

Research on the Mental Health Management Strategies of College Students in the New Media Environment

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Abstract: This paper puts forward some solutions to the problems of college students' mental health management under the new media environment. Firstly, through questionnaire survey and literature analysis, this paper discusses the problems existing in the management of college students' mental health, including increased psychological pressure, addiction to new media, social loneliness and so on. Secondly, the corresponding solutions are put forward, including strengthening mental health education, guiding the rational use of new media and improving social skills. Finally, the conclusion of this paper is summarized and some prospects for future research are put forward.

Keywords: New media environment, College students, Mental health, Management strategies, Problems and solutions.

1. Introduction

The rapid development and popularity of new media technology has changed people's life and way of thinking, which has a profound impact on the mental health of college students. Under the new media environment, college students are facing more pressures and dilemmas, such as the increase of mental illness, addiction to the Internet and social loneliness. Therefore, strengthening the management of college students' mental health and seeking effective solutions have become an urgent need nowadays. This paper aims to explore the problems of college students' mental health management in the new media environment and propose some effective solutions, hoping to provide reference and reference for college students' mental health.

2. What are the Problems of College Students' Mental Health in the New Media Environment

2.1. Excessive use of new media

Excessive use of new media can affect college students' study. Many college students use cell phones, computers and other new media tools for entertainment and socializing during classes and studies, which distracts their attention and affects their academic performance. In addition, the excessive amount of information obtained through new media may lead to a decrease in college students' ability to understand and analyze information, thus lowering academic standards. Excessive use of new media can also negatively affect college students' socialization. Excessive use of new media may make college students lack social experience in reality, leading to a decrease in social skills, difficulties in communicating with others, and even leading to problems such as social phobia. Excessive use of new media may lead to the aggravation of physical and mental health problems of college students [1]. Prolonged use of electronic devices may lead to eye fatigue, headache, insomnia and other problems, which affect physical health. In addition, excessive use of new media can lead to mood swings among college students, increasing the risk of depression, anxiety and other psychological problems. Excessive use of new media can also cause college students to have adverse effects on the pressure of the real society.

Excessive indulgence in the virtual world may lead to imbalance in college students' perception of the real world, thus leading to increased psychological stress. In response to the mental health problems caused by excessive use of new media, we need to adopt appropriate management strategies so as to help college students better manage their new media use.

2.2. Increased social pressure

In the new media environment, social pressure can also increase. College students may feel lonely and lost because they do not have enough social skills and a circle of friends, which may affect their mental health. In the new media environment, the social style and social scope have changed, and college students are facing new pressure and challenges in socializing. On the one hand, the convenience of new media makes it more convenient for college students to socialize, but on the other hand, over-reliance on new media socialization can also affect the social skills in reality. In addition, due to the fast information transmission speed and rich content of new media, college students also face the pressure of information overload, and it is difficult to process and filter the large amount of information from social media, and they may even be influenced by negative information which may lead to mood swings and psychological stress. Therefore, the increase of social stress in the new media environment has become an important issue for college students' mental health. Social stress on social media can also negatively affect college students' mental health [2]. On social media, people often gain social recognition and support by beautifying and idealizing their lives, which may lead college students to have unrealistic expectations of themselves and their lives, thus increasing their anxiety and stress. New media brings a wealth of information and social opportunities, but it also brings the problem of information overload. College students may feel fatigued and stressed because of too much information to sift through and process. Comparing and competing with others on social media may also lead to increased feelings of low self-esteem and depression among college students.

2.3. Increase in mental illness

With the popularization and development of new media,

college students' lifestyles and social styles have changed, and this change has had a profound impact on mental health. In the new media environment, college students are facing many mental health problems, the most prominent of which is the increase of mental illnesses [3].

First of all, the excessive use of new media can negatively affect college students' mental health. Nowadays, college students are the representative group of the new media era, and they often use cell phones, computers and other new media tools for social and entertainment activities. However, excessive use of new media may cause problems such as inattentiveness, cognitive decline and mood swings among college students, which in turn affect their mental health. Social pressure is also an important factor leading to the increase of psychological diseases among college students. In the era of new media, the social way of college students has changed a lot. They use new media such as social software and online chat rooms more often for social activities. However, this social way may make some college students feel lonely and lost, which leads to the occurrence of mental health problems. Information overload in the new media environment is also one of the reasons for the increase of mental illnesses among college students. In the era of new media, college students can get all kinds of information anytime and anywhere, including news, entertainment, culture and other aspects. However, too much information may make college students feel overwhelmed and generate anxiety and tension, which in turn affect their mental health. The increase of mental illnesses in the new media environment is a very serious problem that needs to be highly concerned by the society. Only through reasonable mental health management and effective interventions can we help college students establish a healthy psychological state and thus avoid the occurrence of mental diseases [4].

2.4. Aggravation of physical health problems

With the popularity and convenience of new media, college students increasingly rely on electronic devices and the Internet to complete their studies, work and entertainment activities, and it has become a common phenomenon to face the use of electronic devices for a long time. However, this habit also brings a series of physical health problems. The prolonged use of electronic devices can lead to eye fatigue, headaches, insomnia and other problems, which can affect health and even cause chronic diseases such as cervical spondylosis and frozen shoulder.

First, prolonged use of electronic devices can lead to eye fatigue. Because the eyes need to constantly adjust the focus, staring at the screen for a long time can easily cause eye fatigue. If not relieved in time, it can lead to eye pain, dryness, vision loss and other eye problems. Excessive use of electronic devices may lead to headaches. When using electronic devices, the head needs to maintain a posture for a long time, if too much force, it is easy to cause headaches. Moreover, staring at the screen for a long time can also lead to tension and fatigue, which can lead to headaches, and the use of electronic devices may lead to insomnia problems. The blue light emitted from the screens of electronic devices can interfere with the body's biological clock and affect sleep. Using electronic devices for a long time at night will affect the quality of sleep and even lead to insomnia. Long-term use of electronic equipment will lead to chronic diseases, such as cervical spondylosis and scapulothoracic periarthritis, which are related to the posture of using electronic equipment.

Sedentary posture will make the cervical spine and shoulders in a state of oppression for a long time, which will cause pain and inflammation. The prolonged use of electronic devices will have a certain impact on the health of college students, so college students need to pay attention to control the use of time and posture, so as to avoid excessive use of electronic devices [5].

3. Solutions to the Mental Health of College Students in the New Media Environment

3.1. Establish norms for the use of new media

Establish clear norms for the use of new media to guide college students to establish correct concepts of use and avoid excessive use. At the same time, the norms should have certain binding force, and punish the violators accordingly. Strengthen mental health education: Schools should strengthen mental health education, educate college students on correct mental health concepts, improve their mental health literacy and ability to resist stress, so as to reduce their over-dependence on new media. Provide diversified entertainment activities: Schools can provide diversified entertainment activities for college students to attract them to participate in them and reduce the time of excessive use of new media. These activities can be sports events, concerts, cultural performances, etc. Lead a healthy lifestyle: College students should learn to adjust their lifestyles to avoid the negative effects of excessive use of new media on their physical and mental health. The school can carry out some healthy lifestyle promotion activities, such as organizing outdoor sports regularly and promoting healthy eating habits. Provide counseling services: The school should provide psychological counseling services for college students to help them solve their stress and psychological problems and avoid excessive use of new media as the only way to vent their emotions. The above measures can effectively solve the problem of excessive use of new media among college students and improve their psychological health.

3.2. Relieve social pressure

Improving social skills Improving social skills is one of the most important means of relieving social stress. Schools can help students learn how to communicate with people, how to build relationships with people, how to deal with different social situations, etc. by conducting social skills training courses. These courses can be categorized and taught to students at different levels, thus ensuring the effectiveness of the program. In addition, schools can organize various social activities, such as dances and volunteer activities, which can provide opportunities for students to make new friends and expand their social circles. During these activities, schools can set up appropriate guidance and instruction to help students better adapt to the social environment and improve their social skills. Establish a social support network. Establishing a social support network is another effective way to relieve social stress. Schools can organize student clubs, student government, and other community organizations to provide a platform for students to communicate, share, and support each other. These organizations can gather like-minded people to help students find their sense of belonging and identity and relieve social stress.

In addition, schools can set up services such as counseling

centers and hotlines on campus to provide psychological support and counseling services. These services can help students understand their emotional state and learn how to cope with stress and anxiety, thus reducing the impact of social stress on mental health, and guiding healthy new media use is also one of the important means to alleviate social stress. Schools can conduct relevant new media literacy courses to help students learn how to use new media properly, how to avoid over-reliance on new media, and how to deal with issues such as online violence. At the same time, schools can also set up relevant rules and systems to limit students' excessive use of new media. For example, schools can set rules to turn off campus Wi-Fi after a certain time at night and limit students' use of devices such as cell phones. This can effectively reduce students' new media use time and alleviate the impact of social stress on mental health. Schools should strengthen mental health education and improve college students' mental health awareness and literacy. They can let students understand common psychological problems and corresponding solutions and enhance self-regulation ability by holding mental health lectures and opening a psychological counseling hotline. The influence of strengthening family education on college students' mental health cannot be ignored either. Parents can guide their children to use new media correctly by understanding the characteristics and risks of new media, and regularly communicate with their children's psychological status to understand their thoughts and feelings. In addition, parents can also encourage their children to participate in various social activities to expand their social circle and relieve social pressure [6].

Creating a good campus culture Schools can provide a safe, comfortable and positive learning and living environment for students by creating a good campus culture. Various cultural activities and sports competitions can be organized to enrich students' campus life and enhance their sense of belonging and collective honor. In addition, schools can also strengthen students' self-discipline and management, establish scientific behavioral norms and management systems, and promote their healthy growth. The management of college students' mental health in the new media environment is a complex issue that requires the joint efforts of students, parents, schools and society. Students should improve their self-regulation ability to reduce the negative impact of new media use on mental health; parents and schools should strengthen education and support, and provide help and support in many aspects. Only in this way can college students grow up healthily in the new media environment and contribute to the development of individuals and society.

3.3. Improve college students' mental health management skills in the new media environment

Awareness development: College students should be aware of the effects of new media use and actively seek information and knowledge to understand how to use new media and how to avoid its negative effects. Time management: College students should make a reasonable time plan according to their study and life needs to avoid wasting too much time on new media. Positive social activities: College students should actively participate in social activities, expand their social circles and develop healthy social skills so as to reduce social pressure and loneliness. Seeking help: If college students feel

too much psychological pressure, they should seek help in time and can consult a counselor or psychologist so as to get professional help and guidance. Family and social support: College students' families and society should provide necessary support and assistance, including understanding, encouragement and support, etc., which can help them cope with the psychological pressure in the new media environment. Mental health education: Schools should strengthen mental health education and teach students the skills to manage stress and emotions in order to help them build a positive and healthy mindset. The above are some possible effective solutions, which require the joint efforts of students, families, society and schools to strengthen mental health management and education in order to improve the mental health of college students in the new media environment.

3.4. Improve the overall physical quality

Control the time of use: College students can limit the time they use new media by setting the upper limit of use time, for example, only 1-2 hours a day. In addition, students can use time management software and other tools to help them control the time they use.

Protect eye health: College students can protect their eye health by resting their eyes frequently and staying away from electronic devices. At the same time, they can choose to wear protective glasses or adjust the brightness of electronic device screens to reduce the burden on their eyes.

Perform proper exercise: College students can relieve physical fatigue and stress by performing proper physical exercise. Exercise can promote blood circulation, enhance immunity, improve physical quality, etc., which is good for physical health.

Keep good sleep: College students should keep good sleeping habits and avoid staying up late and irregular sleeping hours. Lack of sleep can lead to problems such as physical fatigue and headaches, and even cause psychological problems.

Pay attention to diet and health: college students should pay attention to a healthy diet and ensure sufficient intake of nutrition and water. In addition, try to avoid excessive consumption of unhealthy foods such as high sugar and high fat, which can negatively affect your health.

The negative effects of excessive use of new media on the physical and mental health of college students cannot be ignored. In order to better manage their mental health, college students need to be aware of these problems and take appropriate measures to address them.

4. Conclusion

Under the new media environment, college students are facing many mental health problems, including excessive use of new media, increased social pressure, increased mental illnesses, and aggravation of physical health problems. In order to protect the mental health of college students, a series of mental health management strategies need to be formulated. First, it is necessary to strengthen the mental health education of college students and improve their mental health awareness and psychological quality. Secondly, scientific and reasonable norms for using new media need to be formulated to guide college students to use new media correctly and reasonably and avoid excessive use. At the same time, some measures

can be taken, such as increasing the opportunities of social activities for students and encouraging them to participate in various social activities to reduce social pressure; offering sports and fitness courses to encourage students to participate in more physical exercises to keep their bodies healthy.

In addition, universities can also invest more in mental health by setting up additional counseling rooms and counselors to provide psychological counseling and support to provide students with better mental health services. In addition, various forms of mental health promotion activities can be carried out, such as mental health lectures, mental health training, mental health assessment, etc.

To sum up, the mental health problems of college students in the new media environment need to be paid enough attention. It is necessary to strengthen mental health education, formulate scientific and reasonable norms for the use of new media, strengthen mental health services and mental health promotion activities and other measures, which can help college students better protect their mental health, better adapt to life and study in the new media environment and take comprehensive measures. A perfect mental health service system is established, so as to improve college students' mental health awareness and psychological adjustment ability, and reduce the occurrence and aggravation of mental and physical health problems.

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