ordinary facts collection, and exceedingly more efficient.

### 1.1 The self-Media era has an Impact on College Education Management

The self-Media era is handy for colleges to scientifically keep and manera these information and get tremendous evaluation and utilization in the future, which has vital magnitude for the future administration of college students. Big statistics can analyze students' conduct and wondering in a comprehensive and multi-angle direction. Massive data templates furnish a dependable basis. With the help of mathematical analysis, they can frequently analyze and predict deeper psychological traits and behavior habits. Improve the pleasant and affectivity of college students' training administration. As some distance as the present day university students 'professional getting to know and extracurricular realistic things to do are concerned, whether or not at some stage in college or during wintry weather and summer vacations, students' instructional assignments can be received and uploaded via the statistics community in a timely manner, and

they can also speak with each other in the discussion area. In the behavior of data, the large statistics behind will perform high-speed and accurate calculations on the records samples of these students, analyze and summarize the corresponding deep rules, and faculties and universities can make clear the training direction of college students and understand the academic wishes of students according to these laws. (2) For teachers and students, the distance between college students and teachers can be shortened, so that instructors can hold close the dynamics of students' thoughts. The life of university college students is distinctly free and open, and the physical, psychological and emotional fluctuations are effortless to occur, which are convenient to cause hassle to students. Whenever these issues are encountered, college students may be reluctant to talk or even have occlusion due to sensitivity, shyness, or rebellion. When huge facts analyzes the amount of data, it gives some early warning and enlightenment suggestions, can facilitate teachers to conduct psychological counselling to students in time, effectively prevent some of the students psychological problems from accumulating, and ensure the quality of student education and management .can facilitate teachers to behavior psychological counselling to college students in time, successfully stop some of the students psychological problems from accumulating, and make sure the excellent of scholar education and management . The rapid development of the Internet has exploded the number and pace of facts growth though data analysis is more particular and accurate and can express the core traits of things, the statistics in the self-Media technology additionally has the typically low value of features, and it additionally increases the resolution. The challenge of authenticity absolutely makes the work of pupil management more difficult. In the process of getting rid of coarseness and refining large amounts of statistics and casting off falsehoods and realities, phase of the statistics mistakes will cause the match outcomes to exhibit a differentiated trend. In a piece of chaotic authentic big data, the workload of extracting useful and accurate data is especially large. At present, there is still a lack of corresponding supporting amenities and technical personnel. This large facts extraction and analysis work is nevertheless highly hard and arduous. (2) Student administration under big information subverts the common scholar administration operation mode. The rigor of certain initiatives will gradually be lowered, however underneath real operation, it may damage the usual operation steps, and the practicality is too low. Big data science is used with the aid of students Management is still now not mature, and it nonetheless desires time and technological know-how to always enhance

## 1.2 Problem Statement

The lack of the notion of crisis management in universities is mostly mirrored in the lagging of the notion of crisis events in universities, in particular in evading responsibility and unwilling to take responsibility; blocking information, now not timely and enough disclosure of information; inadequate attention, lack of urgency; lack of sensitivity. We cannot be keenly conscious of the emergence of crisis events; crisis focus is no longer strong, and crisis administration is nonetheless at the degree of remediation, which delays the favorable time for disaster management. Lagging of ideas directly leads to mistaken disaster administration in colleges and universities, and the escalation of occasions has intensified. The 2nd is that the mind-set of disaster management is no longer frank and equal. They nonetheless like to use ordinary methods, do now not reply directly to questions, and speak empty phrases and rhetoric. The fantastic interaction between the

disaster match and the authentic protection upkeep work on campus solely adopts bloodless processing strategies such as deleting terrible public opinion information, suppressing the impact of disaster events, and averting key issues.

Efficiency of the New Media era in Crisis In the early stera of the crisis, organizations need to respond positively to the crisis at the first time in order to manage over the situation. However, through case studies, we observed that universities commonly lack the cognizance of responding to the crisis at the first time. In addition, dealing with the Internet public opinion diversification in the Internet Society and in the method of the disaster administration , many new legit media are more often than not one-way communication, which ability there is no interplay with the public, and no interplay with other new media.

### **1.3 Research Objectives**

1. To acquire knowledge and information in the self-Media era
2. To use their own media to express their own demands and desires
3. To reduce countermeasures of college student management in the self-media era

### **2.0 Literature Review**

The Review on this article cantered in Challenges and countermeasures of university student management in the self-Media era. At the same time, with the improvement of the Internet technological know-how and the emergence of the new media such as micro blog and WeChat, many campus crisis incidents have a complex relationship with the new media, which is each a task and an possibility for college crisis management and the media era, university students have extra and extra ways to acquire knowledge and information, and they can use their own media to categorical their own needs and desires

### **2.1 Crisis Performance and the Use of New Media before the Crisis**

Before the crisis, it usually emphasized the reserve force, and that is, forewarning and prevention of the crisis. Incidents in Colleges and universities typically ride a sluggish and quiet accumulation of the public feelings earlier than they obtain a extensive attention from the society. The safety of C University is a long-term problem, but the college has not formulated a crisis plan, and failed to take nice measures to carry out the everyday crisis attention education, instruction and disaster prevention.

### **2.2 Crisis Performance and the Use of the New Media for the duration of the Crisis**

Each new media platform performed the role of the statistics relay. Post customers do not recognize every other, and fashioned a closed point-to-point information diffusion model. WeChat and QQ are exceptionally well known social circles, and statistics can spread more quickly to be looking for attention. Microblog, a divergent way of face-to-face records dissemination, collectively with some users' emotional rendering, in addition aggravates the have an impact on of the crisis.

### **2.3 The Challenges Faced by College Students' Ideological and Political Education in the Media era**

#### **2.3.1 The authority of traditional ideological and political educators is challenged**

In the typical ideological and political education of college students, educators attain the trust of college students with their very own talents and ethical qualities, and regularly emerge as the authority of college students. Through a range of lecture room activities and extracurricular things to do to rise out expertise

transfer, students can receive the right ideological and political concepts, and as a consequence promote the healthy improvement of university students. However, in the context of the media era, college students have extra and extra get right of entry to understanding and information. After completing study room learning, they can use the self-media to acquire other knowledge, from passive learning to lively learning. Under this circumstance, students' learning styles have undergone most important changes, no longer count on educators, and as a consequence have a higher influence on the authority of typical ideological

## **2.4 Problems in political & concept administration of university students primarily based on network data**

### **2.4.1 Imperfect administration system of college students**

The rapid iteration of the network data generation requires that the current administration device of university college students ought to also be actively innovative, so as to adapt to the expansion wants of the new situation. However, at present, most universities still adopt the pupil administration mode primarily based on the usual division of labor. This mode has top notch disadvantages, that is, the scholar administration employees do no longer understand the proper scenario and wants of students, which leads to the students' psychological activities and state, can't be well timed grasped and guided, which has been tough to adapt to the expansion desires underneath the situation of network info. In addition, this administration mode primarily based on division of labor can make full use of the role and adventures of information tech, which no longer only has a regulatory vacancy, but additionally is difficult to supervise the unfold of damaging information on the Internet, which leads to the bad administration impact of college students.

### **2.4.2 Lack of a steady administration team of university students**

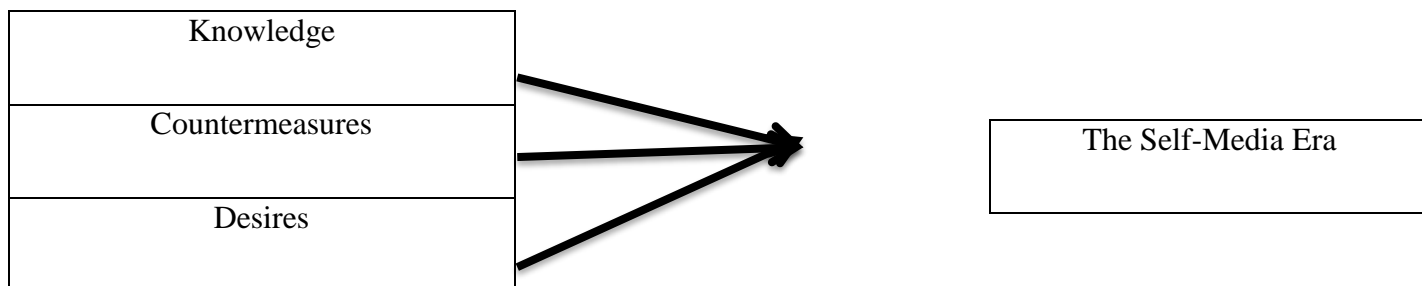
In the context of the growth of the cutting-edge college enrolment scale, the quantity of university pupil administration employees has not extended correspondingly, which leads to the complicated work tasks of university pupil managers. On the other hand, the popularity of university student managers in most universities is no longer high, which leads to the mismatch between the amount of work duties and the repute of their work, the hassle of administration Genius loss is more prominent, and there is a lack of steady administration team. In addition, in the case of serious Genius drain of the administration team, the level and ability of some closing college students' managers are now not in a position for the heavy assignment of ideological administration of college students below the history of the Internet. Most of them rise out formal floor administration, and there is a massive room for enchantment both in impact and level.

## **3.0 Theoretical Framework**

Theoretical and Conceptual Framework for student management in the self-Media era also As college administrators, they should always insist on arming the minds of college students with the socialist theoretical system with Chinese characteristics, and actively carry out new media safety education through courses such as ideological and political education theory courses and network safety education courses carried out by colleges and universities.

Independents Variables

Dependents variables



#### 4.0 Recommendation

Should precede offering college students with access to the basic technologies that are most essential to their educational success of the usage of Media technology it will enable almost all students to have get entry to the technologies they need to succeed. Avoid the advent of a new digital divide through making bleeding-edge technologies. Its recommend Increase the reach and exceptional of college Media. Students should have experiences with their institutional Media similar to what they have in public locations and with their home Media era connectivity across all areas of campus have to be viewed the industry general for greater education institutions. Also must recognize that fee in media dominated world is no longer an event, however a series of on-going relationships.

#### 5.0 Future Scope

The future scope based on this article focused on Challenges and countermeasures of college student management in the self-Media era and this paper analyzes the challenges faced by college students' education in the era of media, and puts forward some specific countermeasures

#### 6.0 Conclusion

In summary, under the background of the media era, the ideological and political schooling of university college students has been considerably impacted, and it is tough to make sure the fine implementation of ideological and political schooling for university students. In order to improve the universal satisfactory of college students' ideological and political education, so that they can adapt to the development requirements of the media era, it is essential to absolutely apprehend the challenges confronted by means of university students' ideological and political training in the generation of media, and to build a peaceable and coexisting teacher-student relationship and enhance their questioning through lifelike and high-quality ways. The complete satisfactory of political educators, the establishment of an ideal ideological and political schooling mechanism for college students, enhance the ideological and political education degree of university college students from many aspects, and lay a suitable foundation for the wholesome development of university students. Finally, this paper gives the countermeasures of political & idea administration of university college students based on community info, that is, from the standpoint of Internet thinking, network as the leap forward point to lift out ideological cultivation and administration of university students, optimize the administration mechanism of college students, and comprehensively enhance the level of Political & thinking administration of university students

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