

Research on the Path of Improving the Quality and Ability of College Counselors From the Digital Perspective

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Abstract

In the digital perspective, the ecology of college education has undergone profound changes, which has shaped a new pattern for the quality and ability of counselors. In the process of educating students, although college counselors can expand educational channels and enrich educational resources by means of digital means, so as to improve the breadth, depth and flexibility of education work, they also encounter challenges such as increasing pressure of information screening and screening, more complex and difficult to measure students' individual needs, and weak emotional bond between teachers and students in virtual environment. At the same time, digitalization requires counselors to realize the intellectualization of educational concepts, the diversification of communication modes, and the datatization of evaluation systems in their work. In the face of these situations, college counselors need to actively follow the trend, improve their own quality in an all-round way, so that the educational concept, communication and evaluation system can better meet the digital requirements, and fulfill the educational mission entrusted by the new era.

Keywords

Digitalization; College counselors; Quality and ability.

1. Introduction

In the digital age, the educational environment of colleges and universities has undergone profound changes [1]. With the wide application of information technology, college students' study, life and ideas have been greatly impacted, and new problems and challenges have emerged one after another. As an important guide on the path of students' growth, college counselors' quality and ability are directly related to the quality of students' training and the stable development of colleges and universities [2]. However, the current digital wave has put forward higher requirements for the traditional working mode and ability literacy of counselors. In this context, it is of vital significance to deeply explore the path to improve the quality and ability of college counselors from the digital perspective, which not only helps counselors better perform their duties, but also provides a strong guarantee for the development of college education.

2. Advantages of Counselors' Education in the Digital Age

2.1. Improve the Breadth of Education Work

The rapid development of digitalization has enhanced the breadth of counselors' education work. On the one hand, by using the network platform to break the geographical restrictions, counselors can communicate with more experts and educators, integrate rich and diverse educational resources, such as online courses and academic lectures, and share them with students in different regions to broaden their knowledge horizon [3]. On the other hand, with the help of big data analysis, we can comprehensively understand the commonalities and differences of student groups, including the ideological characteristics and development needs

of students in different majors and different regions. Through social media, online communities, etc., we pay attention to students' performance and ideological dynamics in the virtual environment, and extend the education work to the Internet space. In addition, remote collaboration projects supported by digital technology can allow students to cooperate with more peers or professionals, guided by counselors, and cultivate students' teamwork ability and social responsibility, thus expanding the scope of education work in an all-round way.

2.2. Improve the Depth of Education Work

The digital age has enhanced the depth of counselors' education work from many dimensions. First of all, digital tools enable counselors to have a more comprehensive understanding of students, integrate data from different sources, build a three-dimensional portrait of students, and gain insight into the subtle changes in their thoughts and psychology, so as to grasp the direction of education more accurately [4]. Secondly, the rich online education resources and knowledge platform provide the counselors with the opportunity for in-depth study and research, which is conducive to improving their professional quality and theoretical depth, and then guide the students more deeply in the education process. Moreover, with the help of digital communication and feedback mechanism, counselors can establish a more meaningful communication relationship with students, break through simple information transmission, achieve in-depth interaction at the ideological and emotional level, guide students to think more deeply about themselves and the society, promote students' spiritual growth and personality formation, and significantly improve the depth of education work.

2.3. Improve the Flexibility of Education Work

In the digital age, the flexibility of the counselor's work has been significantly improved. Digital technology has broken the limitation of time and space in traditional education, and counselors are no longer limited to fixed offices or classrooms, and can communicate and guide students anytime and anywhere [5]. The diversity of online platforms allows counselors the flexibility to adjust the content and methods of education according to the characteristics and needs of different students. The digital storage and convenient access to educational resources allow counselors to quickly integrate and update the knowledge system, and respond more flexibly to students' ideological, academic, psychological and other problems. At the same time, digital means are convenient for counselors to monitor the dynamics of students in real time, and can timely change the education strategy according to the latest situation, ensuring that educational activities are always in line with the actual development of students. This flexibility has created good conditions for counselors to carry out education work more effectively.

3. Challenges Faced by Mentoring in the Digital Age

In the tide of the digital age, the work of mentoring and educating people is standing at an unprecedented crossroads and facing a series of severe challenges [6]. The rapid development and wide application of information technology has reshaped the ecological environment of education and profoundly changed students' thinking mode, behavior mode and value concept. The popularization of virtual environment, the explosive growth of information, the diversification of communication methods and other new phenomena have impacted the traditional working methods and ideas of counselors.

3.1. The Pressure of Information Screening and Screening Increases

In the digital age, counselors are faced with the severe challenge of increasing the pressure of information screening and screening. With the rapid development of the network, information is exploding, and information from various sources comes in large numbers. Counselors need to sift through the clutter of information to identify what is valuable for student development,

such as academic guidance information, mental health resources, and employment trends. At the same time, the quality of network information varies, and false information, negative public opinion and bad thoughts may affect students' values and behaviors [7]. Counselors must be vigilant at all times, applying their expertise and keen insight to distinguish between true and false and filter out harmful information to ensure accurate and positive content is delivered to students. In addition, the speed of information dissemination is extremely fast, and the counselors have to evaluate and process the newly emerged information at the first time, which undoubtedly further increases the difficulty and pressure of their information screening and screening work.

3.2. Students' Individual Needs are More Complex and Difficult to Measure

In the digital age, the individual needs of students are increasingly complex and unpredictable. Digital technology has broken the time and space limit of information access, and students have access to multi-cultural and massive knowledge from all over the world, which enriches their minds and also gives birth to diverse interests, from niche art to cutting-edge technology. The popularity of social media builds a complex social network, in which students are influenced by the interaction of different ideological trends and form unique values. Some advocate freedom and innovation, while others pursue new interpretations of traditional values. At the same time, the digital learning environment has increased the differences in the pace and way of learning of students, and different levels of independent learning ability and needs. In addition, there are more ways of self-presentation and psychological satisfaction in the virtual world, and students have more personalized expectations for self-realization, such as showing their talents in virtual creation, online competition and other fields [8]. These complex and unpredictable needs require educators to provide personalized guidance and support for students with more keen insight and flexible coping strategies.

3.3. The Emotional Bond Between Teachers and Students Becomes Weak in the Virtual Environment

In the virtual environment of the digital age, the emotional bond between counselors and students is gradually weak, and the single digital tool communication is an important reason. Problems arise when counselors rely primarily on specific digital tools to communicate with students. For example, when only communicated through instant messaging software, information is often fragmented and lacks depth [9]. Complex emotions and problems are difficult to fully convey and understand, and easy to cause misunderstanding. Although the video conference has the feeling of face to face, after all, across the screen, the lack of real atmosphere when getting along, it is difficult to establish emotional resonance. Moreover, the functional limitations of some digital communication tools make it impossible for counselors to sensitively perceive the emotional changes of students. For example, in text communication, it is difficult to capture the negative emotions hidden between the lines of students. In the long run, such a single way of communication will make students feel that the counselor is just a symbol on the other side of the network, and the sincere emotional connection between teachers and students will be weakened, affecting the effect of education and guidance.

4. Practice Path for Enhancing the Quality and Ability of Counselors in the Digital Age

The National Conference on Ideological and Political Work in Colleges and Universities stressed that "new media and new technologies should be used to revitalize work, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense of The Times and attractiveness" [10]. Digitalization has opened up a new track for the development and reform of counselors' work, and college

counselors should make full use of this opportunity for change, cope with the new challenges in the digital era, and inject new strength into students' ideological and political work.

4.1. Intelligent Education Concept

Under the tide of the digital age, the intelligent education concept of counselors has become a key direction in the development of education field. The concept of intelligence encourages counselors to make full use of advanced digital technology and innovate traditional working modes. On the one hand, with the help of artificial intelligence algorithms and big data analysis, counselors can dig deeply into multidimensional information of students, including learning trajectory, psychological changes, social dynamics, etc., so as to accurately grasp individual differences of students and provide scientific basis for the formulation of personalized education programs [11]. For example, by analyzing student online behavior data to predict potential problems.

On the other hand, the concept of intelligent education promotes counselors to use intelligent education platforms to carry out online education activities, such as virtual reality ideological and political education experience, and intelligent assistant-assisted academic guidance, which greatly enriches the form and content of education. This can not only improve the efficiency of education work, but also enhance the effect of education in depth and breadth, and lay a solid foundation for training high-quality talents to adapt to the development of the digital era.

4.2. Diversified Communication Modes

In the digital age, the communication mode of counselors presents a significant feature of diversification. With the rapid development of information technology, counselors are no longer limited to traditional face-to-face communication. The network social platform has become an important communication channel. Through instant messaging tools, counselors can keep in touch with students anytime and anywhere and respond to students' questions and demands in a timely manner, which is more convenient for both academic guidance and psychological counseling. In addition, using email, counselors can send detailed, formal information such as notices, recommendations, etc., which is easy for students to retain and view. Online forums and communities provide counselors with a new way of one-to-many communication, which can discuss and guide common problems. The use of video conferencing software allows teachers and students in different places to communicate with each other as if they were face to face and observe each other's expressions and emotions. This diversified communication mode greatly improves the efficiency and effect of communication, and is more conducive to the performance of the counselor's duties and the growth of students.

4.3. Datatization of Evaluation System

In the digital age, the datatization of counselor evaluation system has become an important trend in the development of college student work. Traditional counselor evaluation often relies on subjective impression and limited observation dimension, but now, the data-based evaluation system is gradually improving. The data evaluation system has the advantages of multi-dimension and objectivity. Counselors can comprehensively collect information related to counselors' work by integrating data from various digital platforms, such as student learning management system, psychological assessment system, and campus activity participation records. From the perspective of academic guidance, data such as the improvement rate of student achievement, the change of failure rate, and the progress of students with learning difficulties can reflect the effectiveness of counselors in the construction of learning style. In the maintenance of students' mental health, the incidence of psychological problems, the participation of counseling and the dynamic change of students' psychological assessment results can measure the level of counselors' psychological care for students.

At the same time, in terms of the organization of campus activities, the data such as the number of participants, feedback on the quality of activities, and students' awards reflect the organization and coordination ability of the counselors. Moreover, the data-based evaluation system can realize long-term tracking, compare the work performance of counselors at different stages, and provide clear guidance for their career development. This system can also promote fair competition, encourage counselors to actively improve their own quality, improve their working methods based on data feedback, and better fulfill their responsibilities in many aspects such as ideological guidance, academic guidance, and life guidance.

5. Conclusion

In the digital perspective, the improvement of the quality and ability of college counselors should focus on the intellectualization of educational concepts, the diversification of communication modes and the datatization of evaluation system. Education concept intelligence requires counselors to actively embrace intelligent education technology, integrate it into daily work, and innovate educational thinking. The diversification of communication mode means the use of a variety of digital platforms to break the limitations of time and space and meet the diversified communication needs of students. The datatization of the evaluation system requires counselors to be good at collecting and analyzing student data to make the evaluation more scientific and comprehensive. These three paths are intertwined and jointly promote the development of counselors' work to precision and efficiency. Colleges and universities should increase their support, and counselors themselves should actively practice and explore, comprehensively improve their quality and ability, better fulfill the mission of moral cultivation and human resources, and contribute to training high-quality talents who adapt to the digital age.

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