

Research on the Mental Health Education of College Students Under the Background of Big Data

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ABSTRACT

The mental health education of college students is a very important and critical task for colleges and universities, and it must be placed in the first place in college education. With the continuous increase of social and academic competitiveness, the mental health problems of college students have become increasingly prominent, and the mental health work of colleges and universities is also facing great pressure and challenges. With the development and maturity of big data and other technologies, it has greatly promoted the development of mental health education in colleges and universities, and provided feasible and effective platform guarantees and technical support for mental state investigation and tracking. The development of students' mental health education in colleges and universities is not a constant level of work, but needs to carry out corresponding mental health education according to the characteristics of students in different periods, and provide psychological consultation and counseling according to the actual psychological state and needs of students. Therefore, this paper starts from the analysis of the current psychological status and characteristics of college students, discusses the challenges and opportunities faced by college mental health education under the Background of Big Data, and proposes three specific ways to innovate and develop college students' mental health education to strengthen Mental health education for college students.

Keywords: *Big data background, College students, Mental health education, Approach innovation*

1. INTRODUCTION

In the era of big data, various kinds of information data are constantly increasing, so that the data environment will inevitably be filled with some negative information that has an impact on the mental health of college students, causing psychological problems for college students[1]. Universities should make rational use of the advantages of big data, strengthen the mental health education of college students, and promote the development of college students' mental health[2]. Big data provides a new research perspective and work path for college students' mental health education. Colleges and universities should fully explore and use the positive effects of big data on the mental health education of college students, so that big data can become a powerful tool to serve college students' mental health education[3]. The deep integration of big data technology and college students' mental health education can effectively make up for the shortcomings and deficiencies of the traditional college students' mental health education model. Based on the analysis of the mental health status of college

students in the context of big data, this paper focuses on the mental health education in colleges and universities under the background of big data, and proposes specific innovative measures in three areas: mental state tracking, mental health education and psychological crisis investigation, Make full use of the advantages of big data to promote the innovation and development of mental health education in colleges and universities, and provide more specific and effective guidance and assistance for students' mental health education.

2. THE MENTAL STATUS QUO OF UNIVERSITY STUDENTS UNDER THE BACKGROUND OF BIG DATA

2.1. The mental problems of college students are more complex and prominent

With the continuous increase of academic pressure and social competition, more and more college students are suffering from various degrees of psychological distress or emotional problems, and the number of

students with mental illness is also increasing year by year. The proportion of college students with psychological problems is increasing, and the causes of each student's psychological problems are complex and diverse. As post-00s students enter university campuses, their psychological problems have become more severe and complicated. Some students have psychological problems or diagnosed mental illnesses in high school or even junior high school. After coming to the university, students will face academic challenges and interpersonal communication challenges. Some students will have difficulties adapting to the university and will not be able to carry out their studies and life at the university level smoothly. Some students even make their own psychological problems or mental illnesses more serious. For colleges and universities, it is very important to do a good job of investigating the mental health of students at the time of admission.

2.2. The mental health of college students needs to be improved

With the rapid development of the information age, the social challenges and pressures faced by college students are gradually increasing. Massive news and information are flooding daily study and life. Some students with poor mental state are extremely vulnerable to the influence of bad information, causing fluctuations in their mental state, and even psychological harm. Colleges and universities must attach importance to the improvement of college students' mental health. Only when the individual mental health of students can be improved can students have the ability to distinguish and digest in the face of a large amount of information that needs to be screened, so that students can better carry out their study and life on campus. Only in this way can students develop a mentality that can actively adjust and adapt, and better integrate into society and work in the future. At present, the overall mental health level of college students is not high. Therefore, strengthening college students' mental health education and guidance is one of the important tasks for colleges and universities to carry out education work.

2.3. The mental health awareness of college students has increased

The development of the Internet and mobile terminals has made it very convenient and fast for students to query and search for psychological information. With the increase of social psychological problems and mental illnesses, the dissemination and publicity of psychological knowledge by society and universities is also increasing. This allows college students to have a better understanding of mental health. More and more students learn to self-check their mental health status. When they find that they are uncomfortable, they will seek the help of a counselor or a psychiatrist for timely

evaluation, intervention and treatment of their mental status. In addition, with the facilitation of information communication, students will also form a support network among their peers to help each other and impart psychological knowledge to each other. At the same time, students can also provide more effective psychological counseling, so that students with weak mental health awareness can gain more understanding and acceptance of mental health knowledge, so as to better understand their own mental health status, thereby further improving their mental health awareness.

3. OPPORTUNITIES AND CHALLENGES FACED BY UNIVERSITY STUDENTS' MENTAL HEALTH EDUCATION UNDER THE BACKGROUND OF BIG DATA

3.1. Comprehensive and accurate investigation of student mental state

The use of big data technology and methods can achieve a comprehensive and effective investigation of the mental health of college students. First of all, design a complete, scientific and effective mental health status collection questionnaire. The content of the questionnaire can contain everything you want to know, that is, it can reflect all aspects of the true state of the student's mental health. The design of the specific content of the questionnaire is the most important link in the investigation of the student's mental state and the precise grasp of the student's mental state, and it cannot be ignored. Secondly, the questionnaire can be published point-to-point through the big data platform, and the student's corresponding information can be specifically collected. After the student receives the collected questionnaire on the mobile terminal, he can select and fill in the personal psychological state as soon as possible. At the same time, after students fill out the questionnaire, they can check the general situation of their mental state, so that the students can better understand their mental health state. Through this point-to-point method to collect the students' mental state, it can effectively ensure the grasp of the student's mental state is precise. Finally, after all the students we want to collect have completed the questionnaire, we can perform various data analysis and extraction in the background, not only can see the specific mental health status of individual students, but also analyze the overall level of students' mental health, so that we can carry out follow-up mental health education and guidance.

3.2. Confidentiality and security of student mental tracking information

Big data facilitates the collection of student information in colleges and universities, but it also poses requirements and challenges to the protection of student

information and data in colleges and universities. On the one hand, from entering school to graduation, the mental health of students is a dynamic process. During this period, the level of students' mental health fluctuates due to various reasons such as academic work and interpersonal communication. Therefore, it is necessary for colleges and universities to regularly track and investigate the mental health of students, carry out real-time dynamic grasp, and at the same time keep the collected large amounts of student data and student personal information confidential. This also places great demands on the rigorous and responsible attitude of college education administrators. On the other hand, colleges and universities must establish a student information protection database in a safe environment to ensure that various psychological information of students is protected and not leaked. Students' mental health information is different from other students' information. It is more private and belongs to the category of students' personal privacy. Students have the right to request the school to protect the information and data they feedback. In the case that the student is unwilling to disclose to the outside world, the school shall not disclose or publish any mental health information of the student for any reason. Therefore, big data technology has promoted the timeliness and accuracy of colleges and universities in tracking the psychological state of students, but at the same time, colleges and universities are required to do more consideration and practical work in the security encryption and protection of data.

4. INNOVATIVE WAYS OF MENTAL HEALTH EDUCATION OF UNIVERSITY STUDENTS UNDER THE BACKGROUND OF BIG DATA

4.1. All-round attention, accurately grasp students' mental health status

With the maturity and improvement of big data platforms, colleges and universities should make full use of the advantages of big data, accurately grasp students' life behaviors and activities, and fully pay attention to students' mental health. First of all, colleges and universities can conduct big data analysis on the dynamics of students' daily activities on campus, such as student canteen consumption, entering and leaving the library, going back to bed and washing, entering and leaving the campus, etc. Then the data is further analyzed and processed to form students' daily behavior trajectories and rules. When students with abnormal behaviors and irregular schedules are found, they can be further paid attention to and understood in time. After comparing and analyzing the data, we can formulate relevant counseling and intervention programs for students who may have psychological problems, and help students make self-adjustment in a timely manner[4]

.Secondly, colleges and universities need to establish a networked team that pays attention to the psychological state of students. From the dormitory aunt, to the teacher, and to the various functional departments of the school, it is necessary to assign a dedicated person to be responsible for the full-time attention of the student's psychological state. It is necessary to conduct professional training for these personnel on a regular basis to improve their psychological professional knowledge and psychological literacy, and better carry out the psychological attention and guidance of students. Colleges and universities should form a set of student psychological attention work programs that can be applied to practical operations. The program should include a complete student psychological attention process and executable specific work content, so as to give full play to the professional strength of this grid team. Finally, colleges and universities should strengthen student peer education so that the peer strength of class psychological committee members can be fully utilized. Starting from the freshman year, we can select suitable students as class psychological committee members based on the class as a unit, and be responsible for paying attention to the daily psychological state of classmates. They can share their mental health knowledge with classmates through the network platform every day, so that students can have a more scientific understanding of mental health and have a better grasp of their mental health.

4.2. Effective guidance, practically carry out students' mental health education

Colleges and universities should combine their own school conditions, reasonably use the advantages of big data, meet the challenges brought by big data, improve the mental health education mechanism, and promote the development of students' mental health[5]. The first is to use the big data platform to conduct surveys of students, grasp the actual needs of students in terms of psychology, and carry out corresponding mental health education and guidance on this basis. For example, when freshmen are enrolled, through data surveys of students, the mental state of the students can be collected at the time of enrollment, and corresponding mental health education for freshmen can be carried out based on the feedback of the students. In each subsequent academic year, new surveys can be carried out on the basis of the previous academic year, so as to form a student's four-year university psychological data feedback. This will help colleges and universities better conduct dynamic analysis of student data and better carry out guidance work. The second is to make full use of the network platform to carry out online mental health education activities for college students, such as online psychological lectures, online salon activities, etc., to provide students with a communication channel that can interact on an equal footing, and to provide students with professional psychological consultation and guidance. In addition, it is

possible to carry out the Mental Health Festival for college students every semester. Through a series of activities such as reading, exercising, gardening, etc., enrich the campus life and inner world of students, and experience the meaning of life in the process of participating in the activities. In this way, students will be guided to form healthier values, develop a positive mental state, and be able to cope with the challenges and pressures brought by all aspects of study and life. Third, colleges and universities should attach importance to the creation of a series of psychology courses and provide students with learning opportunities for psychology courses. Through the study of psychology courses, students can not only master more mental health knowledge that they care about, help them to better understand the world and themselves, but also gain a group of like-minded friends in the classroom, and they can discuss psychological knowledge together. They can also share their confusion and help and support each other. In addition, colleges and universities should pay attention to the teaching quality of psychology courses, so that students can truly apply what they have learned after choosing this course and learning, and experience the rich knowledge brought by psychology courses.

4.3. Regular investigation, timely intervene in student psychological crisis

Two important components of the mental health education in colleges and universities are psychological crisis prevention and intervention. In the era of big data, there are more diversified and broader crisis incentives, which bring some challenges to the prevention and intervention of psychological crisis in universities. Colleges and universities should do a good job in the study of psychological problems, psychological crisis early warning and psychological conditions of college students, and constantly improve the psychological crisis prevention and intervention system in colleges and universities[6]. On the one hand, colleges and universities should rely on big data technology and platforms to establish a student mental state tracking and early warning system, and carry out student mental state assessment and early warning by collecting various data on student life, academics, and social interaction. Student mental state evaluation is a very important task, colleges and universities can periodically send evaluation questionnaires to students. After completing the questionnaire, students can check their mental state evaluation results in time and conduct follow-up psychological consultations as suggested. On the other hand, universities should formulate a complete set of psychological crisis intervention procedures and plans. The occurrence of some students' psychological crisis events is often without warning, which belongs to the emergency. If colleges and universities have not established a mature crisis handling plan, colleges and universities will often not be able to adopt scientific and

effective methods in the first time when a temporary emergency crisis occurs. To a large extent, this reflects the lack of the school's ability to work, and at the same time, it has not truly been responsible to the students. In addition, colleges and universities can make full use of online platforms to establish a mental health education model with online and offline interaction[7]. Through analyzing big data, understanding the real needs of each student, and discussing the psychological characteristics of the student group, we can effectively investigate and evaluate the psychological state of students.

5. CONCLUSION

The arrival of big data has made the transmission of information fast and diverse, which is also invisibly changing people's lifestyles and thinking patterns. College students are the group closest to the Internet, and big data is also subtly changing the values of college students, which has caused more psychological problems to a certain extent. This paper focuses on the current status of college students' mental health education, combined with the psychological characteristics of students under the background of big data, and proposes specific innovative measures, which are of great significance to promote the mental health education of colleges and universities.

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