Abstract
This paper analyzes the new look, new contradictions and new problems arising in contemporary college students' psychological development. Then, the paper puts forward the new idea of change the innovation of higher education in a new situation, including setting up the new college students' mental development, building up the new concept of college students' learning quality, establishing new cultivation concept of higher education, building new teachers' roles in higher education, setting up the new concept of university spirit in higher education and establishing a new view of management in higher education.

Keywords: psychological development, college students, higher education

1. Introduction
The ages of contemporary college students range between 17 or 18 years old and 22 or 23 years old, which are exactly in the middle of youth. This is a transitional period of life with "fierce wind and stormy waves", as well as the "second birth" of college students and the realization of "psychological weaning" of personality. How to understand and grasp the psychological world of contemporary college students? How does higher education guide the psychological development of college students? How to renew ideas and deepen reform in higher education teaching management? We may not be able to answer all of these questions clearly at once. But they are worthy of deep thinking and profound answers, and we urgently need to make rational answers to adapt to the requirements of the times. The new characteristics of contemporary college students' psychological development is a subject worth studying.

2. New Characteristics of Psychological Development of Contemporary College Students
In today's social change and transformation, the special social and historical period, the special age period, special environment of life, the specific content of education and special roles and mission assumed by contemporary college students result in a series of psychological characteristics different from their peers. As a result, with any ones college students' different psychological outlook, psychological contradiction and psychological problems are manifested among contemporary college studies which are distinguished from college students at any time in the past.

2.1 The New Outlook of the Psychological Development of Contemporary College Students
From the group point of view, there are three major changes in the psychological outlook of contemporary college students: from closed to open, from dependence to independence, from caring about books to caring about society. Here, the author tries to summarize the new outlook of contemporary college students' personality psychology into the following aspects:

1) Make learning behavior practical. Under the background of social change in today's world, the study of contemporary college students becomes more and more practical under the goal of choosing a job, improving oneself, meeting challenges and adapting to the future. Many college students will study what is useful for their future work as the main or even the only standard to produce the need for learning, so they often feel useful to learn, want to learn, study hard and are happy to learn; If they feel useless, they will not learn, unwilling to learn, learn less, being tired of learning and even play truant. Many college students agree with the view that learning is to be useful in the society, useless learning is equal to no learning, and if learning is not useful, it is better not to learn.
2) Independent development of personality. Modern college life enables college students to obtain a relatively free and open environment compared with the past, and their "sense of adulthood" is rapidly enhanced. Almost without exception, they think that they have fully grown up and begin to have a strong sense of independence. They have their own unique understanding of personality, desire to have a "handsome", "cool" and bright personality, wish to be able to dominate and decide everything and go their own independent way, so as to prepare for the future social adaptation. Therefore, most of them are not satisfied with the growth model and development path designed for them by the administrative departments of colleges and universities, head teachers or parents, and try to get rid of the so-called "authoritarian, paternalistic" shackles. They are particularly disgusted with the "well-meaning" substitution and others "guidance".

3) Diversification of Demand Structure. Contemporary college students are in the era of deepening reform and opening up and interweaving of market economy and knowledge economy. Social politics, economy, culture, science and technology and education all influence their thought, psychology and behavior system, making them produce rich, intense and complex structure of needs. "Advanced" modern material life need, the multidimensional independent social need, novel and elegant cultural and entertainment need, need of enhancing self-learning knowledge, self-need to achieve professional success, coupled with adolescent strong ownership and the needs of respect and understanding, love and so on, make contemporary college students seem to need everything. He even appears to be a bit "dreamy". It can be said that compared with college students of any previous era, the biggest difference and prominent feature of their mentality of needs among college students in the 21st century is its rich diversity.

4) Diversity of values. In today's rapidly changing society, the values of college students have appeared unprecedented and diversified recombination, showing unprecedented inclusiveness, and the coexistence of diverse values is prominent in contemporary college students. In contemporary college students, absolute authority worship, absolute monistic value belief and value evaluation standard no longer exist, but are replaced by a diversified value world image. More and more college students emphasize the high integration of self and society, pay equal attention to demand and dedication, give consideration to the interests of the country, the collective and the individual, and pay more attention to self and reality. This changing trend seems to become the mainstream of contemporary college students' values.

5) Generalization of negative mindsets. There is no doubt that healthy, scientific and reasonable psychological state is the mainstream of the psychological development of contemporary college students. However, it is worthy of emphasizing that the contemporary college students generally have some negative and even dark negative mentality, such as the practical attitude of "a social person", impetuous heart of "the times", confused state of mind of "complex person", indifferent mentality of "unrelated person", pessimistic mentality of "redundant person", and the rebellious attitudes of "opposite person". The emergence and formation of these negative mentality are not only due to the subjective reasons of ideology, mode of thinking, personality psychology and other aspects, but also due to the objective reasons of social culture, family influence, educational reform and system reform. Although the negative mentality of contemporary college students is not a serious mental illness, it is easy to induce a variety of psychological disorders and excessive behavior. Thus, we need to actively guide and promote their benign change.

2.2 New Contradictions in the Psychological Development of Contemporary College Students

Because the life experience of contemporary college students is basically from school gate to school gate, and they lack necessary social life experience and practical exercise, there are obvious two sides in the process of psychological development, and their psychological development in all aspects is very unbalanced, often prone to produce a variety of psychological contradictions and conflicts. We live in an age of multiple choices, where dreams and trials coexist, challenges and opportunities coexist, hope and despair coexist, joy and pain coexist and happiness and hardship coexist. In addition to the differences between eastern and western cultural concepts, the decline of traditional value authority and the influence of modern multiple values, this is a complex period of multiple contradictions and conflicts interwoven.

1) The universality of psychological contradictions. Contemporary college students are a group of young people full of contradictions. The main inner contradictions of college students at this age stage are as follows: the contradiction between loneliness caused by lock-in and strong need for communication; The contradiction between the desire for autonomy and independence and the dependence on emotional material; The contradiction between strong thirst for knowledge and weak recognition ability; The contradiction between emotional impulse and rational control and restraint; The contradiction between the ideal of good wishes and the current reality; The contradiction between strong sexual consciousness, sexual impulse and correctly handling the relationship between the opposite sex and
sexual morality.

2) The duality of psychological contradiction. Referring to the views of scholars at home and abroad, the author summarizes the psychological contradictions of contemporary college students as having the characteristics of duality: the explorative political attitude and the ideological point of view with extreme; progressive thinking and one-sidedness in understanding; The goal of struggle with the times, and the basic needs with hedonistic; the desire for difference in thinking activity and reverse mental process; independence in the way of action and dependence in material life; self-awareness with autonomy and treating people with selfish personality; openness in personal feature and vulnerability in the quality of will; extensive communication and emotional disclosure with impulsiveness.

3) The complexity of psychological contradictions. Under the influences of learning and educational qualification, economic and life pressure, employment pressure and the pressure of competition, the contemporary college students' mental world of the conflicts interweave together, making a lot of college students shout "who know the feeling ". For example, some college students are conflicted between their desire to continue their studies and their needs in real life, and are always "concerned about what they have to gain and lose". They want to study hard, but they are afraid of hardship, unwilling to endure hardship, and even can not tolerate a little hardship.

2.3 New Problems of Psychological Development of Contemporary College Students

In 1998 the author pointed out in his survey on mental health among college students that common unhealthy psychological problems of college students during social transformation were mainly reflected in five aspects: common social maladjustment, serious state of learning anxiety, prominent social cognitive biases, strong "psychological poverty" and a typical "interpersonal apathy syndrome". Now times have changed. Some new problems have appeared among contemporary college students in terms of moral study, behavior, thought, selfishness, need and other aspects.

2.3.1 Psychological Infantilism

This is a psychological defect of psychological dysplasia and physical and mental disconnection. It mainly refers to that the psychological characteristics of individuals do not conform to the psychological characteristics of the corresponding age stage, showing the low age and immaturity of psychological activities and cognition level. It is well known that contemporary college students' physical development has accelerated and speed up and even showed the tendency of aging. However, in real life, the exaggerated dressing and even children-like dressing of some college students and even their excessive demeanor of "new-new mankind", really let teachers and parents feel their socialization degree is not high. "Psychological infantilism" has become a relatively prominent and universal mental health problem among contemporary college students, which directly affects the healthy growth and development of college students.

2.3.2 Mental Dwarfism

Some college students' empty and desolate spiritual world, low and fragile mental state, increasingly vulgar spiritual needs, weak and confused spiritual pursuit and lack of fundamental spiritual support make it possible for some college students to become what Marcuse called "one-sided people" or simple "technical animals" and "utilitarian animals". Some college students’ dressing looks gorgeous and arty, whereas the inner world is impetuous and empty, deliberately pursuing timely physical pleasure and low level material comforts. Even some university students go to the cult, superstition and shrines to seek the stimulation of opium and garbage "spirit", becoming packaging exquisite beggar "spirit".

2.3.3 Schizotypal Personality Disorder

There are many disharmonious "personality disorder" phenomena in the quality development of contemporary college students: early physiological development, late psychological development, high scores and low ability or high vision and low hand; High IQ, low EQ or IQ, no intelligence, professional knowledge, no academic thought; Good academic performance and poor social adaptation; Lack of integrity, irresponsibility, or words and deeds, duplicity, knowing but not being "a giant of words, a dwarf of actions." Some college students still have the anxious "personality crisis". Its main symptoms are the traditional personality "failure", the real personality "anomy", and the ideal personality "loss". There are such problems as "immature personality", "multiple personality", "marginal personality", "materialized personality" and so on.

2.3.4 Egoentrism

There exists a phenomenon of "adolescent egocentrism" among contemporary college students. They believe too much in the power of the self, and often prefer to be subject to "the form of ideas" rather than to "the system of
reality", being in "a typical metaphysical age stage". In particular, some of the only child college students, for a long time, "are used to dictate others, like to dominate others", "ask everyone to turn around" and, too much, emphasize on their own feelings, but rarely take into account the interests of the people around. Their self-centered consciousness is more prominent.

2.3.5 Internet Addiction

The homepage of information network makes beautiful, rich and informative text materials, pleasant music melody, vivid film and television images, clever connection mechanism and friendly interface image, which have great appeal to college students, and the novel and exciting and charming online games are more irresistible to college students. Some college students are addicted to the net, all day long obsessed with the online world, too keen to network game, network, communication or network pornography. Internet addiction leads to the disorder of the biological clock of college students, depression, slow thinking, weak will, and even the appearance of self-harm thoughts and behaviors, which cause serious damage to physical and mental health, and seriously affect the normal study and life.

3. The Basic Idea of Innovation and Reform in Higher Education

A report by the European Parliament said: "There is a great risk that the young generation will not find the answers to their problems, anxieties and expectations in the education system, because they will make other choices." The new appearance, new contradictions and new problems of the psychological development of contemporary college students urgently require college educators to renew, reform and innovate their educational concepts. We must adapt to the development of practice which is used to test everything, consciously liberating ourselves from those malapropos ideas, practice and system". Education workers in colleges and universities must further emancipate the mind, seeking truth from facts and keeping pace with the times to establish new higher education values and improve their own education line, and the management of education in colleges and universities.

3.1 Establish New Psychological Development View of Contemporary College Students

College teachers should grasp the pulse of the times, abandon the traditional and obsolete concept of development of college students, set up a scientific concept of psychological development of college students, and guide college students to adhere to the harmony and unity of comprehensive psychological development and individual psychological development.

3.1.1 The Subjective View of Psychological Development

From the perspective of influencing factors to promote and realize the psychological development of college students, the real educational subject is college students. Only by mobilizing the autonomy, initiative and creativity of college students as the main body, can higher education promote the effective development of college students' psychology and achieve the effective effect of education success. The mind of a college student is not a "container" for knowledge, but a "torch" to be lit. Our higher education should stop being a machine of indoctrination and simple preaching, and be able to understand, respect, love and inspire them. As a college teacher, one must be a sower of modern thought.

3.1.2 A Dynamic View of Psychological Development

Contemporary college students are a special group that echoes, shapes and serves the times. They are born by the call of the times, follow the pace of the times and advance, and gradually mature in the tide of the times. With the development of the present era, the quality and personality of college students are also improving in the rapid and uninterrupted changes. Compared with college students in the 1980s and 1990s, the personality and quality of contemporary college students have changed a lot. We can't use the old rules and regulations of the past generation to demand college students today. The static view of contemporary college students should not use the standards of the 1970s and 1980s to measure and demand the college students of the 21st century. We can only understand them under the specific background of the times, and guide them to promote their strengths and abandon their weaknesses while following the pace of the times.

3.1.3 The Dialectic View of Rational Development

Contemporary college students are a group of young people who have both advantages and disadvantages. We should not only see their vigor and vitality, but also pay attention to their problems and weaknesses. The viewpoint of "complicated thinking, undisciplined behavior at a young age", and the non-concept argument that teaching and management of higher education have no alternative, will certainly hinder the mainstream of our recognition of college students: the evaluation that contemporary college students are "a generation of enterprising and proud". However, if it seems too optimistic, it will also make educators ignore the weaknesses and problems of college
students, and give up the strict requirements and hard education work for them. We do not have to be complacent about the advantages of contemporary college students, because the society and the era will continue to cast them, and we do not have to worry about their shortcomings, because the social era is in transition.

3.2 Establish a New View of Contemporary College Students' Learning Accomplishment

"Teach in order not to teach" and "learn to learn" have become the two most resounding slogans in the reform and development of higher education in the world today. The late Canadian media mogul Marshall McLuhan once put it bluntly: "Failure to learn is a sin." Learning to learn is the topic of the times which every single person has to face in the 21st century. It is the contemporary college students' internal needs to expand and improve their quality. The university students can make great achievements in the career of the "golden key", "education passport" and "road" certificate. Colleges and universities should lead the students to learn as the theme, so that college students really learn to study as their own consciousness, a kind of accomplishment, a state and a responsibility.

3.3 Establish a New Higher Education Training Goal

In the 1998 World Education Report, Mr. Mayor, director-general of UNESCO, made a thought-provoking quote: "What kind of world we leave to our children depends, to a large extent, on what kind of children we leave to the world." Taiwanese educator Gao Zhendong thinks: "students are learning the knowledge of life, learning the skills of survival and learning the wisdom of life." Inspired by this point of view, the author believes that college students should learn the great knowledge of life, the great significance of students, the great value of ecology, the great skills of survival, and the great wisdom of life. The so-called university student is to learn to be a capital person, learn to grow up and eventually be able to do something beneficial to the society and the country.

3.4 Establish a New View on the Role of Teachers in Higher Education

College teachers should give full play to the leading role of educators in the university student, to consciously learn new education theory, education ideas and to grasp the pulse of college students' ideological and psychological spirits. It is necessary to take "guide" as the principle and main method of education. It is necessary to constantly reflect on their own education process and management work, and be good at changing the role of educator, authority and manager into the role of "mentor", "director" and "guide".

3.5 Establish a New View of University Spirit in Higher Education

University spirit is the pillar and core of a university's idea of running a school, the source and motivation of a university's characteristic, level and vitality, and the cohesion, creativity and vitality of a modern university's development. The stage of higher education is the key period for college students' spiritual development and growth. Contemporary college students should and can become the "spiritual aristocracy" rather than the so-called "spiritual pygmy", "spiritual beggar" and "spiritual vassal". College spirit does not automatically come to college students. Modern higher education should lead college students to the university spirit bravely and firmly.

3.6 Establish a New View of Higher Education Management

Nowadays, there is a popular tendency in the management of higher education in colleges and universities. Others say, "In higher education, service is education, and education is service; Service is management, and management is service." The view of the author is that in the new situation, higher schools emphasize "centering on college students and for college students". Service concept of higher education is necessary. Pragmatic and sincere service will be popular among college students, but simply equating services and education and service and management, is a kind of one-sided understanding which is dangerous to the tendency of education. As a result, it is likely to give up the legal responsibility and educational obligation of higher education and deviate from or lose the correct direction of scientific development of higher education. The essence of the problem lies in how we should understand the inrush of higher education management, specifically, what we should manage and to what extent, and how to manage college students.

4. Conclusions

In order to achieve the educational management of contemporary college students, the key is to grasp the requirements of several aspects: first, to be "well-organized", pay attention to the purpose and planning of educational management and teach students step by step in accordance with their abilities and treat them at different levels. Second, to strengthen the consciousness of higher education workers to manage according to law and act according to their will, and to enhance the standardization of management work. Third, to "explain the truth", to achieve the combination of scientific and ideological, so that the educational requirements can truly "human ear, human brain and human heart" and enhance the educational management work. The fourth is to "pay attention to the
sense of reason”, be good at thinking for college students, empathize with them and stimulate college students to have a positive empathy experience. Fifth, strive to solve practical difficulties and problems for college students, prevent problems before they happen and take advantage of the situation. Sixth, "guide self-care", to fully mobilize the initiative of college students, give play to creativity, let college students "self-education, self-management, self-service" to enhance the interactive management work. In a word, the university education management should make the university students develop in the modern quality, which is beneficial to the university students in "understanding, physical and psychological". This is the core purport of today’s higher education management.

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