On the Role of Computer Information Technology in Improving College Counselors' Job Burnout

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Abstract. At present, information technology has become the most important symbol of this era, all walks of life are using information technology to change the original working mode. At present, college counselors need a long time to face complex work, which inevitably leads to the reduction of their work efficiency and greatly reduces their work enthusiasm, which makes them produce burnout. Colleges and universities can promote the work interest and enthusiasm of counselors through the use of information technology. This paper discusses how to use information technology to improve college counselors' job burnout.

Keywords: Information Technology, Colleges and Universities, Counselors, Job Burnout, Improvement

1. Introduction

The use of information technology, can make people's work more concise and efficient, but also can provide people with scientific and effective data, so that people can focus on creative work, can better reduce their own work burnout. The work of college counselors is a very important part of higher education. But in reality, the management of colleges and universities often do not pay enough attention to this work, at the same time, this work is often very cumbersome, which will inevitably lead to job burnout of college counselors. Through the use of information technology, can better help counselors get more attention, but also can reduce their work intensity, so as to improve the counselors' job burnout.

2. The causes of job burnout

(1) Insufficient recognition

Colleges and universities usually focus on teaching and scientific research, and pay less attention to other work. The work of college counselors is very heavy, and there are no details, which leads to many people engaged in this work think that they are the big nanny of students. Most of the time, as long as students have a little problem is the responsibility of counselors, even some teachers have no attraction in class, students sleep in class, skipping classes can also blame counselors. Colleges and universities generally pay more attention to professional teachers. In addition, the general quality of counselors is not high, and their research results are relatively insufficient, which leads to the lack of...
recognition in society and schools.

(2) Heavy workload
In addition to the daily work of college counselors, they are also involved in many aspects, such as the guidance of students' moral quality and the organization of students' psychological problems. In Colleges and universities, students' daily life, learning, psychological counseling and so on belong to the category of counselors' work, which leads to the work of counselors is very heavy. Some colleges and universities even stipulate that counselors must be on call 24 hours a day. Once students have problems, counselors must be present within the specified time. In Colleges and universities, counselors are just like parents, all the things of students are within the scope of counselors' work, which also leads to the counselors' workload is too large. Secondly, in addition to students, counselors need to connect with a lot of departments, almost all the departments used by schools need counselors to understand and be familiar with, which greatly reduces the work efficiency of counselors.

(3) Unclear scope of work
In Colleges and universities, counselors are like parents, everything seems to be related to counselors, which leads to counselors' work scope becomes very fuzzy, it is difficult to make an accurate definition. At the same time, there is no clear boundary on how to deal with a matter and how much they participate. This also makes it difficult to define the depth of work of counselors.

(4) Unclear role orientation
College counselors are different from professional teachers. Professional teachers are mainly responsible for teaching and teaching quality. However, counselors are different. Sometimes, in order to maintain the rules and regulations of the school, they must severely criticize the students. At this time, the counselors are the firm supporters of the school system. But many times, once students encounter problems, they need counselors to try to help students solve them. At this time, counselors often need to listen and enlighten like parents and friends. The continuous change of the role makes the counselors tired of coping, and it is difficult to maintain a good state.

(5) Personal factors
At present, the requirements of the position of counselor are relatively low in the process of recruitment, which inevitably leads to the shortage of qualified personnel. At the same time, because of the particularity of this work and the work treatment, it will also lead to the problem of burnout of college counselors.

3. The role of information technology
(1) Reasonable evaluation of counselors' work
In the past work, colleges and universities often lack the assessment standards for counselors' work. Due to the special nature of counselors' work, the evaluation of their work performance is lack of standards and basis. However, the application of information technology has changed this situation. We can use advanced technology to make the assessment index specific, so that we can evaluate the work of counselors. Through information technology, we can evaluate the work of counselors more objectively and fairly. At the same time, we can give different treatment according to the work performance of counselors, so as to avoid the problem of burnout of counselors, so that they can work more at ease.

(2) Reduce the work burden of Counselors
The work of college counselors is almost trivial, heavy and trivial. As time goes by, it is inevitable that there will be burnout. Through information technology, the establishment of a unified information platform, some trivial work can be handed over to the computer to deal with, and counselors focus on the ideological work of students. The use of information technology can greatly reduce the work burden of counselors, which helps counselors to reposition their main responsibilities, but also can better complete these repetitive and trivial work, so that colleges and students can re understand the significance of this work, but also can be better recognized by schools and students.

(3) Informatization can better help schools to improve the relevant system
In daily work, counselors need to connect with various departments of the school. Due to the lack of
recognition of counselors in the school, it makes it necessary to have a detailed understanding of the rules and regulations and personnel of each department when communicating with each other, which leads to the complexity and inefficiency of the daily work of the counselors, which also makes the counselors inevitably produce burnout. The use of advanced information technology can avoid counselors running around among various departments, which can greatly improve the efficiency of work. The school should carry out information reform, use information technology to realize the sharing and transmission of information, and at the same time, standardize and institutionalize all work, and clarify their respective division of labor and responsibilities. This can better achieve the flow and sharing of information, make counselors more clear about their responsibilities, simplify the relevant work process, which can greatly improve the work efficiency of counselors, but also more conducive to the division of rights and responsibilities of counselors.

(4) To provide scientific basis for counselors' work

At this stage, the application of information technology has been very common, among which big data technology is the leader. Counselors in the past work, more rely on their own work experience and ability. But this kind of way inevitably has the very strong subjective color, is difficult to have the objectivity. Through big data technology, we can scientifically analyze the data of students by making use of various data generated in students' life and learning, so as to comprehensively understand students' physical and mental state and learning state, and timely find out the problems existing in students. At the same time, counselors can better understand each student's personality, hobbies and so on through big data technology, which is helpful for counselors to carry out targeted work. Big data technology can better assist counselors to carry out all kinds of work, greatly reduce the workload of counselors, and make the work of counselors more scientific.

(5) Help to understand the work of counselors

In the past work, no matter how much work counselors do, it is difficult to carry out scientific assessment and evaluation, and it is difficult for people to know what kind of work counselors have done, which makes the work of counselors become unimportant and dispensable, unable to be recognized by schools and students, making counselors lack of prestige in schools. But using modern information technology can change this situation. The use of information technology can not only realize the scientific evaluation of the counselors' work, but also let more people know what the counselors have done, which can play a good propaganda role, so that people can re understand the work of counselors, improve the status of this work, and avoid misunderstanding of this work. Let counselors get more support for this job. When more people respect and understand this job, the influence and prestige of counselors will be improved accordingly.

4. Conclusion

The work of college counselors is a very important link in the ideological and political work in Colleges and universities. But in reality, this work is often very complicated, and it is difficult to get the attention of university leaders, which leads to the inevitable job burnout of college counselors. Colleges and universities can make full use of the advantages of information technology, reduce the complexity of counselors' work, and effectively improve their work efficiency. Only in this way can we effectively avoid counselors' job burnout.

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