

Current Situation and Suggestions of Informatization Construction of College Student Management in the Era of Big Data

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Abstract: In the era of big data, with the acceleration of the development of information technology in China, the management of college students should also keep pace with the times and actively innovate. However, there are still some problems to be solved in the information management of colleges and universities at this stage. As a place with active ideas and well-developed network technology, colleges and universities should keep up with the pace of development of the times, promote the further improvement and improvement of student management under the background of big data, and realize the vigorous and rapid development of modern information technology under the guidance of informatization. Relevant educators also need to combine the development level of educational science and technology in the period of big data to choose a scientific and feasible route that is consistent with the practice of college student management in China, so as to have a positive impact on the further improvement and standardization of college student management.

Keywords: Big data era; College students; Management work; Information construction

Introduction: under the new situation, the establishment of college student management informatization will promote the further improvement and standardization of school management, which puts forward challenges and development opportunities for the previous school internet construction mode. For the modern Internet and information communication network, the management of colleges and universities must keep pace with the development of the times and actively broaden and Reform under the new situation, so as to enhance the breadth and depth of student management. As a student management worker in Colleges and universities, we must promote the more and more perfect and sound management of College Students under the background of the new situation, carry out targeted management of students according to the human resources needs of social development, and put forward more scientific and effective reform measures to ensure the further optimization of College student management in the era of big data, And ensure the information security of students. At the same time, when investigating and obtaining relevant information from students, we can use more effective and fast channels to further improve the effectiveness of student management from the specific situation.

1. Informatization status of college student management in the era of big data

1.1 Lack of professional managers

According to the investigation and Research on the management of colleges and universities at the present stage, with the gradual increase of college enrollment in recent years, the number of relevant managers has not changed significantly, or even decreased a little, and the cognition of managers in information technology has not been improved. Although some colleges and universities pay much attention to the construction of information management and have carried out a series of training programs such as relevant training or strengthening the construction of efficient management team, the overall level of management team has not been improved. In addition, managers in some colleges and universities often have several jobs. Various situations not only hinder the further improvement of the quality of college education, but also are not conducive to the establishment of good relations between students, but also make it difficult for student management to obtain effective educational objectives^[1].

1.2 Insufficient information construction level

The rapid development and spread of information technology has led to many colleges and universities in the construction of information management, the equipment can not be updated in time, the software function is monotonous, the lack of rigorous working software and equipment, and the unmet demand for technical talents. All these adverse factors directly lead to the failure to promote the process and development of student management information construction. Some managers are greatly influenced by previous management experience. When collecting students' information, they still use the old-fashioned investigation method, which not only does not improve the efficiency, but also hinders the comprehensiveness of students' sorting data and inhibits the further development of information construction of students' management. In addition, it takes a short time to integrate big data technology into university management, so managers need to gradually study and explore the construction of information platform.

2. Information construction measures for college student management in the era of big data

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2.1 We will strengthen education and training and improve the development of information technology

In order to ensure that the information construction of college student management can be carried out effectively, the management of colleges and universities should strengthen the professional level training of managers. First of all, we need to guide and improve the ideological state of managers, so that they can abandon the mentality of being unable to accept advanced technology in the past and gradually adapt to information management. The training content for managers is mainly to improve cultural literacy and knowledge skills, so that student managers can face information management in a good state and effectively enhance the level of student information management. This requires managers to be student-oriented, think in the important moment, and provide students with a more harmonious and relaxed harmonious classroom. Secondly, managers should also have a deeper understanding of informatization, pay attention to computer network technology and Internet technology, hold a broad mind for these high-tech science and technology, and accept new knowledge and new things. Through training and learning information management technology, it not only improves the convenience of university management, but also makes information statistics more accurate, and there will be no loss of student information [2].

2.2 Build a “big data university engineering platform” by using big data technology

For information management in Colleges and universities, it is not only to deal with such basic information as student class management and curriculum arrangement, but also to go deep into every bit of students' life and investigate the actual situation of students from the data information about specific events such as library activities, students' learning frequency and dormitory life. If it is found that the library activities or learning frequency in the school is less, and it may not be able to complete the academic task, the list of students who are more likely to fail the course must be sent to the school counselor, and the counselor shall be required to guide in time. In addition, in the application of big data analysis technology, colleges and universities must also use the click through rate of Internet browsing to master the main interests and hobbies of students, and select appropriate subjects to carry out relevant practice, so as to attract more students to actively participate in it; At the same time, you can also pay attention to the recent hot topics in the internal forum of the school, collect the opinions of students on recent emergencies, and deal with and feed back in time. Colleges and universities also need to establish the main website of the comprehensive management platform and improve the main sections of the main website, such as economy and people's livelihood, society and national development planning, so as to lead the concerns of students from multiple angles and all levels, and lead them to yearn for and pay attention to the excellent character of national development, truth, goodness and beauty, So as to improve the ideological and moral construction level of student groups and cultivate high-quality talents for the development of our country. In the long run, data management will play an indispensable role in university management [3].

3. Concluding remarks

To sum up, under the background of the big data era, in order to effectively carry out the construction of university management informatization, university managers should often organize and carry out professional training for student managers, so that they can further improve and improve the informatization function and promote the effective improvement of informatization degree on the basis of understanding more relevant knowledge and skills of informatization construction. The establishment of big data information management mode in Colleges and universities can play an important role in students' school life from multiple angles and all aspects, and make outstanding contributions to the information construction of College Students' management. In the current era of big data, we should keep pace with the development of the times. In order to improve the quality of university management and promote the improvement of students' living standards, we should strengthen the information management of college students and strengthen the cultivation of talent quality. In the student management mode, we can use the big data information management mode to build a management platform for scientific development, Improve management quality and management level.

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