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Application Strategy of Big Data in College Student Association Activities

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Abstract. The era of big data brings together a wealth of rich information resources, bringing unprecedented innovation power, opportunities and possibilities to all walks of life, and promoting the development and evolution of the era. In the current development process of college student associations, to implement scientific and effective talent management, big data technology must be introduced to assist the management of student associations. Make full use of big data technology as the most basic strategic resource and effective means to transform the management of student associations from static and result-based management to dynamic and process-oriented. This article starts from the concept of big data, combines the definition and characteristics of college student associations, uses survey research methods, literature research methods, and comparative analysis methods, and issues a questionnaire on "Student Association Management and Association Activity Survey". A special investigation, analysis and sorting of the activities carried out were carried out. Among them, the efficiency of resource sharing in student club management is relatively low, accounting for 52.35%. The application strategies of big data are studied from the aspects of student club management system, club evaluation mechanism, student activity needs, community resource sharing and intercommunication.

Keywords: Big Data, College Club Management, Club Activities, Strategies

1. Introduction

Societies, also known as "self-organizations", belong to non-governmental organizations and consist of people with certain characteristics and hobbies. As far as college student associations are concerned, they are voluntary and spontaneously formed non-profit mass organizations. Members of the society are not restricted by grades or majors. They gather



together through common or similar interests and specialties, and use their respective strengths and majors to carry out various activities to promote the healthy development of students' body and mind ^[1,2]. College student associations are an important practice place in promoting the all-round development and individual development of students. They are an important part of the "one heart and two rings" pattern under the leadership of the party in colleges and universities, and are also an important position for college students in the second classroom ^[3]. The college student community is an important carrier of university culture and a stage for the display of college students' spiritual outlook ^[4,5]. Its activities are relatively autonomous and independent ^[6], which is an important and effective way to implement quality education and an important supplement to the ideological and political education based on class and grade students ^[7, 8]. In recent years, with the emergence of new things such as "Internet +" and the internationalization of university education, more and more new types of associations have emerged and flourished, and the types and activities of associations have become increasingly colorful ^[9]. At the same time, the value orientation of college students also tends to be diversified and diversified ^[10]. The activities of associations are more and more oriented towards "precision" and "fineness". The traditional management mode of clubs is difficult to form an effective "supply and demand" response between "club activities" and "student needs", which prevents student club activities from playing an effective role in educating people. Therefore, the dynamic management of the big data platform of college student associations under the background of big data is of great significance to the innovation and development of association management and activities.

Big data means that with the help of massive data, on the basis of analysis and integration, it will continue to obtain rich and high-value data products, provide better quality and convenient services for human beings, so that relevant personnel can develop more deeply Insights. According to the current management situation of college student clubs, it is necessary to clarify the application strategy of big data in club activities, provide services for the existing management models throughout the implementation phase, and provide a feasible basis for the form and content of student club activities.

2. Method

2.1. Background Overview of "Big Data"

Big data is a technology for processing and analyzing massive data through cloud computing. Its rapid and efficient characteristics have become a new productive force for the development of modern society. According to the actual application requirements of data, we need to understand the data types in modern social information management. Based on big data, we must do a good job of evaluating the processing mode throughout the processing process, and combine decision-making power, insight, and process factors to achieve

diversified management. According to the existing research report, how to perform good data analysis is the key. There may be different problems in using traditional database software for content collection, management and storage within a certain period of time.

2.2. *Characteristics of Student Clubs*

First, the internal structure is loose. College student associations are organizations established spontaneously by students. The internal management of the associations adopts a simple model of student management of students, and management regulations and enforcement efforts tend to be formalized. Although, most colleges and universities clearly stipulate that the officially established student associations must be equipped with an instructor and must be attached to an in-school guidance unit. However, the degree of the role of the instructor depends on the teacher's own sense of responsibility and input; the second is the liberalization of activities. There are various forms of student club activities, as long as they meet the overall macro-policy requirements of the school, it is up to the club to decide when and where the activities are carried out. Many interest-based student clubs' activities cannot be guaranteed. To a certain extent, the club will need sponsorship and support from off-campus businesses, and the form and content of activities will also change due to the needs of the businesses. Third, the influence of club activities is limited. Except for some large associations that have formed their own unique activities during the year-round operation, they have won word of mouth and influence. Most student club activities are restricted by the characteristics of the club or the annual replacement of club student administrators. The activities have no continuity and vitality, and some activities are toward self-entertainment. Fourth, there is a lack of necessary information exchange between associations. University student associations are highly independent and do not interfere with each other. Societies are rarely able to share and integrate resources. They are limited to the radius of activity of the association itself, and it is difficult to break the inherent barriers between associations and associations.

3. Experiment

The research methods used in this article are survey research, literature research and comparative analysis. 2194 questionnaires were received through the questionnaire. Interviews were conducted with college student club instructors, Youth League teachers, heads and members of club federations. In order to discover the application and innovation of big data in the management of college student clubs in blank areas, by reading the research literature on the development of college student clubs at home and abroad, understand the long history of the development of college student clubs, and organize the current status of college student clubs related to big data, Successful experience and problems, analysis and comparison of comprehensive questionnaire statistics, and big data application strategies in

the management of club personnel, club evaluation mechanism, student club management system, club evaluation mechanism, student activity needs, club resource sharing and interoperability, etc. Formed a successful experience in the management of student clubs.

4. Discuss

4.1. Status of University Student Club Management and Activities

At present, college student associations usually carry out association work under the direct guidance of the Youth League Committee. The Student Association Federation (hereinafter referred to as the Federation) is specifically responsible for the application of associations, activity approval, supervision and evaluation. The HKCSS is made up of excellent student cadres selected from various colleges and volunteering to work in community services. To a certain extent, it is still student management. It is just a one-way operation and management model. It lacks effective interaction and communication between students and associations, and between associations and social associations.

At present, the problem of inefficient sharing of resource information between societies and societies is widespread in the management of college societies, accounting for 52.35%. The second is the imbalance in the development of different types of associations, difficulty in securing funds, inadequate systems, and inadequate information construction. The specific situation is shown in Figure 1.

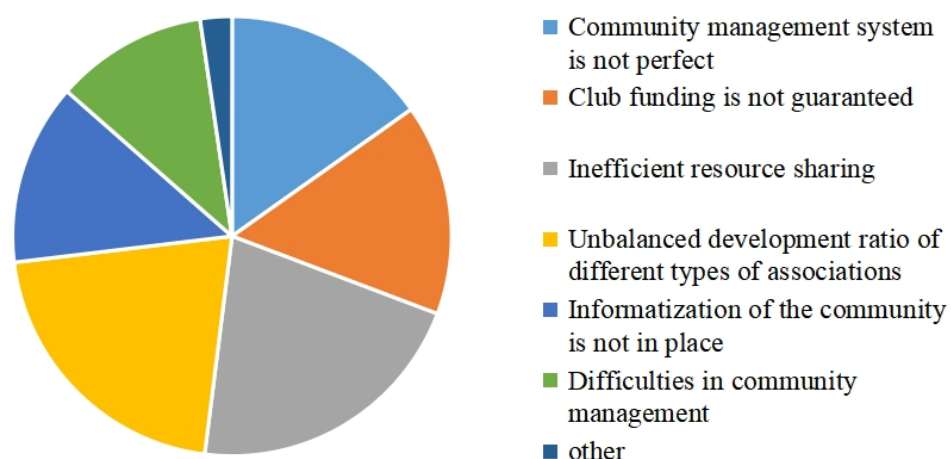


Figure 1. Proportion of student club management issues

In the process of carrying out club activities, student clubs generally have a problem of low student participation, accounting for 63.82%, which indicates to a certain extent that the current club activities are not recognized by students; secondly, during the development of club activities Limited and limited funds cannot guarantee the improvement of the quality of

club activities; again, the activities are blind, arbitrarily strong, lack of purpose and systemicness, and lack of necessary prior research. The specific situation is shown in Figure 2.

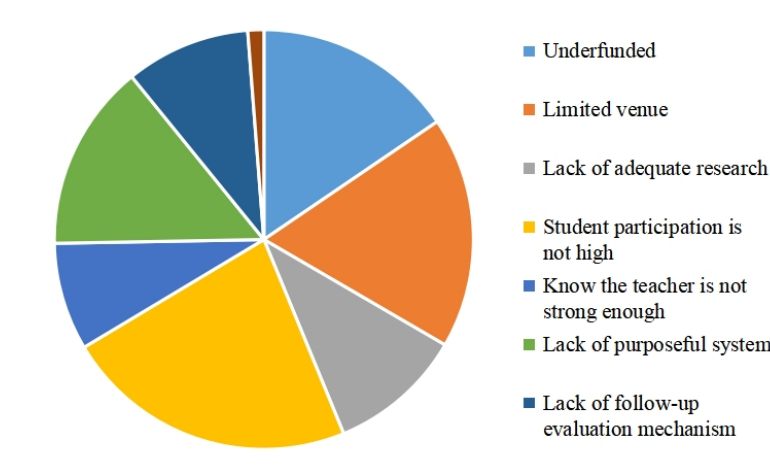


Figure 2. Proportion of student club activities

4.2. Effective Integration of Big Data and Student Club Management

The arrival of the era of big data provides more efficient, faster, and higher-quality education management techniques and concepts for the management of Chinese college students. Similarly, in-depth grafting with the management of college student associations in the era of big data can not only open up the ideological realm of college student association managers, but also effectively alleviate the embarrassing situation that "student activities are not favored by students" and provide management for college student associations. Realistic implementation conditions and feasibility. With the help of big data technology, the establishment of a resource sharing big data platform can effectively eliminate the "digital divide" and "information islands" in the management of student associations in the past, and achieve resource sharing. Let the student club activities ensure "targeted" while saving management and operating costs. Collect and integrate the needs of student activities through the big data platform as a reference basis for activities. After the event, use the data platform to collect the evaluation and feedback of the activities that have been carried out, and timely improve and adjust the student needs of the next new club activity. Use big data analysis to locate student club activities and form an effective closed-loop operating model.

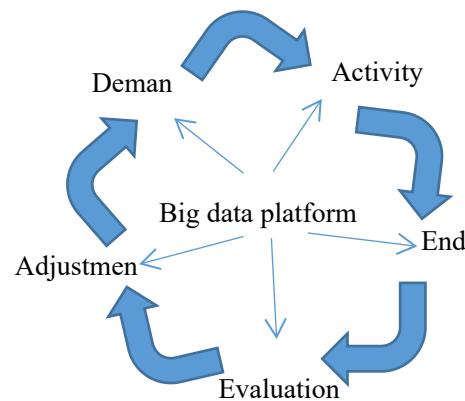


Figure 3. The operation mode of big data participation in community activities

4.3. The Application Strategy of Big Data in College Student Association Activities

One is to use big data to improve the management of community personnel. The student community has a large base and is distributed in various colleges and majors. Every year there are new members of the company, and the turnover rate is fast. The introduction of big data can dynamically manage and master the basic situation of students, which is beneficial to the dynamic management and evaluation of student members. Through the academic achievements of the members of the community, the contribution of participating in the organization's activities, the attendance rate, and the internal evaluation among members, a more systematic evaluation mechanism is formed for the members of the community. At the same time, according to the needs of the work, it can report the basic situation data of the society to the superior competent department in real time.

The second is to use big data to improve the association assessment mechanism. The school has set up a special college student club management department to solve the problem of college student clubs. There are clear conditions and requirements for the admission of associations, but the revocation and elimination of associations are vague. Many evaluations of associations take the form of "self-certification". Also based on big data, we can further improve and perfect the assessment system for college student associations. Use data analysis to improve the normative and scientific nature of community activities. Relying on the objective characteristics of big data, in the evaluation process, the society with high management level, strong innovation ability, and good cultural atmosphere is given certain social rewards to avoid the interference of character factors.

The third is to use big data to analyze student activity needs. The student club activities are very rich every year, but they are not widely recognized by the student community. Based on big data, we can complete the precise docking of student activity needs and community

activities. Upload the information of student activity needs to the big data platform, and the community obtains the information through the data platform to tailor the community activities for the same type of student groups. Let the community activities not blindly save manpower, material resources and financial resources.

The fourth is to use big data to build community resource sharing and intercommunication. Due to the differences between the societies, there are also cases of conformity and similarity between the activities of the societies, which leads to the lack of new ideas in student activities. In the context of big data, the use of cloud technology to carry out communication and cooperation between communities, forming a unified criss-cross cloud communication platform. Use the actual needs of the student community to guide the co-construction, cooperation and win-win model among student organizations. The use of big data analysis methods, the use of "cross-disciplinary" concept, innovative community cooperation methods to improve the quality of activities.

5. Conclusion

With the continuous development of information technology, in the process of extensive application, it is necessary to clarify the actual type of social development and maximize the role of information management in the management of student organizations. At the same time, big data has the characteristics of massive data scale, and the useful value that can be utilized and utilized behind the data is also one of the advantages of big data. The constant changes in the era of big data have enriched and expanded its definition. The data era is an innovation of the management model of college student associations. The application of big data information makes the management of college students' colleges and universities more distinctive. In the construction of the innovation system, the advantages and disadvantages are taken into consideration, so that the modernization process of the college student club management model is stable, so it has the international advanced club management model.

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