

Original Research Article

The student management of colleges and universities in the new media era

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Abstract: Currently, new media has deeply permeated all aspects of social life, and colleges and universities are no exception. It is evident that student management in colleges and universities is facing new opportunities and challenges. The promulgation of a series of policies and guidelines, has also pointed out specific directions for student management in the era of new media in colleges and universities. Colleges and universities should deeply recognize the impact of new media on student management, seize the opportunities brought by new media, optimize and innovate student management mechanisms, and provide better student management models to serve the growth and development of students. Based on this, this paper discusses the related issues of student management in colleges and universities in the era of new media, analyzes the significance of new media for student management, clarifies the current deficiencies and shortcomings in student management, and summarizes effective practices in student management work, promoting the smooth integration of advanced technologies such as new media with student management work.

Keywords: New media; Student management work in colleges and universities; Implementation strategies

1. Introduction

New media has profoundly influenced various aspects of social life, altering the way people think and live. This is also true for college students. The carriers of new media include the Internet, social media, etc., which have a significant impact on traditional student management in colleges and universities. How to implement student management tasks in the new media era is a problem that colleges and universities must pay attention to. Colleges and universities should actively explore student management strategies in the new media era, create a student management model that is more in line with the times and more competitive, and help students grow up healthily.

2. The significance of new media for student management in colleges and universities

2.1. Innovating student management models

Applying new media to student management can break through the existing constraints of student management and avoid one-way indoctrination. In the new media era, students' initiative and creativity are more prominent, and they can communicate with teachers on an equal footing, narrowing the distance between teachers and students. Teachers can also promptly grasp students' performance, identify problems, and correct them quickly, making management more flexible. Colleges and universities can use new media platforms to release relevant management matters. If students and teachers have objections to the matters, they can provide feedback to the school through the platform to ensure fairness and justice in all matters. In case of emergencies, teachers can also post messages on the platform to avoid unnecessary misunderstandings and conflicts. In addition, new media can reduce the human resource costs in student management, making the management methods more diverse and flexible^[1].

2.2. Promoting communication between teachers and students

Traditional student management focuses on face-to-face communication between teachers and students, which is significantly affected by time and space factors. The application of new media enriches the communication channels between teachers and students and makes it convenient for students to obtain information. The interactive advantage of new media is obvious. Student management staff can release the school's system information through new media platforms to ensure that students obtain it in the first place. Moreover, the presentation of information is more diverse. Staff can make the information into pictures, videos, etc., which is convenient for students to obtain and master, and promotes interaction between teachers and students, opening up a new situation in student management. In addition, staff can also pay attention to special student groups and meet their actual needs to the greatest extent, enhancing the convenience of student management. It is clear that simplifying the student management mechanism with the help of new media is an inevitable path^[2].

2.3. Improving the efficiency of student management

New media can save time in student management and improve its efficiency. Take mental health education as an example. Many students are reluctant to seek mental health counseling due to face-saving, missing the best time for education. In the new media environment, students can anonymously consult school mental health teachers and dare to feedback their real problems, which is convenient for mental health teachers to take precise measures and improve the effectiveness of mental health education. New media can also promote employment work in schools. Employment guidance teachers can release information in the platform in a timely manner to ensure that students grasp the latest requirements and demands of employers and respond in advance. At the same time, schools can use new media to understand the situation of students on internship outside the school and achieve remote management^[3].

3. The deficiencies of student management in colleges and universities under the new media perspective

3.1. Insufficient construction of new media teams

3.1.1. Problems with new media team personnel

Although the political quality of college student management personnel is excellent, there are shortcomings in their knowledge of the Internet and the application of new media technology. Strengthening training is imperative. For example, the members of the student affairs office in colleges and universities lack new media technology, and the new media application tasks are undertaken by non-professionals, resulting in a slow pace of information skill improvement. Even if personnel are recruited to form a new media team, the members lack management experience and do not know how to apply new media technology. On the other hand, student management personnel are experienced but lack technical skills. The imbalance between the two hinders the progress of student management.

3.1.2. Limitations in the construction of management teams

In traditional management work, the understanding of the “management team” is limited to school administrators. In fact, students are their own direct managers and an important part of the management team^[4]. However, in the construction of the management team, colleges and universities have neglected the students themselves. Although students are active users of new media, they cannot find the best combination point between new media applications and self-management. Due to the long-term lack of effective training, students are prone to losing themselves in the new media environment. At the same time, although school staff want to cultivate students' new media literacy, their own literacy is limited, and they are naturally powerless in training.

3.2. Insufficient innovation in educational management concepts

3.2.1. Failure to find the combination point between traditional management and new media

The traditional management concept has demonstrated its value in past work, but it is “struggling” in the new media environment and is difficult to meet the student management needs of the new era. New media is no longer a simple tool but a key factor that profoundly influences the ecological environment of colleges and universities, students’ behavioral habits, and even educational concepts. College and university administrators should establish a holistic awareness, find the integration point between traditional management and new media management, and carry out top-level design. However, colleges and universities have not yet found the best integration method or have not correctly viewed the impact of the integration, passively responding to the challenges brought by new media, resulting in management concepts lagging behind the requirements of the times.

3.2.2. Inflexible management methods

Inflexible management methods also reflect the lack of management concepts. Colleges and universities have not recognized the diverse and open characteristics of new media and are accustomed to the closed and stable environment of traditional management. The management model focuses on one-way indoctrination and transmission, reducing the vitality of student management. In the context of new media, colleges and universities should correctly view the functions and roles of new media, leverage the advantages of new media, and create a more dynamic student management model to make management work stimulate students’ interest and motivation and successfully guide their thoughts and behaviors, allowing students to grow healthily and rapidly in the new media environment.

3.3. Insufficient student management supervision mechanism

3.3.1. Insufficient supervision of new media applications

New media brings a more relaxed and free interactive communication space, but it also tests students’ self-discipline. College students have more free time to manage, and it is inevitable that they will use new media in their spare time. How to grasp the best degree is an important issue. Although college students have a certain degree of self-control, their self-discipline is still not strong, and it is inevitable that they will immerse themselves in new media platforms such as Tik Tok and Rednote in their spare time; moreover, they lack the ability to distinguish and cannot correctly view the mixed information in the online environment. If the supervision of new media in colleges and universities is absent, it will be difficult to guide students’ new media application behavior, leading them astray.

3.3.2. Failure to cultivate good online habits

New media has profoundly influenced the traditional education model, and online education and distance education play a key role. Students can obtain educational information more quickly, but they are also prone to being addicted to the online world. College students are in a critical period of physical and mental development and are curious about information from the outside world. Long-term immersion in new media significantly affects their physical and mental health. If college and university administrators do not realize the changes in students’ behavioral habits, they will not only miss the best management opportunity but also affect students’ subsequent development. College and university administrators should take responsibility, cultivate students’ civilized and healthy habits, and teach them to self-monitor; at the same time, optimize the environment to facilitate students’ growth.

4. Improvement strategies for college student management in the new media perspective

4.1. Strengthen the construction of new media teams in colleges and universities

4.1.1. Build a professional management team

The penetration of new media brings higher management requirements. Colleges and universities should build a new media team with both new media technical reserves and management experience. Team members should be proficient in using new media technology to communicate with teachers and students, improving the effectiveness of student management^[5]. Colleges and universities should improve the talent training and recruitment mechanism, set the standards for talent recruitment, and attract more talents with new media experience, innovative consciousness and understanding of student management. At the same time, a continuous assessment and training mechanism should be established to enable new media management talents to update their knowledge and skills and adapt to the rapidly changing new media era. In addition, they should attach importance to inter-school exchanges, invite experienced and accomplished experts and scholars to introduce their achievements and share their experiences, guiding the school's managers to broaden their horizons and update their concepts, and promoting the combination of theory and practice. At the same time, they should strengthen the construction of the student management team in the new media environment, actively respond to the challenges of the new media environment, promote the innovative development of student management, and enhance the technical content of management work. They can also create a better learning and living environment for students, thereby improving the quality of management.

4.1.2. Cultivate students' media literacy

New media has shortened the distance between students and managers, meaning that students are also part of the management team. College students are at a critical stage of forming their worldviews, outlooks on life and values, and are the backbone of national development and the great rejuvenation of the Chinese nation. Therefore, it is important to cultivate students' media literacy. Colleges and universities can offer general and compulsory courses related to new media literacy, organize the compilation of course content using both internal and external resources and award credits, allowing students to systematically receive new media education. Regularly invite experts and scholars in the field of new media application to give lectures, covering different aspects such as information dissemination and reasonable internet use, ensuring that students understand the norms and requirements of scientific internet use. Establish management regulations for new media application, helping students establish the awareness and standards of healthy internet use. Offer elective and characteristic courses such as network laws and information identification to guide students to develop a sense of legal boundaries and critical thinking, and help them grow into compound talents.

4.2. Innovate the educational management concept of colleges and universities

4.2.1. Promote the integration of traditional management and new media

New media and traditional management models each have their own strengths. If they can be effectively integrated, it will endow student management with more energy. Colleges and universities should attach great importance to the power of new media and effectively integrate new media into traditional management models to promote the effective integration of new media and traditional management^[6]. Through new media, strengthen the interaction between teachers and students and promote the rapid dissemination of information. At the same time, maintain traditional management models such as class meetings and classroom education to effectively make up for the shortcomings of the new media environment and make student management more flexible. Pay attention to the innovative integration at the content level, and update educational content through online

courses and virtual reality teaching, and adjust and screen educational content through traditional management mechanisms to enhance the relevance of the content. Pay attention to the training of educational management personnel, especially the cultivation of information technology and technical capabilities, to enhance the application ability of new media for management personnel. Enhance the innovative consciousness of management personnel and help them quickly adapt to the new media application environment. In addition, reform the evaluation system for management personnel and management mechanisms to understand the effectiveness and shortcomings of the integration of new media and traditional management, and clarify the direction for subsequent improvement.

4.2.2. Optimize the educational management model

In the new media era, it is important to emphasize the integration of online and offline, and enhance the interactivity of student management. Promote the digitalization of educational resources, achieve cloud storage and sharing of resources through electronic textbooks and virtual laboratories, and at the same time make full use of existing tools such as learning management platforms and cloud platforms to expand the coverage of high-quality educational resources. Use artificial intelligence and big data technologies to build a learning supervision system, obtain real-time data such as students' study time and homework submission, and help teachers adjust management strategies. College and university managers can also grasp the implementation results of education in each department and major, and obtain the basis for educational decision-making. In addition, a training and discussion mechanism based on the "online + offline" linkage should be established to guide teachers to develop educational resources suitable for the new media environment and actively participate in online teaching and research, creating a community environment for the common development of teachers and improving the quality of the teaching staff. A more information-savvy teaching team should be built.

4.3. Improve the supervision mechanism under the new media environment

4.3.1. Pay attention to the supervision of new media application

With the promulgation of policies supervision in the new media environment has entered a new stage. Colleges and universities should actively respond to various policy documents, strengthen internal management, and strictly review the content to be published to ensure that all public content is approved^[7]. A dedicated information management department should be established to carry out the task of screening out bad information in the new media environment and nip problems in the bud. Network supervision software and information screening technologies should be introduced to prevent the spread of bad information and create a quality environment for students. Administrative and legal methods should be emphasized to enhance management strength and deepen supervision effectiveness. Based on the achievements of the new media team building, team members should be made aware of the possible consequences of online events and the responsibilities they should bear, enabling them to develop critical thinking and establish correct online values, leading more students to participate in online discussions correctly and allowing students to grow in a healthy and positive online environment.

4.3.2. Cultivate students' good application habits

Regarding the cultivation of students' new media application habits, efforts should be made from different perspectives such as technology and moral norms. Colleges and universities should control the network entry point by installing protection systems to block the transmission channels of bad information and lay a good foundation for the network environment. Students should be organized to learn about network moral norms to establish the correct concept of new media application; at the same time, their ability to distinguish information should be enhanced to prevent them from being misled by bad information. Regular lectures on information security and information discrimination should be held to encourage students to discuss and exchange their learning

experiences on network moral norms, cultivating their awareness of information security and discrimination. To promote students' growth, colleges and universities can push online activities in the new media environment to prevent students from being addicted to the virtual world. For example, providing information that is beneficial to students' growth and progress, creating a quality environment and promoting their improvement and development. Colleges and universities can build their own new media platforms and regularly push content on new media application habits or inspiring educational content to expand students' space for improvement and progress, allowing them to gradually develop correct new media application habits in a free, harmonious and safe environment and helping them move forward steadily on their growth path.

5. Conclusion

In conclusion, the integration of new media and student management in colleges and universities enriches the ways of student management and makes its implementation more flexible; it also enhances communication and interaction between teachers and students, improves the effectiveness of student management, and solves problems in traditional student management. It also enables students to correctly view the impact of new media and better utilize its educational role. As the new media era continues to develop, colleges and universities should firmly grasp the opportunities brought by new media, combine the actual situation of their student management work, and actively explore improvement strategies for student management. Let new media and other advanced technologies play a key role in student management and other areas, achieve higher-level student management results, and create a new situation in student work in colleges and universities.

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