Analysis of the Influence of Network Technology on Higher Education and its Countermeasures

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Abstract — The Internet has brought great impact on higher education. Network technology is a tool for education and the media, often lead to the education and management of change. In the past, before the invention of paper era, education management is paternalistic, because only rely on the exchange of experience, the contents of the transmission is very limited. With the appearance of the paper, easier to communicate through writing paper will, so the management of higher education will have more channels. If the teachers and administrators still follow the traditional mode of education, it will cause the students' knowledge is limited, but after the application of the network technology, will have an important impact on the teachers and students in Colleges and universities. In recent years the development of network technology change rapidly, the open and sharing feature is a great impact for the higher education management, it produces a full range of influence. In the new situation, higher education management must rely on the network technology, and according to the law to adjust the education management mode, adopt corresponding countermeasures. This article will explore the network technology impact on Higher Education Management and Countermeasures of Higher Education Management.

Keywords - Network technology; Higher education; Education management; Influence; Countermeasure

I. THE INFLUENCE OF NETWORK TECHNOLOGY ON HIGHER EDUCATION

A. The positive influence of network technology on higher education

Network technology is very conducive to learning to stimulate the enthusiasm of students to develop the habit of independent learning. From the angle of psychology, college students are in the psychological weaning period and the period of self-discovery, the adult and independent consciousness constantly improve self-consciousness become quite prominent[1-3]. The network technology can display a new multimedia word which containing text, graphics, sound and animation for college students. Resulting in the modern network education platform based on the friendly interface, it can stimulate students' learning enthusiasm of strong. A large number of colleges and universities has been the implementation of network course teaching. Student’s autonomous learning for college students, so as to provide a broad space for learning. Through the network teaching environment, students not only can refer to the views of teachers can also according to their own interests and to select the suitable for their own learning content. It makes autonomous learning has become an important development trend of higher education, more conducive to the individual development of college students. Recently we have developed China two information technology areas, namely Guangzhou and Hongkong special administrative region. We are here on the college students "investigation about the influence of network on college students and Countermeasures", we received 526 questionnaires. The results show that: the network has become the primary methods to master information technology, improve the knowledge of the outside world of the students, with the results of the survey are shown in Table 1.

TABLE 1. THE STATISTICAL RESULTS OF INTERNET ACCESS FREQUENCY AND ITS INFLUENCE OF COLLEGE STUDENTS IN GUANGZHOU AND SHENZHEN AREAS.

<table>
<thead>
<tr>
<th>Project</th>
<th>The methods to get game software</th>
<th>Students spend time in BBS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Buy in computer city</td>
<td>Download</td>
</tr>
<tr>
<td>Guangzhou</td>
<td>48.92%</td>
<td>15.18%</td>
</tr>
<tr>
<td>Hongkong</td>
<td>16.67%</td>
<td>10.26%</td>
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</tbody>
</table>

The network provides a new teaching methods for teaching in Colleges and Universities. Based on the computer and multimedia technology, greatly the development of network technology has laid a good foundation for the modernization of higher education [4-6]. The application of advanced computer technology and network technology, can be so boring, abstract single, unable to accurately observe, experience and found the phenomenon and the essence of the application of multimedia technology, vivid image of the network...
language to show the learners. It can make the students into a creative learning state. The application of network technology, can break through time and space limit, to carry out exchanges and scholars from all over the world, college students on issues of common concern and an interactive network education. Application of large capacity storage of computer and network equipped with multimedia information processing and other means, too many dispersed information are screening and integration, and integration become rich practical knowledge base for the majority of teachers and students to choose and use. Through the network technology to carry out teaching can better adapt to the students' habit of learning, learners can choose different learning time, and speed, truly teach students in accordance with their aptitude.

The network technology environment can provide better conditions for research and teaching of colleges and universities. The university scientific research work is the important guarantee to improve the quality of classroom teaching. The network information resources to provide opportunities and good conditions for the university teaching and scientific research work. The way to obtain information, teachers of colleges and universities is mainly books, periodicals, radio and television. The above information dissemination way have very high demand on time and space, the high cost of obtaining information. Today, search engines use the network, university teachers cost almost nothing can be in the knowledge sea quickly and easily get the information needs of teaching and scientific research. Network capacity is very large, is the traditional books, periodicals, radio and television. The above information is of no use, this part of the network messages every day, but through the survey found, many of the above information of no use, this part of the network of waste must be removed. In the face of the complex network of waste must be removed. In the face of the complex network of information, university teachers need to spend a lot of time and energy, usually in the teaching and research activities, the valuable information recognition in the complex information. Table 2 also shows that college students up to 1 hours of stay in the BBS.

<table>
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<td></td>
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<tr>
<td>Guangzhou</td>
<td>48.92%</td>
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<tr>
<td>Hongkong</td>
<td>16.67%</td>
<td>10.26%</td>
</tr>
</tbody>
</table>

Useless information affects the physical and mental health of College students. Students are highly energetic and thinking, sensitive, imaginative, acceptance and ability to adapt to new things is very strong, the pursuit of stimulation. The network has the novelty and interactive features can be very good to meet the psychological needs. Because of the open network has the features of freedom, leading some to pornography, violence, much of the information in the network communication. For the outlook on life. Values have not yet fully mature do great harm to the college students. Table 3 online watch information ", shows the tertiary students entertainment column effect is relatively large, some domestic and foreign film and television actor song the awareness will directly produce radiation effect. College students "self" set for the value orientation of this perspective, is their sense of self and individualism.

<table>
<thead>
<tr>
<th>Project Content Area</th>
<th>Columns of information</th>
<th>The purpose of setting Webpage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Entertainment</td>
<td>Journalism</td>
</tr>
<tr>
<td>Guangzhou</td>
<td>49.73%</td>
<td>19.13%</td>
</tr>
<tr>
<td>Hongkong</td>
<td>42.86%</td>
<td>31.43%</td>
</tr>
</tbody>
</table>

TABLE 2 THE STATISTICAL RESULTS OF COLLEGE STUDENTS ACCESS TO ELECTRONIC GAME CHANNEL AND IN THE BBS TIME
II. COUNTERMEASURES OF NETWORK EFFECT ON HIGHER EDUCATION MANAGEMENT

Educational technology for students' quality varied, both positive role and negative influence. The western scholars put forward the scientific and moral "dilemma"; the development and application prospect of human happiness depends on scientific development and application of science; and it may cause the downfall of the human morality. In order to solve this problem, the modern education management should form a basis to the scientific spirit, humanistic spirit as the value orientation in the view of education, in the "learning to do", but also "how to behave"[8-10].

Modern education should be complete unity both science and humanities education. In the teaching of scientific ideas at the same time, to promote the humanistic education, emphasizing the moral development of the individual psychological factors and ethics, until the perfect personality; promote the scientific humanitarian education, more important is to strengthen the moral education. Only promote the unification of scientific education and humanistic education, in order to achieve the scientific humanism education in modern education. Naisbitt forecast, twenty-first Century will be a high-tech and high emotion and fusion of the era, combined with science and humanities is the dominant factor to the world in twenty-first Century. We can only choose the poor moral, or select the rich fall, because these two kinds of life are not consistent with human needs, cannot solve the development of knowledge economy and moral problem Only in accordance with the "material civilization and spiritual civilization, two hands are hard", to young people to science and harmony with the human, material and spirit of the twenty-first Century. Therefore, the combination of science and humanism are "to promote the network technology and the humanistic education in harmony" in the management of the school education experiment, through the study of a series of countermeasure, carry out education for students [11-14].

From table 4, table 5 analysis is not difficult to find, according to the theory of modern education, the practice management and moral discipline in the management system of the internalization of autonomy unify, can be achieved from the teacher centered traditional management mode to the modern mode of education to students of the transformation, to achieve the integration of science education and humanistic education, made the education contents and methods of effective education in the era of knowledge economy, so as to explore the mode of operation of the school [15, 16].

<table>
<thead>
<tr>
<th>Area</th>
<th>The best methods of avoiding internet Addiction</th>
<th>Methods of constraint illegal reference in internet</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Self-education</td>
<td>Psychological counseling</td>
</tr>
<tr>
<td>Guangzhou</td>
<td>17.28%</td>
<td>14.29%</td>
</tr>
<tr>
<td>Hongkong</td>
<td>10.32%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

First, to correctly handle the relationship between educational technology and school management, improve the learning of network technology and management level of consciousness education. The education management to the development of educational technology to conduct a comprehensive study, the close relationship between clear network technology and education management, network technology with a number of sets of advanced technology and equipment, made synchronous satellite transmission, high-performance computer, large SPC exchange and other advanced technology, scientific management and promote the as to improve the efficiency of education management system. Management left the advanced technological means, will not be able to achieve the scientific management, and the data of quantitative project management experience can only fall into blind. Therefore only continue to enhance the consciousness of learning network management technology, improve the network technology is used to improve the management level.

Education management more scientific and quantitative analysis of teachers and students to master and the constantly changing situation, improve the collection, information processing ability, and regulation. Management personnel to master the application software in educational technology, such as WORD, EXCEL, network communication, similar to EMAIL query and FTP operation, it laid the technical foundation of educational management. At the same time, the information network storage is to rely on the super text mode, the information is divided into several blocks, and a network structure according to the organization, so that managers can understand the dynamics of longitudinal and transverse to a large number of. In the management of teaching, the school teacher in the production of multimedia courseware, not
only to be very familiar with the professional courses, but also have a high level of computer technology, in conjunction with the computer software professional production staff, to produce high quality practical teaching courseware. This is a use of network learning and network learning process.

Second, the humanism education in science and technology and the organic combination, strengthen management oriented moral internalization. The unhealthy information on students ideology erosion and penetration, rely on the traditional cramming education mode, has been unable to meet the requirements of the times. Young students only has a high degree of political consciousness and sense of responsibility, understand their heavy responsibility, a correct understanding of China's national conditions, and strive to improve the political ability to identify and sensitivity, in order to have the ability to distinguish between bad information, otherwise it will form the students' Scientific Outlook on life produce negative influence should not be underestimated. So we should reform the management method of humanism education and be good at giving systematic guidance, in the way, strengthen the self-moral internalization, change the management method of one-sided indoctrination. (1) To strengthen the demonstration education scientists personality charm. Through the display of scientists noble lattice and the pioneering and enterprising spirit, inspire young people to enhance the scientific and cultural qualities, with practical actions from "realm of necessity" to "realm of freedom". This will undoubtedly make the students personality edification by scientists. (2) To extract the essence of the patriotism of Chinese people from China's vast historical data, focuses on the excellent Chinese culture, national unity against foreign aggression, the people's education system, and the compilation of "patriotic education" series of books, the patriotic education vivid. With full and accurate examples of arousing the students' strong national self-confidence and pride, prompting them to devote themselves to the cause of the motherland's modernization. In short heavy light blocking, guide the students to accept the positive education of excellent traditional culture and modern culture, to establish a correct outlook on life and values.

Third, with the scientific and rational management and guidance of a combination of methods, a series of education and transformation of the mode of thinking of students. The high-tech era through the strengthening of school organization and management to improve the cognitive level and ability of the students. School organizational culture salon and debate and other activities, to make the students accept the education of science, by scientific thinking training. The management in the process of education to cultivate openness, dialectical materialism way of thinking of students, ideals, ethics, character education of young students, so that they can in the changing information, quality of information in the world, not only can absorb high-tech and knowledge information has an important role to the development of productive forces, but also promote students using the analysis method of the correct judgment on quality, spiritual and cultural dross.

Fourth, The establishment of the school management system, to carry out mental health education series. The new study confirmed, there are about 6% people suffer from some form of Internet addiction disorder. Once trapped, many true feelings tend to lose people, resulting in mental health problems such as eccentric character. Society, school competition intensifies day by day increased mental load of students, derived from the various mental illnesses. In order to promote the development of their mental health by means of modern science, school education, set up psychological counseling room. The teacher first 16PF personality psychological measurement, the MHT scale, the group intelligence scale for all students, a large number of computer design software, has established the students psychological health archives, and provide the students individual, two; psychological consultation service channel, column, class and other forms, scientific and series, friendly and equal mental health counseling. In addition, set up a psychological disorder and guidance of therapeutic room, carried on the study of "the era of network psychological counseling students emotional disorder" problem, let the students participate in the investigation, statistics and case analysis, and directly participated in the treatment and intervention for the city and suburban pupils psychological and personality disorder, which is of guiding significance to the college party to carry out mental health education in the work. Practice has proved, of modern education technology in psychological education, increase content of science and technology, enhance the effectiveness of moral education, is an important factor to eliminate the abuse of young students' thought in the era of information network.

Fifth, The practice of education to cultivate students' communication and development ability in organization management. In the network era, the individual in the independent state in space and time, is not coordinated with the era of organization ability, cooperation ability of the individual to the requirements. School students rely on the collective and cooperative to produce more results through a variety of activities to develop, in order to train a large number of high-quality talents to the collective combination. So in the student is the only child student’s education, not only to teach them to learn knowledge, learn to do, learn to develop, but also to teach them to learn to live together, it has become the four pillars of education in twenty-first Century. In order to enhance the abilities of college students, to promote the humanistic education theory and practice, students' participation in school management practice, let each student to participate in the management practice, college students were arranged as the school, enterprise, company president, assistant manager, assistant director of the school, the activity is localized in "activity curriculum", and in the teaching plan. Students to participate in school management and all kinds of activities, exercise their organization, coordination, communication and other activities, to achieve the goal of education management. The school track and field games, held once a year in the
swimming games, calligraphy competition, speech contest, singing contest, a dance competition, culture and Art Festival and other school events and extensive development of theme class meeting, group class education activities, to provide quality education platform for students, a good atmosphere for the construction and integration of people and culture.

Sixth, Increase the intensity of management course teaching, humanities and science to the integration of the curriculum reform. The existing curriculum system in subject classification of narrow, deep knowledge of human culture and science, cut off contact, cannot adapt to the new technology revolution on the challenges of education. The education administrative department of school curriculum system reform, establish the rigid, fully reflect the new curriculum system of the essence of traditional culture and modern science and technology civilization, pay attention to the cultivation of student’s ability of sustainable development. This is a correct answer to the educational management should be made in the face of the rapid development of science and technology challenges. One of the most important task at present, is to update the content of school education, major changes in the existing curriculum system. (1) The sciences and humanities, education, strengthen the connection of different subjects. Liberal arts majors "modern science", "modern educational technology" science content, creation of Deng Xiaoping theory research, application of law, liberal arts science writing content, in order to adapt to the new changes in the structure of science itself. In order to strengthen the education of college students "awareness of scientific research, set up scientific education research method", "Statistics", "teaching research" course. And the addition of the public course of "computer network", "Chinese literature development", "teaching and research development of" etc. In addition to paying attention to in the classroom teaching of modern education technology factors in the textbooks, strengthen the course of modern education technology penetration, but also opened a "network technology", "life of mathematics and physics", the modern education technology course. The establishment of radio group, model group, group of multimedia technology, computer network technology group and other group activities, to enable students to have a skill, in order to meet the needs of quality education. (2) To strengthen the cultivation of the students' selective ability and comprehensive quality education, extracurricular activities, social practice, carry out community activities, learning activities, learning activities, network technology to develop the corresponding ability plays an important role in.

Seventh, Strengthen management according to law consciousness, to carry out compliance system of law education. "Network society organization form, value standards and rules of their own, completely divorced from the government and have their own power, thus negating the management and control of the state of the network society." This requires that governments enact laws to prohibit any illegal pornography, obscenity, violence to join other unhealthy content on the Internet, and offenders should bear legal responsibility, as a crime, and the punishment of children double propaganda on the Internet pornographic and violent crime, should also strengthen the supervision of the media. In the construction of the campus network, on the one hand to increase the intensity of the construction of the campus network, improve the level of school management, self-Webpage by allowing students to class, self-design, self-development and art design level and the ability to develop, at the same time, the school can be in the network upload into pornography, violence can identify and limit the software. Through a variety of ways, the school, family, society to form the resultant force of education, provide a good cultural atmosphere for young students.

Eighth, to improve the scientific level of network management, scientific regulation and evaluation. The information and the development of education and teaching of educational software for review, inspection, make new achievements in the construction of socialist spiritual civilization. Through scientific research, experiment, demonstration and approval. This process should be standardized management. The establishment of index system of benefit evaluation, pay attention to evaluation regulation, carry out a comprehensive evaluation. The comprehensive quality of the school to student evaluation, design of computer software, in 5 aspects of national consciousness, ideological and political quality, moral quality, professional quality and psychological quality is divided into categories of thought, small order to evaluate students. The scores were input into the computer, education evaluation system was established to quantify, adhere to the combination of routine assessment and the final evaluation; combination of qualitative and quantitative evaluation; dynamic and static combination evaluation assessment, and improve the management level of education. The development of computer assessing system, establish incentive and competitive mechanism, the dynamic principles of modern scientific management, reform of school financial aid system, make the student grants and assessment results linked into the incentive power for education management mechanism. The comprehensive quality evaluation can not only reflect the assessment object, but also to promote students all-round development of self-shaping and reflecting the organic unity of science and humanism.

III. Conclusion

In summary, colleges and universities bear the important responsibility of cultivating high-quality, high-level talents. The university should not only finish the teaching of professional knowledge, also need to complete the implementation of the ideological and moral quality of college students. The task of training and the development of network technology on college students to accept new knowledge, ideas and concepts have very big influence higher education management. In view of this, under the new situation should not only inherit the fine traditions, but also give full play to the unique advantages of network technology has, to strengthen the network culture building in
order to more effectively accomplish the task of education and teaching in Institutions of higher learning.

REFERENCES