The Application and Promotion of the Student Association Management Platform Based on Big Data

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Keywords: Big Data, Independence, Student Association Management.

Abstract. A student association is a platform for students to enrich their college lives and achieve self-worth after school. Through participation in association activities, students are allowed to enhance their comprehensive abilities in all aspects. However, contemporary college students lack the leading way to get detailed information about student associations, leading to the failure of the real value embodiment for student associations. With the application and promotion of association management platform, the management and formulation of association, as well as the loading and promotion of association information can be strengthened to help contemporary college students to learn about all associations on the campus and share and learn about association activities and management methods, enhancing the sense of belonging and participation of students in the associations and improving the overall strengths of student associations.

Introduction
A student association is a student organization for college students to exercise their self-abilities. With the development of the times, students have increasingly higher requirements for associations. As the traditional association management model is immutable, a large number of common problems that are hard to be solved appeared in the introduction of fresh "blood" and internal management of the old model. It is a common problem faced by various colleges and universities on how to establish a student association and realize the students' self-worth through improving their understanding of the association and their experience after joining the association.

Status Quo and Problems of Association

Elaboration of the Current Situation
The elemental composition of college students' association is college students. When college students contribute to associations (college students create and perfect associations), associations are also serving college students. We should look at things from a dialectical perspective when judging things. While college students are satisfied with the status quo that the association can enrich the students' lives, the deficiencies of all aspects of the association are also gradually exposed. As an in-depth analysis of the phenomenon can reflect the nature of a thing, the comparison of the number of literature with the keyword of the college student association and that with the keyword of association management since 1999 by CNKI (Figure 1) reflects part of the current situation of the existing student associations:
1) The number of associations on campus is increasing year by year. Thus, it is difficult for college students to understand all the associations in a short time and find the one that is really suitable for them.
2) When recruiting new members, it is impossible to show the association entirely only by introducing it within a short time, and the arrangement of the time and place for new members' recruitment cannot cover all the college students.
3) Association members do not make any contributions that cannot be verified since association activities cannot quantify the tasks of the internal association members.
4) There is no platform for demonstrating and sharing the association activities and the results achieved.
5) The promotion of association activities is limited, and only a few people are aware of the activities carried out.
6) Association activities remain fettered by old conventions due to the lack of objective summary and experience feedback after association activities are finished.
7) The organization's form of association activities is too traditional without any innovation or new elements.
8) After joining the association, it is difficult for the association members to integrate into the association, and the sense of existence is pretty low.
9) The society continues to pay attention to the student associations with huge neglect on the association management plans, which makes it easy to find problems yet challenging to solve problems.

Figure 1. Comparison of Literature on College Student Associations with Literature on Association Management Since 1999.

Existing Problems

The key to changing a situation is to find the source of the problem. Find the root of the problem and suit the remedy to it. Analyze given the phenomenon, classify and organize the current status of every respect, ranging from association promotion, internal association assessment to the establishment of association activities to find out the essential problems.

The following are some of the problems that have been obtained in the context of the status quo of associations:
1) As a diversified college students' organization group, the association has the characteristics of diversity. College students' insufficient understanding of all the associations and the lack of holistic comparison, lead to the failure of objective excavation of their true feelings about the association.
2) As the promotion of relevant information and association activities are short of dissemination, most students do not have an overall understanding of the association and relevant contents of association activities. As a result, the existence of the association and the development of its influence are seriously affected.
3) The strengths of the association and the development of association culture are in urgent need to be promoted with a relevant platform.
4) The communication and cooperation between associations are minimal.
5) The models of organization and development of association activities are not accepted by most students.
6) It is impossible to get the real-time knowledge of the participation of association internal members in association activity planning and association internal personnel assessment.
7) Innovative elements are not adequate in the preparation of association activities.
8) The platform for association results sharing and mutual learning exchange is not in place.

**Typical Status Quo and Detailed Analysis of Problems**

The construction and development of an association require fresh vitality, without which an association will soon withdraw from the stage of pluralistic associations. Therefore, as for the problems in recruiting new members, the survey results (Figure 2 and 3 are from the questionnaire data analysis of WeChat app, "Wenjuanxing", on the association issues) of the cognition of all the students in a particular class of Wuhan Business University on the association are collected in the form of questionnaires, and the related problems are analyzed.

![Figure 2. The Cognition of All Students in a Class of Wuhan Business University to the College Student Association.](image)

According to the data from the questionnaire survey of some students in Wuhan Business University, college students get to know about the school associations mainly through their promotion and the description of the association by the surrounding students. They only have restricted knowledge of the nature of the association, with the inability to understand the real significance in detail of the association, which results in the lack of a holistic understanding of the college association and the limited scope of understanding. Meanwhile, this also confirms that there are problems, such as weak publicity and less student familiarity, in the college association, even though it is diversified.

Since the students are not able to learn about the detailed information of the association, it is difficult for the college students to objectively analyze whether they match the association or not when they are making a choice. According to the data, we can learn that 60.52% of the students in a class choose to join an association without independent perception.
The above reasons lead to the concurrence of association problems, for example, after joining the association, students feel challenging to adapt to the association environment as there is a big gap between the real situation and their imagination. Therefore, it is one of the ways for the development and promotion of the student association to realize the overall association promotion and the visualization of the information so that college students can truly understand what form of the association they have decided to join is.

The Significance of the Application and Promotion of Student Association Management Platform

Association management platform: it is the carrier of building an association collection of the school. Its bonds associations and students with the associations are the forms of a platform closely. The independence of association platform can be achieved through the independent participation of each association and the filling of the community-related information. Doing so, the association members can enrich the forms of the association on their own and show their association to more students who desire to know about it. At the same time, the notification of association activities and premonition can be published on the platform to promote the association activities and learn from other successful cases. After the activity, students can make an objective evaluation of the activity effect in the activity interface, and the host association can also make a new round of improvement through the evaluation. Finally, the platform can also help to manage the internal association affairs. Upon the application of associations to the platform, information of the association members and the authority of the administrator can be loaded automatically, in line with which a suitable assessment system can be set up for the development of the association.

The association management platform consists of three main parts—the main association page, activity front page, and suggestion recycle bin (Figure 4 Association Management Platform Structure Model), among which the association front page formation is the beginning for establishing an association by means of association application for registration. The platform provides modules for association front page, and the persons registering the association need to enrich the contents by themselves, including the name of the association, details of the association and its achievements, to promote the construction of the association in the form of independent construction. The task module would distribute the activity tasks defined by the activity publisher to every association member participating in the association activities quantitatively. Through the submission and review of the activity tasks, the activity score will be given to the student member.
finally, which will symbolize the students' positiveness and completeness of the activity in a digital form and provide parameters for the internal assessment. In addition, on the "activity front page", the second big module, the activities are uploaded and the hot activities and the latest activities are pushed with platform as the carrier to enhance the popularity of the activity; The activities are discussed by all the college student users involved—the form and content of activities are jointly negotiated by college student users. Through the statistics and analysis of the data uploaded by users, the undertakers of the activity review and evaluate, decide on the form and content of the activity and publish the results openly to realize the vision of college students’ collective participation in the implementation of the activity, enhance the satisfaction of the activity, and achieve college students' practical participation from the source of the activity, which breaks the routine and is innovative. The final activity evaluation is also the real reflection of college students on the activities undertaken by the association. Through the evaluation, the association activities are analyzed and concluded more objectively and comprehensively based on data, laying a solid foundation for making future activities more in line with the wishes of college students. "Suggestion recycle bin" is a two-way module, which can help provide useful information extracted from college students' users to college student association, and then the college student association can improve themselves through the information obtained, realizing the win-win of college students and association construction.

Figure 4. Association Management Platform Structure Model.

Through the application and promotion of associations management platform based on big data, the following problems can be solved:

1) Information, such as association details and recruit time and place, is added on the association page on the platform following the information recorded of each association in the school to facilitate the recruitment of associations and offer convenience for first-year students to understand in detail.

2) Through the platform, the results of the activities organized by the associations and the experience of carrying out activities are shared. Meanwhile, other visitors are also made aware of the activities organized by the associations since their foundation.

3) Students are asked to submit the forms of activities they desire on the platform for crowd negotiation. Then the creative ideas they submitted are screened, discussed, and finally adopted to improve the participation of all the college students and satisfaction of the activity.

4) The information of members in each association shall be entered into the platform, making the association members feel more engaged. Moreover, the year-end scoring assessment of members' participation in the activities shall be made through the platform to assist the internal management of the association.

5) The annual star association, the more recognized association by students at school, shall be selected by users through the platform following activities and competition achievements of the association in the academic year.
Promotion and Practical Significance

At present, the relevant researches have already covered the discussion of the development and direction of student associations, especially the "independence," "innovation," management and the development of activities, with some successful cases as a reference for the construction of college student associations. Therefore, neither independent development nor association management can be an empty talk. Only enriching the construction of associations and making a quantitative assessment of the association internal data through a real and intuitive platform, can the development of university associations be genuinely promoted.

According to the recent researches on college student association system, the design of the relevant systems for association problems are becoming more and more mature, marked by a relatively complete design of the system for the visual association management and service, with a development tool of Wex5, proposed by Wei Daxiang [3]; and the design of a web-based association management system for colleges and universities, which was created on the basis of SSH framework, with JSP language and SQL Server as the database by Niu Yongli and Dai Zidong in line with the analysis on problems existed in association management and other respects [4]. Through using such systems, associations are orderly, more rapidly, and efficiently managed, making the association management more convenient and better in quality. The emergence of various association platform designs makes the promotion and application of the college student association management platform more practical and developmental. At the same time, compared with the backward association management model, the new association management model in the "Internet +" era will become a new trend for the college student community.

Nowadays, the association management platforms are appearing in various colleges and universities. Its emergence makes "association" more widely known by students rather than a simple word and allows all the students to participate in the association while having a good knowledge of its nature. Taking the application of the association management platform in Zhejiang University, the representative of a kind, as an example, the combination of each module in the platform makes the association the second classroom for students. Like Zhejiang University, other well-known universities in China also own their association management platforms, such as Peking University. As we can well imagine, at Zhejiang University and Peking University, which are famous for their excellent teaching in China, excellent students have a higher demand for campus associations and increasingly stronger "thirst" for realizing their self-worth in school. A good school is to train talents for the country, in essence. While helping college students to reserve knowledge and culture, it is also particularly crucial for an excellent school to train students' abilities on other fronts. An "association," the second classroom, is the impetus for students' growth. Thus, the introduction of the association management platform is the "strongest" driver for colleges and universities to develop better and train students' "abilities."

Each association can be systematically managed through the application and promotion of association management platform based on big data, so that each association can be found and understood by more college students through the platform, and thus the nature and significance of the association are enhanced, the college students' doubts about the association are effectively solved, and the suggestions for the development of the community can be collected and adopted. The application of big data introduces the platform to all schools and school associations instead of one specific school. Pushing the activities carried out to the platform interface promotes learning and communication between associations, and thus provides more substantial association life for college students, further reflecting the value of student associations and realizing students' self-worth. Independent association management offers opportunities for the association to represent the attitude of students and the positive image of students more truly and comprehensively.

Conclusion

A college student association is the concentrated expression of students' culture and the
coagulation of college students' ideas and prospects on various things in the form of a group [6] [7]. A complete association management platform introduces the uniqueness of an association to students who require the pertinent knowledge detailed through the database concerning association construction and digital association management system. The promotion and application of the association platform make every association member who is willing to give full play to their roles in association construction. Independent association information is enriched continuously, symbolizing the growth of the association and college students' efforts for the association. The real and objective reflections of all the students at school on their associations further encourage the association builders to work harder to overcome the deficiencies of the association, genuinely making the association a real home for college students to realize their self-worth.

Acknowledgement

Fund projects: Personnel Training Reform Experimental Class of Wuhan Business University—iOS Mobile Interconnection Practice Experimental Class; Higher Education Research Institute of Wuhan Business University.

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