

## *Original Paper*

# Practical Research on the Work of College Counselors in the Internet Era

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Received: August 27, 2024      Accepted: October 11, 2024      Online Published: October 25, 2024

doi:10.22158/wjeh.v6n5p158

URL: <http://dx.doi.org/10.22158/wjeh.v6n5p158>

### ***Abstract***

*With the rapid development of modern technology, the internet and computers have been widely integrated into production and daily life. To achieve sustainable development goals and move towards diversification in the education sector, it is necessary to introduce modern educational concepts and work models. Counselors are an indispensable element in the work of college students. Traditional work models are no longer able to meet the personalized development needs of students and even seriously hinder the progress of the work. Counselors should transform their traditional work thinking, rely on internet technology to expand their work space, break the constraints of time and space, and provide objective conditions for exploring the future prospects of their work. In order to improve the overall efficiency of daily management work, counselors need to follow the trend of the times, seize the opportunities of the times under the premise of adhering to the laws of student development, and give full play to the advantages of internet technology applications to meet the diverse challenges of their work.*

### ***Keywords***

*Internet, Colleges and Universities, Counselors, Student Affairs, Practical Pathways*

## **1. Introduction**

College counselors are closely connected with the daily study and life of students, undertaking important responsibilities of guidance and organizational management. Due to the lack of work responsibility awareness among some counselors and their inability to establish modern work concepts, there are loopholes in daily management work, which fails to shape students' social adaptability and comprehensive quality needed for the future. The internet has the advantage of convenience and contains profound and rich resources of information, which is helpful to provide educational resources for counselors' daily work and thus optimize specific management processes.

## 2. Opportunities for College Counselors in the Internet Era

### 2.1 Breaking the Time and Space Constraints of Counselor Work

College students inherently possess independent thinking and cognition. Counselors, while conducting student affairs, must also consider the development of all students, which greatly increases the difficulty of their work. At the same time, they are constrained by time and space, making it difficult to dynamically grasp the growth laws of students and to build a scientific management model, which seriously hinders the progress of student management and education. Under the traditional work model, counselors typically receive consultations from students in their offices, and students also need to arrange their schedules according to the counselor's availability, which reduces student efficiency. With the advent of the internet era, the organizational and management patterns of counselors have changed, and they can communicate with students through modern online platforms, social media, and video conferencing, which is more convenient than traditional consultation methods and can enhance the efficiency of interaction between counselors and students. (Gao et al., 2024) Under the internet management model, students can break the constraints of time and space and flexibly arrange their time according to their study and life situations, seeking targeted counseling advice from counselors.

### 2.2 Riching the Educational Resources for Counselor Work

In their daily work, college counselors not only need to organize and arrange relevant activities but also should pay attention to the comprehensive development of students' physical and mental health. They should consider the future development prospects of students in line with the overall development trend of the education industry. Internet technology helps to provide rich educational resources for counselors, improving professional levels through online courses, educational platforms, and academic forums, while ensuring the accuracy and systematicity of management work. Information management, psychological counseling, and academic planning are important aspects of student work. To improve work efficiency, counselors need to deeply understand student needs, implement the educational management philosophy of "student-centered," and use various educational tools and applications provided by the internet to formulate comprehensive management plans, promoting personalized guidance and services for students. (Zhu et al., 2023)

## 3. Challenges for College Counselors in the Internet Era

### 3.1 Students' Vulnerability to Negative Online Information

In the era of widely applied internet technology, new media communication methods have broken through the limitations of traditional media, becoming an important tool for strengthening information exchange. College students are the main audience for network information dissemination. In their study and life practices, they can not only obtain resources through various channels but also enhance their information literacy skills through the application of internet technology. (Lu et al., 2024) In the internet era, counselors need to seize the opportunities brought by modern technology while actively responding to risks and challenges. Among them, the mixed quality of network information is an

important factor affecting students. If counselors fail to improve students' ability to distinguish between good and bad information in their work and guide them to understand the dangers of negative information, they will not be able to enhance students' ability to distinguish between true and false information, leading to the compression of the mainstream ideological discourse power in colleges and universities. In addition, some college students still need to improve their psychological quality and ability. Once they encounter difficulties in their studies and lives, they will look for answers online. Over time, it becomes difficult for them to distinguish between the real and virtual environments, thereby increasing the difficulty of counselors' ideological and political education.

### *3.2 The Gradual Weakening of Counselors' Discourse Power*

Counselors are guides for the study and life of college students and usually need to develop management plans based on the laws of student development. In communication and interaction, they should clarify work goals. The arrival of the internet era has given rise to diverse search engines, social media, and online educational resources, allowing students to independently collect information from different channels, presenting a diversification of information acquisition channels and content. Therefore, students tend to use internet platforms to solve problems, weakening their communication and interaction with counselors. For counselors, while internet technology improves work efficiency, it also weakens their discourse power in management work, making it difficult to exercise leadership and mobilization capabilities, and seriously hindering the scientific development of educational management work. (Wang et al., 2020)

## **4. Practical Approaches for College Counselors' Student Work in the Internet Era**

### *4.1 Establishing Modernized Online Platforms*

Counselors need to establish long-term communication mechanisms with students to conduct daily management and organizational work, understand the academic and cognitive situations of students at different stages in a timely manner, and thus clarify the key goals of educational management work. Traditional student management work models are limited to face-to-face communication, leading to a decrease in counselor efficiency and students not receiving timely guidance and help, which easily causes chaos in student management. Therefore, counselors need to explore the application paths of internet technology, use online social platforms, professional websites, or microblogs, etc., to improve communication efficiency. First, counselors can create online social groups or forums, guide students to participate in interactive communication according to their learning and life situations, and the topics discussed on the platform should be related to career planning, academic research, or mental health, etc., so that counselors can grasp students' cognitive situations through platform communication and provide objective basis for the smooth progress of subsequent management work. For students, this can improve the efficiency of problem-solving, share learning experiences under the condition of thinking collisions, and at the same time, they can raise their own doubts and learn to consider problems from different perspectives. Counselors can provide timely intervention during student communication and

provide professional and scientific advice and guidance based on different student situations. (Dai et al., 2020)

Second, counselors can use the internet to create their own professional websites, transmit diversified information resources according to the needs of student growth and development, such as providing students with career advice for the future, study skills, and trends in the job market, or uploading professional articles related to career development, so that students can independently understand the latest career and educational dynamics and comprehensively improve their ideological and cognitive abilities, actively participating in communication and interaction with counselors. Traditional management models are limited by time and space and cannot solve work difficulties in a timely manner. Counselors can use online office tools as elements to establish online platforms, realize remote guidance through video conferencing tools, online chat, and email, etc., to improve the efficiency of students in solving real-world problems. Due to the complexity of management work content, some students have conflicts with counselors' time and cannot seek help in a timely manner. Setting up an appointment system on the website can help to reasonably arrange consultation time and achieve timely and effective interaction between counselors and students.

#### *4.2 Improving the Mechanisms for Student Educational Management*

Establishing and improving student educational management mechanisms is the premise for the smooth progress of work. During the entire process of student work, counselors should implement the concept of "student-centered," give full play to their guiding role, and rely on internet technology to build an integrated linkage mechanism of family, school, and society, promoting the in-depth development of student educational management, and providing technical momentum for the improvement and construction of the student management system. Family, campus, and society are the three elements that influence student development. The development of educational management work in colleges and universities not only needs to pay attention to students' academic level but also should focus on the comprehensive development of their overall quality. It is necessary to mobilize the linkage functions of family, campus, and society to improve the integrity and scientific level of educational work. The establishment of a collaborative management mechanism by counselors is to guide students forward through good family style and excellent social atmosphere, while also alleviating the pressure of counselors' daily work, promoting students' active participation in educational management activities, and achieving twice the result with half the effort in management. (Wang et al., 2019) The establishment of a collaborative management mechanism is conducive to highlighting the role of family and society in management work, breaking through the barriers of weakened family and social functions in traditional educational management work. The school should comprehensively cultivate students' cultural literacy and professional knowledge and skills, and carry out mental health guidance work in line with students' individualized development characteristics. The family should pay attention to students' moral quality and ability, improve the flexibility and practicality of students' daily activities. Society is an important environment for students' future development. The purpose of carrying out

educational work in colleges and universities is to provide talent resources for various industries in society. Through the collaborative management mechanism, it is helpful to give full play to the educational role of society, improve students' service and dedication spirit, and lay a foundation for shaping a correct world outlook, outlook on life, and values. Counselors need to adhere to the concept of innovative development, use internet thinking to build a family-school communication platform, communicate with student parents in a timely manner about the academic and quality abilities of different stages, and stimulate parents' initiative by uploading video or written information resources of educational experts, enhancing parents' awareness of educational responsibility. During the process of communication and interaction with parents, counselors can obtain comprehensive information content, providing a basis for subsequent educational management activities. (Lei et al., 2019)

## 5. Conclusion

College students possess independent thinking and cognitive abilities and are exposed to a relatively complex social environment. Without establishing correct values, they are prone to fall into cognitive misconception, which seriously hinders their future development process. The internet, as a widely used information technology in the modern era, helps to transform the educational management thinking of counselors, provides more abundant educational resources, and thus compensates for the deficiencies of traditional management models, creating a good learning and development space for students. Counselors need to adhere to the concept of innovative development and build modern educational management platforms to strengthen their connections with students, providing correct guidance through interaction and communication, ensuring the integrity and comprehensiveness of college student management work. Compared to traditional management models, the application of internet technology has more intuitive advantages and has become an indispensable important technical means in the current era.

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