

Article

Innovative Strategies of College Students' Education Management under the Perspective of New Media

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Abstract: With the rapid development of new media technologies, particularly the widespread adoption of social media and mobile internet, traditional educational management models in higher education institutions are facing significant transformation pressures. The interactive, real-time, and extensive characteristics of new media provide unprecedented opportunities for student education management while simultaneously presenting numerous complex challenges. This paper explores how new media technologies can effectively promote innovation in higher education management from a contemporary new media perspective, with a specific focus on their practical applications in ideological and political education, academic management, psychological counseling, and social practice. Comprehensive research indicates that by effectively utilizing diverse new media platforms, universities can successfully achieve personalized content dissemination, significantly enhanced student interaction, and substantially improved overall management efficiency. However, during the ongoing application of new media, higher education institutions still face critical issues such as severe information overload, escalating data security concerns, and uneven platform usage among different student demographics. To address these pressing challenges, this paper proposes targeted, actionable strategies to optimize educational management practices in higher education institutions under the evolving new media framework. By establishing robust digital infrastructures and fostering digital literacy among educators, these proposed strategies aim to provide innovative ideas and practical guidelines for modernizing student education management, ultimately ensuring a more engaging, secure, and highly effective academic environment for future generations.

Keywords: new media; higher education; education management; innovative strategies; student counseling

1. Introduction

The rapid advancement of internet technology has significantly transformed the way information is disseminated, particularly through the emergence of new media platforms. These platforms have introduced a paradigm shift in the management of student education within higher education institutions [1]. Unlike traditional methods that relied heavily on classroom instruction and face-to-face interactions, new media is characterized by its interactivity, real-time responsiveness, extensive reach, and fragmented content delivery. These features have enabled educational approaches to become more flexible and diverse, accommodating the evolving needs of students and educators alike. However, this transformation is not without its challenges. University administrators are now tasked with effectively leveraging these technologies to enhance various aspects of student education management. This includes fostering ideological and political education, which aims to instill core values and ethical principles in students, as well as improving academic management systems to ensure efficient and personalized learning experiences. Additionally, the integration of new media into psychological counseling services has become increasingly important, as it provides students with accessible and timely support for their mental health needs. The dynamic nature of new media demands

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a strategic approach to address these challenges while maximizing its potential benefits for educational institutions.

New media technologies have introduced unprecedented opportunities for diversifying educational management approaches, enabling students to engage in self-directed learning, social interaction, and self-expression. These platforms empower students to take greater control over their educational journeys, fostering a sense of autonomy and responsibility. For instance, online discussion forums and social media groups allow students to collaborate on academic projects, share resources, and exchange ideas in real time [2]. Similarly, video-based learning platforms and interactive applications provide personalized learning experiences tailored to individual needs and preferences. However, the integration of new media into student education management also presents significant challenges. One of the primary concerns is ensuring that these platforms are used responsibly and effectively to support educational goals. For example, the overuse of fragmented content may lead to superficial learning experiences, where students struggle to develop deep, critical thinking skills. Furthermore, the rapid pace of technological advancements necessitates continuous updates to digital infrastructure and training for educators, which can strain institutional resources. This paper aims to explore innovative strategies for addressing these challenges, focusing on the development of comprehensive frameworks that integrate new media into student education management. By identifying potential implementation barriers, such as digital literacy gaps and resistance to change, and proposing targeted solutions, this study seeks to contribute to the ongoing reform of higher education. Ultimately, the goal is to create a more inclusive and adaptive educational environment that leverages the strengths of new media while mitigating its limitations.

2. Literature Review

The impact of new media on student education management in higher education institutions has been profound, revolutionizing the way universities interact with and support their students. The application of new media technology has significantly enhanced both the efficiency and the scope of student education management. By leveraging digital platforms, universities can deliver educational content with remarkable precision, ensuring that students receive tailored information that aligns with their individual needs. This is particularly evident in areas such as ideological and political education, where new media enables institutions to disseminate content that resonates with students' personal and academic contexts. Furthermore, the ability to provide timely feedback through these platforms fosters a dynamic and interactive educational environment, allowing students to engage more actively in their learning processes. The integration of new media into academic management also facilitates streamlined communication between students and educators, ensuring that administrative tasks and academic support are handled with greater accuracy and responsiveness.

The application of new media in ideological and political education has introduced innovative methods for engaging students in higher education. Digital platforms such as Weibo, WeChat, and short video services have opened up new avenues for delivering educational content, making it more accessible and relatable to the student population. These platforms enable educators to present ideological and political concepts in formats that are visually appealing and interactive, thereby increasing student engagement. The real-time nature of new media fosters an environment where students can actively participate in discussions, share their reflections, and voice their opinions on various topics. This interactive approach not only enhances the effectiveness of ideological and political education but also encourages critical thinking and dialogue among students [3]. Additionally, the use of multimedia tools allows for the integration of diverse perspectives and resources, enriching the educational experience and promoting a deeper understanding of complex issues.

New media plays a pivotal role in promoting student psychological counseling by providing innovative solutions to address mental health challenges in higher education.

Digital platforms offer a wealth of resources for mental health education, including articles, videos, and interactive tools designed to raise awareness and provide guidance on psychological well-being. Moreover, these platforms facilitate online services such as psychological counseling and assessments, which are accessible to students at any time. The anonymity and openness of new media create a safe and comfortable space for students to express their thoughts and emotions, enabling them to seek help without fear of judgment. This immediacy and accessibility allow for prompt intervention in cases of psychological distress, fostering a proactive approach to mental health care. Additionally, the integration of new media into psychological counseling services enables institutions to track trends and patterns in student mental health, providing valuable insights for developing targeted support programs and initiatives that address the specific needs of their student populations [4, 5].

The integration of big data and new media has significantly enhanced management efficiency in higher education institutions, particularly in the realm of student affairs. By utilizing advanced data analysis techniques, universities can monitor student dynamics in real time, enabling precise and informed decision-making. This approach allows institutions to identify trends and patterns in student behavior, academic performance, and engagement, providing a solid foundation for developing targeted interventions and support strategies. The use of big data in conjunction with new media platforms also facilitates the automation of administrative processes, reducing the workload for staff and ensuring that resources are allocated effectively. Furthermore, the ability to analyze large volumes of data enables universities to predict potential challenges and opportunities, allowing for proactive management and planning [6]. In academic supervision, this technology ensures that students receive personalized guidance and support, while behavioral monitoring helps institutions maintain a safe and conducive learning environment. The integration of these tools underscores the transformative potential of new media and big data in optimizing student education management and fostering institutional excellence.

3. Innovative Strategies of Student Education Management in Universities under the Perspective of New Media

Leveraging new media platforms to achieve precision and personalization in ideological and political education is a transformative approach for universities. By utilizing platforms such as WeChat official accounts, Weibo, and short video applications, institutions can conduct targeted educational activities that resonate with students' interests and needs. These platforms are characterized by their robust dissemination capabilities and interactive features, which allow for the delivery of tailored content that aligns with individual preferences. Furthermore, the real-time feedback mechanisms inherent in new media enable students to pose questions and receive immediate responses, fostering a dynamic and engaging educational environment. This interactivity not only enhances the precision of ideological and political education but also cultivates a deeper connection between educators and students, ensuring that the educational content remains relevant and impactful.

Universities can capitalize on the interactive nature of new media by organizing online lectures, micro-courses, and thematic discussions that encourage active student participation [4]. These activities can be designed to address specific ideological and political topics, thereby enriching students' understanding and engagement. The ability to monitor students' ideological trends in real time through social media platforms provides institutions with valuable insights into their evolving perspectives. This data-driven approach allows universities to promptly adjust their educational strategies to cater to the diverse needs of the student body. By fostering a participatory and responsive educational environment, universities can ensure that students remain actively involved in their ideological and political development, ultimately contributing to a more cohesive and informed campus community.

The application of new media technologies in academic management has revolutionized the way universities support student learning. Online learning platforms and intelligent learning systems offer personalized learning experiences that cater to individual academic needs. Through Learning Management Systems (LMS), students can track their progress, monitor grades, and access instructor feedback in real time, creating a transparent and efficient learning environment [7]. Additionally, these platforms utilize advanced algorithms to recommend learning resources tailored to students' performance, thereby optimizing their study routines and enhancing overall learning efficiency. This personalized approach not only empowers students to take control of their academic journey but also fosters a culture of continuous improvement and self-directed learning within the university setting.

Universities can leverage data analysis tools to identify students facing academic challenges and provide targeted support to address their needs. By analyzing online learning behaviors, institutions can detect patterns indicative of academic difficulties, such as decreased engagement or inconsistent performance. Once identified, universities can implement timely interventions, including personalized tutoring sessions, academic workshops, or psychological counseling services. For example, a student struggling with a particular subject may benefit from one-on-one tutoring tailored to their specific challenges, while another experiencing stress due to academic pressures might require psychological support to regain focus. This proactive approach ensures that students receive the assistance they need to overcome obstacles, thereby promoting academic success and emotional well-being.

The integration of new media technologies into psychological counseling services has significantly enhanced their accessibility and effectiveness. Universities can establish online platforms dedicated to mental health support, such as counseling portals, virtual psychological assessments, and interactive mental health lectures. These platforms provide students with a safe and anonymous environment to express their concerns, reducing psychological barriers and encouraging them to seek help. By offering resources that are available anytime and anywhere, universities ensure that students can access support when they need it most. This approach not only increases the acceptance of counseling services but also fosters a culture of openness and proactive mental health management within the academic community [2, 8].

Utilizing new media for mental health education empowers students to develop effective strategies for managing psychological stress and addressing emotional challenges. Universities can disseminate mental health knowledge through engaging content on social media platforms, including articles, videos, and interactive activities. Regular online counseling sessions and workshops further enhance students' understanding of mental health topics, equipping them with the tools to navigate academic, employment, and personal pressures. By fostering a supportive environment that prioritizes mental health, universities can help students maintain a positive outlook and resilience, enabling them to thrive both academically and personally.

The interactive capabilities of new media platforms play a crucial role in enhancing student engagement and participation in campus activities and social practices. Universities can organize blended online-offline events that combine virtual interactions with physical activities, creating opportunities for students to develop a sense of social responsibility and collective spirit. These activities can range from community service projects to cultural exchange programs, all facilitated through the dynamic features of new media. By encouraging students to actively participate in these initiatives, universities foster a sense of belonging and collaboration, which are essential for personal and professional growth.

Through social media platforms, students can engage in public welfare activities and volunteer programs that enhance their social practice skills and foster teamwork and innovation. These platforms also serve as a gateway for students to stay informed about current social issues, broadening their perspectives and encouraging critical thinking [9–11]. For instance, participation in online discussions about global challenges can inspire

innovative solutions and collaborative efforts among students. By leveraging the interactive features of new media, universities can create a vibrant and informed student community that is well-equipped to contribute to societal progress and innovation.

4. Challenges and Countermeasures in Student Education Management in Universities under the Perspective of New Media

Information overload and content quality control issues are significant challenges in the context of new media platforms. These platforms are characterized by their ability to disseminate information rapidly and provide an abundance of content, which can be both beneficial and problematic. The sheer volume of information available often leaves students overwhelmed, making it difficult for them to discern and select effective and relevant information for their academic and personal development. This phenomenon can hinder their ability to focus on meaningful learning experiences and may lead to confusion or misdirection in their educational pursuits [12, 13]. To address these challenges, universities must adopt robust content management strategies tailored to the unique dynamics of new media platforms. Institutions should prioritize the regular review and curation of educational content to ensure its accuracy, relevance, and alignment with students' learning needs and developmental goals. This involves implementing stringent quality control measures, such as employing advanced algorithms to filter out irrelevant or misleading information and promoting content that supports academic excellence and personal growth. Additionally, universities should establish dedicated teams to monitor and manage the flow of information on these platforms, ensuring that students are provided with a streamlined and effective learning environment that minimizes the risks associated with information overload.

Data privacy and security concerns are increasingly prominent in the realm of new media platforms, particularly within the context of higher education. These platforms often require students to share personal data, including academic records, mental health information, and other sensitive details, which can be vulnerable to breaches and misuse. Such risks not only compromise individual privacy but also undermine trust in the institutions responsible for safeguarding this information. To mitigate these challenges, universities must implement comprehensive data protection measures that prioritize both security and legal compliance. This includes the adoption of rigorous data security management protocols designed to prevent unauthorized access and ensure the confidentiality of sensitive information [14, 15]. Encryption technologies should be employed to safeguard data during transmission and storage, providing an additional layer of protection against potential cyber threats. Furthermore, institutions should conduct regular audits and assessments of their data security systems to identify vulnerabilities and address them proactively. Training programs for faculty and staff can also play a crucial role in enhancing awareness and adherence to data protection standards, ensuring that all stakeholders are equipped to handle sensitive information responsibly. By fostering a culture of privacy and security, universities can create a safer digital environment that supports students' academic and personal well-being while maintaining compliance with relevant legal frameworks.

Challenges in digital literacy among faculty and students represent a significant barrier to fully leveraging the potential of new media technologies in educational management. While these technologies offer powerful tools for enhancing learning and administrative processes, their effective utilization requires a certain level of proficiency that many individuals within universities may lack. Faculty members, for instance, may struggle with integrating new media tools into their teaching methodologies, which can limit their ability to provide dynamic and engaging learning experiences. Similarly, students may face difficulties in filtering information and developing self-directed learning skills, which are essential for optimizing their use of new media platforms. To address these issues, universities should invest in comprehensive digital literacy training programs tailored to the needs of both educators and students. For faculty, these programs could focus on practical applications of new media technologies in teaching,

such as creating interactive content, utilizing data analytics to track student progress, and fostering collaborative learning environments. For students, training should emphasize critical thinking skills, information filtering techniques, and strategies for self-directed learning, enabling them to navigate the complexities of new media platforms effectively. Additionally, institutions could establish peer mentoring systems, where digitally proficient individuals support others in developing their skills, fostering a collaborative and inclusive learning community. By prioritizing digital literacy, universities can empower their stakeholders to harness the full potential of new media technologies, thereby enhancing educational outcomes and institutional efficiency.

5. Conclusion

The application of new media technology has revolutionized the landscape of educational management for college students, offering transformative opportunities while simultaneously introducing complex challenges. New media platforms, characterized by their accessibility, interactivity, and scalability, have enabled universities to innovate across multiple domains of educational management. For instance, in the realm of ideological and political education, these platforms facilitate the dissemination of targeted content that aligns with institutional values, fostering a deeper understanding and engagement among students. Similarly, academic administration has benefited from the integration of digital tools, which streamline processes such as course registration, attendance tracking, and performance monitoring, thereby enhancing operational efficiency. Psychological counseling services have also seen significant advancements, as online platforms enable confidential and timely support for students facing mental health challenges, ensuring that help is accessible regardless of geographical constraints. Furthermore, social practice initiatives, such as community service and internships, can be effectively coordinated and promoted through new media, allowing students to engage in meaningful activities that complement their academic pursuits.

Despite these advantages, the effective application of new media technology necessitates addressing several critical issues. Information overload, a common phenomenon in the digital age, can overwhelm students and educators, reducing the efficacy of communication and decision-making processes. Universities must implement strategies to curate and prioritize content, ensuring that only relevant and high-quality information is disseminated. Data security is another pressing concern, as the increased reliance on digital platforms exposes sensitive student and institutional information to potential breaches. Robust cybersecurity measures, including encryption protocols and regular audits, are essential to safeguard this data. Additionally, the digital literacy of both teachers and students plays a pivotal role in the successful utilization of new media technology. Institutions should invest in training programs that enhance digital competencies, enabling stakeholders to navigate and leverage these platforms effectively.

Looking ahead, universities must adopt a proactive approach to optimize the use of new media platforms. This involves not only addressing existing challenges but also anticipating future trends and developments in technology. For example, the integration of artificial intelligence and machine learning into educational management systems could provide personalized learning experiences, adaptive feedback mechanisms, and predictive analytics to identify at-risk students. Moreover, the incorporation of virtual and augmented reality technologies could transform traditional pedagogical methods, offering immersive and interactive learning environments. Collaborative efforts between educational institutions, technology developers, and policymakers are crucial to drive innovation and ensure that new media platforms are utilized to their fullest potential. By continuously refining their strategies and embracing technological advancements, universities can provide students with comprehensive, personalized, and forward-thinking educational services that prepare them for the complexities of the modern world.

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