Research on the implementation of network Platform construction and University education management

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Abstract: *The construction of network platform, so that more and more advanced technology is applied to education and management, not only can efficiently obtain educational information, as well as the change of students' thought and behavior. It can also build an information management system with the help of advanced technology to effectively improve the effectiveness of educational management. Therefore, the present situation of education management is analyzed, and the effective application of network platform and the implementation of management measures are put forward to provide reference for further optimization of education management.*

Keywords: *Network platform; Educational management; Management innovation*

1. Introduction

In the context of global information construction, advanced network information technology and platforms have gradually become indispensable auxiliary tools for People's Daily work, study and life. The acquisition of information resources, the choice of learning approaches and the forms of communication and interaction have undergone significant changes. Under this background, the traditional and single mode of education management can no longer meet the learning needs of teachers and students in colleges and universities. It is necessary for education management to strengthen the application of network platform, constantly improve the management system, and increase the pertinence and effectiveness of management work. At the same time, through effective analysis and guidance, managers can increase the understanding and control of students' ideological changes, and guide students to form a strong sense of self-perfection and management, so as to optimize the environment of education and management.

2. Analysis of the current situation of university education management

2.1 Personalized teaching environment puts forward new requirements for educational management

The development of network technology is changing the current educational concept and model. The development of online teaching activities increases the autonomy of learning and the personalized characteristics of education to a certain extent. But it also brings students' thinking changes and puts forward higher requirements for educational management. The traditional rigid educational management mode is no longer suitable for specific teaching, and it is difficult to gain higher management effects. At the same time, the relaxed Internet environment increases students' desire to learn and communicate. Compared with the traditional classroom, students are more willing to complete independent learning through the Internet. This change not only reduces the authority of classroom education, but also increases the difficulty of educational management. The complex network environment, more students' ideas are affected, for the education management work brought greater difficulties. As an important part of the management system of colleges and universities, educational management should take the initiative to adapt to changes, actively innovate and optimize the way of management, pay attention to the guidance of students' thinking and action, reduce the influence of the external environment on students, and make up for the shortcomings of the traditional management.

2.2 The rapid change of society brings impact to education management

With the popularization of higher education and the extensive cooperation and communication between schools, enterprises and society, the boundaries between schools and society have become

increasingly blurred. Especially, the socialization and marketization of logistics management in colleges and universities have impacted the traditional educational thinking and management thinking mode, and students are more dependent on the economic circle around the campus, which will make students have more diversified thoughts and study problems. For education management, in the face of rapid social change, and student development needs adjustment, education needs to change management control as the thought guidance, increase the students' self management consciousness, and consciousness on into action in the, in the complex social environment and campus environment, to resist outside the influence of negative information, more investment in learning, Achieve the goals of self-improvement and development. At the same time, strengthen the construction of network management platform, with new technical means, to complete the dynamic analysis of students' thoughts and behaviors, develop targeted management programs, so that the education management work shows a strong flexible management force, promote the operability and effectiveness of education management practice significantly improved.

3. Exploring the implementation path of network platform construction and university education management

3.1 Build a network management platform according to actual needs to realize the transformation of education management mode

In the new stage of development, the changes in teaching work make the learning environment more complex and changeable, and put forward higher requirements for educational management. College administrators need to follow the time development, actively introduce advanced network information technology, combined with the actual demand and college teachers and students education management objectives, actively building the network education management platform, to achieve further education management mode transformation, promote university education management work quality and efficiency, orderly proceed with the related management information construction and development. In the process of concrete practice, we should actively use big data analysis and processing technology to carry out data analysis on the development needs and learning needs of all teachers and students in colleges and universities, and then work out corresponding network management platform construction strategies according to the analyzed data to ensure that the platform construction meets the actual needs of education management. At the same time, the management of relevant universities should vigorously promote the implementation of humanistic management, consider the construction of education management network platform from a long-term perspective, rationalize the specific needs of teachers and students, and refine the allocation of daily online management work. Based on big data, the educational management innovation will focus on promoting educational informatization reform, constantly improve the network exchange platform for education and information sharing, and fully implement the construction of open data and network management platform, so as to meet the realistic needs of teachers and students for management platform.

3.2 Actively establish the teaching management and safety system, promote the information construction of education management

The construction of teaching management and safety system should be carried out from three aspects: information resources, information technology and network security. First of all, colleges and universities should fully understand the importance and necessity of developing and constructing information resource sharing platform, and identify the construction and development of the platform as the focus and core of all work. And in the specific development process, adhere to the guidance of modern education ideas, ensure the effectiveness and authenticity of teaching resources and data in the information resource sharing platform, facilitate the smooth development of information collection and management of education administrators. Secondly, the courage to build the educational management system of colleges and universities and their own development needs, combined with the actual situation of their own development and talent training objectives, actively set up corresponding teams, formulate scientific planning and strategy, to provide support and guidance for the construction of the educational management system. In addition, we can actively introduce advanced information technology research and development personnel to develop the educational management system and improve the functions of the system according to the characteristics of university running, the characteristics of talent cultivation and the content of educational management and the goals of innovative development. And real-time monitoring of the education management system, the update and improvement of the functional

software, to ensure that the education management system, can update and develop with The Times, effectively improve the practicality of the education management system. In addition, the active construction of network security system, to ensure the long-term development of education management system is of great significance. Through the establishment of network security protection, early warning and prevention technology, information leakage in the education management platform can be regarded as the main purpose of early warning and prevention, so as to facilitate the avoidance in advance. Real-time monitoring of information security in the network environment, remediation of network monitoring system vulnerabilities, prevent system vulnerabilities, and repair bugs in some campus websites. To establish an effective security system to ensure the orderly development of education management platform.

3.3 Systematically strengthen the management of student affairs and improve the informatization level of education management

To build a network platform around college education management, it is necessary to change the management process of student affairs so as to realize the innovation of student service mode. First of all, through the use of big data analysis, it can realize the informatization and advancement of college students' household registration management, retaking, course selection and other educational management work, which is conducive to improving the efficiency of students' related affairs inquiry and management, and enhancing the effectiveness of educational management work. Secondly, in the education management work, we should also actively implement policies and systems, work processes, responsibilities and rights, form an effective system and work system according to the content of student affairs management, use the network platform for real-time monitoring, and improve the binding force and standardization of education management. In addition, in order to ensure the orderly progress of the student affairs management based on the network platform, it is also necessary to actively formulate clear rules and regulations system, implement the policy of punishment and incentive in parallel, so as to ensure the smooth progress of the information construction of education management.

4. Conclusion

In a word, in the age of network, the effectiveness of college education has been significantly improved, and the problems of students' thought and behavior have become increasingly prominent. In order to further increase the effectiveness of educational management, colleges and universities need to comply with the objective requirements of the network era, introduce new management technology and ideas, and complete the supervision and management of students with the help of the network platform. Not only make up for the deficiency of traditional rigid management effectively, but also the analysis and research work carried out with the help of information technology can help managers understand students from multiple perspectives and master their development needs. And implement specific educational management programs, increase the pertinence and effectiveness of management.

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