A Study and Discussion on the University Class Adviser’s Work in the e-era

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Abstract. After human being into e-era, new problem are emerging to challenge class adviser’s management ability along with the changes of subjects and means, especially to the generation after 90s. This paper discusses the management ways and methods for colleges and universities headmaster. In order to meet the demand of the time development and the education development, the education work is carried out by making full use of network. Ultimately, the important role of class adviser is embodied in the process of cultivating talents.

Introduction

Since human society entered the 1990 s, the pace of the information technology revolution has greatly accelerated. Humans are characterized by network, digital information age that is commonly known as the "e" era.

In the "e" era, the network infiltrate into all aspects of social life. Not only a basic necessity of life is affected, but also lifestyle and thinking habits are influenced. Especially it touches the people ideological and the soul, affects college students’ life and world view. Ultimately, the contemporary college students’ thought and behavior, etc is fundamentally influenced and changed by the Internet.

With increasing enrollment in a large-scale, the employment opportunities for college students become fewer and fewer. In order to fit the need of reform and development of higher education in the new time, the Ministry of Education of the People’s Republic of China (MOE) make a clear regulation in 2004 that every class is allocated except with a full-time instructor, but also a pluralistic class adviser. For details, see Opinions on strengthening the construction of college counselors and teachers in charge of class [2004] No.16.

The work of the class adviser is an important part of the school education. The main job of the class adviser is to educate people. The quality of work level, educational technique and class management for the class adviser directly affects the development of class function and the development of students' physical and mental health.

In the new period, the implementing subject, ways and means of the class adviser in education managements are changing with the development of the network.

Correspondingly, the education managements also present new features. So, main duties in education managements is how to grasp the ideological trends and characteristics of college students in the new period, in order to give full play to the class adviser ’s strengths and advantage.
In the new period, the fundamental education managements of the class adviser lies in how to comply with development of network, how to make full use of internet, how to adapt to the expression and behavior of the generation after 1990s’. It is a challenge to explore the new way of the education and management ability for the class adviser.

**Major Characteristic of E-era**

E-era is refers to the era of electronic. There would be no e-era without the network. E-era has the following characteristics.

**Openness**

In the network environment of the e-era, anyone get any information via the internet. College students can understand unknown area outside school, family, know the broad and profound world, make friends and touch the latest knowledge in the field of science and technology. But at the same time, there are a lot of uncivilized behavior and some bad information and harmful information on the Internet, such as smutty, eroticism, fraudulent, abusive, offensive content and so on. All the information will have enormous influence on the college students, whose life and world view have not yet been formed.

**Interactivity**

Because of digital technology, network technology and other new technology to help people build a good communication platform, the student learning space and environment are expanded, is no longer confined to the classroom. Through QQ, convenient and quick communication tools such as mobile phone text messages, people can easily communicate with each other, interactive demand is also becoming more and stronger.

**Heterogeneity**

In the digital age, people's demand to the information is stepping into a high level. On the basis of being met the basic demand to information, people’s desire to be cognized and the demand to be personalized is greatly increased. Because the network is an opening and developing system, people can express the innermost world in a more direct way.

**Creativeness**

When network has greatly promoted people's communication, competition and cooperation, the way of thinking is changed and brought forth new ideas. Comprehensive, diverse, and abundant information on the Internet provides creative activity material to the people.

Through a variety of activities such as online education, online learning, online exchanges, online browsing, people's thinking way is changed from one-way to multi-way, from planar to steric, from enclosing to exoteric, from convergent to divergent, from linear to nonlinear patterns.

Such a strange, all inclusive, open network system is a double-edged sword. It will have the positive influence if used well. Otherwise, it will have the negative impact. [1]
The Main Characteristics of Contemporary College Students

The 90s College Students in the e-era mainly refers to the generation after 1990s. Most of them are the only child, which living in the ‘421’ family structure. The 90s college students have distinctive feature which are consistent with rapid development and dramatic transformation of the era. On the whole, most of them advocate publicity personality, take a delight in showing, have clear goal and objective consciousness.

Lack of Consciousness Independence

Due to the lack of brothers and sisters in the process of growth, the Internet has automatically become their intimate partner. They transcend far more than a few generations in terms of intellectual development, knowledge reserve, etc. They are confident but more vulnerable, sensitive but more egocentric.

But at the same time, due to lack of diligence, hard work, tolerance and many other excellent personality quality, they depend largely on the family for lack of independence. So they adapt to the new environment in a relatively slow speed.

Poor Anti-Frustration Ability

The 90s freshman is often called ‘God's favored one’, ‘Generation of happiness’. Their material needs have been greatly satisfied to a large extent because of the sustained economic growth and improvement of people's living standards. Because their growth paths are mostly flat and smooth, on the other hand, this leads to the generation after 1990s’ poor resistance to frustration their poor anti-frustration and against failure ability.

Easy To Accept New Things

The 90s freshman College Students is no longer as conservative as the past people. That's precisely what this generation’s spirit of innovation and exploration are strengthened gradually. This is also the reason that the quality of freshmen has improved continuously.

Use a Variety of Communication Tools

Internet is considered the newest and "coolest" modern communication medium. The popular and the chief social networking tools that the 90s College Students choose mainly include Wechat, QQ, MSN, Email, Qzone, Blog, Fetion, Post Bar, Mop, Tianya and so on, through which they adjust their emotions. That’s why it is hard to understand for adults that “Martian Language” is one of their popular words.

In a word, the 90s College Students seem like to be a contradiction, who pursuit independence, but can’t get rid of the dependence on family, who show personality, but have rebellious spirit, who are ready to help others, but often appear to lack the sense of responsibility.

The Class Adviser’s Innovation and Scientific Management Method

Questionnaire Survey

In order to improve and strengthen education guidance work of the class adviser, a questionnaire survey was carried out in order to provide an effect basis for effective instruction.
In the questionnaire, a lot of questions were designed which involved an aspect about the class adviser, including the role of learning guidance, the role of employment guidance, the role of help to resolve difficulties or confusion. And the most important question is that if it is necessary for universities to arrange class advisers?

A total of 306 individuals participate in the survey. They are all from college students.

At least 88.3% of participants think that the role of the class adviser in learning guidance is important in large extent, as shown in figure 1. While 80.20% of participants hold that the role of the class adviser in employment guidance has a big impact, as shown in figure 2. 78.30% of participants incline to the view that the class adviser is truly capable of helping students to resolve difficulties or confusion, as shown in figure 3.

About 92% of participants firmly believe that class advisers arranged in universities is necessary, as shown in figure 4. From the statistic a conclusion can be drawn that it is necessary for universities to arrange class advisers.

Figure 1. The survey result of the role in learning guidance.

Figure 2. The survey result of the role in employment guidance.

Figure 3. The survey result of the role in helping to resolve difficulties or confusion.
Changing the Education Ideology of the Class Adviser

In the E-era, the relationship between teachers and students is not the traditional vertical relations, but is turned to horizontal relationships or equal relationships instead. [2]In the network society, there is no authority, everyone on the Internet is in an equal status, everyone can express their own ideas freely. Therefore, the class adviser must establish the education view which adapts with the times.

According to the different characteristics of the students, student’s creative potential should be uncovered, the healthy development of personality should be pay attention to, cultivation of interests and hobbies should be focused on in order to develop students' creativity at most.

Educating Someone According to His Natural Ability Based On the Internet

In most cases, professional teachers concurrently act as the class advisers in university, most of which have a master degree. It is the advantages of high professional quality that has laid a good foundation for carrying out the class adviser’s work. So it is easy to be accepted by students that function of education and guidance are fully embodied in the process of conducting professional counselling and mentoring, or in the process of discussing all kinds of issue.

Network results in revolution and innovation of thinking mode. Not only study is free from time limit and region, but also learning and guidance is truly personalized.

The class advisers can carry out activities such as guiding learning, exchanging ideas via the Internet in order to individualize students’ requirements, study interests and learning materials. The network builds a bridge between formal and informal learning.

Utilizing Modern Communication Tools

Effective communication is helpful for the class advisers to improve the efficiency of the management. Good communication is beneficial to knowing about class trends accurately, rapidly and completely, motivating students and the class innovation wisdom, strengthening the sustainable development power.

In the e-era, the class adviser can response stylish to modern of the generation after 1990s, can browse students’ QQ space and acquaint the topic and idioms they talk about, for example, "I play soy sauce" (describe none of his business), "extremely shocking" and so on. The class adviser can either communicate frankly with all students without reservation by making use of QQ group, or he or she can conduct, educate, encourage and show loving care for all students. Usually some simple problems often can be solved in the QQ group. In short, blog is a web blog, which includes a kind of text,
images, sound and video. Being an open space that anyone can participate in, everyone can show personal charisma, appeal and cohesion.

There are a variety of communication methods, including holding the class meeting, sending SMS messages, sending e-mail, dialing phone. By making full use of QQ, blog and other means of communication, the class adviser can exchange their ideas freely with students, so as to build up the sense of responsibility of life and engage in the study and research with a critical spirit.

A good relationship is established between the class adviser and students, students and students, students and the class cadre. It is the relationship of complement each other that makes the communication effect best.

**Conclusions**
In e-times, that the class advisers conduct their educational work via the Internet is not only the need of the development of the times, the need of education modernization, but also the need of the healthy growth of college students. It will play a greater efficiency and important role that the class adviser makes best use of the network platform. On the other hand, network technology is nothing but the carrier. Only when communication between teachers and students achieves to a certain depth is the ultimate goal, only when the network technology is integrated with traditional educational mode, so that information technology really plays a supporting and promoting role.

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