

# The Innovative Path of College Psychological Health Education in the Perspective of New Media

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**Abstract**—Psychological health education is an important part of ideological and political education in colleges and universities. The new media is increasingly changing the college psychological health education environment profoundly. College psychological health education is also facing opportunities and challenges. This article explores the innovative path of college psychological health education from the perspective of new media to achieve the deep integration of new media and psychological health education.

**Keywords:** *new media, psychological health education, innovation*

## I. INTRODUCTION

Psychological health education in colleges and universities is the need for comprehensive development of college students, the need for college students to adapt to social development, and also an important part of ideological and political work in colleges and universities in China. On August 30, 2019, the China Internet Network Information Center (CNNIC) released the 44th Statistical Report on the Development of the Internet in China. It pointed out that as of June 2019, the number of netizens in China reached 854 million, and the number of mobile netizens was 847 million. Mobile traffic reaches 7.2GB for a month per person, and the average online time per week is 27.9 hours. With the advent of the Internet era, the rapid development of society has increased the demands on people's quality, and the pressure on college students' employment has gradually increased. The diversity of social values has impacted the original concepts, and the psychological confusion and confusion of college students have increased the psychological pressure on college students, creating opportunities and challenges for college mental health education. How to reform and make innovation on mental health education to adapt to new development in the new media era is a problem that colleges and universities must solve.

## II. NEW MEDIA AND THE CONNOTATION OF PSYCHOLOGICAL HEALTH EDUCATION

College students are basically mobile phone netizens with relatively long online time. Effective integration of new media and mental health education is an inevitable trend. Understanding the connotation of the two is a prerequisite for integration.

### *A. The connotation of new media*

The media is the transmitter. The new media is different from the original media such as television, newspapers and radio. The concept of new media does not have an authoritative statement. It is generally believed that new media is mainly disseminated through three types: mobile phone new media, online new media, and digital new media. New media has rich content such as pictures, sound, images, animation, text, of which the information dissemination is interactive. The virtuality of the existence state mainly refers to the ability of new media to establish the concept of time and space, store information in a virtual space world, and exchange information in this environment. The multimedia nature of the transmission path mainly means that the new media can use various terminal devices to transmit information and connect the audience and the information sender all the time.

### *B. Connotation of psychological health education*

The concept of health is basically based on the 21st-century health concept proposed by the World Health Organization in 1989. "Health not only means being free from disease, but also includes physical health, psychological health, good social adaptation, and moral health." Relative to the basic identification of the concept of health, scholars of the concept of mental health have different opinions. The author believes that when considering the concept of psychological health, it is necessary to not simply look at the state of mental health, but consider mental health and ideological and moral elements together. Such a concept of psychological health can be defined as: Psychological health refers to a person who has a sense of historical mission, has the excellent tradition of inheriting the Chinese nation, pursues free and comprehensive development, and uses his or her ingenuity to promote a sound mentality for social progress. Then psychological health education refers to education activities that focus on improving psychological quality, cultivate a sense of responsibility for social progress and a sense of historical mission, and promote the all-round development of people.

### C. *The main content of psychological health education in universities*

At present, most colleges and universities in China carry out mental health education for college students in accordance with the Notice of the General Office of the Ministry of Education on Printing and Distributing the "Standards for the Construction of Mental Health Education in General Colleges and Universities (Trial)" (Jiaosizhengting [2011] No. 1) Documents, which are mainly composed of four parts:

- Promoting knowledge education and establishing and improving the mental health education curriculum system: It is necessary to focus on three aspects: curriculum system, teaching material system and teaching methods.
- Carrying out publicity activities: The main carriers are the content of psychological health education themed activities, communication channels and student associations.
- Strengthening consulting services: The main carriers are the psychological counseling rooms.
- Strengthening prevention interventions: The main carriers are psychological evaluation and the establishment of a crisis prevention and control system.

### III. OPPORTUNITIES FOR COLLEGE PSYCHOLOGICAL HEALTH EDUCATION IN THE NEW MEDIA ERA

In the new media era, it becomes easier for students to acquire psychological expertise or get psychological health counseling from others. In the past, the channels for students to obtain mental health education knowledge and psychological counseling were relatively narrow. Psychological knowledge was mainly taught in the classroom and supplemented by professional books. However, it has become relatively easy to in the new media era, and it is easy to find both theoretical knowledge and psychological health on MOOCs. As for psychological consultation, people can easily find relevant professional theories or professional answers through mobile media. In the new media era, teachers' teaching methods have become rich. The original teachers' classroom teaching tools of psychological health class were mainly blackboards and PPTs. In the new media era, teaching apps or smart classroom platforms can be used to demonstrate in a wider and more realistic range, which make teachers easily grasp the learning state of students, and increase the number of students in classroom interaction. In the new media era, propaganda positions are transformed. In the new media era, various apps such as WeChat, Weibo, and Douyin have made their debut, and are favored by mobile netizens. College students are their regular customers, bringing new ways to publicize psychological health.

### IV. CHALLENGES FACED BY COLLEGE PSYCHOLOGICAL HEALTH EDUCATION IN THE NEW MEDIA ERA

Opportunities and challenges coexist at the same time. Without seizing the opportunities, what may be encountered is being passive everywhere. While the new media brought convenience to college students, it also attracted the attention of college students, taking up their time and guiding their thinking. New media and teachers compete for the classroom, which has a great impact on teaching. In the classroom, the students' mobile phones contain the movies, games, friendships, and information that they pay attention to. If the teachers' classroom teaching is slightly difficult and boring, compared to the temptation of the mobile phones, their passive reception of the teacher's knowledge in class will be suffering. Compared with the compulsory guarantee of classroom teaching, the promotion activities of psychological health are more challenging. The original publicity's attractive effect of display window, slogan, and webpage on students has obviously decreased. Publicity and education activities such as participation in clubs and themed activities are actually based on the voluntary participation of students. If the form and content of the promotion cannot compete with the form and content of the new media, the effect will be greatly reduced compared to the past. About the psychological counseling and preventive intervention in the Internet era, it can be seen that students have greater choices and there are multiple ways to address their psychological needs, and the number of active counseling by students in the counseling room has decreased significantly.

### V. INNOVATIVE COUNTERMEASURES OF COLLEGE PSYCHOLOGICAL HEALTH EDUCATION IN THE PERSPECTIVE OF NEW MEDIA

#### A. *Building multimedia platforms*

The integration of new media and psychological health education must first have its own media platform for psychological health education in colleges and universities. There are two ways to establish a platform. The platform is selected according to the characteristics of the school, or both can be selected at the same time. One is to leverage existing platforms. Such a platform is relatively low-cost and easy to promote, such as via WeChat public account, Douyin and Weibo. The disadvantage is that the idea will be limited by the platform framework and the system is difficult to establish. The other is to build their own mental health consultation websites. This kind of relatively large content can be completed and designed according to their own ideas, but the cost is relatively high. It needs theoretical system and content support, which is not easy for students to pay attention to.

The established psychological health education media platforms have their clear positioning. The plans need to be formulated according to the development of school psychological education, and it is necessary to carry out targeted construction and promotion of the platform. Only in this way can schools and teachers help to create a positive,

trusting, authoritative and effective psychological health work atmosphere. [1]

### *B. Innovation of psychological health education curriculum from the perspective of new media*

#### *1) New media helps teachers' training*

In the learning process, the teachers not only act as instructors, but also act as inspirers. In the new media environment, psychological health education is increasingly demanding of teachers. Facing the pressure, teachers must continuously improve their teaching ability and psychological knowledge, and participate in seminars, curriculum training, learning and other aspects to improve their professional qualities. If online learning, communication, and simultaneous interaction can be achieved through new media, it can greatly save time and increase efficiency.

#### *2) Teaching methods of teachers*

Most colleges and universities use books and pens to explain students' psychological health knowledge. Teachers and students do not get effective communication in the classroom, which leads to low student learning initiative. Because the teaching style is boring and single, and students lack interest in learning, the quality of teaching cannot be guaranteed. If teachers take the initiative to integrate into the teaching of new media, use the new media flexibly, and learn from smart classrooms and teaching apps, this situation can be effectively changed.

Teachers can also take the participation of teachers and students, or guide students to learn independently. For example, before the lectures on psychological health education, the pre-reading content can be put into the school's WeChat public accounts in the form of a game. In the form of participation with prizes to attract students to play games can make them complete pre-class previews. Teachers can also participate in games and exchange game experiences with students. This not only allows students to learn about mental health, but also adopts the form that students like and enjoys as a medium, enabling students to combine classroom learning with hobbies, which can not only strengthen the positive guidance of students, but also cultivate students' enthusiasm for learning, as well as enhancing the feelings between teachers and students, getting three achievements with one move. [4]

### *C. Psychological health education publicity*

Psychological health education propaganda follows the principle of "wherever students are, there will be publicity positions, the way students like is the form of the publicity, and publicity works are the works that students love to see". WeChat, Douyin, and Weibo occupy a lot of time and energy of college students, and they have also become the main channels for college students to obtain information. Through them, it can help teachers to learn the true state of thought of students, and clarify common problems. Then on this basis, WeChat is used to respond to individual confusions in an effective, timely and convenient way, helping college

students to resolve personality confusions, and triggering value resonance and emotional identity through WeChat communication. It will be necessary to start with the nuances, and speak out on common issues such as social current affairs, life confusion, and gradually form an influence among students, so that psychological health education can truly enter students' lives. [1]

### *D. Psychological health consultation*

In this perspective, students can use the online psychological health education platform to evaluate and sort out their own psychological pressure. The online psychological health education platform should set up professional psychological counselors to help students to correct psychological problems in a timely manner. Traditional psychological counselors can help a small number of students, and there are regional and temporal limitations, but the online college student education platform solves this problem, and realizes the sharing of psychological counseling resources. By using the Internet, multiple students with psychological problems can conduct psychological counseling at the same time, which greatly increases the application area of psychological health education. [4]

## VI. CONCLUSION

New media has profoundly changed the psychological health education environment. Faced with opportunities and challenges, as college mental health educators, they cannot stand still. They must actively grasp the methods and characteristics of new media communication, improve their ability to get the new media methods, and adopt an attitude of acceptance, understanding, and tolerance to understand the psychological dynamics of students in an all-round and multi-channel manner. They also need to respect the personality characteristics of students, make equal communication with students, give full play to the advantages of the media, and effectively promote the development of mental health education in colleges and universities, to find out the direction for college students' psychological health education and guard their psychological health. [1]

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