

On the Mental Health Education of College Students in New Media Era

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Keywords: New media; Mental health education; Forward guidance; Positive impact; Negative impact

Abstract. In today's era, new media has become an invisible network covering public life with its characteristics of interactivity and immediacy, magnanimity and sharing, personalization and communitization, and has developed rapidly with unprecedented momentum. The life of contemporary college students is always influenced by new media, such as communication methods, cognitive methods and the formation of values. This paper briefly analyzes the main influence of new media on the mental health of contemporary college students and the reasons for its emergence, and puts forward relevant reasonable suggestions on how to make it play a positive role in the mental health development of college students.

Brief Introduction to the Concept of New Media

New media refers to the current environment in which everything is media. In short, the new media is an environment. It covers all digital media forms, including all digital traditional media, network media, mobile media, digital television, digital newspapers and magazines, etc. The new media is a new media form, such as smart phones and the Internet, relative to traditional media (such as paper media: newspapers, magazines, etc.).[1]

Characteristics of New Media

Immediacy. The biggest difference between new media and traditional media lies in immediacy. The new media has broken the limitation of time and space to the greatest extent. It enables the emergence of a new hot spot to be spread rapidly and widely. For example, "real - time hot search" of Sina Weibo enables people to receive the freshest and the most attractive information in the first place.

Strong Vitality. Nowadays the new media are developing rapidly, and their forms are constantly being enriched and updated. New media has natural advantages and low cost, in which everyone can spread information. The age of the audience is not limited, ranging from teenagers to elderly people aging from 70 to 80 years old.

Strong Interactivity. Under new media environment, the communication between the audience and the disseminator is two - way, the audience has almost free communication platform and each audience is also effectively participating in the dissemination of information when receiving relevant information, such as the interaction between the audience and the news publisher on the news website: when relevant information is published on the news website, people cannot only choose to read, but also can leave a message in the comment area below to explain their own opinions and ideas, and can also comment and interact with other people to form a feedback to the publisher of the article.[2]

The Influence of New Media Environment on College Students' Mental Health

Positive Impact. The rapid development of the Internet has broken the limitation of people's access to information and knowledge in time and space. The speed of access has also greatly increased, and it is no longer limited to the content in books. Students can freely search for all the knowledge they want to know, such as educational apps which are very popular now and various

kinds of online open classes that emerge one after another.

The development of new media has given birth to various communication platforms, such as Weibo, QQ, Wechat, etc. This kind of platforms has created a space which is full of freedom, interactivity, equality and virtuality for college students' interpersonal communication.[3] College students can freely express their feelings by them. They are not constrained and are relatively secretive. Therefore, they are widely loved by college students. They are undoubtedly very good choices for those who are ashamed to express themselves in real environment.

University is the epitome of the society and is equivalent to a small society. Those who live in it should learn to deal with all kinds of interpersonal relationships, deal with all kinds of unexpected problems, and continuously hone their ability to resist pressure. As time goes by, it is inevitable that there will be a backlog of negative emotions which will be no place to express. Various new media platforms have provided more choices for college students, facilitating their positive emotional expression and interpersonal communication and reducing the emotional confusion and interpersonal communication conflicts in reality. Unlike the traditional one-way linear communication method, smart phones have realized two-way interaction and diversified communication methods. The birth of a variety of social software has provided college students with a brand new, free and private communication space, enhanced their interpersonal communication ability, and at the same time provided them with a channel to express their emotions, easing the psychological pressure brought about by positive communication to a certain extent.

At present, all kinds of apps are available. With its various forms, strong audio-visual impact and full interest, new media has maximized the entertainment experience of college students. Proper entertainment helps college students to devote themselves to study and life with full spirit.

Negative Impact. The values of contemporary college students have not reached a fully mature stage, and most of them are in a state to be molded. However, all kinds of thoughts and cultures on the Internet do not have "national borders".[4] Students will come into contact with all kinds of ideas of good and bad on the Internet. Some wrong ideas may confuse the values of college students and even prejudice the society and the country. It is also easy to turn the consciousness in the virtual world into actions in the real world, endangering the society or going astray.

Research shows that some college students spend a lot of time and energy addicted to the Internet world and the sense of accomplishment gained from the virtual world, while long-term addiction to online games will affect the further development of young people's right brain and make their bodies in sub-health state. This kind of students obviously shows indifference to new things in real life, indifference to personal relationships, such as family ties and friendship, and may also lead to obvious changes in characters of college students, making them prone to violence, irritability, selfishness, inferiority, etc. Being addicted to the Internet for a long time will enable college students to form an echoing thinking mode which is easy to cause both sides of interpersonal communication to gradually lose their social attributes, to gradually avoid the real world, and even to embark on the road of crime because they cannot distinguish between virtual and reality.

The network culture is mixed. Some negative and unhealthy cultures will weaken college students' cognition of marriage concepts. For college students, the family moral education and marriage education they receive are relatively single, and they have not yet formed complete concept systems for their views on marriage and love. The numerous and complicated information resources on the Internet have broken the limitations of traditional moral cognition. Young college students are facing many moral judgments that are not suitable for their age. The education that college students receive in the school is systematic, but the information on the Internet is not "filtered" by the system. The mixed information resources continuously impact college students' cognitive ability of marriage. Pornographic websites, violent and bloody content will also appear in the field of vision of college students in various ways. Excessive browsing of these unhealthy content will make college students doubt and even hostility to the traditional concept of love. On the Internet, many interactions occur anonymously. Anonymity and virtual nature of the Internet

also make college students lose their sense of responsibility and ability to judge correctly. Network culture is characterized by pluralism and difficulty to control. All kinds of standards and value judgments for marriage morality are vague, which easily leads to confusion of college students' moral consciousness. College students in their youth need to express their rich inner feelings. Therefore, they recognize the communication on the Internet more morally and emotionally and the cost is very low.

The stage that college students are in is the key stage of physical development. They need to strengthen their bodies through exercise. Once they are addicted to the Internet world, they will seriously destroy their metabolism and normal biological clocks, resulting in weak bodies and reduced resistance. It will also affect the development of the brain, causing neurological disorders and tension headaches. Long - term contact with mobile phones and computers will make students forget the surrounding life and family members, and will easily induce psychological diseases, such as autism in adolescence and autism in adolescence. There will also be over-reliance on the Internet, resulting in decreased attention and memory, depression, anxiety and other emotional problems.

How to Use New Media to Help College Students Grow Healthily. It is a good choice to use the Internet to carry out mental health education for college students. Nowadays, with the rapid development of the Internet technology, colleges and universities should adopt the methods they are familiar with and willing to accept in the management of students. When carrying out students' mental health education, most colleges and universities adopt such common methods as giving educational lectures and electing students' representatives to hold regular meetings, but they have no practical effect. There are some "outdated" ways of doing this in the Internet age. In the mental health education of students, we can establish Wechat public platforms on mental health, make full use of Wechat as a platform, regularly push articles on mental health and value orientation, and make students' thoughts develop in the right direction in this imperceptible way. Furthermore, some columns for listening to students' mental problems can be opened in Wechat public platforms, so that students can send their problems, perplexities and life problems to the background anonymously. Relevant personnel can be arranged to listen to them in the background and give replies. This method cannot only dispel the embarrassment and resistance of students' face-to-face contact with teachers, but also can listen to students' true feelings and preserve their privacy to the greatest extent.[5] In addition to Wechat articles, colleges and universities should also pay more attention to student' dynamic posted on social networking websites and pay attention to their mental state. For students who have dangerous tendencies or show mental problems, teachers should give positive guidance in a timely manner.

College students are in their 20s. Although there are still some shortcomings in social and life experiences, they are already adults who can be responsible for their own behaviors. College students should try their best to improve their cultural quality. They should have a calm judgment when dealing with various and complicated information on the Internet. They should not blindly follow and continuously put what they have learned into practice. Only in this way can they truly achieve themselves.

Furthermore, college students should realize that new media is a tool used by people and cannot let themselves be controlled by new media. In the process of using various media, they should avoid over-reliance and grasp the "degree". College students should establish correct Internet concepts and new media concepts, understand that new media is a sharp "double-edged sword" and control the "sword" in their hands during use.

At present, the confusion in new media is due to the lack of understanding of the importance of adhering to the correct guidance of public opinion, the lack of strong performance of the main responsibility, the absence of classified and refined management, and the lack of effectiveness, pertinence and professionalism of the content review measures. Media account operators also have some outstanding problems, such as weak legal awareness, blind pursuit of clicks, interest-driven distortion of value judgments, etc. In this regard, the relevant state departments should strengthen supervision of the media, urge the mass media to adhere to the correct guidance of public opinion, carry forward the main theme, and spread positive energy. New media should strive to carry

forward the socialist core values, vigorously promote an excellent, healthy and energetic culture, disseminate information that conforms to the mainstream ideology of society, adhere to a standard between the traditional media and new media, and implement adherence to the correct guidance of public opinion to all posts and links of news gathering and editing. In particular, it is necessary to implement new media fields, such as websites, Weibo, Wechat, clients, etc. Methods and means should be innovated to effectively guide public opinion and consciously resist the spread of all kinds of harmful and false information.

Conclusion

It is necessary to improve the accountability mechanism, further implement the ideological work responsibility system, clarify the main body of responsibility, implement the management responsibilities of all aspects of collection, compilation and distribution, and establish and perfect the accountability system. As a member of new media, it is necessary to clarify rights and obligations, duties and missions, stick to the bottom line in the era of networking and entertainment and effectively play the positive role of new media for college students.

Nowadays, all aspects of human society are greatly influenced by the new media, and this kind of influence is deepening day by day. As a group that uses the Internet the most, college students are undoubtedly the most affected. Under such an era background, for the vast number of college students, "new media" is an object that both makes people love and hate. How to make good use of new media to help college students grow up healthily is an important and far-reaching research topic.

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