

# Research on Innovation of University Students' Work in the New Media Era

Hu Jianfeng

Bohai University, Jinzhou, Liaoning, China, 121013

Jianfeng@163.com

**Keyword:** university students' work, new media era

**Abstract.** With the development of the information age, the new media has an important impact on all walks of life. Colleges and universities also actively use the new media to carry out the students' work. In this paper, we firstly introduce the concept of the new media, then point out the achievements and problems of new media in the students' work, and finally give the innovation pattern of university students' work in order to provide references to the relevant researchers.

## Concept of the New Media Era

The term "new media" is firstly put forward by an American scholar named Gold Mark in 1967. Since then, the new concept was spread in the United States and all over the world. It is widely used in the field of communication research and mass society, and is widely recognized. New media is a dynamic concept, with the development of science and technology, the specific content of the new media will gradually change. Compared with traditional media, the new media is a new form of media based on the traditional media. Under the background of globalization, information and set up on the basis of the information technology and mobile Internet technology, is designed to provide a variety of information and services to the people, for the people to create a new form of life. New media to overcome the traditional media to the limit of time and space, through the Internet, cell phones and other forms to break the geographical region and time limit, so that people can anytime, anywhere to receive and publish information, realize the information of instant communication. Such as micro channel, QQ and other instant messaging software completely eliminate the exchanges between the two sides in the geographical and time interval, and the information feedback of time is greatly shortened, more conducive to information spread quickly. The new media is a medium for people to communicate and interact. Its main feature is the interaction. This interaction is reflected in people through networks, twitter, email, forums and other forms of new media: their attitudes, and communicate with others, in order to achieve a more flexible and more effective real-time interaction. It can not only reduce the communication cost, but also can make information collection and distribution becoming more simple and feasible.

## Achievements and Problems of University Students' Work in New Media Era

### Achievements

Wechat, an intelligent instant messaging software developed by Tencent Company, is currently used all over China. Users can through mobile phones, tablet, web client to send voice, pictures, text and video, mobile phone users is a kind of important social software in China has 300 million mobile phone users. Micro channel is equivalent to a for friends message, exchange platform, the user can search through the micro channel number, scan the code and use global positioning function search near the user's way to add friends and concerned public platform, while micro channel can also be information through the circle of friends to share with friends, making all of your friends to see this part of the information. Major colleges and universities have begun to use the micro channel platform to carry out the work of students, for students. Each university through the new media release information, in time to understand the students' ideological trends, do a good job of ideological education. University teachers and counselors have been active in the use of new

media and students to carry out instant interactive exchanges, to understand the students' learning life thinking. The communication between teachers and students is a good link between teachers and students by using new media technology. Teachers can break through time and space constraints it anywhere and anytime. It can create a relaxed and pleasant atmosphere. Students are more likely to express innermost true thoughts, and it is useful for teachers to understand students' learning life ideological trend.

### **Problems**

Under the new media background, students' work in universities has achieved great development on the basis of traditional students' work. Methods and content innovation in the new media background have also achieved some good results. However, there are some problems in the innovation of the new media environment. First, do not attach importance to the construction of specialized teams. The problem is the lack of a master information network technology, the use of new media to work full-time staff. University student workers lack of correct understanding of the new media, not to grasp the new media information technology. Some even reject the new media, cannot adapt to the new media environment of students work, which restricts the development of college students work. Due to the lack of the importance of colleges and Universities under the new media environment of student work, spent in training professional talents in manpower and material resources are not enough financial resources, and the impact of the use of new media to carry out student work efficiency. Through the investigation and study showed that universities are generally no arrangements for the use of new media to carry out students work full-time staff, they more is let the school work committee of teachers, counselors and students will be undertaken by members of the work. Most of these people lack the new media technology, modern communication theory and information network technology. Universities use the new media to carry out the work of students lack of comprehensive planning, capital investment is clearly insufficient. Most colleges and universities do not have the new media into the school overall student work strategy, the lack of overall design. Second, the new media environment of the students work management mechanism is not perfect. With the help of the new media, we can put what you want to express sent via text or image to the network. To all Internet users to share, this process without any "gatekeeper", which resulted in the new media to supervision? Most of the contemporary college students are 90, the way of thinking is still immature. They are difficult to distinguish the information that has not been screened, easy to be misled by false information. On the one hand, the new media environment lack of supervision mechanism, under the new media environment, students can give vent to their emotions, some negative news release, and even rumors and influence on students' study, life and physical and mental health. On the other hand, the new media management mechanism is not perfect. Under the new media environment, the lack of communication and collaboration in departments of the students' work in universities reduces the efficiency of student work.

### **Innovation of University Students' Work in the New Media Era**

We can construct a four-dimensional propaganda matrix of university management in the new media environment, namely a four level from the media platform, followed by individual and team - special work school departments. Continuous coordination and strengthen the interaction between the various levels of the flow of information, so that all kinds of information flow smoothly, the formation of a combination of student management". Good management of colleges and universities to build the new media platform, we can build a three-dimensional crises cross, new media matrix, students are provided with fine management, improve scientific management work of colleges and universities, the colleges and universities for many years to vertical management mode of students to parallel communication management mode. This new media platform to build information propagation also contributed to the managers and students by the traditional linear to nonlinear transformation, the ideological and political education of the students from passive education to take the initiative to participate in the transformation.

### **Construct Blogs of Instructors**

The counselor is one of the central figures in the work of student management in colleges and universities. Counselors' blogs can be built into a platform for communication between teachers and students, the school can focus on promoting the construction of team counselor blog. Such as the encourage counselors on the domestic and foreign hot events to write a comment, from the political, social values, life and emotional quality of the various aspects of guiding students' value orientation. At the same time, according to the practice work of the school, teaching writing reviews, posted online all kinds of learning and living information, network answering questions for students of all kinds of problems, enhance the influence of the school counselors' blog. Also for all counselors provide a platform to showcase, show their different personality and ability, counselors can exchange and learn from each other, jointly explore the increase in student management work experience and methods to promote their own quality improvement and upgrading.

### **Construct Platforms of Wechat**

In the work of student management, we can build a high efficiency and accurate student classification service platform through the construction of University micro channel public platform. The school can segment the audience, the establishment of Wechat platform to integrate the students work to achieve the precise push mechanism to achieve information dissemination of information. From the point of view of communication, in the new media environment, the main body of the dissemination of information includes not only education, also includes the students, the relationship between the educator and the student are two main interdependent and mutual restriction relationship. In the new media age, students can choose the information which is to be acquired in a relaxed environment, and can participate in the feedback and recreation of the information in time. This kind of information dissemination of the two-way interaction between the students from passive acceptance into active participation, and enhance the students' subjectivity. The compatibility of Wechat is beneficial to the students' open thinking, which is helpful to cultivate the innovative thinking mode of college students. For a long time, affected by the traditional education, students lack innovative ability, innovative thinking is restricted. The new media can enable students to broaden their horizons, update their concepts, and improve the knowledge structure, for the cultivation of students' advanced thinking and creative thinking to provide favorable conditions. Once the audience is subdivided, the most needed information is communicated to the most needed audience, which can greatly enhance the credibility of the media and audience.

### **Construct Battlegrounds of Micro-blogs**

The spreading of micro blog is fast and wide. Colleges and universities should pay attention to the students' management work of the official micro blog, the proposed work, to achieve the students of all kinds of management and work information timely send. At the same time, the school should get through the official micro blog and school official micro Bo, the functional departments of the official micro Bo, each school and students to organize the horizontal contact. Micro blogging publicity matrix construction, realize the communication of students at all levels, to maximize the aggregate in the field of micro blog audience, through the resonant sound of the propaganda model, so that the spread of certain information to achieve the best effect. School through the matrix of such a micro Bo, you can smooth communication between the managers and students. It can ensure the dissemination of information to the real content, the formal channels. Information can be the first time accurate diffusion. Students can always in the school's micro blogging matrix, to find the most accurate and reliable, the most needed information.

### **Construct Communities of Universities**

Colleges and universities should the authenticity of relying on SNS community characteristics, the integration of this kind of resources, realize the important information release function, can to the student each kind of ideological dynamic collection, play out the value orientation of school management, student management experts, school leaders, such as the leader and expert homepage set SNS, promote the management and students between equality and interaction, enhance the intimacy of between teachers and students. The generalization and sharing of the new media has

brought many troubles to the university administrators and students in the supervision and management of the students. Due to the new media has a propagation speed fast, involving a wide range and anonymous communication characteristics, making some students may not be exposed to identity by publishing some of the ideas and opinions, for example of school occurred perceptions of events and suggestion for a teacher, it is difficult to satisfy their own self-interest, the students can all ideas for anonymous publication and dissemination through new media, without any restriction and limitation, which leads to the network pass some non-existent, distorting information, create unnecessary confusion, destroyed the normal order of campus, harm the school's reputation and is easy to cause the lack of credibility of the universities. Counselors can above release some life information, close with the distance between students, establish mutual trust between teachers and students and real - time students to master the real dynamic and timely ideological guidance, improve the quality of college student management work.

## **Conclusion**

In summary, students' management work in colleges and universities under the new media environment has some opportunities and challenges. Only paying attention to it and studying the characteristics of new media, and explores the corresponding management countermeasures can keep up with the times of the pulse, to college students like to carry out student management work. The positive innovation can make good use of new media, in order to enhance the attractiveness of the student management work, strengthen management value orientation influence and better occupy the commanding heights of the college student management work, seize the initiative in the management work. The new media can correctly guide the student's world view and values view and advance the healthy growth of the students' physical and mental health.

## **References**

- [1] Fu Ge, Research on the Countermeasures and Impact of University Students' Work under the New Media Background, D. Jiangxi Normal University. 2014.
- [2] Qian Wenbin. Impact of New Media on Undergraduates Value-orientation and Countermeasures. J. Press Circles. 2010(3): 83-85
- [3] Cao Fengcai, Tian Weifei. Pondering over Moral Education Work of College Students in New Media Era. J. Journal of North University of China (Social Science Edition). 2010(6):14-16.