

The Influence of Mental Health Education on College Students' Employment and Entrepreneurship under the Background of New Media

Huaxia Li

Chongqing University of Arts and Sciences, Wanzhou, Chongqing, 402160

Abstract: With the rapid development of new media, the impact of mental health education on college students' employment and entrepreneurship is becoming increasingly important. This article aims to explore the impact of mental health education on college students' employment and entrepreneurship in the context of new media.

Keywords: New Media; Mental Health Education; College Students; Employment and Entrepreneurship

1. New Media and Mental Health

1.1 New Media

The new media is a relative concept, compared with traditional media such as newspapers, radio and television. The new media is a kind of communication form that provides information and entertainment services to users through digital technology, network technology, the Internet, broadband local area networks, wireless communication networks, satellites and other channels, as well as computers, mobile phones, digital televisions and other terminals. The essence of the new media lies in that everyone can be a producer and also a communicator. The development of the new media has had a profound impact on the dissemination and exchange of social information, and has also provided a broader communication and marketing platform for enterprises and individuals.

The characteristics and advantages of new media mainly include the following aspects:

Rapid information dissemination: New media has a very fast information dissemination speed, which can quickly cover recipient globally. Through new media platforms, information can be spread to various parts of the world in minutes or hours, making new media a very important information dissemination channel.

Wide coverage: New media has a wide coverage, reaching people who are difficult to cover by traditional media. Whether it is social media, blogs, forums, or short video platforms, new media can cover people of different ages, genders, regions, and interests, providing a more extensive communication platform for enterprises or individuals.

Strong interactivity: New media has strong interactivity, allowing users to communicate and interact with information publishers or other users anytime and anywhere. This interactivity makes new media a two-way information dissemination channel, allowing information publishers to understand the needs and feedback of recipient in a timely manner, and allowing recipient to participate in the creation and dissemination of information.

Diverse content forms: New media can present diverse content forms, such as text, images, audio, and video. This diverse content format makes new media more vivid present information, enhancing the reading experience and participation of recipient.

Personalized customization: New media can be personalized based on users' interests and needs, providing more precise information and services. This personalized customization can increase user satisfaction and loyalty, as well as user stickiness and conversion rate.

1.2 The Application of Mental Health Education in New Media

With the rapid development of technology, new media has penetrated into every aspect of our lives. It not only changes the way information is disseminated, but also provides us with a whole new educational platform. In this context, how to integrate mental health education with new media and leverage the role of new media in mental health education has become a topic worth exploring.

Firstly, new media provides a broader communication platform for mental health education. Traditional mental health education is often limited to schools, communities, or specific institutions, while new media breaks this constraint. Through online courses, live streaming, social media and other channels, the content of mental health education can be rapidly disseminated to all parts of the world, benefiting more people.

Secondly, new media enables more diversified forms of mental health education. Traditional mental health education mostly adopts the forms of lectures, courses, or group discussions, while new media provides us with more possibilities. For example, by utilizing virtual reality (VR) technology, we can provide students or recipients with an immersive psychological education experience, helping them understand and appreciate certain psychological phenomena more deeply.

Moreover, new media makes mental health education more interactive. On new media platforms, students or recipients can not only receive information, but also participate in discussions, interactions, and even communicate with other learners. This interactivity not only enhances interest and participation in learning, but also helps to foster a positive community atmosphere where students or recipients grow together through mutual support.

However, combining mental health education with new media also faces some challenges. For example, information on new media may be inaccurate or incomplete, requiring educators or institutions to screen and sort it out. Additionally, due to the anonymity of new media, some people may misuse mental health education resources and even engage in unethical behavior. Therefore, we need to establish corresponding regulatory mechanisms to ensure the healthy development of new media in mental health education.

2. The Application of Mental Health Education in New Media

2.1 The role of new media in college students' employment and entrepreneurship

In recent years, with the rapid development of technology, new media has become an important channel for college students to obtain information, promote their brands, and market their products. In this context, this paper aims to explore the role and function of new media in the employment and entrepreneurship of college students, including information acquisition, brand building, market promotion, etc.

Firstly, new media provides college students with more convenient and efficient channels for information acquisition. In the past, college students usually obtained employment information through campus recruitment activities or traditional media such as newspapers and magazines. However, with the development of new media, college students can now get more timely and comprehensive information through online job platforms, social media, and other channels. This helps them better understand the job market and the needs of employers, and better match their job search with their interests and abilities.

Secondly, new media helps college students to build their brands and promote their products. In today's society, personal brands are increasingly important. College students can use new media such as blogs, microblogs, and social media to showcase their talents and abilities, enhance their visibility and influence, and attract the attention of potential employers or investors. At the same time, through new media marketing channels such as online advertising and social media marketing, college students can also promote their products and services in the market.

Finally, new media provides college students with more opportunities for market expansion and innovation. College students can use new media to expand their customer base and sales channels, and more easily obtain feedback and suggestions from customers. In addition, through online crowdfunding and other new forms of financing, college students can also obtain more funding support for their entrepreneurial projects.

2.2 The challenges and opportunities of new media for college students' employment and entrepreneurship

In the context of the rapid development of new media, college students' employment and entrepreneurship are facing new challenges and opportunities. On the one hand, new media has brought more employment and entrepreneurial channels, but also brought more competition. On the other hand, new media provides more convenient communication and marketing channels for college students, but also requires them to have a higher level of information processing and utilization ability. Therefore, how to deal with and utilize these challenges and opportunities has become an important issue for college students.

Firstly, college students should seize the opportunities brought by new media to expand their employment and entrepreneurial channels. Through new media channels such as online job platforms, social media, and crowdfunding platforms, college students can not only obtain more job information and entrepreneurial funding support, but also can expand their social networks and obtain more resources and opportunities. Therefore, college students should actively explore and try new media channels, improve their ability to find and grasp opportunities, and increase their competitiveness in the job market and entrepreneurial market.

Secondly, college students should also face the challenges brought by new media, improve their ability to process and utilize information, and enhance their competitiveness in the job market and entrepreneurial market. With the development of new media,

information is becoming more abundant and complex. College students need to improve their ability to filter, analyze, and utilize information effectively to identify accurate job information and entrepreneurial opportunities. In addition, they also need to constantly update their knowledge and skills to meet the needs of rapidly changing job markets and entrepreneurial environments.

Finally, colleges and universities should also take the initiative to guide college students to understand and use new media, help them face the challenges and opportunities brought by new media, and promote their employment and entrepreneurship. Colleges and universities can hold related courses or training activities to help students understand new media, improve their information processing and utilization ability, and guide them to correctly understand and grasp the job market and entrepreneurial opportunities. In addition, colleges and universities can also establish a good employment system to provide students with more effective employment guidance services.

3. The Influence of Mental Health Education on College Students' Employment and Entrepreneurship

3.1 The influence of mental health education on the psychological qualities of college students

Firstly, mental health education can help college students build self-confidence. Through systematic mental health education, college students are able to understand themselves more comprehensively, recognize their own strengths and weaknesses, and thus have more confidence when facing challenges. Methods such as self-affirmation training and positive psychological suggestion in mental health education can help college students cultivate their self-confidence, making them more determined in pursuing their goals bravely.

Secondly, mental health education can help improve the resilience of college students. When facing setbacks and failures, college students need to have a good mindset to cope with them. Mental health education teaches students methods and skills to deal with setbacks, helping them view failures correctly and cultivate their resilience. The cultivation of this ability is crucial for college students' employment and entrepreneurship, as it can help them better adapt to the complex and changing social environment.

In addition, mental health education can also help cultivate a positive mindset among college students. A positive mindset is an important guarantee for college students to succeed in employment and entrepreneurship. Mental health education guides students to focus on positive things and aspects, cultivating their optimistic spirit and positive mindset. This mindset enables college students to remain optimistic and resilient when facing difficulties and challenges, thus better coping with various situations.

3.2 The impact of mental health education on college students' entrepreneurial awareness and ability

Firstly, mental health education can stimulate college students. Innovation is the core of entrepreneurship, and the cultivation of innovative consciousness requires a loose and positive environment. Through creating a supportive learning atmosphere, mental health education encourages college students to try new things and explore unknown fields, thereby cultivating their innovative thinking and ability. The heuristic education, case analysis and other methods in mental health education can help stimulate college students' innovative consciousness and creativity.

Secondly, mental health education helps to cultivate college students' teamwork ability. Entrepreneurship often requires a team to collaborate, and the cultivation of teamwork ability is one of the keys to the success of college students' entrepreneurship. By teaching students effective communication, conflict resolution and other skills, mental health education helps them establish good interpersonal relationships and enhance team cohesion. At the same time, mental health education also emphasizes mutual support and cooperation among team members, thereby enhancing the team's collaboration ability as a whole.

In addition, mental health education can also help college students cultivate self-management ability. Self-management ability is one of the essential qualities of entrepreneurs, including time management, emotional management, self-motivation and other abilities. Mental health education guides students to set goals, plan time, adjust their mindset and other methods to help them improve their self-management ability and better cope with various challenges and pressures in the entrepreneurial process.

Finally, mental health education helps to cultivate college students' risk awareness and coping ability. It is inevitable to encounter various risks and challenges in the entrepreneurial process, and having risk awareness and coping ability is the key to successful entrepreneurship. Mental health education teaches students methods of risk assessment, risk response, etc., helping them view the risks and opportunities in the entrepreneurial process in a rational manner, so as to better grasp business opportunities and cope with challenges.

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