A Study of College Students' Online Mental Health under New Media

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Abstract: Under the background of the high development of information technology, the Internet has entered the era of "Internet+", and the new media platform also provides an effective platform for college students' psychological activities due to its high communication efficiency, timeliness, and wide interactivity. In this paper, we will study the research status of college students' online mental health under the new media, and discuss the problems, roles, and countermeasures of the new media in college students' mental health.

Keywords: New media; Cyberpsychology; Social software

One of the professional competencies of counsellors in the Provisions on the Construction of Counsellor Teams in Ordinary Colleges and Universities is "mental health education and counselling work", which highlights the importance of mental health education. How to carry out effective mental health education for college students by means of new media has become a hot issue in current research. In this context, how to maximise the advantages of new media to build an innovative mechanism for college students' mental health education is very important, which is related to the physical and mental health development of college students, and is worthy of educators' in-depth thinking and practice.

1. The current situation of college students' mental health education under the new media

1.1 Accounts related to psychological counsellors

As of 17 August 2023, through the keyword search, there are more than 600 users with "psychological" in their user name of Jitterbug, and there are also some new media users who are used to sharing their own psychological and personal unique life experiences, which are not directly reflected in their user names. New media apps have the characteristics of rapid information dissemination, wide range of dissemination, and strong interactivity, etc. With the help of new media, college students' mental health education can be delivered to students more quickly, and can cover more people at the same time to improve the efficiency of dissemination.

Table 1 Data on representative counsellor accounts in the Jitterbug App

Account Name	Number of fans/million	Number of works/pc.	Likes/million	affiliate
Zhou Xiaopeng (1928-), PRC politician	572.2	1498	3286.7	Sheng An Xiang Technology Co.
Psychological Tutor Wesan	151.6	431	1030.9	Head of Hong Kong Watchtower Counselling Centre
Mr Liu, Counsellor	105.7	121	525.8	Hing Wan Media
Psychological Counsellor Wang Wengang	78.2	167	588.9	self-media

As shown in Table 1, with a fan base of more than 5 million, Zhou Xiaopeng is the blogger with the largest number of followers on the Jieyin platform, with the highest-liked one at 230,000, which mainly shares about the handling of romantic relationships. Psychological tutor Wei Shan has gained 10.32 million likes on just 400 videos, mainly sharing is the regulation of personal emotions and the coping of gender relationships.

1.2 Professional psychologists' presence on new media platforms

Professionally qualified mental health counsellors who have opened accounts on the Jitterbug platform will generally state at the introduction whether they have a national second-level psychological counsellor certificate, as well as whether they are engaged in counselling-related matters and the length of counselling, and some of the new media people have their own psychological counselling studios that they have created and accept online consultations.

1.3 Accounts related to mental health centres in universities

At the same time, in addition to professional counsellors account, some universities also opened a special psychological counselling account. Among them, the number of fans of Nanjing Normal University and Fudan University and the number of likes of the two teachers is the most, the content is close to life, to solve practical problems, coupled with the support of the university teachers, harvest a lot of student fans.

2. Problems of new media in the mental health education of college students

2.1 Relying on new media education content is not comprehensive enough

At present, mental health education for students in colleges and universities is still based on traditional classroom teaching. On the one hand, college students' mental health education should cover a variety of psychological problems, including emotional management, interpersonal communication, stress regulation and other aspects. On the other hand, it should focus on the prevention of mental illnesses and mental health education for students, and provide psychological counselling services for students, and at the same time pay attention to the characteristics of different students to provide personalized mental health education. There is an urgent need to provide diversified content, not only in terms of basic knowledge and skills, but also in terms of practical methods of psychological regulation, psychological counselling services and online courses.

2.2 Insufficient carriers for health education relying on new media

Although new media has great potential in college students' mental health education, many universities have not yet made full use of new media applications. Mental health education in many universities still lacks effective new media tools. The most important point is the lack of professional team support, for college students' mental health education, professional psychological counsellors, psychotherapists, psychologists and other experts are needed to provide more in-depth and professional mental health services. At the same time, there is a lack of innovation, at present, most of the new media used by mental health education institutions are relatively single, it is not easy to catch the attention of students, which leads to the acceptance of students is not high, which in turn affects the effect of mental health education.

2.3 Lack of multi-party collaborative mental health education linkage mechanism

Due to the numerous new media platforms, the content of mental health education is dispersed in various online platforms. Therefore, it is difficult for students to establish a complete knowledge system of mental health education, which affects their systematic learning. At the same time, it is difficult to scientifically assess the effect of college students' mental health education on new media platforms. This also means that there is a lack of a systematic evaluation system, which makes it impossible to carry out comprehensive and scientific supervision and management of college students' mental health education. At present, colleges and universities have not yet constructed a perfect linkage mechanism, which restricts the efficient operation of mental health education, and will have a certain negative impact on the future growth and development of college students.

3. Countermeasures for college students' mental health education under new media

At present, the rapid development of the network, psychological problems are becoming more and more prominent. In this situation, educators also need to grasp the real psychological state of college students through the new media platform, in order to find a precise solution in a shorter period of time, and enhance the actual efficiency of solving psychological problems. As a new communication medium, new media has become an important means of mental health education for college students. This paper will discuss the countermeasures of new media in college students' mental health education from several aspects.

3.1 Construction of mental health education network platform

The emergence of new media has brought new opportunities for mental health education. We can provide more comprehensive

and systematic mental health education services for college students by building a mental health education network platform. This platform can include psychological counselling, psychological testing, psychological courses and other modules. Through this platform, college students can understand their own psychological condition and get professional psychological counselling and treatment services. The platform can also provide some mental health courses to help college students better understand mental health knowledge and skills. Educators can give full play to the advantages of this platform, establish a team of professional psychological counsellors, develop a complete mental health education network platform, strengthen publicity and promotion work, and jointly promote the in-depth development of college students' mental health education.

3.2 Expanding new media forms of mental health education

Under the new media environment, mental health education needs to expand diversified forms. For example, online courses, social media, games and so on can be used as the carrier of mental health education, so as to improve the participation of college students and learning effect. At the same time, the interactivity of new media forms is also very strong, and we can make college students more actively participate in mental health education through interactive ways. In addition to building a mental health education network platform, expanding the self-media form of mental health education is also a good choice. Self-media form can be released through the Internet platform, greatly reducing the cost of dissemination, and at the same time, it can be more convenient to reach the college student group.

3.3 Building a mental health education brand by joining hands with multiple platforms

The creation of mental health education brand can improve college students' knowledge and attention to mental health education. We can make college students understand the importance and necessity of mental health education by creating a brand of mental health education. The branding of mental health education can also make college students trust and rely on the brand, so that they are more willing to participate in mental health education.

College students are the main force in the Internet era, but they are also a high risk group for Internet mental health problems. Studies have shown that factors such as family education style, individual psychological characteristics, and social support are closely related to the online mental health status of college students. Therefore, we should take comprehensive measures to promote college students' online mental health. Creating a brand of mental health education can can improve the competitiveness and influence of mental health education institutions. A clear positioning and professional image is an important part of building a mental health education brand. We can provide accurate, professional and interesting mental health education content by establishing professional websites, public numbers, microblogs and other self-media platforms, so that the brand image is more in line with the aesthetics and needs of college students.

4. Conclusion

The realisation of college students' mental health education is of great significance to the practice of the mission of establishing morality and cultivating new people in the new era. It is necessary for teachers and students to make joint efforts to promote the development of mental health education. With the intervention of teachers, the negative emotions of students can be dissolved, and the confusions encountered in their daily life and study can be intervened in a timely manner, which plays a better role in promoting the growth of students' personality and mental health. Universities should make full use of the new media to establish a perfect mental health education system, provide students with more comprehensive, systematic and personalised mental health education services, improve students' psychological quality, promote students' all-round development, strengthen the evaluation and supervision of mental health education, and regularly check and evaluate the effectiveness of the implementation of mental health education. Only in this way can we effectively enhance the new media's help for mental health and help the digital development of mental health in colleges and universities.

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