

Analysis of mental health education for college students in the "Internet+" era

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Abstract: With the rapid development of information technology, people's lifestyles and thinking patterns are undergoing profound changes. In this process, various new problems and new situations continue to emerge, which brings unprecedented challenges to the work of college students. Especially in recent years, China's higher education has developed rapidly, the scale of enrollment has expanded year by year, the number of students has increased sharply, and young students have the characteristics of active thinking and easy acceptance of new things, making them more likely to have psychological confusion or obstacles, which in turn causes a series of mental diseases. This paper focuses on the current situation of college students' mental health education in the "Internet+" era, and puts forward several suggestions, aiming to gradually improve the mental health level of college students.

1. Introduction

At present, scholars at home and abroad have achieved certain research results on college students' mental health education, but most of them focus on paper media under traditional media, such as school psychological counseling centers, daily management of counselors, and teaching of various courses. However, due to the advantages of fast network transmission, wide coverage, and strong interaction, it has gradually been applied to the field of mental health education of college students and achieved remarkable results. Especially in the "Internet +" era, through the establishment of various forms of publicity channels based on WeChat public accounts, Weibo, short video platforms and other forms, more psychological knowledge can be passed on to teachers and students, helping everyone to discover their own psychological distress and problems in time, and improve their self-regulation ability and crisis response level.

2. Overview of Mental Health Education for College Students in the "Internet+" Era

2.1. Definition

In the context of the rapid development of informatization, the Internet has become an indispensable part of people's daily life. For universities, how to make good use of this new technology to carry out student work is also a problem worth exploring and studying. Traditionally, students' mental health education is carried out in specific places such as schools and classrooms, but

with the continuous development of network technology and new media platforms, students' access to information is becoming more diverse, and is no longer limited to a single channel and platform. This openness not only broadens the scope of students' acceptance of mental health knowledge and services, but also makes it more convenient for students to obtain the resources they need, thereby improving their participation and enthusiasm, and college students' mental health education in the "Internet +" era has very important practical significance and far-reaching impact.

2.2. Characteristics

(1) Diversity. In the traditional mental health education model, face-to-face consultation, lectures, and other ways are mainly used for teaching activities, and with the continuous development of information technology and network technology, students have more ways to obtain knowledge, no longer limited to a single channel, which requires us to keep up with the pace of the times and make full use of new media platforms to carry out mental health education. At the same time, due to the characteristics of large individualized college students, different teaching methods and means need to be adopted for different types of students to meet their diversified learning needs. (2) Flexibility. The traditional form of mental health education is relatively fixed and the content is relatively boring, which is difficult to arouse students' interest; the use of new media platform can present learning content through text, pictures, audio, video, and other forms, making it easier for students to accept and resonate. In addition, teachers can also use social software such as WeChat public accounts and Weibo to establish communication groups or push relevant articles to answer students' doubts in a timely manner and enhance the interaction between teachers and students ^[1]. (3) Pertinence. In the current fierce social competition, many college students will encounter a variety of problems, such as interpersonal tension, academic pressure, etc., which will seriously affect their physical and mental health if not solved in time. Therefore, colleges should give full play to their own advantages, set up some psychological counseling courses or provide corresponding help, solve problems for students, and promote their all-round development.

3. The Problems Existing in the Mental Health Education of College Students in the "Internet +" Era

3.1. The Content and Form of Mental Health Education for College Students Lag Behind

In practice, although many schools have set up psychological counseling centers or psychological counseling stations, they are often just formalities and find it difficult to play their due role. On the one hand, due to the lack of professionals and the lack of advanced technology, on the other hand, because some teachers or parents think that this is the place where people with mental disorders will go to seek help, without realizing that this is a problem that everyone needs to face and solve. In addition, the traditional mental health education methods are mainly lectures and lectures, which are single and interactive, which cannot meet the diverse needs of contemporary college students. Therefore, how to effectively apply emerging scientific and technological innovation achievements to the field of mental health education of college students has become an important issue to be solved urgently.

3.2. The Establishment of a Mental Health Education Team for College Students is Weak

On the one hand, because schools do not pay enough attention to mental health education, they do not set up special departments and positions to be responsible for this work; On the other hand, because mental health education itself has certain particularities, it requires strong psychological

knowledge and rich practical experience to be competent. Therefore, many teachers engaged in mental health education are non-subjects, and they often only receive some basic course training, or teach themselves a part of the theoretical knowledge. In addition, the Internet is full of a lot of false information and negative emotions, which is easy to mislead and harm college students who are not deeply involved in the world and do not have strong discernment skills. Therefore, it is necessary to strengthen the correct guidance and supervision of college students. However, the reality is not optimistic, and many colleges have not set up institutions or departments specifically responsible for this work, but have classified them into ideological and political education or management services. This not only increases the labor cost, but also makes it difficult to ensure the effect ^[2].

3.3. College Students' Mental Health Education Mechanisms are not Complete

At present, in actual work, many schools simply set up some psychological counseling rooms, or set up psychological counseling centers to solve students' psychological confusion and problems, but have not formed a complete and effective mental health education mechanism. At the same time, due to the lack of professional and systematic training and guidance, many teachers are not able to understand and grasp the methods and ways of mental health education under new media technology, which also leads to their inability to respond to various emergencies or abnormal situations in a timely and effective manner. In addition, insufficient information communication and resource sharing between some regions and colleges make it difficult to achieve the co-construction and sharing of high-quality teaching resources, which further restricts the improvement of college students' mental health education. For example, some colleges have not established a sound psychological crisis prevention and intervention system, which makes it difficult to get timely solutions when students encounter emergencies or psychological distress. This also reflects that the current mental health education mechanism for college students in China's colleges needs to be further strengthened.

4. Effective Countermeasures for College Students' Mental Health Education in the "Internet +" Era

4.1. Strengthen the Construction of Ideological and Political Education Teams in Colleges

In the context of "Internet +", to better carry out mental health education for college students, it is necessary to continuously improve the professional quality of teachers and counselors and other relevant workers. First, they should improve their level of information technology through various means so that they can master and use network tools for teaching, management, and services. At the same time, it is necessary to organize regular training activities so that these workers can receive new knowledge, new ideas and new methods to better adapt to the needs of modern development. In addition, the school can also introduce some talents with psychology background or high computer operation ability, to optimize the existing faculty structure. This requires schools to attach importance to and increase investment, improve the level of teachers, and train a group of mental health counselors with psychological background knowledge and proficiency in modern information technology methods, to better carry out students' mental health education. At the same time, it is also necessary to establish and improve the psychological consultation service platform to provide online appointments and psychological counseling services for teachers and students in need, so that they can receive timely and effective help and support. In addition, through the organization of various forms of training and seminars, teachers' professional literacy and comprehensive ability can be continuously improved, so as to ensure the smooth progress of mental health education ^[3].

4.2. Innovate Ideological and Political Education Methods in Colleges

In traditional ideological and political education, teachers are often the leaders and authoritative. With the continuous development of information technology, students have more diversified ways to acquire knowledge, and they are more inclined to meet their needs through self-directed learning. Therefore, colleges should actively change their teaching concepts, give the initiative in the classroom to students, and let them become the main body of the classroom. For example, flipped classrooms, case studies, etc. can be used to guide students to engage in inquiry-based thinking; you can also use new media platforms such as WeChat public account and Weibo to carry out online interactive activities to stimulate students' enthusiasm for participation. In addition, with the help of big data technology, students can have a comprehensive understanding of their interests, hobbies, behavior habits, etc., and design course content in a targeted manner to improve students' sense of gain and satisfaction. Therefore, it is necessary to change the traditional concept of education and adopt new educational methods for mental health education. Therefore, to effectively improve the mental health level of college students, we must pay attention to it from the ideological level, increase the investment of human, material, and financial resources, and at the same time continue to explore and innovate to build a scientific and complete mental health education mechanism.

4.3. Strengthen the Establishment of Ideological and Political Education Platforms in Colleges

In the context of the rapid development of informatization, colleges should actively use various new media technologies and platforms to carry out student work. First, online services can be provided for students in need by establishing a special psychological counselling website or WeChat public account; Secondly, with the help of advanced technologies such as big data and artificial intelligence, an all-round and multi-level mental health management system integrating prevention, intervention and tracking can be built. In addition, schools can also organize professionals to record some high-quality micro-lesson videos or produce related teaching courseware, and upload them to the online learning platform for students to choose to watch and learn independently, to better meet the needs of students at different levels. At the same time, teachers should also continuously improve their ability to use new media technology, master and flexibly apply various social software and tools, and pay attention to students' feedback and suggestions in a timely manner, to achieve seamless online and offline docking and improve the effectiveness of mental health education^[4]. Therefore, it is imperative to establish a campus network culture publicity position with complete functions, rich content, and stable operation. On the one hand, positive energy can be transmitted through official channels such as the school's official website and official micro channels such as positive and connotative articles or videos; On the other hand, it is also necessary to regularly push knowledge and skills about mental health with the help of some professional psychology applications or WeChat public accounts and other self-media platforms, and should also make full use of the acquaintance relationship chain such as class groups and friend circles to carry out online and offline linkage, and encourage students to pay attention to, like and comment on each other. Only by continuously improving the construction of ideological and political education platforms in colleges can we effectively lead most young students out of psychological difficulties and promote the all-round and healthy growth of body and mind.

5. Conclusions

To sum up, the introduction of "Internet +" into the field of mental health education for college students brings new ideas and new opportunities to the traditional teaching mode. Taking advantage of the characteristics of strong sharing of network resources and fast dissemination speed, it enriches

the classroom content, broadens students' horizons, stimulates learning interest, and enhances the interaction effect between teachers and students. In short, only by paying all-round attention to and helping college students overcome various psychological obstacles can they devote themselves to study and life with a more confident, optimistic, and upward attitude.

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