

The Integration of Education Management and New Media Communication: Opportunities and Challenges

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Abstract: In the digital age, new media has penetrated into every field of our life, changing the way of information dissemination and people's cognition of the world. Education also cannot avoid this trend. In recent years, with the integration of educational technology and new media, the relationship between educational management and new media communication has become a hot topic of research. This new teaching model not only brings many opportunities for education, but also brings unprecedented challenges. Studying the opportunities and challenges of both is helpful to further improve the education model and enhance the education level. This paper mainly applies the investigation method and comparative method to explore the problems existing in education management and the opportunities of new media communication integration. According to the survey results, 53% of college students believe that it is more convenient to obtain the learning resources they need in the "new media" local college student education management model.

Keywords: Education Management, New Media, Opportunities And Challenges, Questionnaire Survey.

1. Introduction

In China, the reform and development of education has become an important issue. New media technology is constantly updated, and more and more people begin to come into contact with this information dissemination platform. The traditional education model can no longer meet people's demand for information dissemination. In this environment, we need to integrate the two. In the context of new media, a new education model, which has changed the way people receive education and training.

Some scholars believe that with the rapid development of science and technology, people's requirements for education level are becoming higher and higher, and the traditional teaching mode can no longer meet the needs of students' quality and comprehensive ability training in the current information age [1-2]. Some scholars point out that in the environment of new media, education and network technology are developing rapidly, and people of different types, personalities and ages can obtain the information they need through the Internet [3-4]. Other scholars said that with the rapid development of Internet technology, new media has gradually become the main channel for people to receive information and express their opinions, which enables online communication to popularize [5-6]. This paper holds that, on this basis, the education field should actively respond to the development trend of the Internet, apply new media technology to professional courses, build a new classroom ecology, and improve the efficiency of education and teaching.

This paper first briefly discusses the concept of education and analyzes its goals. Secondly, the function, application and advantages of new media communication are analyzed, and its characteristics are highlighted when combined with education. Then it describes the opportunities and challenges of the integration of educational management and new media communication. Finally, the relevant data were collected and counted through the questionnaire survey, and the final results were obtained.

2. Education Management and New Media Communication

2.1. Education Management

Education management refers to the organized and systematic planning and control in order to achieve certain teaching objectives, and the timely monitoring and correcting of the implementation of [7-8]. Educational management is a dynamic process. In this process, people and things interact with each other. Therefore, these factors should be reasonably analyzed reasonably. Educational management is to plan, organize and implement action [9-10] in order to realize certain educational subjects in thought and intelligence. The goal of educational management is to cultivate their comprehensive quality and ability for all students. In the traditional teaching process, teachers mainly rely on the content given in the classroom to impart knowledge [11-12]. With the development of network technology and information technology in the Internet era and the increasingly powerful functions of mobile terminal devices, the post-modern society requires students to make full use of modern means to obtain a large number of useful learning resources.

2.2. New Media Communication

With the passage of time, the update of Internet technology and the upgrading of people's needs, new media is growing, more diverse and diverse, and the development prospect is bright [13-14]. In addition to the communication technology and mode, the "new" of new media also applies to the media form. Network media has not only the effect of displaying pictures and portraits, but also the use function of words and sounds. As a complex, it has significant advantages. The mainstream network media includes portal websites, but also blogs and microblogs. As a new product of the era of the combination of Internet and mobile communication technology, new media has its own unique advantages, which can well meet people's desire for personalized development and be loved and supported by people. Therefore, it is rapidly popularized and applied to life, impacting and changing

people's working mode and other [15]. New media can make use of mature network technology, especially the deep combination of artificial intelligence and big data technology, to provide personalized and beloved content for each audience. This paper can analyze the integration of new media and education according to the Markov decision process. The status value function is as follows:

$$W_{\partial}(t) = F_q^{\partial} \left(\sum_{s=0}^{S-1} \lambda^s p_s \right) \quad (1)$$

λ Among them, it is the discount factor. Further extension of the state value function as in Equation (2):

$$W_{\partial}(t_0) = \sum q(x_0|t_0) \sum q(t_1|t_0, x_0) (p_0 + \lambda W_{\partial}(t_1)) \quad (2)$$

∂ Under the premise of a given strategy, the Markov decision is used to find the corresponding value function can:

$$\partial^* = \arg \max_{\partial} W_{\partial}(t) \quad (3)$$

Schools are the main undertakers of education in China, and school teachers are the key ones to improve the main level of education in our society. The teaching site is limited to the campus, the teaching object is limited to the classroom students, and the scope of teaching is controlled in the teaching materials, so the whole scope of education is greatly limited. However, in the era of new media, teachers in schools can make use of the unique advantages of new media to carry out online teaching, which is an open, free and two-way teaching mode. The scope of teaching breaks through the restrictions of time, place and personnel identity, so that more people can receive faster and better education. Relying on the massive information storage capacity, powerful data analysis capacity and fast push power, new media can provide people with fast and convenient information search ability. The mass and openness of new media content, covering economy, politics, education, technology, culture and other comprehensive knowledge content, has become a worthy of the network library, and most of the knowledge content is free and open, people can use new media to quickly find their favorite information content.

2.3. Opportunities and Challenges

New media provides a broader platform for education, enabling educational resources to be spread more effectively. Traditional teaching models are often limited by time and space, and new media can go beyond these limitations to make learning more flexible and free. Students can learn and acquire knowledge and information anytime and anywhere. This is very important to improve the universality and flexibility of education. At the same time, the dissemination of new media also creates conditions for the implementation of personalized education: technologies such as big data and artificial intelligence can be used to customize teaching and evaluation according to students' interests and learning characteristics, so as to improve the relevance and effectiveness of education. New media data analysis technology can capture learners' learning data in real time, help teachers to better understand their learning status, and provide data for the development of more effective

educational strategies. Through the use of new media platforms, educational administrators can easier access and disseminate information to communicate and exchange educational resources. It can also help educational administrators to communicate and interact better, use social media and other platforms to promote communication and collaboration between campuses and home schools, and increase transparency and engagement in educational management. Combining educational management with new media communication improves the efficiency of educational management, expands the boundaries of learning, and supports the implementation of personalized education.

Educational information on new media platforms often involves personal privacy and sensitive information, so information protection and security management need to be strengthened. At the same time, the dissemination of new media can easily lead to the dissemination of information and false information. Educational administrators need to improve their ability to identify information and ensure accuracy and authenticity of dissemination. In addition, the dissemination of new media will further widen the information gap in education. Students or regions who lack access to new media face inequalities in educational resources. Educational administrators must focus on this aspect and strive to narrow the gap in educational resources. How to ensure the quality of new media education is an important issue. Although new media provides a broad platform for education, there are also many educational resources of different quality. Learners must be able to identify high quality resources while requiring educators to provide high quality educational content. Higher requirements are raised for the professional ability of educators. Educators need to master not only traditional teaching skills, but also need to master new media technology, and understand how to use new media to carry out effective education and management work. This means that educators must continue to study and develop professionally to meet their educational needs. In addition, the dissemination of new media may also cause problems such as public opinion and information pollution, which will have a negative impact on the healthy development of education.

3. Investigation on the Integration of Education Management and New Media Communication

3.1. Objective of Survey

In order to fully understand the local college students education management mode and the integration of new media, this paper adopts the questionnaire method of analysis, to the local college students education management mode, found the current specific problems existing in the local college students education management mode, and then explore the effective solution path, build the "new media" under the background of local college students education management mode, improve the quality and efficiency of local college students education management, promote the comprehensive cultivation of talents.

3.2. The Implementation of the Investigation

The questionnaire design is aimed at the students in local colleges and universities to understand the current education management mode in local colleges and universities. The questionnaire survey in this paper is mainly distributed online through the Internet. With the organization and assistance of

college counselors in other places, the respondents are able to fill in the questionnaire by themselves. After the questionnaire is completed, the respondents directly submit the mobile phone and computer. The questionnaire consists of five parts: the basic information of the survey objects, the use of new media, the survey of the application of "new media" in the education management of local college students, the investigation of the existing problems in the education management of local college students, and the development prospect of the "new media" in the education management mode of local college students in colleges and universities. In order to avoid errors and make the survey results accurate, a relatively average number of questionnaires was distributed in different universities. A total of 300 questionnaires were distributed, of which 280 were recovered, with a recovery rate of 93.3% and the effective rate of 93.3%, which was almost in line with expectations.

3.3. Results of the Survey Respondents

As shown in Table 1, the grades of all the respondents is reasonable, with 18.5% in the first grade, 30.2% in the second grade, 24.8% in the third grade, 15.3% in the fourth grade, and 11.2% in the master's stage. The respondents also covered a wide range of majors, with 20.6% majoring in literature, history and philosophy, 28.1% majoring in science and engineering, 10.7% majoring in art and sports, 21.3% majoring in economics and management, 9.2% majoring in medicine, and 10.77% majoring in other majors. According to the basic information of the statistical survey respondents, the

data conforms to the routine and has a certain scientific nature.

Table 1. Basic information about the survey respondents

Grade and major	Scale
Freshman year	18.5
Sophomore year	30.2
Junior year	24.8
Senior year	15.3
Master	11.2
Literature, History, and Philosophy	20.6
Science and Engineering	28.1
Manager	21.3
Art and Sports	10.7
Medicine	9.2
Other	10.7

4. Analysis of New Media Communication and Application and Existing Problems

4.1. Investigation of the Methods and Approaches of College Education

The education management of local college students is not unchanged, but also keeping up with the pace of The Times. The relevant surveys of college education methods and channels are as follows:

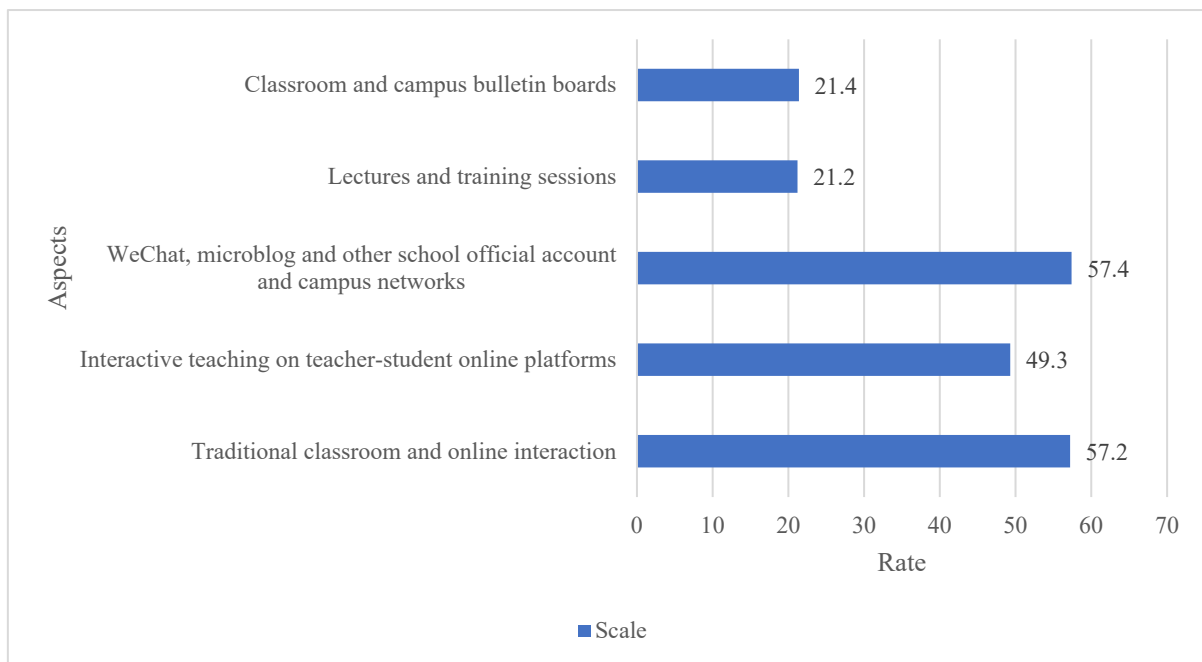


Figure 1. Investigation on the ways and ways of college education

As shown in Figure 1, in the survey of "college education methods that students are willing to accept", the combination of traditional classroom and online interaction accounted for 57.21%, and the interactive teaching between teachers and students accounted for 49.22%. At the present stage, the education form of students in colleges and universities is not only teaching, but also various forms of education. These forms of education have a great guiding effect on students. In "current prefer access to relevant information and learning resources" found that this problem is the most be fond of way

WeChat, weibo school public and campus network, 57.43% of the surveyed students prefer this, 21.15% of the surveyed students prefer lectures and training meeting education way, the remaining 21.42% chose the classroom and campus publicity column.

4.2. Existing Problems in Education Management and the Prospect of New Media Convergence

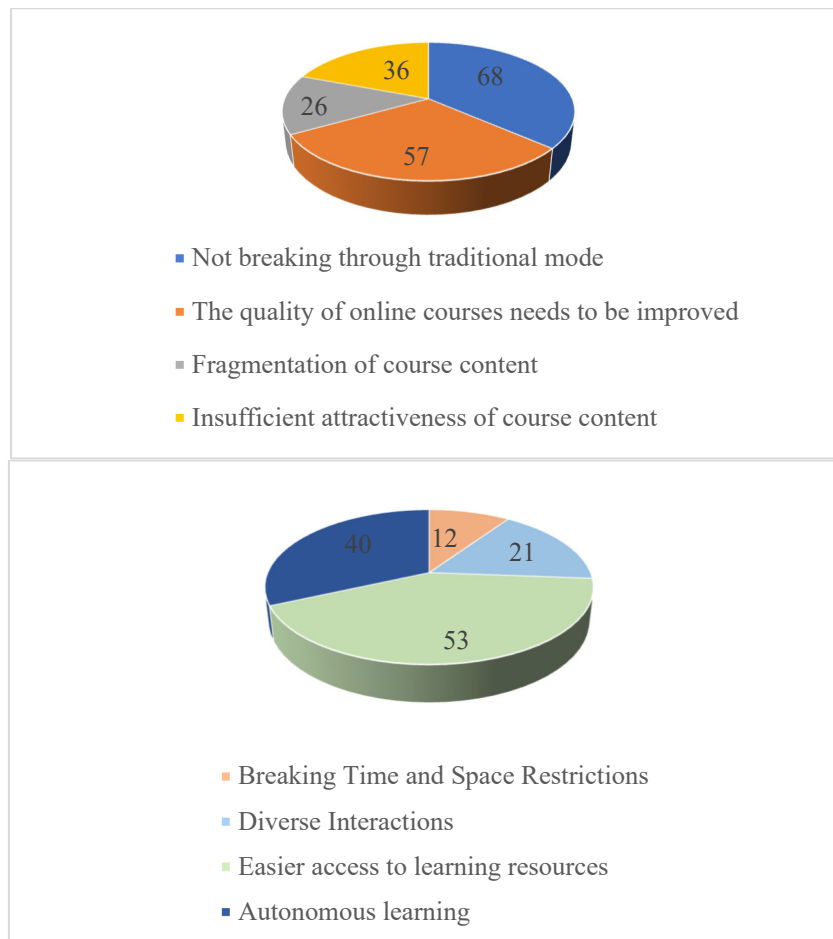


Table 2. Existing problems in education management and the prospect of new media convergence

As shown in Figure 2, it can be found in the survey that the education of local college students is still dominated by the traditional indoctrination education mode, and the teaching materials and courses are fragmented and attractive, which cannot fully stimulate students' subjective initiative. 68% of college students believe that the current "new media" college student education management did not break through the traditional teaching mode, 57% of college students think when the front course quality to improve, 36% of college students think course content attraction is not enough, 26% of college students think course content fragmentation system, side also reflects the current education management team professional level to improve.

In the survey of the development prospect of the new media local college student education management mode, it is found that college students think that the "new media" to promote the local college student education management mode is very necessary. Forty percent of college students think it can be more conducive to develop the habit of independent learning, and 21 percent think it provides a variety of interactive ways. Another 12% think that the new media communication fusion mode will break the limit of time and space.

5. Conclusion

In the new media environment, quality educational resources can be made more widely available, but some regions and groups may not have access to these resources. Therefore, the spread of online education may aggravate the inequality in education. We need to strengthen the supervision and management of new media education to improve the

quality of education. Secondly, we need to improve the professional ability of educators and cultivate their teaching and management ability in the new media environment. Thirdly, we need to pay attention to the privacy and security of learners and protect their rights and interests. Finally, we need to balance the fairness and quality of education, pay attention to social issues, and promote the healthy development of education.

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