

The Role of Digital Media on Students' Management in Higher Vocational College

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Abstract: This study uses a combination of empirical analysis to conduct a comprehensive analysis of the role of digital media and student management in higher vocational colleges. The results show that the current application status of digital media in student management shows extensive and profound impact. With the rapid development of information technology, digital media has become an important tool for student management in higher vocational colleges, covering many aspects such as course management, attendance management, and student information inquiry, greatly improving management efficiency and convenience. By establishing a digital system, the school has achieved comprehensive coverage of student information management and online education. At the same time, digital media also plays an important role in students' social interaction and has become an indispensable part of students' daily lives. However, digital media applications also bring some problems. Information overload and distraction can make it difficult for students to focus, while security risks threaten student privacy. Solving these problems requires schools to take effective measures, such as improving information literacy and security awareness, and establishing a complete information security system. The impact of digital media on student development is complex and diverse. Its advantage lies in providing a broad learning space and diversified learning methods to promote students' communication and socialization. However, negative effects such as information overload and Internet addiction cannot be ignored. In order to better guide students to use digital media, schools and families need to strengthen digital media literacy education, pay attention to students' mental health, and strengthen network security. In student management, the advantages of digital media are mainly reflected in improving efficiency and interactivity, and promoting management innovation and development. However, the popularization of digital media needs to face issues such as technical and device support, security and privacy protection. By strengthening measures such as construction, training, supervision and management, schools can better leverage the advantages of digital media and improve management efficiency and service quality. Going forward, digital media will play an even more important role in student management. Intelligent management, expanding management fields and promoting student self-management will be the direction of future development. However, the security and popularity of digital media remain challenges that need to be addressed. By strengthening comprehensive measures such as construction, training, supervision and management, schools can better guide the future development of digital media in student management, provide students with more intelligent, personalized and efficient services, and promote their all-round development.

Keywords: Digital Media; Student Management; Higher Vocational Colleges; Role.

1. Introduction

With the rapid development of technology, digital media has penetrated into every aspect of our lives. Especially in the field of education, the introduction of digital media technology has greatly changed traditional teaching models and learning methods. As an important base for cultivating technical and skilled talents, higher vocational colleges have become a question worthy of in-depth discussion on how to better utilize digital media technology for student management and improve the efficiency and quality of education and teaching. Although higher vocational colleges have achieved certain results in the application of digital media technology, there are still some problems in student management. First of all, some higher vocational colleges still only use it as an auxiliary tool for traditional teaching, but do not fully realize its potential in student management. Secondly, the integration between the use of digital media technology and student management is not close, and there is a disconnect. In addition, higher vocational colleges lack effective strategies and norms when using digital media to manage students, resulting in unsatisfactory management results.

In recent years, research on digital media and student

management has gradually increased. Scholars have explored this issue from different angles, but most studies focus on theoretical analysis and suggestions, with relatively few empirical studies. At the same time, existing research focuses more on the impact of the use of digital media technology on students' learning effects, while ignoring its role in students' daily management, psychological counseling, career planning, etc.

This study aims to deeply explore the multi-dimensional role of digital media in student management, not only focusing on its application in education and teaching, but also further exploring its potential value in promoting students' all-round development. Through empirical research, we will analyze the specific practical effects of digital media in student attendance, psychological counseling, career planning guidance, etc., with a view to providing more targeted student management strategies for higher vocational colleges.

This research will not only help improve the student management level of higher vocational colleges and optimize the education and teaching environment, but also provide practical experience and theoretical support for the reform of my country's vocational education field. With the advent of the information age, how to better integrate digital media with student management is a major challenge and opportunity

faced by higher vocational colleges. By deeply exploring the diverse functions of digital media, we can provide students with a more personalized and efficient learning and living environment and promote their all-round development.

In addition, with the popularization and internationalization of higher vocational education, more and more students choose higher vocational colleges as their way to receive higher education. Facing increasingly complex student needs and management challenges, higher vocational colleges must keep pace with the times, make full use of the advantages of digital media technology, and innovate student management models. This can not only improve the overall education quality of the school, but also cultivate more high-quality technical and skilled talents for society.

In summary, research on "the role of digital media and student management in higher vocational colleges" has important theoretical and practical significance. We look forward to providing new ideas and methods for student management in higher vocational colleges through this research, and promoting the sustainable development and innovation of higher vocational education.

2. Statement of the Problem

This study aims to explore a new model of student management work that applies media management concepts. The purpose is to understand the characteristics of the respondents (such as age, gender, grade level and major) and to evaluate the role of digital media in student management, including extracurricular activities, social interaction, academic performance, student affairs, student services, student development, communication Tools, self-satisfaction and fulfillment, inclusion and diversity. In addition, it is also studied whether there are significant differences in the respondents' assessment of the role of digital media in student management based on their own characteristics, and based on the research results, a student management model that applies media management concepts is constructed.

3. Scope and Delimitation of the Study

This study will focus on the impact of new media technology on student affairs management, including the impact of new media technology on student extracurricular activity participation, social and academic performance, student personnel, student services, student development, communication tools, and self-satisfaction using stratified Using random sampling method, 397 students from 4 higher vocational colleges in Nanchang City, Jiangxi Province were selected as the survey subjects. This study will comprehensively cover the student management work of higher vocational colleges from the perspective of new media, provide opinions and suggestions for the development of student management work in higher vocational colleges under the new era and new situation, promote the development of student work in higher vocational colleges, explore and build a new model of student management model.

4. Theoretical Framework

When it comes to using digital media for student management in this study, the most relevant applicable theory is Albert Bandura's Social Cognitive Theory. The theory is ideal for analyzing thoughts, motivations, and behaviors, which are important aspects of student management.

Another theory is deep learning theory. A recent study

published in the journal "Medical Computing and Mathematical Methods" explores the application of new media in student management and the evaluation and analysis of practical effects from the perspective of deep learning. The research suggests that student management workers in the new media environment should apply new media to daily student management work on the basis of traditional student management work methods, carry out new extensions and expansions, and use various forms of new media platforms as work methods and means.

media theory

In 1948, Lasswell proposed three major functions of media from a functionalist perspective: environmental monitoring, social coordination (in order to adapt to the environment, various parts of society establish mutual relationships) and social heritage inheritance. On this basis, Wright proposed the "four functions theory" of media in 1959, namely environmental monitoring function, explanation and adjustment function, socialization function and entertainment function. Media function theory is mainly used to support the instrumental application of new media in social responsibility education. The instrumental application of this new media is mainly realized through social responsibility education and communication activities. Different from other educational channels and carriers, media education has the characteristics of "penetration, extensiveness, dispersion, effectiveness, and necessity". Compared with traditional media, the advantage of new media is that it can construct social responsibility issues through media frame theory and optimize the communication effect of social responsibility issues through the "use-satisfaction" effect. In addition to serving as a medium for information dissemination, new media has also become a channel for citizens to participate in public affairs, awakening the public's awareness of social responsibility participation in an interactive way. This is unmatched by traditional media. To a certain extent, the media environment school inherited the critical thinking, metaphysical perspective and humanistic care spirit of the European continental critical school, and pioneered the connection between the environment created by the media and social changes, forming a new theoretical perspective. McLuhan proposed that based on the characteristics of new media digital communication, media education should be included in school teaching. With the continuous expansion of new media applications, the task of school education should be transformed into cultivating students' learning abilities, enhancing interactivity through new media, and optimizing educational effects. Postman believes there is a clear ideological bias in the media. In addition, he also proposed the idea that medium is metaphor. These views of the media environment school have certain theoretical guiding significance for studying the media survival of college students in the new media environment, understanding and constructing social responsibility education, grasping the changes in new media ideas, and optimizing the construction of social media content and media scenes. Responsible education through implicit education.

5. Research Object

The research object of this paper is the role of digital media in student management. Specifically, it aimed to explore new models of student management efforts that apply media management concepts and to understand the characteristics of the respondents and their assessment of the various roles and

impacts of digital media in student management. At the same time, the study also addresses the question of whether there are significant differences in respondents' assessments of the role of digital media in student management based on their own characteristics. Ultimately, the research goal is to construct a student management model that applies media management concepts based on the findings.

6. METHODOLOGY

6.1. Research Design

The purpose of this study is to explore the application of digital media in the field of student management to assess its impact on students' academic performance, learning experience, and school management. Using a combination of quantitative and qualitative research methods, the study will provide an in-depth analysis of the potential benefits and challenges of digital media in school settings.

6.2. Research Participants

The Research Participants of this study are students from higher vocational colleges. Specifically, these students come from different grades, majors, and backgrounds, and they were selected for the study because they are direct users of digital media technologies and play an important role in student management. Through the survey and analysis of these students, researchers can gain an in-depth understanding of their needs, expectations and evaluations of digital media in student management, as well as the impact of digital media on students' personal and academic development. Such research will not only help improve the level of student management in higher vocational colleges, but also provide valuable reference information for educational institutions and policymakers, and promote the innovation and development of education and teaching.

6.3. Data Gathering Procedure

Data were collected through questionnaires to ensure coverage of a sufficiently broad sample. The questionnaire design included a series of questions about the impact and role of digital media in student management to ensure that the information collected was comprehensive and accurate.

Second, respondents were grouped according to their characteristic variables to compare whether there were significant differences in assessments between different groups. This includes characteristics such as age, gender, grade, and major.

Finally, the collected data is collated and analyzed to draw conclusions and propose a new student management model. Analysis methods may include descriptive statistics, chi-square test, T test and analysis of variance, etc. to ensure the validity and reliability of the data.

Throughout the data collection process, researchers must also follow ethical guidelines to ensure that the privacy and rights of interviewees are protected. This may involve measures such as anonymizing data and ensuring data security. Through such data collection procedures, the accuracy and reliability of the conclusions can be ensured, providing strong support for building a new student management model.

6.4. Data Analysis

The data analysis of this paper mainly uses quantitative analysis methods to statistically analyze the collected data to draw conclusions. Specifically, descriptive statistical methods

may be used to describe the characteristics of the respondents and the impact of digital media in student management, and to calculate relevant indicators and proportions. In addition, statistical methods such as chi-square test, T-test, and analysis of variance may be used to compare whether there are significant differences in assessments between different groups, as well as to explore the role and impact of digital media in student management. These statistical analysis methods will help reveal the potential role and value of digital media in student management and provide strong support for building new student management models. At the same time, researchers must also follow ethical guidelines to ensure that the privacy and rights of interviewees are protected.

6.5. Ethical Considerations

The research procedures of this study were guided by ethical issues, which played a crucial role. To safeguard the integrity and well-being of our participants and our research, we adhere to several basic ethical rules. Explicit consent will be obtained from all respondents participating in the study before the study begins. Participants will receive comprehensive and accurate information about the study's purpose, methods, and any strengths or weaknesses. Respondents will be asked to voluntarily agree to participate in the study and strict measures will be taken to ensure confidentiality throughout the study. The researchers will ensure that the identities of participants will not be disclosed in any reports, findings, or related publications. Participants will be assured that their responses to the interview will be kept confidential.

Furthermore, the study adheres to the concept of kindness. All possible measures will be taken to mitigate any potential adverse effects or discomfort experienced by subjects. The survey instrument used for data collection was carefully designed to ensure few distractions and reflect consideration of respondent time and schedules. Protection of privacy and confidentiality are considered important ethical principles. Data obtained from respondents will be anonymized and aggregated so that research conclusions do not contain identifying information about any specific individual. This measure will ensure the confidentiality of the interviewees and protect them from possible consequences. Protect research data by complying with data protection regulations and standards. Researchers will ensure the secure storage and transmission of research data to prevent unauthorized access or disclosure.

Researchers will conduct research committed to maintaining integrity and ensuring accuracy. The data analysis and reporting process will be conducted in an objective manner to ensure that the results are free from bias or manipulation. This approach will be adopted to maintain the credibility of the research findings. Researchers will ensure that there is no discriminatory or prejudicial treatment of subjects regardless of gender attributes or affiliations. The participation of men and women from diverse backgrounds and institutions in the selection process demonstrates a strong dedication to promoting fairness and equality.

Finally, the researchers acknowledge the importance of transparency and integrity for the effective dissemination of research findings. Research results will be reported accurately and honestly, with full disclosure of any conflicts of interest or sources of funding.

7. Results and Analysis

7.1. Current Status of Application of Digital Media in Student Management:

First of all, with the development and popularization of information technology, digital media has become an important tool for student management in higher vocational colleges. Digital media has a wide range of applications, involving all aspects of students' daily management, such as course management, attendance management, student information inquiry, etc. The introduction of digital media has greatly improved the efficiency and convenience of student management, making it easier for students and teachers to obtain and manage information.

Secondly, the degree of digitalization of student management in higher vocational colleges continues to increase. Many schools have established student management systems, using digital media for student information management, course arrangements, test score entry, etc. These systems not only facilitate the management work of students and teachers, but also improve the security and confidentiality of student information. At the same time, some schools also use digital media for online education and distance teaching, providing students with a more flexible learning method.

Third, digital media also plays an important role in student socialization. Students communicate and interact through social media, such as WeChat, Weibo, QQ, etc. These platforms have become an indispensable part of students' daily lives. Students use social media to share information, communicate emotions, and build interpersonal relationships. Digital media has become an important tool for students to socialize.

However, there are also some problems in the application of digital media in student management. First, the use of digital media can cause information overload and distraction. Students may become overly reliant on digital media, leading to information overload and difficulty concentrating. Secondly, there are also security risks in the use of digital media. Student information may be leaked or misused, posing a threat to student privacy and security. Therefore, schools need to take effective measures to ensure the security and confidentiality of student information [11].

To sum up, digital media has been widely used in student management, providing students and teachers with more convenient management tools and information services. However, there are also some problems and challenges in the application of digital media, which require schools to take effective measures to deal with and solve. In the future, with the development of information technology and the changing needs of students, the application of digital media in student management will be more in-depth and extensive. Therefore, schools need to continuously innovate and improve digital media management and service models to meet the needs of students and improve management efficiency.

In order to better apply digital media in student management, schools need to take a series of measures. First, schools should strengthen training and education on digital media and improve the information literacy and security awareness of students and teachers. Secondly, schools need to establish a complete information security system to ensure the security and confidentiality of student information. In addition, schools should continuously optimize and improve the student management system and digital service model to

improve management efficiency and service quality.

Through the implementation of the above measures, the application of digital media in student management will be able to achieve better development. Students will be able to obtain and manage information more conveniently, improving learning efficiency and management effects. At the same time, the school can better meet the needs of students and improve management efficiency, providing better support and guarantee for students' all-round development.

7.2. The Impact of Digital Media on Student Development

The current impact of digital media on student development is complex and diverse. In the context of an increasingly digital educational environment, students have access to rich learning resources and convenient communication tools through digital media. At the same time, they also face challenges such as information overload, privacy leaks, and Internet addiction.

First of all, digital media provides students with a broad learning space and diversified learning methods. Traditional classroom teaching is no longer the only source of knowledge. Students can obtain rich educational resources through digital media such as online courses, educational software, and learning platforms. Digital media makes personalized learning possible. Students can choose appropriate courses and learning methods according to their own interests and needs, improving learning effects and independent learning abilities.

Secondly, digital media also promotes students' communication and social interaction. Through digital media such as social media, email, and instant messaging tools, students can communicate and interact with others in real time across geographical and time constraints. This method of communication helps improve students' communication skills and teamwork skills, and can also expand students' social circles and international horizons.

However, digital media also has some negative impacts on student development. First, information overload is a prominent problem. Students are exposed to an enormous amount of information on digital media, but not all of it is valuable or accurate. Too much information may cause students to lose their attention, reduce their ability to filter effective information, and even interfere with learning. Secondly, the problem of Internet addiction cannot be ignored. Some students are overly dependent on digital media and are addicted to online games, social media, etc., which has a negative impact on their physical and mental health and learning. In addition, digital media may also cause privacy leaks and network security issues for students, posing a threat to the security of students' personal information and property.

In order to better play the positive role of digital media on student development, schools and families need to take a series of measures. First, strengthen digital media literacy education and improve students' information screening, critical thinking and network security awareness. Schools can offer relevant courses or lectures to guide students in the correct use of digital media and cultivate good information literacy and Internet behavior habits. Secondly, pay attention to students' mental health and prevent Internet addiction. Parents and schools need to pay attention to students' use of digital media, establish a good communication mechanism, guide students to arrange their time reasonably, and avoid over-reliance on digital media. In addition, network security

measures will be strengthened to protect students' personal information and property. Schools and families need to educate students to establish awareness of online security and take effective protective measures to prevent online fraud and privacy leaks.

In summary, digital media has both positive and negative impacts on student development. Students obtain abundant learning resources and convenient communication tools through digital media, but they also face challenges such as information overload, privacy leaks, and Internet addiction. In order to better play the positive role of digital media, schools and families need to take effective measures to strengthen digital media literacy education, pay attention to students' mental health and strengthen network security. Through the implementation of these measures, students can be helped to better utilize the advantages of digital media, overcome its negative effects, and promote students' all-round development.

7.3. Advantages and Characteristics of Digital Media in Student Management:

Digital media increases the efficiency and convenience of student management. Traditional paper documents and manual management methods are often inefficient and error-prone, while digital media can process and store large amounts of information quickly and accurately. Through digital media, student information can be queried, updated and managed at any time, and tasks such as course arrangements, test score entry and statistics can also be completed more efficiently. In addition, digital media can also enable remote management and online services. Students and teachers can communicate and manage at any time and anywhere, without being limited by time and space.

Secondly, digital media enhances the interactivity and participation of student management. Digital media is not only an information delivery tool, but also an interactive communication platform. Through digital media, students can communicate and provide feedback with teachers and administrators at any time, and participate in decision-making and management. This kind of interactivity and participation can improve students' sense of belonging and ownership, and enhance the democracy and transparency of student management.

Third, digital media promotes innovation and development in student management. The diversity and openness of digital media offer endless possibilities for student management. Schools can use digital media to carry out various online education and training, and innovate teaching methods and content. Students can conduct self-management and self-development through digital media and improve their independent learning and innovation capabilities. Digital media can also provide students with personalized services to meet their diverse needs and promote their all-round development.

However, digital media also presents some challenges and problems in student management. First of all, the use of digital media requires certain technical and equipment support, and schools need to invest a lot of money and manpower in construction and maintenance. Secondly, the security and privacy protection of digital media are also important issues. Schools need to take effective measures to ensure the security and confidentiality of student information. In addition, the use of digital media also requires teachers and administrators to have certain technical abilities and literacy,

otherwise problems such as unskilled operation and chaotic management may occur.

In order to better leverage the advantages and characteristics of digital media in student management, schools need to take a series of measures. First, strengthen the construction and update of digital media and provide a stable and safe digital media environment. Schools need to invest sufficient funds and manpower to regularly upgrade and maintain technology and equipment to ensure the smooth operation of digital media. Secondly, strengthen the training and technical support for teachers and administrators to improve their technical capabilities and management level. Schools can organize regular training and exchange activities to help teachers and administrators become familiar with the operation and management of digital media and solve problems encountered during use. In addition, strengthen the supervision and management of digital media to ensure the security and confidentiality of student information. Schools need to develop strict information management systems and security measures to prevent the leakage and misuse of student information.

To sum up, digital media has obvious advantages and characteristics in student management. It can play an important role in improving management efficiency, enhancing interactivity and participation, and promoting innovation and development. However, there are also some problems and challenges that require schools to take effective measures to deal with and solve. By strengthening measures in construction, training, supervision and management, we can better leverage the advantages and characteristics of digital media in student management, improve management efficiency and service quality, and promote the all-round development of students.

7.4. Future Prospects of Digital Media and Student Management:

The future of digital media and student management is filled with endless possibilities and opportunities. With the continuous development of technology, digital media will play an increasingly important role in student management, providing students with more intelligent, personalized and efficient services.

First of all, intelligent management will become an important direction for student management in the future. With the help of technologies such as big data and artificial intelligence, digital media will be able to automatically process and analyze student information and provide students with more accurate management and services. For example, by analyzing student learning data, digital media can predict students' learning needs and problems, intervene and provide guidance in advance, and improve students' learning effects. At the same time, artificial intelligence can also assist students in career planning, course selection and employment guidance, providing students with more comprehensive and personalized services.

Secondly, digital media will further expand the field and scope of student management. In addition to traditional student status management, course management, and performance management, student management will also involve multiple fields such as mental health, social relations, and career development. Digital media will provide more diversified services and support for student management to help students solve various problems and development needs. For example, through online psychological counseling and

social platforms, digital media can promote students' mental health and social relationship building; through career development platforms, digital media can help students with career planning and job applications.

Third, digital media will promote students' self-management and self-development. With the popularity of digital media and students' reliance on digital services, students will become more actively involved in the process of self-management and self-development. Digital media will provide students with more convenient and personalized learning resources and tools to help students conduct independent learning and innovative development. For example, online courses and learning platforms will provide students with more flexible and diverse learning methods; social media and online communities will promote communication and cooperation among students and promote student innovation and development.

However, future student management also faces some challenges and problems. First, the security and privacy protection of digital media is an important issue. With a large amount of student information being stored and processed on digital media, how to ensure the security and privacy of student information has become an urgent problem to be solved. Schools need to take effective security measures and technical means to ensure that student information is not leaked and misused. Secondly, the popularization and application of digital media require certain technical and equipment support. Schools need to invest a lot of money and manpower in the construction and maintenance of digital media, and they also need to provide corresponding technical and equipment support to help students better use digital media for self-management and self-development.

In order to better cope with future challenges and opportunities, schools need to take a series of measures. First, strengthen the construction and update of digital media and provide a stable and safe digital media environment. Schools need to invest sufficient funds and manpower to upgrade and maintain technology and equipment to ensure the smooth operation of digital media. Secondly, strengthen the training and technical support for teachers and administrators to improve their technical capabilities and management level. Schools can organize regular training and exchange activities to help teachers and administrators become familiar with the operation and management of digital media and solve problems encountered during use. In addition, strengthen the supervision and management of digital media to ensure the security and confidentiality of student information. Schools need to develop strict information management systems and security measures to prevent the leakage and misuse of student information.

To sum up, future student management will be more dependent on the application and development of digital media. Digital media will provide students with more intelligent, personalized and efficient services and promote students' all-round development. At the same time, we also need to pay attention to the challenges and problems brought by digital media and take effective measures to deal with and solve them. By strengthening measures in construction, training, supervision and management, we can better leverage the role of digital media in student management and provide better support and guarantee for students' all-round development.

7.5. Case Studies and Empirical Analysis:

Case studies and empirical analysis are important research methods for the application of digital media in student management. Through specific cases and empirical data, we can gain an in-depth understanding of the actual effects and impacts of digital media in student management, and provide practical experience and theoretical support for further optimizing student management.

Case Name: "Research on the Application of Digital Student Information Management System in Colleges and Universities"

Case Overview: This study selected a university as the research object and conducted an in-depth investigation and analysis of the application of its digital student information management system. Through questionnaires, interviews and system data collection, the actual effect and user satisfaction of the system in student information management, course management, grade inquiry and other aspects were studied.

Analysis results: The study found that the digital student information management system has achieved remarkable results in improving management efficiency and the security and accuracy of student information. At the same time, the system also improves student satisfaction and participation and reduces manual error rates. However, there are also some problems, such as imperfect system functions and insufficient user-friendly interface design.

Conclusion: Digital student information management systems have broad application prospects in colleges and universities, but system functions need to be continuously improved and optimized to improve user experience and satisfaction.

Case name: "Research on the application of online education platforms in students' independent learning"

Case Overview: This study selected a middle school as the research object and conducted an empirical analysis of the application of its online education platform in students' independent learning. Through observation, questionnaires, interviews and other methods, the actual effect and learning experience of online education platforms in students' independent learning were studied.

Analysis results: The study found that online education platforms have significant advantages in students' independent learning, such as convenience, flexibility, and personalization. At the same time, the platform can also effectively improve students' independent learning abilities and learning effects. However, there are also some problems, such as students' lack of motivation to learn and the uneven quality of online learning resources.

Conclusion: Online education platforms have broad application prospects in students' independent learning, but it is necessary to strengthen students' learning guidance and management and improve the quality and richness of online learning resources.

Case name: "Research on the application of social media in students' social interaction and information exchange"

Case Overview: This study selected a university as the research object and conducted an in-depth investigation and analysis of its application of social media in student socialization and information exchange. Through methods such as questionnaires, interviews and social media data collection, the actual effect and impact of social media on students' social interaction and information exchange were studied.

Analysis results: The study found that social media plays

an important role in students' social interaction and information exchange, providing students with convenient communication channels and rich sources of information. At the same time, social media can also promote communication and cooperation among students and enhance students' social skills and interpersonal relationships. However, there are also some problems, such as information overload, privacy leaks, and cyberbullying.

Conclusion: Social media plays an important role in students' social interaction and information exchange, but management and guidance need to be strengthened to improve students' information literacy and network security awareness.

In summary, case studies and empirical analysis are important research methods for the application of digital media in student management. Through specific cases and empirical data, we can gain an in-depth understanding of the actual effects and impacts of digital media in student management, and provide practical experience and theoretical support for further optimizing student management. Future research can further expand the application fields and research methods of digital media in student management, and provide more practical experience and theoretical support for the development of student management.

8. Conclusion

The current application status of digital media in student management shows extensive and profound impact. With the rapid development of information technology, digital media has become an important tool for student management in higher vocational colleges, covering many aspects such as course management, attendance management, and student information inquiry, greatly improving management efficiency and convenience. By establishing a digital system, the school has achieved comprehensive coverage of student information management and online education. At the same time, digital media also plays an important role in students' social interaction and has become an indispensable part of students' daily lives. However, digital media applications also bring some problems. Information overload and distraction can make it difficult for students to focus, while security risks threaten student privacy. Solving these problems requires schools to take effective measures, such as improving information literacy and security awareness, and establishing a complete information security system.

The impact of digital media on student development is complex and diverse. Its advantage lies in providing a broad learning space and diversified learning methods to promote students' communication and socialization. However, negative effects such as information overload and Internet addiction cannot be ignored. In order to better guide students to use digital media, schools and families need to strengthen digital media literacy education, pay attention to students' mental health, and strengthen network security. In student management, the advantages of digital media are mainly reflected in improving efficiency and interactivity, and promoting management innovation and development. However, the popularization of digital media needs to face issues such as technical and device support, security and privacy protection. By strengthening measures such as construction, training, supervision and management, schools can better leverage the advantages of digital media and improve management efficiency and service quality. Going forward, digital media will play an even more important role

in student management. Intelligent management, expanding management fields and promoting student self-management will be the direction of future development. However, the security and popularity of digital media remain challenges that need to be addressed. By strengthening comprehensive measures such as construction, training, supervision and management, schools can better guide the future development of digital media in student management, provide students with more intelligent, personalized and efficient services, and promote their all-round development.

9. Recommendation

(1) Schools should strengthen the construction and update of digital media and provide a stable and safe digital media environment, including upgrading software and hardware equipment, improving digital management systems, etc., to ensure the smooth operation of digital media.

(2) In response to the problems of information overload and distraction caused by digital media, schools should improve students' digital media literacy, guide students to use digital media rationally, strengthen self-management, and avoid over-reliance and addiction.

(3) In response to the security risks brought by digital media, schools should establish a complete information security system, strengthen the protection of student information, and prevent the leakage and abuse of student information.

(4) Schools should strengthen training and technical support for teachers and administrators, improve their digital media application capabilities and management levels, and better utilize digital media for student management and services.

In summary, digital media has a broad and profound impact on student management. In order to better apply digital media in student management, schools should strengthen the construction and update of digital media, improve students' digital media literacy, establish a complete information security system, strengthen training and technical support for teachers and administrators, and other measures. These measures can better leverage the advantages of digital media, improve management efficiency and service quality, and promote the all-round development of students.

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