Practice and Effectiveness Analysis of College Student Management under the "Internet +" Thinking

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Abstract: This paper focuses on the management of college students under the thinking of "Internet +", and expounds the practical measures, covering the construction of information management system based on Internet platform, including multiple functional modules and data maintenance mechanism; using social media to strengthen communication and interaction, involving platform selection and strategy formulation; big data application, integration of network curriculum and ideological education, and management of community activities, etc. The analysis results include the improvement of management efficiency, the increase of student participation and satisfaction, the comprehensive quality development and the remarkable achievements in campus culture construction. At the same time, it points out the practical problems and improvement direction to provide reference for the optimization of university management.

1. Foreword

In the era of rapid development of information, "Internet +" has swept in like a wave, profoundly reshaping the operation mode of all levels of society. As an important position of cultivating talents, the student management of colleges and universities has also ushered in a new demand for reform. The traditional student management mode gradually shows its limitations in the face of the contemporary college students with active thinking and high degree of digitalization."Internet +" thinking is just like a key, which opens the door of innovation for the university student management work. It is expected to break the inherent barriers and realize the efficient, precise and humanized management. In this background, we will deeply explore its practice and effect in the university student management.

2. Problems and Countermeasures Existing in College Student Management under the Thinking of "Internet +"

(1) Problems existing in the work

1) Technical-level problems

In the management of college students under the "Internet +" thinking, the technical level faces many challenges. In terms of system compatibility, there may be adaptation problems between different management systems, teaching platforms and campus network environment. For example, some newly developed student information management systems cannot run smoothly on old devices or specific operating systems, resulting in data entry, query and other work is blocked. Network stability is the key. During peak hours, the campus network is prone to lag and disconnection, and important management activities such as online course selection and live lectures will be seriously disturbed, which greatly affects the efficient development of management work and increases the management cost and difficulty.

2) Personnel-level issues

Personnel level of the status of college student management work in the background of "Internet +" propulsion also brought certain obstacles, some teachers and managers accustomed to traditional management mode for a long time, the lack of "Internet +" thinking, difficult to tap the potential of network tools in student management, for such as using social media to carry out ideological education, online interaction enhance the relationship between teachers and students innovation accept slow. In addition, it is also relatively weak in mastering relevant skills, such as the operation of complex online teaching platforms and the use of data analysis software to understand students dynamics. At the same time, there are also differences in the acceptance of network management. Some students can quickly adapt and actively participate in online learning and activity management, etc. However, some students have resistance to network management due to poor self-discipline, unfamiliarity with the network and other reasons, which affects the overall management effect.

3) Security and Privacy Issues

Security and privacy issues cannot be ignored in the management of university students in the "Internet +" era. Firstly, the risk of student information leakage is involved. With the wide application of various management systems and online platforms, a large amount of data such as students personal information, academic performance and family situation are stored and transmitted. Once the system has security vulnerabilities, such as hacking attacks or internal personnel violations, these sensitive information may be stolen and used for illegal purposes. In addition, the management of online speech is also a big problem. In an open online environment, it is difficult to fully regulate students speech on campus forums, social media groups and other platforms. Improper speech may cause the storm of campus public opinion, affect the harmony and stability of the campus, and too strict management may inhibit the freedom of expression of students. How to balance the scale of speech management while ensuring security and privacy is an important problem to be solved in the management of college students.

(2) Countermeasures and suggestions provided

1) Technical improvement measures

In order to effectively solve the technical problems, it is necessary to vigorously promote the technical improvement measures. Technology investment should be increased to ensure sufficient funds for the purchase of advanced network equipment and software systems. Update and upgrade the existing management system regularly to make it have better compatibility and adapt to all kinds of terminal equipment and operating systems. At the same time, professionals are arranged to carry out regular maintenance of the campus network, timely troubleshooting and repair of network faults, to ensure the stability of the network. Through these measures, a smooth and efficient technical environment will be created to lay a solid foundation for the smooth development of university student management under the background of "Internet +".

2) Personnel training and education

In the management of college students under the "Internet +" thinking, personnel training and education are very important. For managers and teachers, systematic training should be carefully carried out to improve the skilled use of various "Internet +" tools, such as theoretical explanation, online teaching platform and student data management software. At the same time, we should not ignore the students network literacy education, open relevant courses or hold special lectures, guide students to correctly understand the network, rationally use network resources, cultivate their good sense of network morality and self-discipline, promote all staff under the new management mode, and improve the management effectiveness.

3) Improvement of the safety management mechanism

Improving the security management mechanism is the key link to ensure the smooth progress of the

management of college students. It is necessary to establish and improve a sound comprehensive and detailed information security management system, clearly stipulate the norms and responsibilities of information collection, storage, transmission, use and other links, and strictly keep the information involving students privacy confidential. At the same time, strengthen the supervision of the network environment, equip a professional network supervision team, use advanced technology to monitor the network dynamics in real time, timely find and deal with the network of bad information, security risks and other problems. In this way, a solid security defense line is built to ensure the information security and healthy network environment in college student management in the "Internet +" era.

3. Practice of University Student Management under the Background of "Internet +" Thinking

(1) Construction of the student information management system based on the Internet platform

1) Design of the system functional module

The student information management system covers several important functional modules, the student basic information module records personal data and family background; the performance of each subject and trends in real time; the reward and punishment module fully records all kinds of rewards and punishments; the psychological evaluation module can evaluate students psychological state regularly through professional questionnaires to find potential problems in time and provide strong support for comprehensive understanding of students and carrying out targeted management.

2) System data update and maintenance mechanism

The data mainly comes from all kinds of forms filled by students when they enter the school, daily performance during the school period and relevant assessment results. The result data will be updated in time after each examination, the reward and punishment information will be recorded in real time with the event, and the psychological assessment will be updated according to the prescribed period. The responsible maintenance personnel include the system administrators and the counselors of each grade, etc. The administrators are responsible for the overall system maintenance, and the counselors assist in updating and checking the data of the responsible students to ensure that the data is accurate, timely and complete.

(2) Use social media to strengthen the communication and interaction between teachers and students

1) Select the appropriate social media platform

With its wide user base, convenient instant messaging function and strong group management ability, wechat can facilitate teachers to issue notices, communicate with students individually and organize class activities in college student management. Microblog is conducive to spreading campus dynamics and showing students style, which can attract more attention. QQ has rich functions, such as file transmission, group album, etc., suitable as a platform for data sharing and class recall retention. Different platforms have their own advantages, and they should be rationally selected according to the specific management needs.

2) Communication and interaction strategies

The establishment of class group is the foundation. For example, WeChat class group can closely contact teachers and students, and teachers can quickly release course arrangement, homework and other notices. Regularly release interesting and valuable topics for online discussions to stimulate students enthusiasm for thinking and participation. At the same time, the private message function of social media is used to communicate with students individually, understand students confusion and ideas, give timely guidance and feedback, enhance the emotional bond between teachers and students, and improve the management effect.

(3) Application of Big Data in Student behavior analysis and personalized management

1) Data collection route

Student data is collected through various ways to fully understand their behavior. Campus card consumption records can reflect students consumption habits, eating preferences and other life details; network access records can understand students interests and learning resources; library borrowing conditions can show students reading tendency and learning autonomy. Combining these data can outline students behavior in all aspects of campus life and provide rich materials for subsequent analysis.

2) Construction of behavioral model analysis

With the help of professional data analysis software, such as SPSS, all kinds of data collected will be integrated and processed. A multi-dimensional behavior analysis model is constructed with students learning time, course performance and consumption frequency as variables. Through the in-depth analysis of the model, the characteristics of students learning and living habits can be accurately explored, such as which students are more inclined to study independently, and which students participate in social activities in their spare time.

3) Formulation of personalized management measures

According to the results of behavior analysis, personalized management measures were tailored for students. For students who need to improve their learning habits, we should provide targeted academic guidance, such as making exclusive learning plans and recommending appropriate learning resources. For the students with great psychological pressure, professional psychological counseling teachers are arranged for one-to-one counseling. Through this personalized management, it can better meet the individual development needs of students and promote their comprehensive growth.

(4) Practice of integrating network curriculum and ideological education

1) Construction of network course resources

In terms of the construction of online course resources, high-quality video content is carefully produced for the ideological and political education courses. The video covers theoretical explanation, case analysis, field interview and other forms, presenting ideological and political knowledge in a vivid way. At the same time, the online test link is set up, through the multiple choice questions, the short answer questions, etc., so as to facilitate teachers to adjust teaching strategies and ensure the effectiveness of ideological and political education.

2) Innovation of teaching mode

At present, the adoption of online and offline mixed teaching mode is of great significance to improve the effectiveness of ideological education. In the online part, students can conduct independent learning with the help of the online course platform, and can watch a rich variety of video materials, deeply understand the core points of ideological education, and complete the corresponding online testing and other tasks, so as to test the learning effectiveness. In the offline part, teachers will carefully organize classroom discussions, encourage students to express their opinions, collide with ideological sparks, and at the same time, carry out various practical activities, so that students can deepen their cognition in practical operation. The advantages of this integration mode are obvious. On the one hand, it can fully tap the network resources, broaden the breadth and depth of teaching content, and break the spatial limitation of traditional teaching; On the other hand, through face-to-face offline interaction, the emotional communication between teachers and students can be better, and further enhance the educational effect.

(5) Use the Internet technology to carry out the management of student club activities

1) Publicity and promotion of club activities

Make full use of the schools official website, APP and other Internet platforms to publicize club activities, set up special club activities on the school official website, show the activity preview, wonderful review, style of club members and other content, to attract the attention of students. Club activity notices can be pushed through the school APP, which can be accurately pushed to interested students to improve the pertinacity of publicity. At the same time, social media is used to share the links of club activities to further expand the scope of publicity and attract more students to participate in club activities.

2) Organization and coordination of activities

With the help of the online registration function, students can easily and quickly register for the club activities, and the club management personnel can grasp the registration situation in real time and make preparations in advance. Using the function of task allocation, reasonably allocate various tasks such as activity preparation and on-site execution to the members of the community, clarify their respective responsibilities, and improve the efficiency of activity organization. In addition, through the online communication platform, the members of the community can communicate with the progress of the activities at any time, solve the problems in time, and ensure the smooth development of the club activities.

4. Analysis of the Effectiveness of University Student Management under the "Internet +" Thinking

In terms of improving management efficiency, significant differences can be seen through data comparison. When the traditional model deals with student registration and evaluation, students have to travel around to submit paper materials, and the staff manually input them, which takes time and effort. For example, large-scale registration may take several weeks. In the "Internet +" mode, the online registration system can automatically identify the input materials, and the evaluation is also online application evaluation system, greatly shortening the processing time. In terms of process optimization, the leave process is simplified by the online system, requiring no need for students to find the teacher to sign back and forth. Moreover, automatic data processing is conducive to report generation and information statistics, providing strong support for management decisions.

According to the results of the student participation and satisfaction survey, several students were selected from all schools of the university as a sample through the combination of questionnaire survey and interview. In terms of participation, online platforms open channels for management decision-making participation, such as feedback, proposal collection, etc. Meanwhile, Internet publicity makes information of club activities more accessible, and the number of participants and activity increase. In terms of satisfaction, the management communication is more convenient and efficient, teachers and students can timely interact with each other, and the system optimization of course selection and score query improves the service quality, and students satisfaction with the overall management work is on the rise.

The development of students comprehensive quality is evaluated as follows: In terms of academic performance, online learning resources are rich, which improves the average score of students and reduces the failure rate. In terms of ideological and moral quality, ideological and political courses and other activities carried out on the network platform have stimulated students sense of social responsibility and moral awareness. The number of volunteer service participants has increased, the time is extended, and the moral behavior is more standardized. In terms of innovation and practical ability training, the network platform provides scientific research information and cooperation opportunities, competition publicity and online training resources also improve the number and quality of awards.

The construction of campus culture has achieved remarkable results. With the help of the network platform, cultural communication widely spreads the content related to campus culture to outside the campus and even overseas. For example, the live broadcast of the campus culture festival attracts a large number of audiences. In terms of the prosperity of cultural activities, the Internet publicity attracts more students to participate in the preparation and performance of the cultural festival. The scale and content of the program have been continuously optimized, and the quantity and quality of community activities have been improved year by year, injecting new vitality into the construction of campus culture.

5. Epilogue

"Internet +" thinking has brought many changes and results to the management of college students, from the improvement of management efficiency to the improvement of student participation and satisfaction, to the development of students comprehensive quality and the promotion of campus culture construction, all showing its unique advantages. Although there are technical, personnel, security and other challenges in practice, they can be continuously improved through targeted measures. In the future, colleges and universities should continue to deepen the integration of "Internet +" and student management, give full play to their effectiveness, so as to better adapt to the needs of The Times, and help college education to a new level.

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