

# Research on Innovation of College Student Affairs Management Based on New Media Technology

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**Abstract:** In order to understand the management of college student affairs based on new media technology, an innovative research on college student affairs management based on new media technology is put forward. Firstly, by consulting and collecting relevant literature, this paper combs the existing research results, and on this basis, determines the main content and technical path of the paper research. Secondly, through questionnaires and interviews, this paper investigates and analyzes the current situation of the application of new media in college students' and colleges' student affairs management, and finds out the problems such as low utilization rate, poor effectiveness and frequent public opinion events in the application of new media in college student affairs management. Then find out the reasons for the problems from the aspects of new media positioning, resource investment, platform planning, technology investment and environmental construction. Finally, suggestions are put forward from three aspects: the environment of new media application, the planning and layout of the platform and the carrier function of new media in different student affairs management, hoping to provide practical theoretical basis for the innovation and development of student affairs management in colleges and universities.

**Keywords:** new media technology; Student affairs management; innovation research

## 1 Introduction

College and university student management is an important part of higher education management and has an important role and place in the work and development of colleges and universities. The fact that he has the responsibility to guide and serve the students, as well as the truth to teach people, shows the level of the school's management to a certain extent. At present, China's higher education system has deepened the transformation, emphasized the development approach, and suggested that technical training is an indispensable role of higher education. In order to create an important goal of training personnel for the work of colleges, universities, and universities, all work should work to develop students' responsibility, new research ideas, problem-solving skills, and cultivate accuracy. the seed of successful people, the seed of successful people with all the ways of development to heal moral, intellectual, physical and beauty. It proposes new arrangements for managing student activities in colleges and universities, requiring students to learn about new issues and work to meet new challenges, among which the rapid development of new media is one of the current topics. The use of new media has changed many aspects of college students' lives, communication, learning styles, entertainment styles, and even language. With the help of new media, all kinds of information,

thoughts and feelings are affected, which affects the thoughts of university students and the challenges they face in managing student work[1-2].

## **2 Research contents and methods**

### **2.1 Research content**

This article explores and discusses the history, concepts, knowledge and characteristics of new media development in depth through a literature review. By consulting the literature, the current research context and issues of college student management in the new media environment are presented. Through questionnaires and interviews, this paper will understand the current state of new media use by college students and student management from the perspective of university students and student management staff, and identify challenges in using new media. Those. Based on theories of management, communication, pedagogy, and psychology, this article provides good ideas on how to use new media for student management[3].

### **2.2 Research methods**

#### **(1) Literature analysis method**

In order to ensure that this study has a solid theoretical foundation, we conducted extensive and in-depth academic literature collection and analysis. We have systematically organized the scientific research results related to this research field to ensure that our paper is fully supported at the theoretical level. This process includes a detailed review of a large number of academic literature, aiming to comprehensively understand and draw on cutting-edge knowledge in the relevant field, thereby establishing a solid theoretical framework in this study.

#### **(2) Empirical investigation method**

In order to gain a deeper understanding of the current activities of college students on new media, we adopted a survey questionnaire design. The questionnaire aims to explore the main forms of activities that college students choose to engage in on new media platforms, understand their purpose and purpose of using new media, and their usage habits. In addition, we also conducted a questionnaire survey on students' recognition of the school's student affairs management work on new media to obtain their views and evaluations on this management method. Through detailed and comprehensive questionnaire design, we hope to obtain accurate and valuable data, thereby providing substantive support and in-depth understanding for the research.

#### **(3) Interview method**

Through visiting the student affairs management department of universities, in-depth interviews were conducted, and communication was held with the head of the student affairs management department and frontline workers. The purpose of this series of interviews is to gain a deeper understanding of the attitude of student affairs management staff towards new media, how they utilize new media tools in their work, and the problems they may encounter during their use. Through face-to-face communication with the head of the management

department and the actual workers engaged in student affairs management, we hope to obtain detailed information, including their acceptance of new media, how to integrate new media resources in daily work, and their views on the challenges and troubles in new media work. This series of interviews will help to comprehensively understand the current situation and needs of the student affairs management department in the application of new media.

#### (4) Empirical research method

We will carefully organize and deeply analyze the various materials and data collected to comprehensively understand the activities of college students on new media and the response of the student affairs management department. On this basis, we will propose solutions that provide clear and feasible solutions for the application of new media in university student affairs management through comprehensive analysis of the results. This practical method will combine the needs of students, the actual work situation of the student affairs management department, and the characteristics of new media to ensure that the proposed solution is both practical and feasible, and can maximize the efficiency and quality of student affairs management. By applying these methods in practice, we hope to verify their effectiveness and continuously optimize and improve them in practical applications, ultimately forming a feasible and specific new media application framework that provides practical guidance for the management of student affairs in universities[4-5].

### **2.3 Relevant theories applied in this study**

#### **2.3.1 Education Center Theory**

Teachers and students are the main bodies in education, and there are two theories about their relationship in the history of education. The first is the "teacher-centered theory". Scholars represented by German educator Herbart believe that teachers play a decisive role in the growth of students. Educational activities should be carried out with teachers as the center, and students are passive relative to teachers in this process. The other is the "student-centered theory", whose main representative tasks are Rousseau and Dewey. The "student-centered theory" holds that students are the main body of the educational process, and their development is a natural process, while teachers are only the assistants and guides of this process. Teachers should cultivate and guide students' interest in learning, meet students' needs in the process of development, and reduce interference with students. Let students actively acquire the knowledge they need in the process of development and gain personal development experience. Therefore, education should be students' personal experience of some kind of life training, rather than teaching activities led by teachers. We believe that the above two viewpoints are one-sided, and both teachers and students have their important position and role in the education process. Both the teacher-centered theory and the student-centered theory obliterate the position and role of the other party. Teachers should be the leader of education, while students are the main body of education, and the two should be dialectical and unified. Teachers should be the leading means of education, and students' individual socialization should be the educational goal to carry out educational activities[6].

### 3 Research results

#### 3.1 The application of new media is the requirement of student affairs management object

College students are the objects of student management in colleges and universities, and their needs determine the content and methods of student management. The use of various new media by college students requires them to adapt to new situations and to find new ways of working, leading the student's work. This article uses questions and discussion to explore the current state of college students' exposure to new media and the impact of new media on students. Interpretation and analysis are considered at a high level, thereby further explaining the need to use new media. Student management from the perspective of student event management products.

#### 3.2 Investigation of College Students' Application of New Media

##### (1) Survey sample design

In order to clarify the research study, questions about the current state of new media use among college students and related and related case studies were collected based on reading. The questionnaire is divided into three parts: first, basic information such as gender, class, major, and academic level of the students participating in the study; Second, students' personal use of new media, including the form, purpose, timing, and nature of new media for individuals; Third, students' understanding and suggestions about the use of new media in the management of high school students.

##### (2) Sorting out the survey results

(3) A total of 900 questionnaires were distributed in this survey, and 900 questionnaires were recovered, with a recovery rate of 100%, of which 830 questionnaires were recovered, with an effective recovery rate of 93%. As shown in Figure 1:

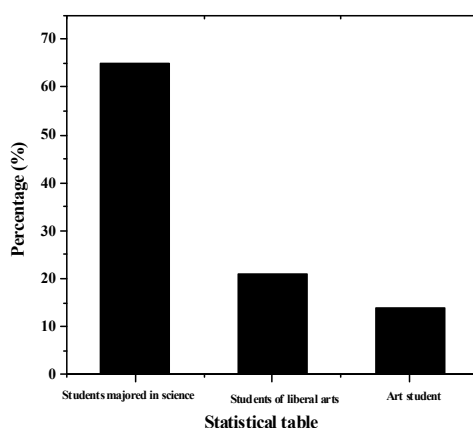
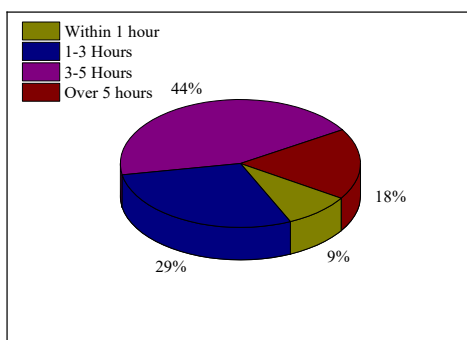


Figure. 1 Statistical chart of college students participating in the survey

The usage rate of new media among the students who participated in the survey reached 100%, and the learning level of students was 78% for undergraduates and 20% for postgraduates. The proportion of male and female students is 80% and 20% respectively; The subjects and specialties of the respondents covered science, liberal arts and art, accounting for 64%, 22% and 14% respectively[7-8].



**Figure 2** Statistics of how long college students use new media every day

As can be seen from Figure 2, 9% people use new media for less than one hour every day, 29% people use new media for 1-3 hours, 44% students use new media for 3-5 hours, and 18% students use new media for more than 5 hours. According to the data, some students spend a lot of time indulging in new media, which has affected their normal study and life, but most students can use new media rationally. As shown in Table 1:

**Table 1** Statistics of new media forms used by college students

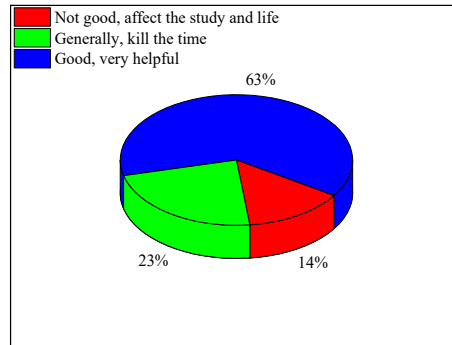
website Percentage%	blog Percentage%	Weibo Percentage%	WeChat Percentage%	QQ Percentage%
60%	56%	50%	96%	94%

The survey found that there are many new media forms used by college students at present, among which QQ, WeChat, Weibo, blog and website are the mainstream new media forms used by college students. Most college students use several new media at the same time, especially QQ and WeChat, which account for 96% and 94% respectively.

When investigating the use of new media by college students, it is found that 40% students use new media mainly for entertainment and leisure, 30% students use new media mainly for communication and chat, 16% for browsing news and current affairs, 14% for learning knowledge and 4% for other purposes. Therefore, new media has become an important platform for college students' entertainment, interpersonal communication, attention to current events and learning knowledge. As shown in Table 2:

**Table 2** Statistics of college students' use of new media

Entertainment and leisure percentage%	Chat communication percentage%	Pay attention to the facts Percentage%	Percentage of students' knowledge%	other Percentage%
40%	30%	16%	14%	4%



**Figure 3** Statistics of college students' attitudes towards new media

According to the data in Figure 3, the vast majority of surveyed students expressed a positive attitude towards new media, believing that the use of new media has played a positive and beneficial role in their personal learning and development. In fact, a large proportion of students believe that new media has played an important helping role in both aspects. It is worth noting that only 14% of students stated that they believe that new media may have a negative impact on their learning and life. This indicates that although new media is widely used among college students, the majority of students hold a positive view of its application and believe that it can achieve positive results in learning and personal development. This reflects the widespread recognition and reasonable application of new media among college students.

### 3.3 The impact of new media on college students

#### 3.3.1 The positive influence of new media on college students

(1) Broaden the channels for college students to obtain information.

The traditional channels for college students to obtain information are mainly through newspapers, television, radio and other forms. The arrival of new media provides a more convenient channel for college students to obtain information, and its diversity also makes the information resources obtained by college students more diversified when using new media, which greatly increases the coverage of information accepted by college students and greatly broadens their knowledge. Therefore, new media has become the most important way for college students to obtain information.

(2) Enhance the autonomy of college students' learning.

The new media provides rich and diverse information resources for college students, and the knowledge that students are exposed to when using new media is greatly increased. At the same time, students can select the part that they are interested in and the part that is helpful to their major from the rich information resources provided by the new media, so that students' professional knowledge can be supplemented and improved outside the traditional classroom learning. More importantly, students have changed from passively accepting knowledge in the traditional classroom to actively exploring knowledge by using new media, which greatly improves students' autonomy in learning.

(3) Enrich the life of college students.

College students can also use the virtual space provided by new media to release the pressure in their hearts and vent the unhappiness they encounter in their study and life in the virtual space, which is helpful to their mental health. Besides, college students can relax by using new media. For example, through the use of entertainment services provided by new media, we can relax after heavy study and relieve the pressure of study. It also enriches college students' after-school life and enriches college life.

Generally speaking, the use of new media enables college students to better understand current events and learn knowledge, which greatly broadens their knowledge. It also enables college students to be more active in exploring professional knowledge and arrange their own after-school study independently. At the same time, the new media has brought an important impact on the healthy development of college students' physical and mental health, broadened the interpersonal communication channels of college students, and greatly enriched their extracurricular cultural life.

### **3.4 The negative impact of new media on college students**

(1) Overindulgence in new media affects college students' study and body and mind.

According to the survey, quite a few students spend more than 5 hours on new media every day. Long-term addiction has caused college students to become more and more dependent on new media. This kind of high-frequency contact with new media will inevitably affect their study. Some students will habitually use new media even during class study, which greatly affects the time and efficiency of study. Some students habitually use the search engine of new media to find answers when they don't understand questions, which is not conducive to the formation of independent thinking habits of college students. In addition, the new media is full of unfiltered one-sided information, and long-term acceptance of this information will easily affect the cultivation of correct world outlook and values, which is not conducive to the development of college students' physical and mental health.

(2) Addiction to new media affects college students' realistic interpersonal communication.

The new media has made college students communicate in more ways. College students have broadened the channels and scope of interpersonal communication through the new media, and many embarrassing problems in reality can be better communicated through the new media. However, many students stay in the virtual world of new media for a long time, and face-to-face communication in reality is greatly reduced, even psychologically rejecting realistic communication, escaping from reality when encountering problems, becoming more

and more withdrawn and even having social phobia. It has seriously affected the formation of normal interpersonal relationships among college students[9-10].

#### 4 Conclusion

New media has penetrated into every corner of people's lives and has affected every aspect of people's lives. The main force of demand for new media has greatly influenced the thinking, education, life and behavior of college students. New media have brought many ways to manage student work, improve work efficiency, and reduce communication distance with students. Student management is not limited by time and space, and allows students to manage relationships with students anytime, anywhere, understand and know the events of students, and provides students with easy communication with student management. Those. The diversity of new media provides a good platform for innovation in student management. But at the same time, we should not ignore the negative impact of new media on student management. The complex information provided by new media can make college students less discerning, easily confused and confused, and negatively affecting their development and well-being. Therefore, it is necessary to use new media to perform student management activities.

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