Exploring the impact and strategy of mobile social media on psychological health education of college students

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ABSTRACT

Mobile social media used on the mobile devices, such as smart phones or Ipad is regarded as the indispensable vehicle for this generation, especially young college students because they can share their sadness, happiness, opinions and experience. At the present the impact contributed to this situation soon raise the colleges' concern. The paper discusses this issue and manages to suggest how to confront the mobile social media to help colleges apply to new situation of psychological education. This paper analyzes the impact of mobile social media on college students by questionnaire and comparative law, and on the basis of the investigation puts forward the effects of psychological education to university. The analysis's purpose is to prompt colleges under the new situation how to deal with the impact of mobile social media on the psychological education.

KEYWORDS

Mobile social media; Psychological health education; Impact; Strategy.

INTRODUCTION

Nowadays college students have fully joined in the Information Era, because most of them own a mobile phone or PC. Down tens years, mobile social medias, such as SNS, QQ, Wechat, have gradually become the most important role in their study,entertainment and social communication life. Meanwhile, they also exert the influence on the college student' ideology, behavior model and orientation of value system. Analyzing the data questionnaire survey gets, current situation shows that mobile social medias have also great impact on the psychological health education of college students. Some of them are negative. What on earth the mobile social medias impact on the college students' life and psychological health education is a great issue to face.

ANALYZING THE STATE QUO OF MOBILE SOCIAL MEDIA ON PSYCHOLOGICAL HEALTH EDUCATION OF COLLEGE STUDENTS

To deepen analyzing the impact of mobile social media on psychological health education of college students. So the questionnaires which are named by "Has Using the Mobile Social Media Exerted the Influence on You? " are used to get reasonable data. The investigation team distribute 2000 piece,1015 of that got,975 pieces effective.
The effectiveness of the investigation is expressed as:

$$x / y = z\%$$

X means that the number of people who submit the practical questionnaire. And y is referred total 2000 pieces, z referred as effectiveness of the survey.
Among it,z is 48.75.
So the survey' effectiveness on Has Using the Mobile Social Media Exerted the Influence on You is up to 48.75%. basic information is shown as TABLE 1:

TABLE 1 : Basic information

Total Number(975)	Number		Percentage(%)
Sex	Male	345	35.4
	Female	630	64.6
Grade	09Grade	10	1
	10Grade	40	4.1
	11Grade	123	12.6
	12Grade	365	37.4
	13Grade	436	44.7
Mark	Top30%（include）	379	38.9
	30%-60%	351	36
	60%-80%	153	15.7
	80%and below	91	9.3
Psychological Situation	healthy	435	44.6
	A bit of unhealthy	538	55.2

TABLE 1 illustrates that 55.2 percent of college students answering the questionnaire are aware of a fact that their psychological health has been changed for using frequently mobile social media.

TABLE 2 : Time of using the mobile social medias

	Time of using the mobile social medias in the daytime				
	Never	1-2 Hours	2-4 Hours	4-6 Hours	6Hour And Up
Total Number	38	150	393	313	104
Percentage（%）	1.48	15.38	40.4	21.05	10.67

The ratio of frequently(2 hours and up,not including 120 minutes.) using mobile social medias is expressed as:

$$x / y = z\% ,$$

Among it, z is 83.14

TABLE 2 shows that up to 83.14% of college students have relied on the mobile social medias. The frequency surprises the researchers. And absolutely, they have an great affect on the common school life and also changes the colleges' psychological education.

TABLE 3 : Dazing thinking time variation of chi-square test

Test Statistics	
	Change on Time of dazing
Chi-square	5.829[a]
df	2
Asymp. Sig.	0.054
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 281.0.	

TABLE 4 : Chi-square test of to do things a week in free time

To do things a week in free time	p	.000
Rate of using the mobile social medias	p	.000
Common styles of making friends	p	.070
The change of time when staying with classmates	p	.040
The time of thinking alone	p	.676

TABLE 3 & 4 show that time that college students take to do muzzy thinking or think alone are varied and increased conspicuously when frequently using the mobile social media. That has step by step occupied their college life.

TABLE 5 : Primary purpose to use mobile social media

	Chatting	Making New friends	Following The Fashion	Keeping Connection With Old friends	Widening The Horizon	Communication	Removing The loneliness	Pouring Out The Chest
Total Number	392	184	65	616	200	431	101	207
Percentage(%)	40.21	18.87	6.67	63.18	20.51	44.21	10.36	21.23

It is shown in the TABLE 5 that mobile social medias help most of college students communicate with people around. In other word, mobile social medias cater to the psychological need of student's so that less and less students are unwilling to talk with the teacher or deny school's psychological healthy education. At the present more and more colleges have to admit that their psychological health education doesn't work well because their students probe to join the mobile social media to figure out what they are confused.

TABLE 6 : Positive impact and negative impacts of using mobile social media

Positive Impacts						Negative Impacts					
A. Progress in study	B. Abundant entertaining programs	C. Access to rich information and being more informed of society	D. Convenient to communicate with family and friends	E. Easier to go out and seek jobs,convenient to lead a life.	F. No impact	A. Wasting of time and abandon-ing study	B. Negative impacts resulting from dirty websites	C. Easy to be self-enclosed	D. Having a one-sided idea of the society	E. Adding to the financial burden	F. Relying on Internet, pondering inactively and turning to Internet for help
9.6	26.7	28.3	20.0	14.6	0.9	28.7	7.9	13.0	12.5	4.0	33.9

Clear TABLE 6 tells that Pros and cons of college students surfing the Internet are drawn in TABLE 5.As shown above,it is seen that among the positive impacts, number C(28.3%) ranks first while number F(0.9%) places last. Accordingly, when it comes to its negative impacts, number 5(33.9%) reaches the summit, however, number E(4.0%) is at the bottom. All in all, the disadvantages especially can't be ignored.

TABLE 7 : Without phones and mobile social media，the change in psychology

	Without Phones and mobile social media，the Change in Psychology				
	Stopping strongly and closing the phones	Higher, focusing on study heart and soul	High, quiet progress in study	Having little influence on study	Academic efficiency reduced adversely
Number	7	121	230	251	56
Percentage（%）	0.99	16.8	31.94	34.86	7.78

As is seen in TABLE 7,when it comes to survey,48.74% of students hold that the psychological situation becomes terrible while they rely on the mobile social media,academic performance better when decreasing the frequency of using medias,such as QQ,SNS.

IMPACT THAT MOBILE SOCIAL MEDIAS PRODUCE ON PSYCHOLOGICAL HEALTH EDUCATION

As mentioned above, mobile social media has two sides on the college students. It can produce the changes such as social intercourse barriers, emotional fluctuations. But students often underestimate the changes that mobile social medias exert on. Once they have psychological problems,they intend to find solution on the media and so uninterested in psychological health curriculum and relative activities.

Impact that mobile social medias have on the college's psychological education is followed:

I. The waste of psychological education resource
Because of mobile social media, students relieve their feelings or pressure by QQ or Wechat,etc. Undoubtedly, the dangers are hidden in that. Though the psychological education often is questioned, it is necessary. It, they say, is at best confused and at worst non-existent. Therefore, these students are wasting psychological education resource. In a word, the place, psychological teachers are challenged and exerted on the impact students' mobile social media communication environment.

II. The state of college students' mind unpredictable
Some students find many medias to watch outside and convey to their opinions because of the existence of mobile social media, more students, but more and more students have become anxiety and manic mental diseases. It concludes that psychological education in colleges cannot not in time follow up, more difficult to grasp.

STRATEGY OF MOBILE SOCIAL MEDIA ON PSYCHOLOGICAL HEALTH EDUCATION OF COLLEGE STUDENTS

On account of the researches conducted before, we can naturally conclude that college students are terribly relied on the mobile social media.

I. Available psychological consultant service
To begin with, after a painstaking process preparing their college entrance examination, their sense of competition has passed away since the exam came to its end. What is worse,without any exterior pressure, they perceived that college life is the period when they are supposed to enjoy a peaceful and relaxing life,so the mobile social media became the popular choice.

This can be attributed to the current regulation of most college. Most colleges did not clearly illustrate their cultivating plan for their students which resulted in college students lost their orient of life. Therefore, colleges should guide their students to establish exact awareness of the importance of college life, for instance, they can host some parties for students to share their various understanding of college life, and then form a common comprehensive awareness of college life. Apart from that, colleges are in a dire need of psychological consultant departments which can offer students consultant services freely.

II. Establish correct awareness of how to succeed

Besides, stories about some famous person's approaches towards success have engraved a wrong concept in their mind that they can succeed in their life even though they did not learn any knowledge in college. Thus, in stead of burying themselves in their study,they resorted to the media to set up their own net which they conceived can contributed tremendously to their future life. And it is universally acknowledged that the mobile social media can assist a person to build his/her own interpersonal relationship quickly and efficiently. The two factors led to the current situation.

Due to this, instructors should help their students to treat those stories objectively. What is more, they need to make their students realized that although their study is not everything, it is the fundamental of everything. Net-setting can be start at any period of their life, but college is their most effective period to acquire knowledge.

III. Hard measures to apply to reduce the college students' dependence on the media

WIFI can be found every corner of most college's campus, even in their teaching buildings. This is a vital element resulted in students' overuse of mobile social media. Despite the fact that most students especially those studied in prestigious universities are self-controlled, WIFI is an irresistible temptation to them. With the connection of WIFI, their mobile devices can operate consecutively.

Therefore, the control of internet connection, especially WIFI, which is the sources of their lures is necessary. Colleges should set up a department to strictly regulate the internet connection, and put forward hard rules to limit student's use of internet. Furthermore, college are supposed to organize colorful and various extracurricular activities to occupy student's spare time.

IV. The new teaching form eagerly needed

Commonly college students do not like instructor's form of teaching. Owing to this, they would rather to spend their time on mobile social media than focus on their class. Taking this into account, the president of a college should offer his/her teachers a training and launch a revolution on their teaching form and style.

V. Reestablishing their awareness

Although college should be responsible for today's situation, we cannot claim that college students,themselves, have nothing to do with it. First of all, they are still lack of awareness of self-control. Facing with various forms of lure made by mobile social media, they chose to surrender to them without any resistance. Thus,they are dying to learn some typical examples of failure led by the overuse of the media to cultivate their sense of self-control. These cruel realities can illustrate them vividly the harms.

VI. Vigilance against the side effect desired to be heightened

Apart from that, different backgrounds resulted in some students addicted to the media. The mobile social media is a fresh, magic,and attractive thing to those who came from countryside. There are a possibility that it is their first time to use the media, for instance,smart-phone, laptop, etc. They cannot identify the media is a double-edged sword, so they have ignored the negative impact of it. Finally, they just took it as a tool to gain entertainment. On account of this, those who came from countryside should heighten their vigilance against the negative influence.

VII. Subconsciousness of identifying needed to be engraved

Furthermore, college students are always prone to keep abreast of fashion culture. Fashion culture is closely related to the media, so frequent use of the mobile media has become a habit of most students. Therefore, in their subconscious, to use the mobile social media frequently is nature reaction. To form their own sense of identifying and eliminating wrong nature in their subconsciousness is the effectual way.

VIII. Try to participate in various activities

And leaving their hometown to come to another unfamiliar place also bring them a sense of separating. At the same time, the mobile social media provide them with a convenient and effectual way to interact with their friends and relatives. Instead of participating in the activities held by new faces, they prefer to bury themselves in the use of the media. This would further affect the development of their personality, and make they drop into the swamp of autism. To some degree, autism will strengthen their dependence on the media in return. Based on this, students need to adjust themselves to adapt to the new environment and new faces instead of avoiding and resisting. Taking part into various activities are of great benefit compared with spending their priceless time using the media. Besides, try to communicate with their classmates and schoolmates initially may add some different color to their life.

IX. Parents' role cannot be ignored

Last but not least, parents played an crucial role in the process. On the one hand, parents' carelessness towards their child led students eagerly to want to obtain cares from others. The mobile social media allowed them to interact with others, and attain understandings and cares from others. Considering about this, parents are supposed to initially communicate with their child and show their cares to child evidently. A short visit to their child's colleges, or a phone call may be a wise choice and acquire unexpected result.

On the other hand, parents always set a bad example for their child. For instance, some parents, themselves, are terribly dependent on the mobile social media. Child will imitate them immediately, and refused to overcome it. When parents point out this, their child will have enough excuses to reject to get over the bad habit. Therefore, parents should engrave in their mind that they the first and the good teacher of their child. How they act will further influence their child. To lead their child get rid of the media, they should get rid of the dependence first.

SUMMARY

As mentioned above, all the measures listed are aimed to specific factors. The impacts which are brought by the use of mobile social media involved every aspect of the development of college student's psychological condition. College leaders, instructors, parents and college students are all engaged in the condition. The best approach towards the problem is that the cooperative efforts made by them. The mobile social media, itself, did not do harm to the psychological development of college students. An objective attitude to the mobile social media is also necessary if the colleges intend to solve it.

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