

Structure Optimization of College Students' Service System Based on Cyber Culture Identities

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Abstract: As Internet technology has been developed at a rapid pace, it brings us enormous convenience, as well as changes the way people think and behave. Nowadays, the structure of University Students' Service System is facing unprecedented challenges by such technology development. Considering the fact that structure and function are reciprocal principles, the author set foot in the perspective of the current existing structure of university students' service system, the author came to the conclusion that delaying the system would be an optimal option for both dealing with the challenge and promoting the quality of students' service.

Key words: Network; Students' Service; Structure of the system; Optimization

1 Introduction

The system of university students' service system is facing increasing challenges due to its actuality of multi-level hierarchy.

Reality I: There is a great number to use Internet

On January 19, 2011, China National Network Information Center (CNNIC) released the "27th China Internet Development Statistics Report"^[1] (hereinafter referred to as the "Report"). "Report" shows that as to the end of December 2010, China's netizens reached 457 million, an increase of 73.3 million netizens compared with that by the end of 2009, 34.3% of the population. These data indicate that people are gradually involved in the network and it has become increasingly important in social life. On January 18, 2011, a "Guangming Daily" article entitled "Internet culture survey of 2010 college students: the ivory tower of the network life"^[2] pointed out that, for college students, the network is ubiquitous, and has become a necessity of life. Therefore, we can infer that the features of cyber culture probably have a greater impact on the behavior of college students these days, thus, changing their working and living conditions.

Reality II: Real world is flatten

The "New York Times" columnist, Thomas L. Friedman pointed out in his book of "The World is Flat" (2005)^[3] that human society is now in the era of "globalization3.0", which means a globalizing era of personal continuing. We can easily find that, almost everything in real life can be digitized, virtualized and automatized, and countries, companies and individuals using new technology gain an amazing return; in such an era, the original hierarchy is being challenged from the bottom of society; or the top-down relationship is being modified to become more equal and cooperative.

Friedman suggested, in the era of globalization 3.0, everyone must 'flatten' their own. In other words, people must change their work habits, study habits, must be creative to correct these habits to adapt to the new platform. This is because, a world where vertical commands create value has gone, and a world of collaborating with others to create value is coming towards us. Everything in human society is changing from vertical to horizontal.

2 Current Situation

2.1 Deficiencies of current students' service system

The students' service system adopted in universities in China are basically similar to the structure shown in the below chart. This system is at least inadequate in following aspects (Figure 1 Students' Service System):

^[1] <http://www.chinanews.com/it/2011/01-19/2796311.shtml>

^[2] http://news.xinhuanet.com/edu/2011-01/18/c_12991491.html

^[3] Thomas L Friedman, The World Is Flat[M], Changsha: Hunan Science & Technology Press, 2006:32-38(In Chinese)

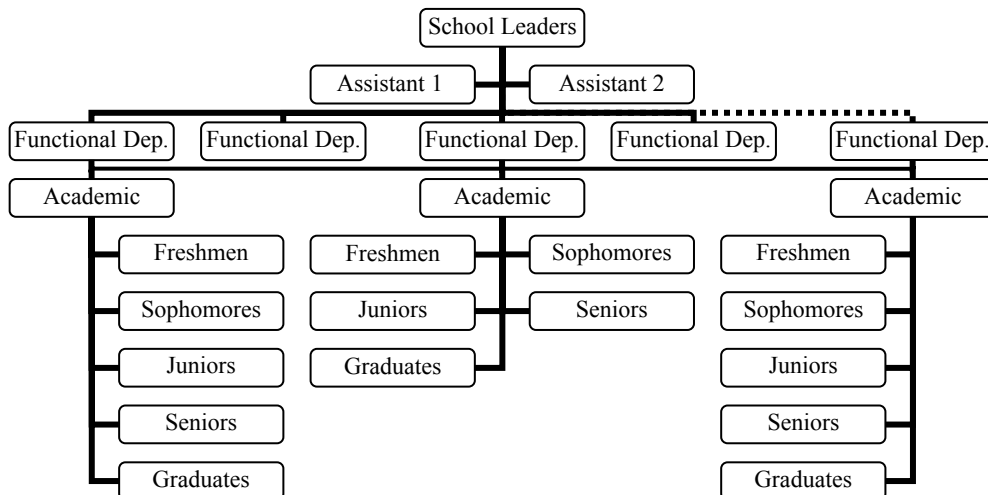


Figure 1 Students' Service System

(1) Information distortion rate is considerably high. There are at least four levels between the student who get the service and the school deans, which are functional departments, academic student affair department, grade and class. Suppose the loss of information is of 30 percent, when the instructions reach the students, these instructions probably have the fidelity of only 24 percent. (70%⁴)

(2) The system is lack of in adaptability. Establishing departments in the service system should focus on the purpose of cultivating promising students, which requires coinstantaneous development of both common characteristics and personality development. We can conclude that the current demand of cultivating students has high requirements on the immediate response capability of all service departments. However, due to various factors, universities do not have prominent power over the establishment of functional departments and division of executive responsibilities, thus making the adaptability of the whole system inadequate.

(3) The 'Specialization' of the service system functions. From the aspect of structure distribution, information from each department of the system can only reach students through academic student service department. This will lead to the integration of the function of each department, which means that employees of the academic department must be familiar to professional requirements of all functional department and are able to communicate efficiently with each department, ensuring high fidelity during the procedure of information exchanging. The persistence of this situation may easily lead to the "specialization" phenomenon inside the multi-level hierarchy.

(4) Personal requirements are hard to be satisfied. As mentioned above, the loss of information is of high rate when passing down by every level of administration. Meanwhile students face the same problem when reporting information. Academic student affair department is subject to limitations in many ways, for instance, personnel number, employees' ability, information, authority, hardware facilities and so on. So it would be hard to provide students with satisfactory service.

Although there are some shortcomings in current students' service system, it is still the product of adaptation to reality and has its rationality, at least playing a positive role in maintaining the stability of the campus order, unifying the behavior of students, and ensuring the executive capability.

2.2 Characteristics of cyber culture

The research of Xiaomei Zhong^[4] has pointed out that cyber culture possesses the following eight characteristics.

- 1) General Applicability of language
- 2) Publicity of expression
- 3) Virtuality of existence
- 4) Universality of coverage
- 5) Openness of information communication
- 6) Highly Sharing of information
- 7) Freedom of culture communication
- 8) Information structure with no center

^[4] Xiaomei Zhong, Characteristics and Impact of Cyber Culture[J]. Search,2001,4:62-63(In Chinese)

These features stated above determine that cyber culture will cause enormous effect on the way people think and behave.

Mode of thinking The development of network technology boosts interactive thinking as a new mode of thinking. Interactive thinking is the process which various thinking subjects achieve the goal of both information exchange and affective interaction, and during such process, these subjects can realize the instantaneity and comprehensiveness of both cognition and thinking, enhancing the creativity as well. Conventional activities, for instance, dialoging, learning, communicating, encouraging, assessing and so on, are constricted by time, location and personal identity. Therefore, the speed, the profundity and the scope of thinking can hardly fit in with the rapidly developing of the society and the requirements of continuous creativity. However, this way of thinking can bring essential alteration to above-mentioned problems.

Communicative actions 1) Webified survival advances the mutual interdependency and independency simultaneously. On one hand, network provide people with socializing service, depending heavily on support of web users at the same time, this promotes the socialization of individual behavior and integrity of social network system. On the other hand, the transparency and equality of network enable individual users to upload and download their personal information, common activities include participating in political discussion, chatting with friends, expressing personal ideas so on so forth. These features of network improve the independence of individual and the variance of options dramatically. 2)Unity and personalization of society are both in proper positions. Network, as a public information system, requires unified language as well as unified regulation. At the same time, the gradual perfection of network provides favorable conditions to the utilization and exploitation of individuation. 3)Interpersonal relationships verge to be fairer. In the society of network information, no hierarchical differences exist and people can communicate with each other, even with strangers, coequally.

3 Suggestions

Living in a society where network plays such an irreplaceable role, social organizations also function in ways affected by it, university students' service system is of no exception. American author Peter M. Senge concluded in <The Fifth Discipline> that there are five main characteristics of the Learning Organization: delayering the structure, informationizing the organization, publicizing the organization, learning continuously, and adjusting interior structure constantly. To a certain extent, the characteristics of network such as advocating equality, pursuing freedom are similar to these, so this type of organization is the inevitable choice of optimizing the service system. The proposing model is shown below.(Figure 2).

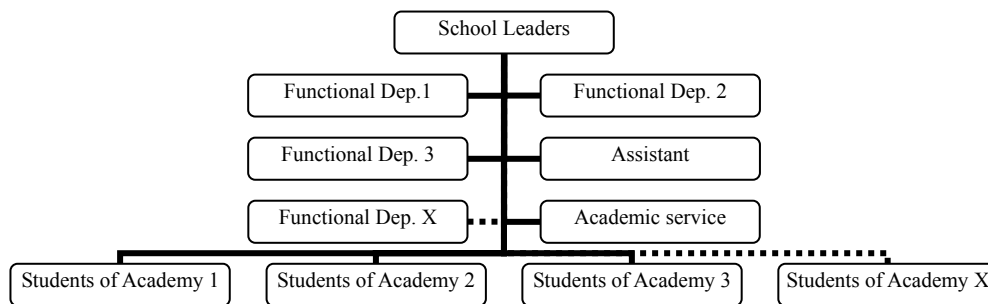


Figure 2 Proposing Model of Students' Service System

Information flows more smoothly. In such system, the service purpose of school deans can be passed down to every student through out diverse passages, realizing the goal of 'for all students'. Academic functional department and collegiate functional department are of the same level and receive direct service instructions from the school deans, avoiding or reducing the possible wastage during the processing of spreading the information. Suppose that the loss of information is still of 30 percent, when the instructions reach the student, there is probably still a fidelity of 70 percent.

Students' service can be more professional. Functional departments serves the students directly, their superiority in various aspects, including information, resources, funds, professional skills and so on, is sure to be fully displayed. The professional service these departments provide, comparing to that of

each academy, is tending to receive recognition from student individuals.

The system works out more effectively. Due to the 'delaying' of the system structure, unnecessary intermediate links can be reduced; students with similar requirements from different academies can obtain corresponding service from the certain functional department. In this way the operating cost of the system can be dramatically cut down, meanwhile, professional service can be guaranteed.

Individual requirements are more likely to be met. Since students can contact with functional departments directly, avoiding information noise of intermediate links, students can express their requirements more autonomously, understand their needs more veritably and choose rational paths to realize their goals more precisely, in turn, meet the demands of individuality.

Though analyzing this service system from the aspect of structure-function relationship, such mode somehow only exists in universities in developed countries and many of the supporting conditions to keep this system functioning are hard to achieve due to the level of social development. Therefore, during the process of implementing the system, potential problems listed following definitely deserve special attention:

For Student individuals—Nowadays students tend to be associated with a certain organization and choose between the role of 'Organization Man' and the role of 'Social Man', and most of students prefer the former. Student individuals ought to upgrade themselves on the level of conception, make efforts to conform to the socialized system.

For Academic Student Affair Structure—Is it necessary to set up independent academic students' service system? If it is necessary, then which role should it play during the process of serving students? Also, what kind of relationship should it establish with other academies and other functional department?

For Functional Department—How to set up each functional department on collegiate scale? Which one should be the subject to coordinate the relationship between each department? How to transfer funds? In addition, problems like the quality of faculties, training, manning quotas, office facilities, and citation of new technology also invite our consideration.

4 Conclusions

The University students' service system is facing unprecedented challenges in the era of internet technology, these challenges not only come from the diversification of service subjects and requirements of personalization, but also come from factors like deficiency of hardware facilities, inadequacy of employees' professional skills and so on. These restricting factors are drastically influencing the due function of the system. Therefore, complying with fundamental demands of the development of Network Era, genuinely comprehend the impact of cyber culture on people's thinking mode and acting mode, delaying the structure of the students' service system are inevitable solutions to cope with the challenges.

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