

# Application of Data Mining Technology in New Media Platform of Higher Education Management

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**Abstract:** Data mining technology and new media technology are effectively applied to the management of colleges and universities, providing useful management methods for the education and teaching of universities.

**Keywords:** Data Mining of New Media ; Application in Higher Education

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## 1. Introduction

Today's college students grew up in the era of network information development, and they were the first groups to contact with new media, providing them with-. In addition to providing certain knowledge, new media also provides a new opportunity for students' ideological education. How to use new media to carry out ideological and political education for students has become an important research topic in universities.

## 2. The deficiencies in the education and management of traditional college students

The content and form are very monotonous. In the past education, the methods of education, training and management in colleges and universities were too rigid, and it was difficult to combine them without combining the actual situation of college students, which seriously affected their actual effects. In the process of management, we mainly rely on rigid theoretical education knowledge, which is not combined with the actual situation or less. It cannot be closely combined with specific campus activities and student development.

At present, the content of school management is not novel enough, Can't keep up with the development speed of students, A large part of the reason is that the management mode adopted by colleges and universities is not combined with the actual situation of students, As a result, students' cooperation degree is not high, which makes it difficult to implement the plan. It does not play a great role in managing students. At the same time, college students should also strengthen their comprehensive quality and improve their learning efficiency in their study. At the same time, they should improve their team consciousness so that they can actively cooperate with the school to implement the management plan.<sup>[1]</sup>

## 3. The role of new media in the management of college students

### 3.1 Innovating the way of education management

In the past, traditional media were used in the education and management of students in universities-usually face-to-face communication or using traditional media, but the emergence of new media provided new ways for universities to develop and innovate. The application of new media enriches the development of college students' education management, liberates the management from traditional media, and manages it through the Internet, digital TV and other platforms, thus improving the speed and convenience. In addition, the emergence of new media has also changed the way universities train and manage students, making them more flexible. An important medium and tool for communication between college management and students has become the Internet. The notice is timely and more convenient for students.

### 3.2 Enhanced communication with students

In the past, the communication between students and tutors was limited in time and space. Teachers can communicate with students through the network, which can reduce a lot of time. Students can also communicate with teachers in a relaxed environment, which can communicate effectively, is not limited by time and space, and is convenient and fast, thus improving work efficiency. Students can communicate with their teachers anywhere, and their nervousness can be easily relieved, which makes it easier for them to cope with education.

### 3.3 Improve the efficiency of education management

In the era of traditional media, the only way to disseminate information is documents. Students spend too much time receiving

this information, It is also very likely that there will be errors in understanding the contents of the information, However, when investigating these materials, many staff members also wasted a lot of time, Due to the wide use of new media in teaching management, We can reduce these links, It also reduces the consumption of a lot of resources. Another advantage of new media is that a large amount of information can be directly stored in computers or mobile phones, and information can be viewed and released anytime and anywhere, thus shortening the time of information transmission, saving a lot of time for teachers and students, and greatly improving the efficiency of management. Teachers can choose a variety of forms to pass information to students accurately, Students' visits will not be restricted, saving a lot of human resources. In addition, the speed of new media dissemination is very fast, and the efficiency of work in effective work is also improved. The use of new media in teaching management is wise. This method can unify the management of schools.<sup>[2]</sup>

## **4. The Application of New Media in College Student Management**

### **4.1 Change the concept of education management and correctly understand the new media**

The application of new media in teaching management is constantly popularized and developed. School administrators should popularize the application of new media to all management levels so that school administrators can carry out their work efficiently and have a correct understanding of new media. In the implementation of the work, we should effectively use the new media as a tool, innovate our own management methods, refresh our thinking, combine new media with traditional media, and improve our management ability and methods. Vigorously develop new media teaching and make effective use of it in one's own work. We should study every day, constantly update our management methods, master the characteristics and development trends of new media applications, collect and process new media data, master the use of computers, mobile phones and other new media technologies, and provide more convenient and fast ways for students' education and management. In addition, school administrators should learn more about the use and skills of new media, and when transmitting information to students, they can be quick and correct, find solutions quickly when dealing with problems, and also deal with students' problems quickly, so as to ensure the accuracy of dealing with problems and better educate students.

### **4.2 Build an information dissemination platform**

Universities should actively build an information publishing platform, Strengthen the construction of school network, The school broadcast,etc. carry forward, Strengthen the management and development of these platforms that can disseminate information, You can also set up a special website in the school, Provide a quick and convenient platform for students, Realize the improvement and innovation of student education management, It is necessary to penetrate the educational management concept of new media into students' daily life and study, Teachers should master the initiative in the process of education management, Grasping the basic situation of students and the accuracy of disseminating news, the use of new media in teaching management makes the life of students and teachers more convenient, saves a lot of time, and improves the efficiency of doing things, which provides great convenience in both study and life. When using new media, university leaders should guide students with correct public opinion, and can't let students understand the wrong news that is not conducive to learning. When receiving student information, students should strengthen their ability to distinguish network information, be able to distinguish whether it is true or false, and be able to deal with these problems quickly.

### **4.3 Strengthen the management of information dissemination education**

First of all, schools should vigorously publicize the use of new media in education and teaching, organize relevant symposiums or activities to improve teachers' professional quality, and at the beginning of use, strengthen the construction of new media platform for education management, disseminate healthy and effective content, and give full play to the role of new media in education management. Because new media is widely used, it is necessary to ensure that the content is healthy, to establish a correct outlook on life for students, to ensure that the network environment of schools is clean, to ensure that students surf the Internet green, and to build a civilized and harmonious campus culture. Universities should always maintain this efficient management mechanism, promote the development of new media, make effective use of traditional media and new media, realize the smooth development of higher education management, and improve the efficiency of college students' education management.

## **5. Conclusions**

Mining technology and new media are constantly developing, In the process of development, We should pay more attention to the application of mining technology and new media in the education and management of college students, constantly transform and learn, and carry forward mining technology and new media in teaching and education, which can effectively improve the education and management ability of colleges and universities, improve the education and teaching ability of colleges and universities, and achieve the ultimate goal.

## **References:**

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