

Cultivation of College Students' Positive Psychological Quality in the New Media Era

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Abstract: This paper strives to delve deeper into the influence of the new media era on the positive psychological quality of college students, while also exploring various cultivation strategies. Initially, it provides a comprehensive analysis of the defining characteristics and prevalent trends of the new media landscape, emphasizing its pervasive and transformative impact on society. Furthermore, the paper examines the fundamental importance of fostering positive psychological qualities among college students, highlighting their role in promoting overall well-being and success. The discussion then turns to the dual effects of new media on college students' positive psychological quality, acknowledging both its potential to enhance and undermine their mental health. Building on this foundation, the paper proposes a range of cultivation strategies tailored to the unique needs and psychological development of college students, drawing inspiration from the principles and theories of positive psychology. In conclusion, the paper summarizes the key research findings and contributions, emphasizing the significance of this topic in contemporary society. It also acknowledges the limitations of the study and identifies potential areas for further research, paving the way for future explorations in this dynamic and evolving field.

1. Introduction

With the rapid development of the new media era, profound changes have taken place in the way of information dissemination, social mode and values. As the main force in the use of new media, the formation and development of college students' psychological quality has been influenced unprecedentedly. Positive psychological qualities, such as self-confidence, optimism and tenacity, are of great significance for college students to cope with study pressure, life challenges and future career development. Therefore, exploring the ways and methods of cultivating college students' positive psychological quality in the new media era is not only helpful to improve their psychological quality, but also of great theoretical and practical value to the innovation and development of mental health education in colleges and universities. The purpose of this study is to analyze the influence mechanism of new media on college students' psychological quality, and put forward effective cultivation strategies in order to provide new ideas and methods for mental health education in colleges and universities.

2. The influence of new media era on college students' positive psychological quality.

2.1 Characteristics and trends of the new media era

The characteristics and trends of the new media era are reflected in the following aspects: First, the remarkable characteristics of the new media era are the high speed and immediacy of information dissemination. With the popularity of mobile Internet, portable devices such as smart phones and tablet computers have become the main channels for people to obtain information. Through social media, instant messaging tools and other platforms, information can spread all over the world in an instant, and people can share, communicate and obtain information anytime and anywhere. This immediacy has greatly changed people's habit of receiving information. The new media era presents the diversity and interactivity of content forms. New media not only includes traditional words and pictures, but also integrates audio, video, live broadcast and other forms, providing users with colorful experiences^[1]. At the same time, the new media platform encourages users to participate in interactions, such as comments, likes and forwards, which makes the dissemination of information more diverse and active. Thirdly, the new media era has the trend of personalization and customization. Based on the application of big data and artificial intelligence technology, new media can push customized content for users according to their interests, habits and other information to meet their personalized needs. This personalized service not only improves the user experience, but also provides enterprises with more accurate marketing means. The new media era also shows the trend of cross-border integration and innovation. The continuous integration of new media technologies with other fields, such as education, medical care and entertainment, has spawned new application models and business models. At the same time, the innovative development of new media has also promoted social and cultural changes and brought more possibilities to people's lives^[2].

The characteristics and trends of the new media era are the high-speed and immediacy of information dissemination, the diversity and interactivity of content forms, personalized and customized services, and cross-border integration and innovative development. These characteristics and trends have a far-reaching impact on the cultivation of college students' positive psychological quality, and provide new opportunities and challenges for college students' mental health education^[3].

2.2 The connotation and importance of college students' positive psychological quality

In the new media era, the positive psychological quality of college students is particularly important. Positive psychological quality refers to an individual's ability to maintain a positive, optimistic and tenacious psychological state in the face of life challenges and adversity, which covers many aspects such as self-esteem, self-confidence, self-control, optimism, hope and courage. These qualities are not only the important support for college students' personal growth and development, but also the key elements for them to cope with the complex and changeable social environment in the new media era. First of all, positive psychological quality can help college students better adapt to the new media environment. In the new media era, with the rapid and wide spread of information, college students are facing unprecedented information impact and social pressure. College students with positive psychological quality can better adjust their mentality, actively face challenges and effectively cope with pressure. Positive psychological quality has a far-reaching impact on college students' academic achievements and future development. In the university stage, students need to face the challenges of study, life and employment independently^[4]. Students with positive psychological quality can maintain their enthusiasm and motivation for learning, constantly improve their academic level and comprehensive quality, and lay a solid

foundation for future career development. In addition, positive psychological quality also helps college students to establish healthy interpersonal relationships and social networks. In the new media era, the ways and channels of interpersonal communication have undergone profound changes. College students need to establish and maintain healthy interpersonal relationships through positive attitudes and behaviors, so as to expand their social circles and enhance their social adaptability^[5].

The influence of new media era on college students' positive psychological quality can not be ignored. Positive psychological quality is not only an important guarantee for college students' personal growth and development, but also a key factor for them to cope with the complex and changeable social environment in the new media era. Therefore, universities and society should strengthen the cultivation and attention of college students' positive psychological quality to help them better adapt to the development needs of the new media era.

2.3 The new media era has a positive impact on college students' positive psychological quality

The new media era, with its unique way, has a far-reaching impact on the cultivation of college students' positive psychological quality. This influence is all-round, involving college students' cognition, emotion, will and socialization. First of all, the interactivity and immediacy of new media have stimulated college students' participation consciousness and initiative. They can freely express their opinions and feelings through social media, online forums and other platforms. This instant feedback mechanism makes them more confident and willing to actively participate in social life, thus cultivating their positive psychological quality. The diversification and individualization of new media meet the diverse psychological needs of college students. In the new media era, college students can choose their own information content and communication methods according to their own interests and preferences^[6]. This personalized experience makes them more self-respecting and self-reliant, which is conducive to the formation of healthy psychological quality. Thirdly, the openness and sharing of new media broaden college students' horizons and ways of thinking. Through new media, college students can be exposed to information and opinions from all over the world. This cross-cultural and cross-disciplinary communication makes their way of thinking more open and diverse, which is conducive to cultivating their innovative thinking and critical thinking. The virtuality and anonymity of new media provide a relatively safe and psychologically comfortable environment for college students. In this environment, college students can express their thoughts and feelings more freely without worrying about being evaluated and criticized by others. This kind of psychological security helps them to form positive self-cognition and emotional expression^[7].

The new media era has a positive impact on the cultivation of college students' positive psychological quality. By making full use of the advantages and characteristics of new media, we can better promote the psychological health and all-round development of college students^[8].

2.4 The negative impact of the new media era on college students' positive psychological quality

The rapid development and popularization of the new media era has undoubtedly brought many positive effects to the cultivation of college students' positive psychological quality, but at the same time, its potential negative effects cannot be ignored. These negative effects are mainly reflected in the following aspects. First of all, the anonymity and immediacy of new media easily make college students fall into excessive dependence on online social interaction, which leads to the weakening of interpersonal skills in real life. Over-reliance on online socialization may not only cause social anxiety, but also affect the formation of a real and healthy social model for college students.

Information explosion in the new media era, a large number of unfiltered information flooded into college students' lives, which may lead them to face the problem of information overload. Excessive exposure to and processing of information not only affects learning efficiency, but also may cause psychological problems such as anxiety and depression. In addition, the multi-culture and values on the new media platform may also have an impact on the values of college students. When college students are exposed to different cultures and values, if they lack correct guidance and critical thinking, they may be confused and confused about their values. Cyberbullying, privacy disclosure and other issues in the new media environment can not be ignored. These problems may not only threaten the psychological safety of college students, but also affect their self-esteem and trust^[9].

The negative influence of the new media era on college students' positive psychological quality can not be ignored. Therefore, in the process of cultivating college students' positive psychological quality, we need to face up to these negative influences and take effective measures to intervene and guide them to ensure that college students can grow up healthily in the new media era.

3. The theoretical basis of cultivating college students' positive psychological quality.

3.1 The basic theory of positive psychology

The basic theory of positive psychology advocates studying the positive psychological characteristics and strength of human beings, paying attention to individual positive emotions and experiences, and how these positive factors promote human growth and development. It emphasizes the potential and positive aspects of human beings and advocates an open and appreciative attitude to understand and cultivate the positive psychological quality of individuals. In positive psychology, psychological well-being is regarded as a core concept, which includes not only emotional pleasure and satisfaction, but also life satisfaction, personal growth, interpersonal relationship and social contribution. Positive psychology believes that positive psychological qualities, such as optimism, hope, tenacity, self-esteem and self-efficacy, are very important for individual mental health and happiness. Positive psychology also puts forward the concept of positive intervention, that is, through a series of positive methods and means, such as psychological training, behavioral activation, cognitive reconstruction, etc., to enhance the individual's positive psychological experience and ability, so as to improve their mental health. These interventions are aimed at helping individuals to establish a positive self-concept, cultivate an optimistic attitude towards life and enhance their ability to cope with difficulties and challenges. For college students, the basic theory of positive psychology is also applicable. The university stage is a crucial period for the formation of outlook on life and values, and also an important period for the shaping of psychological quality. Through the theoretical guidance and practical training of positive psychology, we can help college students to cultivate positive psychological quality, improve psychological resilience and happiness, and thus better cope with the challenges in study, life and interpersonal communication. This not only contributes to the all-round development of individuals, but also has positive significance to the harmony and stability of society^[10].

3.2 Characteristics and laws of college students' psychological development

In the new media era, the psychological development of college students presents some unique characteristics and laws. The psychological development of college students is a complex and dynamic process, which is influenced by multiple factors such as physiology, environment, society and personal experience. At this stage, college students' cognition, emotion, socialization and self-identity are undergoing significant changes. College students are in their early adulthood, and their cognitive ability is gradually mature, and they can start to think more abstractly and

systematically. Their thinking is more active, they have a strong desire for new knowledge and skills, and they are constantly improving their cognitive structure. Emotionally, college students have experienced a transition from emotional fluctuation in adolescence to gradual stability. They begin to understand and deal with their own emotions more deeply, and at the same time pay more attention to the emotional reactions of others. Socially, college students are facing the transition from family to society. They need to establish new social relationships and gradually form their own social skills in the interaction with their peers. In this process, they should not only learn how to establish good relations with others, but also learn to deal with conflicts and differences. In addition, college students are also undergoing important changes in self-identity. They began to think more deeply about their values, life goals and career plans, and strive to find their own position in society. This process is often accompanied by the need for self-exploration and self-realization, as well as the constant pursuit of self-value and ability. Generally speaking, the psychological development of college students in the new media era is a diversified and dynamic process, which involves many aspects such as cognition, emotion, socialization and self-identity. Understanding these characteristics and laws will help us better understand and pay attention to the psychological needs of college students and provide them with more effective psychological support and help.

3.3 The theoretical basis for the cultivation of positive psychological quality

When discussing the theoretical basis of cultivating college students' positive psychological quality in the new media era, we should first deeply understand the basic theory of positive psychology. Positive psychology, as a branch of psychology, emphasizes the study of human positive strength and advantages, and pays attention to how individuals can remain optimistic and resilient in the face of difficulties. This concept is closely related to the cultivation of college students' psychological quality, because the college stage is a critical period for individual psychological development and social adaptability. The theoretical basis of cultivating positive psychological quality comes from the "self-determination theory" in psychology, which advocates that individuals have the intrinsic motivation of self-realization and growth. In the new media environment, college students can meet the needs of self-realization by interacting, sharing and creating content, and then form positive psychological quality. In addition, social cognitive theory also provides support for the cultivation of positive psychological quality, which emphasizes that individuals learn and grow in social interaction. The new media platform provides rich and varied opportunities for college students to interact socially, which helps them to cultivate positive mentality and behavior. At the same time, the theory of "flow" in positive psychology also provides important theoretical support for the cultivation of positive psychological quality. Flow state refers to the state that individuals devote themselves wholeheartedly, forget themselves and time passes when facing challenges, which helps individuals achieve their best performance. In the new media era, college students can experience the flow state by participating in online learning, creation and social activities, thus enhancing their positive psychological quality.

The theoretical basis of cultivating college students' positive psychological quality in the new media era involves positive psychology, self-determination theory, social cognition theory and flow theory. These theories provide strong support for us to understand and cultivate the positive psychological quality of college students.

4. Summary

This paper studies the influence of the new media era on the positive psychological quality of college students and its cultivation strategies. Firstly, this paper summarizes the research

background, significance, purpose and task. Then it analyzes the characteristics and trends of the new media era, discusses the connotation and importance of college students' positive psychological quality, and discusses in detail the positive and negative effects of new media on college students' positive psychological quality. On the theoretical basis, this paper expounds the basic theory of positive psychology, the characteristics and laws of college students' psychological development, and the theoretical basis for cultivating positive psychological quality. This paper puts forward the strategies and methods of cultivating college students' positive psychological quality in the new media era, including establishing a positive educational environment, enhancing psychological resilience, cultivating emotional adjustment ability, promoting self and social cognition, and innovating the cultivation methods by using new media platforms. The research results are of great significance to improve college students' psychological quality and promote their all-round development, and future research can further expand the effectiveness and popularization of training strategies.

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