Research on Problems and Countermeasures of Contemporary College Students' Network Psychological Education and Consultation Based on Network Cloud Platform

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Abstract. In recent years, many colleges and universities have established network psychological education and counseling platform. However, there are still many problems in the current mode of psychological education and counseling in Colleges and universities, such as the lack of professionalism of teachers and the mere formality of mental health education. In view of this, we should strengthen college students’ network psychological education and counseling from many aspects. Firstly, This article first analyzes the challenges faced by contemporary college students' mental health education based on the network cloud platform. Then, this paper analyzes some issues. Finally, some suggestions were made.

Keywords: Network Psychological Education and Consultation, Contemporary College Students, Consulting Platform, Cloud Platform

1. Introduction

With the continuous development of Internet technology, network convergence provides a broad space for the development, reform and innovation of traditional industries. Network psychological education and counseling is a new method of educational counseling. Through Internet media, universities combine information and communication technology with traditional psychological education mode. After more than ten years of development, psychological education in Colleges and universities has made considerable progress. Network psychological education and counseling is the extension of traditional mental health education. Its main function is to discover and prevent psychological problems of college students in time. Through network psychological education and counseling, psychologists can ease and solve the troubles and psychological problems that college students encounter. The Internet connects mental health education resources worldwide, which constitutes a huge information network. Network psychological education breaks through the limitation of time and space, which realizes the sharing of resources. Students can browse and learn the information they need independently, which
makes psychological education passive and active.

2. Challenges faced by mental health education under the network environment

2.1. Challenges to college students’ traditional world view

The traditional education that college students receive helps them build up a correct world outlook. However, their world outlook may be destroyed by the network environment, which is the result of the lack of supervision of the network environment. There is a lot of bad information on the internet, such as pornography, gambling and violence, which may subvert their world outlook. At the same time, college students are in an important stage of physical and mental development, they are very curious about everything. However, the network is a diversified and wonderful world, which just attracts their attention. Therefore, they do not have more energy to deal with practical problems.

2.2. Challenges for educators

Nowadays, with the development of science and technology, there are more ways and means for college students to receive mental health education. Therefore, college students also have the right to make their own choices. The traditional methods of mental health education are mainly teachers. Through cramming education in class, students can acquire knowledge in class. Therefore, students are in the position of passive acceptance, which can’t give full play to their autonomy and enthusiasm in learning. Teachers’ failure to keep pace with the times will become the biggest problem in education. Therefore, educators can’t make accurate analysis and necessary education on College Students’ psychological problems.

2.3. Complexity of network environment

Network environment is a familiar and unfamiliar environment for college students. Because the network environment is a concentrated society, which reflects the impact of all aspects of society on College students. In addition to reflecting social facts, the network environment also generates more problems that have not been found in society. When college students face these new problems, they will get some positive or negative interest. These diversified factors have brought great challenges to college students’ mental health education.

3. The problems of college students’ mental health education under the network environment

3.1. Lack of overall arrangement in education
Network mental health education is a huge project. It needs not only the efforts of colleges and universities, but also the support of the government and the government. Only when the two sides work together can we achieve the goal of integrating all kinds of resources in society. If we want to establish an effective network mental health education system, we will need to spend a lot of time, money and energy. However, most colleges and universities have not established relevant management system according to the needs of College Students’ mental health education, which results in the implementation of the effect is not obvious. Lack of overall arrangement is mainly reflected in the following four aspects, as shown in Figure 1. 

Lack of overall arrangement is mainly lack of health education system and uneven quality of technology, accounting for 68.2% and 60.9% respectively. Details are shown in Figure 1.

3.2. Lack of targeted research

Our country has not yet formed a complete and scientific theoretical system for college students’ network mental health education, which has great educational significance and measures for college students’ mental health. At present, some universities simply carry out psychological knowledge education and psychological problems testing for college students. In the network environment, there is a lack of targeted research on College Psychological Education and counseling, such as lack of communication with college students, lack of research on the causes of psychological problems, lack of research on the actual situation of college students. The lack of pertinent research on psychological education and counseling in Colleges and universities are mainly the causes of gravity problems and communication with college students, accounting for 79.3% and 64.7% respectively. Details are shown in Figure 2.
4.1. Innovation and efficient mental health teaching through information network reform

With the continuous improvement of the legal system construction of China’s information society, new standard requirements have been put forward for "Internet generation". Network has become an indispensable environment for college students to survive. Therefore, we need to attach importance to information network technology, which will effectively improve the quality and level of College Students’ three-view education. Therefore, college students should strengthen the integration of Ideological and political education, mental health education and network. The new network psychological behavior will be the key breakthrough in the reform of educational methods. Independently combining with network information technology, we need to construct education and teaching theme websites through various instant messaging tools or platforms, which will fill the content of the network virtual environment with real social content. To construct a virtual mental health classroom, we will extend the tentacles of education to all the time periods of students, which will help to disseminate advanced culture. By constructing the harmonious three views of College students, we will lay a healthy psychological foundation for their future employment and life.

4.2. Establishment of high quality psychological education website

When designing the content of the website, we should try our best to be rich in content, vivid and detailed. Colleges and universities should regularly arrange personnel to update website content, which will ensure the timeliness of website content. According to the actual guidance of students, psychological education website should provide systematic learning materials, which will fully enhance the attractiveness of the website. On the basis of establishing high-quality websites, colleges and universities should strengthen the propaganda of psychological education network system. By encouraging students to use network channels for consultation, we can guide students to conduct self-education and Analysis on the website. Ideological and political education in Colleges and universities will really play the role of "guiding instrument" and "filter mirror" of network psychological education. Therefore, in the teaching system of higher education, we should improve students’ ideological and political education through the following ways. Firstly, network experts are invited to give lectures on network psychology. Through the abundant psychological application and theoretical knowledge in Colleges and universities, we can provide active psychological counseling and consultation for college students. Second, reduce the pressure of College students. We should shift our attention to the normal three-view choice, which is a positive and optimistic attitude in college students’ life. By improving students’ ability to cope with and bear setbacks, colleges and universities can form a correct understanding of their own psychological problems.

4.3. Shaping self-protection ability through perfecting internet personality

Tonino, a famous psychiatrist, found that "Internet surfing will gradually lose itself and change its personality." The healthy and harmonious development of the educated’s personality quality is the core of personality education. The fundamental purpose of education is to promote individual understanding, consciousness, emotion, aesthetics and behavior to achieve a harmonious high level. By promoting the full development of human personality, they will coordinate with social development and contribute to social development. Therefore, the personality of university students will be related to the construction of Chinese social culture and environment. Through the close combination of physical and mental health
education and higher education, we will eventually achieve a good social environment, which will form the personality pillar of the vast majority of people. Conversely, good social atmosphere and public opinion guidance can actively promote the healthy development of college students’ personality. Ultimately, students will shape sound personality, which will meet various challenges and temptations.

5. Conclusion

This article mainly analyzes the mental health education of contemporary college students based on the network cloud platform. In the new social background, the development of network cloud platforms has brought new requirements for college students' mental health education. The problems in the network environment restrict the development of College students. Therefore, the society, universities and students themselves should unite to educate the mental health of College students.

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