

# Research on the problems and countermeasures in the application of psychological counseling technology in ideological and political education of college students

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**Abstract.** This paper discusses the ideological and political education application of psychological counseling, ideological and political education for college students psychological consulting technology made to define the connotation of the basic problem, especially the ideological and political education for college students psychological consulting many problems existing in the technology in use, each presenting also carefully analyzed the reasons of these problems, and based on this, advances to enhance college students' ideological and political education counseling technology using the pragmatic strategy. I hope to find out the problems, find out the reasons, and put forward countermeasures, so as to make some beneficial exploration for the better use of psychological counseling technology in current ideological and political education.

## 1. Connotation of psychological counseling technology application in ideological and political education of college students

The so-called application of psychological counseling technology in ideological and political education of college students refers to the process of implementing psychological counseling technology in ideological and political education of college students according to the characteristics of psychological counseling technology in ideological and political education and the characteristics of college students' physical, mental and ideological development. Its connotations include:

First, the use of psychological counseling technology in ideological and political education of college students is dominated by educators. Ideological and political education technology professional psychological counseling and problems to the particularity of college students' psychological and ideological problems - determines the educators dominance, but also need to mobilize students' subjective initiative, highlight the dominant position of college students, educators and students in personality, status of equality.

Secondly, the application of psychological counseling technology in ideological and political education of college students highlights the characteristics of The Times and individual development needs. Ideological and political education is a man's job, which needs to adapt to the development of The Times and serve for the specific theme of The Times, or it will lose its value of existence. At present, the ideological and political education counseling techniques apply only to the Internet, such as large data, since the media together, to better understand and track the development of college students, and they are happy to accept the way to highlight the theme, respond to the rapid development of the individual body and mind and the needs of the development of ideas, improve the ideological and political education of psychological consulting technology application effect.

Thirdly, the application of psychological counseling technology in ideological and political education of college students is closely related to the specific stage of "university". College students at this stage of psychological maturity, has not formed an objective, rational understanding of themselves, strong rebellious psychology. , therefore, need to further study of college students' psychology, thought, on the basis of development characteristics, pay attention to the ideological and

political education in the psychological consultation technology, recessive and dominant way of specific fusion, in order to solve the problem of college students' thoughts and practical, satisfy the college students in a specific time and specific stage of development mainly need, and show the idea of "people-oriented", reveals the humanity of ideological and political education.

Fourth, the application of psychological counseling technology in ideological and political education of college students points to specific goals. The application of psychological counseling technology in ideological and political education of college students aims to promote the physical and mental health of college students and improve their ideological and moral quality, that is, the effect of psychological counseling technology in ideological and political education is to achieve the goal of ideological and political education.

## **2. Problems and reasons in the application of psychological counseling technology in ideological and political education of college students**

### **2.1 Problems in the application of psychological counseling technology in ideological and political education of college students**

#### *2.1.1 Lack of objectified care for educational subjects*

The lack of objectified care of educational subjects mainly refers to the weak response of educators to the problems of college students, that is to say, educators cannot accurately grasp problems in the application of psychological counseling technology in ideological and political education, or lack of ability to deal with problems. This deficiency is reflected in the insufficient attention and response of educators to the psychological, ideological and practical problems of college students.

#### *2.1.2 Education mode lacks humanistic care*

Ideological and political education is a humanistic practice that ACTS on people, and the time requirement of humanistic care is bound to make it constantly enrich the connotation of humanity, which requires that ideological and political education technology must reflect humanity, that is, pay attention to people's reasonable interests and demands, and make them meet and develop to a higher level. The application of psychological counseling technology in ideological and political education takes the physical and mental needs of college students as the starting point, points to the improvement of ideological and moral quality, and fully demonstrates the humanity and humanistic care. However, in the application of psychological counseling technology in ideological and political education, there is a certain degree of neglect of humanistic care for college students.

#### *2.1.3 Lack of normalization mechanism in the education process*

The application mechanism of psychological counseling technology in ideological and political education refers to the way and principle of mutual connection and interaction among various elements and conditions in the application process of psychological counseling technology in ideological and political education. On the basis of ideological and political education in the psychological consultation technology components and the extent of external conditions, mechanism can be divided into internal and external mechanism, the main point to management the related mechanism in the external mechanism, the lack of normalized mechanism in education mainly refers to the ideological and political education counseling techniques used in the process of the lack of reasonable and efficient operation of the corresponding management mechanism. It is mainly manifested in the lack of a permanent working platform for the application of psychological counseling technology in ideological and political education.

#### *2.1.4 Lack of comprehensive design for education evaluation*

The educational evaluation of the application of psychological counseling technology in ideological and political education mainly points to the evaluation of the educational effect, which is inseparable from the practical and realistic analysis of the application process of technology, as well as the consideration of the relevant factors such as both sides of education. A reasonable and comprehensive evaluation of the educational effect is conducive to grasping the changes of college students' psychology, thoughts and behaviors. Meanwhile, through information feedback, the technology and its application can be further improved to improve the effect of ideological and political education.

However, at present, there is a lack of comprehensive evaluation of the educational effect of the psychological counseling technology in the ideological and political education of college students, which is mainly reflected in the evaluation indicators, evaluation subjects and evaluation methods of the educational effect.

## **2.2 Cause analysis of problems in the application of psychological counseling technology in ideological and political education of college students**

### *2.2.1 Insufficient adherence to the people-oriented concept*

Educational idea prescribes educational technology, and the application of educational technology embodies educational idea. "In the end is how the work of ideological and political work, it is necessary to adhere to the people-oriented", namely the modern ideological and political education must change the traditional "for this" the object of value orientation, advocate and adhere to the "people-oriented", the face of the multiple variable psychological problems of college, value deviation caused by thinking problem, necessary to college students as the standard, to select and implement technology, pay attention to the development of students. However, the specific application of psychological counseling technology in ideological and political education shelves "people-oriented", which makes the solution of college students' problems lack of pertinence.

### *2.2.2 Lack of professional quality of educators*

The application of psychological counseling technology in ideological and political education not only requires educators to have excellent theoretical literacy and related skills of ideological and political education, but also requires educators to master the theory and skills of psychological counseling, which is the professional quality of educators. However, to deal with the problems in the development of contemporary college students' psychology, ideology and morality, some educators have not mastered professional quality, especially relevant skills, leading to poor application effect. This is not only an objective phenomenon in the application of psychological counseling technology in current ideological and political education, but also a prominent reason for the poor application effect.

### *2.2.3 Weak education security system*

The guarantee conditions for the application of psychological counseling technology in ideological and political education must include the necessary conditions for the development of psychological counseling, such as special psychological counseling room, special psychological measuring instrument, professional psychological counseling website, especially the psychological counseling team of experts, etc. In practice education, psychological counseling technology in ideological and political education is not enough in hardware, but also in software.

### *2.2.4 Deficiencies of comprehensive application environment*

Environment is the external condition, good external environment promotes the application of psychological counseling technology in ideological and political education. The external environment includes both material and other hard environments, as well as cultural and other soft environments, such as good working atmosphere, cultural atmosphere and thinking habits, which can improve the effectiveness of psychological consulting technology in ideological and political education. However, due to various reasons, the new educational habits and good environmental atmosphere for the application of technology have not been formed, and the good effects are out of the question.

## **3. Strategies to enhance the effective use of psychological counseling technology in ideological and political education of college students**

### **3.1 Follow the principles of psychological counseling technology application in ideological and political education of college students**

#### *3.1.1 Principles of empathy transformation*

Empathy is also known as empathy. Empathy transformation means that under the circumstance of empathy, educators and college students give timely and active guidance to the emotional world of

college students, so as to promote the development of ideological and moral quality through emotional development. The principle of empathy transformation is conducive to the establishment of good interpersonal relationship between the two sides of education, to the educators' accurate grasp of the inner world of college students, to the promotion of in-depth exploration and self-understanding of college students, and to the mutual communication and benign interaction between the two sides to achieve development, help and help themselves.

### *3.1.2 Actively focus on principles*

The use of ideological and political education counseling technique is to the timely discovery could lead to college students' mental, determined to eliminate the cause of ideological problem, matter to help college students to correct, to overcome the psychological deviation and weaknesses in the development of the thought of, assist, guide students to find advantages and strengths, further support and help, so as to promote the development of college students' mental health and improve ideological and moral qualities. It requires educators to adhere to the principle of positive attention and pay attention to the positive, sunny and positive aspects of psychology and ideology transmitted by college students through language expression and behavior, so as to help college students establish healthy and upward values, stimulate their potential and potential to promote self-change, and promote the healthy development of college students.

### *3.1.3 Principles of helping others and helping themselves*

Win-win principle is the principle of "teach them to fish", refers to the educators in the ideological and political education technology used in the process of psychological counseling, spiritual support of students, and make the ideological and political education related knowledge and technology applied to real life, with independent solve practical problems, psychology, thought and related to raise their self-knowledge, self-control, and the principle of self development ability. To uphold this principle, educators must respect college students and believe in their subjective initiative, independence and potential for self-development.

### *3.1.4 Adaptation to local conditions*

According to local conditions, the original intention is based on different circumstances, to formulate appropriate measures, here mainly refers to due to things, due to the time, due to people and appropriate. Xi pointed out that to do a good job in ideological and political work in colleges and universities, it is necessary to adapt to the situation, advance according to the time, and be new according to the situation. Therefore, the application of psychological counseling technology in ideological and political education should choose appropriate methods and methods according to different educational objects, different problems and different treatment stages. Specifically, it should be different for different people, different things and different times.

## **3.2 Improve the scientificity of the application of psychological counseling technology in ideological and political education of college students**

### *3.2.1 Adhere to the return of people-oriented and self-help concepts*

The ideas and ideas contained in the application of technology are the spirit of the application of technology and the "god" of the application of technology. "People-oriented" and "helping others and helping themselves" are the core concepts of the application of psychological counseling technology in ideological and political education of college students, reflecting the value pursuit of the application of psychological counseling technology in ideological and political education. Ideological and political work in the final analysis is a man's work, we must adhere to the people-oriented. We should not only continue to educate, guide, inspire and urge others, but also respect, understand, care for and help others. The application process of technology is also the development process of ideological and political education activities, therefore, based on the requirements of theory and reality, the application of ideological and political education methods must adhere to people-oriented, adhere to help and help themselves.

### *3.2.2 Highlight the multi-dimensional care to solve ideological problems and practical problems*

Social existence determines social consciousness, so ideological problems in the field of cognition are rooted in practice, while practical problems are direct reflection of existing problems in practice.

Therefore, ideological problems directly or indirectly reflect practical problems. Of course, the delay in solving ideological problems also causes new ideological problems. Social consciousness reacts on social existence, and thoughts play a guiding role in practice, so ideological problems will lead to the emergence of new problems for college students. Therefore, the application of psychological counseling technology in ideological and political education should be based on the combination of ideological problems and practical problems of college students.

### *3.2.3 Based on the two-way interaction between practical experience and indoctrination and guidance*

The equality between educators and college students in the application of psychological counseling technology in ideological and political education, the multi-dimensional problems and the particularity of achieving the goal require it to be based on the two-way interaction between practical experience and indoctrination and guidance. To promote the understanding and understanding of the corresponding theory of indoctrination and guidance through practical experience, firm the belief in the theory, internalize in the mind, externalize in the behavior, and form habits; To indoctrinate and guide to provide theme and direction for practical experience.

Practical experience means that the educator takes the problems of the educatees as the core, sets the theme, and guides and helps the educatees to feel, know and comprehend teaching knowledge through corresponding practical activities in the context related to the theme, and finally achieves the goal of internalization and externalization. The application of practical experience in psychological counseling technology of ideological and political education can make college students unconsciously adjust their psychology in their own practical activities, so as to feel, understand and absorb the thoughts and ideas to be transmitted by ideological and political education.

## **3.3 Strengthen the professional application of psychological counseling technology in ideological and political education of college students**

### *3.3.1 Improve the comprehensive quality of ideological and political educators*

Educators use the quality of ideological and political education counseling techniques both in ideological and political education related education ability, professional knowledge, also include the relevant theories of psychological counseling techniques, skills and professional ethics, in the technologies required to achieve both highly integrated, flexible transformation, in order to improve the ideological and political education technology using the actual effect of psychological counseling, therefore necessary to strengthen the overall quality of educators in colleges and universities.

These comprehensive qualities should include: professional theory and knowledge of ideological and political education, that is, educators should thoroughly master marxist theory and knowledge, internalize professional knowledge of ideological and political education and skillfully apply it in teaching practice; Related theories and skills of psychological counseling technology; Ability to apply modern network teaching technology and means, comprehensive use of ideological and political education methods and follow professional ethics. The qualities of several aspects promote each other and develop harmoniously, constitute the whole quality of educators, and work together on the implementation of psychological counseling technology of ideological and political education.

### *3.3.2 Establish a community of ideological and political education for college students*

Community that is under the condition of the common people to form a collective, the ideological and political education work community different from the traditional purely in terms of ideological and political education work community, but points to the fusion technology of ideological and political education work community psychological counseling, focus on teacher education community, namely, to establish in order to promote college students' all-round development as the goal, guided by the common thought, promote psychological consultant and ideological and political educators to grow together, work together of community education and responsibility.

### *3.3.3 Innovate the network consultation platform for ideological and political education of college students*

The background of "Internet +" requires ideological and political education to innovate the corresponding network platform to meet the needs of college students' new way of survival.

Ideological and political education and psychological consultation technology aiming at the particularity of problem, combined with requirements of the network public opinion the innovation of ideological and political education work network consultation platform, and the tracking and understand college students psychological, ideological trends, and timely solve the problem, or seize the best opportunity for positive guidance, to enhance college students' ideological and political education work. The innovation of network consultation platform for ideological and political education of college students mainly includes two aspects: the creation of new network consultation platform and the innovation of existing network consultation platform.

### **3.4 Strengthen the systematic application of psychological counseling technology in ideological and political education of college students**

#### *3.4.1 Establish the research and judgment mechanism of college students' ideological dynamic information*

The dynamic research and judgment mechanism of college students' ideological information was established by referring to the research and judgment of public opinion and the research and judgment of psychological activities (such as psychological measurement) in psychological consultation, based on the ideological and political education, and integrating the relevant theoretical knowledge and technology of predictive science, psychology and sociology. The research and judgment mechanism of ideological dynamic information mainly points to the changing and developing state of college students' psychology and ideology. Through the collection of relevant information of college students' psychology and ideological dynamic, the development and state of their past and present can be understood, and the future trend can be predicted based on this. Dynamic research and judgment mechanism of ideological information includes information collection and screening, research and analysis, communication and decision-making.

#### *3.4.2 Construct the intervention mechanism of ideological education guidance for college students*

The guidance and intervention mechanism of ideological and political education for college students is based on the ideological dynamic information mechanism, which is the continuation and the key to strengthen the systematic application of psychological counseling technology in ideological and political education. College students idea education to guide intervention mechanism two plates for guidance and intervention, to guide, control, mainly on analysis results, a slight deviation of college students' psychological imbalance, thought, psychology, thought and behavior on the appropriate adjustment and control, or normal, stable thoughts of college students psychological development, face the fuzzy values of social hot issues, make directional guidance, avoid the deviation of value idea. Intervention refers to the systematic correction of the serious psychological, ideological and even behavioral problems of college students.

#### *3.4.3 Improve the evaluation mechanism of ideological education for college students*

The evaluation mechanism refers to the establishment and improvement of the evaluation system of the application of psychological counseling technology in ideological and political education so as to comprehensively and objectively analyze the process and effect of the application of psychological counseling technology in ideological and political education. The current problems in the application of psychological counseling technology in ideological and political education are related to the imperfect evaluation mechanism. Perfect assessment mechanism, use of ideological and political education of psychological consultation technology have the effect of regulation, guide, can effective evaluation of the value of ideological and political education of psychological consultation technology, also can through the information feedback in time, found that the lack of technology, to improve, innovate technology, improve the ideological and political education counseling with the use of science, technology. The perfect evaluation mechanism is based on the evaluation mechanism of ideological and political education of college students, drawing on and absorbing the evaluation standards and methods of psychological counseling technology, and integrating various factors.

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