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ФУЯНЬ ЛИ

Түндүк-Батыш педагогикалык университети, Информатика жана инженерия факультети
Северо-Западный педагогический университет, Факультет компьютерных наук и инженерии
FUYAN LI
North-West Pedagogical University, Faculty of Computer Science and Engineering

КЫЙЫНЧЫЛЫК ЖАНА ЖОЛ: ЖОГОРКУ ОКУУЧУ СТУДЕНТТЕРДИ ЦИФРАЛЫК ЧӨЙРӨНДӨ БАШКАРУУ

ВЫЗОВ И ПУТЬ: УПРАВЛЕНИЕ СТУДЕНТАМИ ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЙ В ЦИФРОВОЙ СРЕДЕ

CHALLENGE AND PATH: COLLEGE STUDENT MANAGEMENT IN DIGITAL ENVIRONMENT

Кыскача мүнөздөмө: Санарип дооруна кирип, колледж жана университеттерди башкаруу санариптик ресурстар, санариптик предметтер, ар кандай идеялар жана санариптик технологиялар колледждерди жана университеттерди башкарууга терең таасир эткен жаңы кыйынчылыктарга туш болууда. Башкаруу тажрыйбасын үч аспектке өркүндөтүү менен гана: санариптик жалпы пландаштыруу жөндөмүн өркүндөтүү, так башкаруу кызматтарынын платформасын куруу жана негизги баалуулуктарды жетектөө, колледж студенттеринин башкаруу иш-аракеттери күтүлгөн натыйжаларды бере алат.

Аннотация: Вступая в цифровую эпоху, управление колледжами и университетами сталкивается с новыми вызовами, в которых цифровые ресурсы, цифровые предметы, разнообразные идеи и цифровые технологии оказали глубокое влияние на управление колледжами и университетами. Только путем улучшения методов управления в трех аспектах: продвижение цифровой общей способности планирования, построение точной платформы услуг управления и руководство основными ценностями, управленческая деятельность студентов колледжей может дать ожидаемые результаты.

Abstract: Entering the digital age, the management of colleges and universities is facing new challenges, in which digital resources, digital subjects, diverse ideas and digital technology have had a profound impact on the management of colleges and universities. Only by improving the management methods from three aspects: the promotion of digital overall planning ability, the construction of accurate management service platform and the guidance of mainstream values, can college students' management activities produce the expected results.

Негизги сөздөр: санариптештирүү; колледждер жана университеттер; студенттик башкаруу.

Ключевые слова: оцифровка; колледжи и университеты; управление студентами.

Keywords: digitization; colleges and universities; student management.

Nine departments, including the Ministry of Education, clearly put forward in the Opinions on Accelerating the Digitalization of Education that "we should persist in digital empowerment and promote the overall reform of educational concepts, teaching models and educational governance" [1]. The digital management of college students promotes the goal of educating people in colleges and universities, which is an important mission of the innovation of college management mode in the digital age. College student management uses the advantages of digital

technology, improves the management effect through big data analysis, optimizes management methods, realizes more targeted management services, promotes the development of college management activities, and provides a new path for college management in the digital age.

I. Challenge factors of college student management under the background of digitalization

1. Massive digital resources

Entering the digital age, astronomical information resources are flooding the network,

which is the most intuitive feeling for the background of this era. Network application technology and information dissemination technology are changing with each passing day, and information technology represented by digital application technology has significantly accelerated the creation and dissemination of digital resources. The low cost, sharing and variability of network digital resources also confuse netizens, especially college students who are widely exposed to the network. Among them, the low correlation between the vast amount of data information and data resources also puts forward new requirements for college students' data selection ability and data analysis ability. This means that digital resources are just like coins with two sides for college students. In the digital age, college students enjoy the efficient and convenient services of digital resources for learning and self-management, but at the same time, they are exposed to the inherent risks of digital resources, that is, the integration of digital information makes college students' controllability of the selection results significantly reduced. This is because the unusually complex digital information increases the pressure on students to choose, which "easily confuses the minds of college students who are in the growth stage and their thoughts have not yet been fully finalized, resulting in confusion psychology" [2].

At present, the wide application of digital network terminals based on big data management and analysis technology in students' daily study and life makes students' access to digital products more diverse. Compared with the traditional way of obtaining teaching and management knowledge by reading text materials, students can quickly solve their own puzzles through network digital resources. Compared with the traditional way of obtaining teaching and management knowledge by reading text materials, students can quickly solve their own puzzles through network digital resources. To put it another way, digital resources damage students' ability to think and solve problems independently and weaken students' ability to create knowledge. Learning in colleges and universities is very important for the all-round development of a college student. Especially for college students in the digital age, how to improve their ability to distinguish and effectively use digital resources is highly valued by university administrators. It is necessary for college teachers and administrators to actively explore the characteristics of digital resources to carry out daily management work, and to resolve the

contradictions and risks of management more pertinently.

2. Hidden digital subject

In the digital age, digital network provides students with a simulated living environment. This simulation environment is essentially a code exchange based on text and numbers. For students in network life, it has no tactile feeling. However, this digital environment provides participants with a cyberspace that can exist secretly and enjoy freedom.

Participate in the symbolization of subjects and become strangers with instant contact with each other. Generally speaking, in the digital network, there is no power beyond the participants except some managers who maintain the normal operation of the digital network. The participants in the student group make up their own identities, and they can design their behaviors in the digital network environment according to their own wishes. All the environments seem to be extraordinarily free, which leads to the publicity of their personalities and sometimes tends to be extreme. Because of the concealment of digital network, the participants in the school can talk freely in any virtual room, and they can tag their thoughts and what they see and put them in the digital space for other participants to discuss. These network operations will not involve the identity of the participants in real life at all, nor will they affect the image of the participants. Both friends in life and academic competitors have become a meaningful audio-visual logo in the digital space, and the moral binding force between the participants has basically disappeared, only the self-subject in the digital network is illusory in the virtual scene. In the digital age, there are more and more ways for college students to create and obtain data and information, and more and more digital resources are exposed to them. However, this stage is also a critical period for the formation of college students' values, and their judgment on right and wrong is not rigorous enough. "Wrong speech guidance will make people deviate from their values" [3]. For managers, the concealment of the subject in digital network will bring great impact to the management of student groups.

3. Diversified concept communication

Digital resources are highly shared, so various student management ideas exist side by side in the information network. This brings new problems to the management mode, authority and student behavior of specific schools. First of all, with the support of big data algorithm, digital network carries out specific-oriented information dissemination, reshaping the trend of students'

emotions and hobbies invisibly, making the student management model encounter shortcomings. Intensive information and diversified values have brought many unprecedented new problems to the management of college students. The emergence of new digital information carriers makes it difficult for the original student management model to effectively deal with emergencies. In order to manage students more scientifically, university administrators should adjust their management model in time to meet new challenges. With the increasing demand for digital resources in the era of digitalization and networking, digital resources have become an important tool in students' study and life. Diversified digital resources have a compound influence on the behavior of college students, which threatens the authority of student management. Although digital information that crosses the time and space constraints can expand students' knowledge to a certain extent, some digital resources are seriously distorted, so college students' management should actively screen the spread digital information to maintain the authority of management. Finally, although digital resources have overcome the constraints of changing time and space on behavior, their one-sided image design of behavior is more likely to cause some college students to imitate and increase the possibility of students' behavior change. In fact, college student management workers failed to take timely and effective corrective measures, and those out-of-date network images are likely to penetrate into students' daily behavior. At the same time, due to the transition from campus life to society, young college students still have limited understanding of the rules of social operation, especially weak awareness of the rule of law in digital resources, so university administrators in the digital age will face greater variability and unpredictability of student behavior.

4. A severe technical test

In the information age, digital management technology has become an important way to compete the feasibility of students' management ideas in different universities. Facing the complex and rapidly developing digital application technology and management groups with complex values, the management literacy, digital processing technology and comprehensive coping ability of college student managers are facing severe tests. First of all, college student administrators have to keep pace with the progress of the digital age. If his ideas are backward, he is not good at dealing with all kinds of information

prevailing on the internet, and he is not good at distinguishing authenticity and refining information, which will lead to little actual effect of student management. Secondly, in the era of highly developed creation and dissemination of digital information, college student managers, if they do not have firm ideals and beliefs and scientific understanding of their own students' management value pursuit, will easily lose their judgment and mislead students' behavior in the digital culture surrounded by science and technology. Finally, if college student managers lack skilled computer technology and are not good at using big data management technology, they can't meet the needs of information university management. As an important guarantee for students' growth, college student managers can only become an excellent manager by constantly updating their skills, carrying out management work through big data management mechanism, spreading guiding management ideas and values, and having certain network information analysis technology. Therefore, in a certain sense, it is necessary to train university administrators in network analysis skills, making them an example of digital network application, so as to play the value of digital resources in specific management work and improve the efficiency of management work.

II. The Realization Path of College Student Management under the Background of Digitalization

1. Improve the digital overall planning ability of management subject and object

First of all, in order to realize the purpose of enhancing university management with digital resources, university administrators need to actively improve their digital literacy, skillfully apply digital resources, profoundly grasp the essence and laws of big data management technology, and "really play the role of big data management system in university management and teaching" [5]. The improvement of digital management ability of university administrators is manifested in the understanding of management data and network information as new management factors. Managers need to study the data resources and related performance of management in the combination of macro and micro, better meet the needs of university management in the digital age, deeply understand the instrumentality of digital resource management and the management logic reflected, and make scientific judgments in management activities under multiple scenarios. University administrators need to know the development degree of students' thoughts in time.

In the state of digital management, managers should analyze the speech and behavior in digital network resources professionally, grasp the different changes of college students in time, and form professional insight. Educational managers need to constantly optimize the management activities, realize the formalization of management behavior through various management means and functions extended by digital resources carriers, improve the level of management art, and be good at giving full play to the advantages of digital management methods to enhance the attractiveness and binding force of management behavior. University administrators also need to use the reliable data provided by big data management and analysis technology to make a rigorous evaluation, realize the intellectualization of management and education, continuously improve the scientific degree of management, and have high data coordination ability in order to find useful information in complex management data and lay a more solid foundation for further deployment.

Secondly, strengthen the cultivation of digital ability of college students and cultivate the potential resources of digital colleges and universities. Big data analysis technology extends the space of university management activities and promotes the personalization of university students' learning and lifestyle. College students can learn different knowledge according to their study habits, and carry out multi-modal self-management, self-education and self-service, which requires students to have strong data coordination ability and data resource discrimination ability, to consciously analyze the misleading information, and to maintain a clear value judgment in the digital network. On the one hand, it is necessary to deepen college students' understanding of digital resources and clear the blind area of digital technology. It is necessary to guide college students to deeply understand the original recommendation of big data algorithm, recognize the false statements in the false network environment, continuously improve the ability of students to judge and improve the ability to correctly use big data management services. On the other hand, it is necessary to enhance the ability of college students to strip false information and keep a sober behavior in the multi-dimensional network preset environment.

1. Building a precise management service platform

It is an important measure to innovate the digital service platform of university management and build a linkage, real-time and targeted digital

management platform to promote the high efficiency of university management. "The traditional student management model is obviously lagging behind for college students in the era of big data" [6]. In the digital age, the process and the results of college students' management activities can be displayed as data resources, which provides scientific data guarantee for digital resources to empower college management. First, establish the basic objectives and main functions of the digital student management service integration platform. The purpose of the management service integration platform should cover improving the educational goal of education management integration, meeting the different requirements of college students, strengthening the identity and personalization of management behavior, etc., and the idea of reflecting digital governance should run through the whole process of research and application of the management platform, serving the central task of management service integration in colleges and universities. Second, realize the comprehensive cognition of management objects through big data management technology. Fully understanding the characteristics of college students' ideological development is always the basic foothold of the effectiveness of management work. Relying on the collection and arrangement of management data, through systematic analysis and summary of students' management problems, we can accurately grasp the behavior characteristics, learning status and living habits of college students in the digital age, deeply tap their hobbies and personalized needs, and "obtain accurate and comprehensive student information in a short time" [5]. Third, under the support of big data analysis technology, the accurate supply of management content is realized. One of the most obvious characteristics of college students in the situation of digital management is that the personalized requirements are relatively obvious. Under the big data analysis technology, it is no longer an unattainable task to accurately grasp the individual needs of students. Under the guidance of personalized demand, we can further understand the blind spots of management activities, find out the causes of management errors, and output personalized management content under the same management objectives to meet the real needs of students. Fourth, innovate personalized supply channels based on the big data management service platform. The renewal of digital technology has constantly spawned a new digital management service platform, and the specific carrier of college students' management

service needs to be constantly changed. At present, with the promotion of big data management platform technology, college student management can carry out management activities that college students can easily participate in and accept with the help of platforms such as Tik Tok, WeChat official account and academic forums. These management platforms not only innovate the form of management work, but also change the solidified thinking of traditional management thinking, so that the student management work can be carried out in a form closer to life. Fifth, strengthen the risk management of digital management platform in colleges and universities to ensure the long-term operation of digital management platform. Digital student management platform needs strong network protection ability to ensure the safety of students' management data and content and prevent the leakage of management data from bringing negative effects to students.

3. Strengthen the guidance of mainstream values

Value reflects the satisfaction of the object to the subject, and reflects the positive significance of the object. Here refers to the guiding role and far-reaching influence of the practice of national mainstream values on the comprehensive efficiency of university management, which embodies the fundamental view of university management on management concepts and plays an important role in promoting the management activities of university administrators. Generally speaking, a country's educational management institutions have clear requirements for the value orientation of university management, so it is inevitable for university management to strengthen the leading role of value, run the mainstream values of the country through the whole process and every link of educational management activities, and form a long-term mechanism for managing and educating people. Furthermore, in the process of strengthening the dissemination of core values, university management should widely adopt all kinds of advanced digital information carriers, identify all kinds of digital resources that are beneficial to student management, and start with its own management value-oriented construction to realize the organic unity of campus local value and social overall value of education management. Through scientific theoretical education and standardized practice training, students are guided to strengthen their ideas and beliefs, which fully reflects the normative significance of digital intelligence management. Relying on digital publicity of

advanced models, organizing students' voluntary management and service activities, caring for the needs of specific groups and other ways, students can grow into advanced groups with noble network behavior in the digital age, which reflects the moral guidance function of student management in the digital background through multiple channels. With the help of digital network education activities, digital campus construction and smart classroom application in colleges and universities, "building the integration of teaching and student management" [8] reflects the cultural cohesion of student management. Expand the digital network management platform, innovate the mode of student management, form a digital management mechanism, cultivate college students' self-management ability in practical experience, guide students' value pursuit, and show the behavioral shaping power of college management.

Scientific management of college students to promote the realization of the goal of moral education is the fundamental content of college management. Different from the previous management activities in colleges and universities, the new challenge factors bring difficulties to the management of college students. Therefore, university administrators need to solve this dilemma by improving the comprehensive quality of digital governance, innovating management methods and strengthening the guidance of value.

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Рецензент: к.филол.н., доцент Исмаева Р.М.