The Influence of Mobile Media on College Students' Mental Health Education

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Abstract: In order to better improve the mental health education of college students, this paper studies the current internet environment, analyzes and grasps the influence of mobile phone media on the mental health education of college students, and through questionnaire survey, understands the influence degree of media on the mental health and related influencing factors, calculates the influence indexes of different influencing factors on the mental health education of college students according to the survey results, and puts forward reasonable suggestions on the current mental health education of college students according to the calculation results, so as to realize the research on the influence of mobile phone media on the mental health education of college students. Finally, it is verified by empirical analysis that the research in this paper is true and credible.

Keywords: Mobile media; College students; Mental health; Psychological education

1. Introduction

With the progress of science and technology, the use of mobile phones is becoming more and more common, mobile media affect college students' life, study and other behavioral habits, ideas and mental state and other aspects. In the process of using mobile media, college students have a relatively common phenomenon of "mobile phone dependence", "phubbing", "micro anxiety" and so on, which has an adverse impact on the physical and mental health of college students. Therefore, by analyzing the influence of mobile media on college students' mental health, this paper carries out an algorithm evaluation on college students' mental health, and puts forward some countermeasures to improve college students' mental health. While affirming the positive role of mobile media, college students should be guided to correctly use mobile media to ensure their positive and healthy growth. With the continuous development of smart phone technology and network information technology, mobile phone is no longer used to make calls and send and receive short messages, but more used to search information online, send and receive emails, online shopping, study or entertainment. Mobile media has become the "fifth media" after newspapers, radio, television and the Internet. According to statistics of the ministry of industry and information technology, in the first half of 2017, China's mobile Internet users have exceeded 1.1 billion, among which college students are the main group [1]. Especially with the popularity of smart phones, it not only brings convenience to college students, but also influences and changes their outlook on life, values and world outlook, and even brings them bad influence, especially the increasingly prominent problem of mobile media information pollution. How to correctly view the im-

pact of mobile media on college students' mental health, avoid negative factors and play a positive role are important contents of current college students' mental health education. The original countermeasures to improve college students' mental health include: establishing and improving students' mental health files through real-time tracking investigation, and understanding students' mental health status according to the records; The staff who depend on the counselors perfect the campus psychological counseling work; Or by creating a relatively good campus atmosphere to link the psychological pressure of students and other ways. Many of the above methods have some defects [2]. And the current college students in the stage of formation of values, psychological development is not mature, lack of self-control and judgment, therefore, easily induced by negative information in the network of confused, so through the analysis of the impact of mobile phone media on college students' mental health, to algorithm evaluation of college students' mental health, puts forward the measures to improve the level of college students' mental health.

2. Influence of Mobile Media on College Students' Mental Health Education

2.1. Research on the influence of media on mental health

As the "fifth media" of information communication in the information age, mobile media promotes the exchange and dissemination of information. As a new generation of national power, college students have become the most widely used group of mobile media. Mobile media has begun to exert a subtle influence on the life, study and mental health of college students [3]. Along with the development of science and technology by leaps and

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bounds, the function of the mobile phone also becomes more and more rich, the mobile phone is no longer just limited to the communication tools, it provides powerful entertainment, shopping and other functions, the usage of mobile phone in college students is higher and higher, therefore, to understand the status of the mobile phone media on college students' mental health, explore the strategies of college students' mental health education has become an important content of the education in colleges and universities [4]. The influence of mobile media is mainly shown in the following figure.
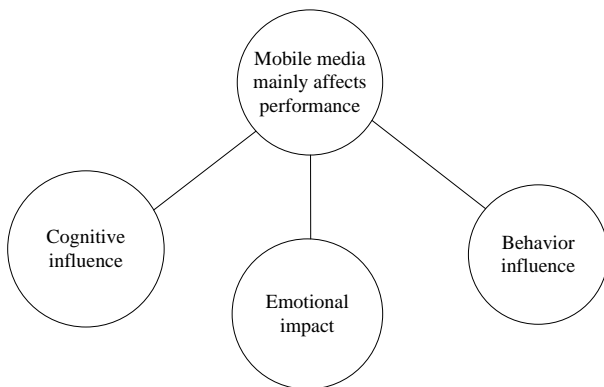

Figure 1. Influence of mobile media

As can be seen from the above, the main manifestations of the influence of mobile media can be divided into: cognitive influence, emotional influence and behavioral influence. While mobile media enriches college students' cognitive categories, negative information on the Internet makes college students more prone to cognitive deviation. College students can use mobile media to communicate and communicate with people of different genders, regions and occupations at any time and obtain abundant pictures and video materials through various channels. Therefore, mobile media strengthens the correlation between college students and the society and promotes the socialization process of college students [5]. However, college students are in the stage of forming values, and their psychological development is not mature, and they lack certain self-control and judgment. Therefore, they are easy to be induced by the complex negative information in the network.

Mobile media provides a variety of channels for college students to vent their emotions, and to a certain extent, it avoids the abnormal situation of college students' emotions. Mobile media has created a new way of interpersonal communication for college students. Through QQ, WeChat, weibo and other platforms, college students can share their mood and state with their friends at ordinary time, which shortens the distance between people [6]. However, with the rapid development of network technology and the increasing variety of mobile apps and

mobile online games, college students who lack self-control are easy to indulge in it. As time goes by, the interpersonal skills of college students will decline and their personality will become more and more withdrawn, leading to psychological problems such as anxiety and depression.

Mobile media will have a certain impact on the cognition and attitude of the audience, which is reflected in people's words and deeds and constitutes the communication effect on behavior. When college students are exposed to the information environment of mobile media, their cognition and attitude are bound to be more or less affected. If they are deeply affected, they may show it in their behaviors [7]. According to the views of Japan scholars cany bamboo xiao, including language, ideas, values and behavior mimicry Event though with reality, there is a big gap between but because people always according to the information provided by the mobile phone media cognitive environment and action, so people's behavior has the characteristics of mimicry environment more and more, it will appear the phenomenon of mimicry environment. The influencing process is shown in the figure below.
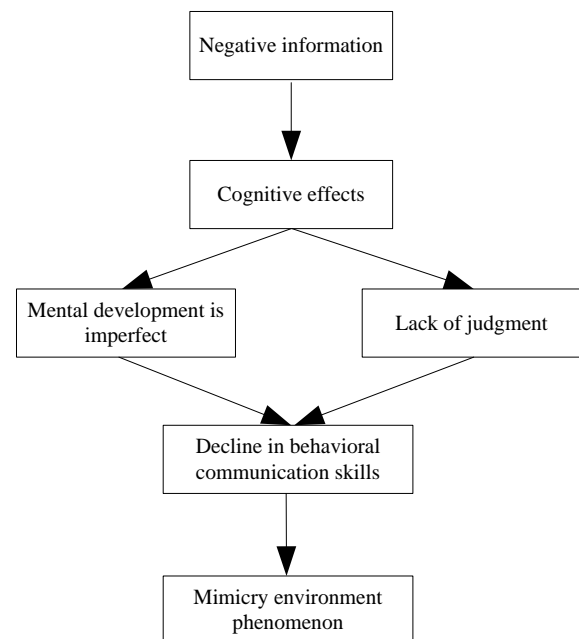

Figure 2. Mobile phone media affect performance process

Thus it can be seen that the simulated environment created by mobile media is likely to affect the objective environment itself through the behavior of the audience. American scholar lippmann believes that to some extent, people's behavior is a response to the mimicry environment. This reaction does not act on the simulated environment itself, but on the real environment [8]. The mimicry environment constructed by mobile media is a reac-

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tion to the objective environment, but this reaction is not purely objective, but spread by the communicator through subjective selection, cutting and editing. The mimetic environment constituted by bad information often distorts the objective environment, and some college students cannot clearly understand this [9]. Moreover, college students are an active group. When they come across information they are interested in, they often share it with their classmates and friends. If they do not understand the nature of the bad information, they will become a new source of pollution, acting as a second hand of bad information, spread it to the people they know, the bad influence will be expanded.

2.2. Mental health assessment algorithm for college students

Due to the convenience and entertainment of mobile media, it naturally takes up a lot of college students' time. Some students even spend more time on mobile phones than on sleep and rest. At the same time, the proportion of actually using mobile phones for entertainment has far exceeded the proportion of using mobile phones to learn and obtain valuable information, and many college students have even developed severe dependence on mobile phones. As a result, in recent years, a new type of disease has emerged: mobile phone anxiety, which can lead to depression and autism. Mobile phones seriously impede the cognition of college students. People with mental health can quickly return to normal after suffering mental trauma without serious sequelae. People with mental health often suffer the consequence of "being bitten by a snake once and being afraid of well ropes for ten years". Psychological trauma cannot quickly recover, on the one hand will cause a threat to physical and mental health, on the other hand also shows that their mental health level is not high.

With the help of mobile phones, college students receive huge amounts of information from the outside world every day. The Internet is virtual, and sometimes it can satisfy the achievement and satisfaction that college students cannot experience in real life. If they indulge in it, they will gradually lose the actual perception of reality and feel alienated from the real world. In the face of easily obtained dazzling information, sometimes no time to distinguish the truth and falsity of information, but also lack of deep thinking and deep processing of information. This reduces college students' ability of independent thinking and in-depth study, and hinders their development of independent innovation and rigorous verification. Therefore, this paper puts forward the algorithm of college students' psychological evaluation to evaluate their mental health. The algorithm is as follows:

$$\varphi(v)=\begin{cases}1, & \text{if } v\geq 0 \\ 0, & \text{if } v< 0\end{cases} \qquad (1)$$

The output of mental activity self-control k using this threshold function can be expressed as:

$$y_k=\begin{cases}1, & \text{if } vk\geq 0 \\ 0, & \text{if } vk< 0\end{cases} \qquad (2)$$

Where *vk* is the induced local domain of neurons, namely:

$$vk = \sum_{j=1}^{m} w_{kj}x_j + b \qquad (3)$$

The above formula represents the intensity of psychological activities, respectively denoting psychological tolerance, self-control ability of psychological activities and self-confidence. For the same kind of mental stimulation, such as poor test scores, entrance examination failed, different people react differently. A person feeling low or complain about the day, or self-blame inferiority complex; The other kind of person is not, the mood change is not intense, can calmly look for the reason. The mental activity intensity of the latter kind of person is high, the ability that fights mental pressure is strong, belong to a kind with higher mental health level. People have the ability to control their own emotions, emotions and thinking activities, their words and actions, but there is a difference in this ability. A relatively healthy person, self-control is strong. Self-confidence is a core pillar of mental health. When a person is faced with life events and work tasks, the first to assess their own ability, think about whether they have enough ability to cope with the objective requirements. True self-confidence depends on an appreciation of one's own abilities [10]. Real self-confidence can enhance people's interest in life, improve the ability to adapt to society, in the event of life, can timely access to social support. So self-confidence can not only serve as an indicator of mental health, but also a way to improve mental health. Through the evaluation of college students' mental health, the corresponding countermeasures can be put forward to improve college students' mental health.

2.3. Realization of college students' mental health education by mobile media

Mobile media information pollution has caused a series of social problems as well as information security problems. In order to build a harmonious and healthy mobile media information environment, it is necessary to comprehensively control mobile media information pollution. This paper mainly discusses the countermeasures to control the information pollution of mobile media from the perspectives of law, technology and audience. The main countermeasures are shown in the figure below.
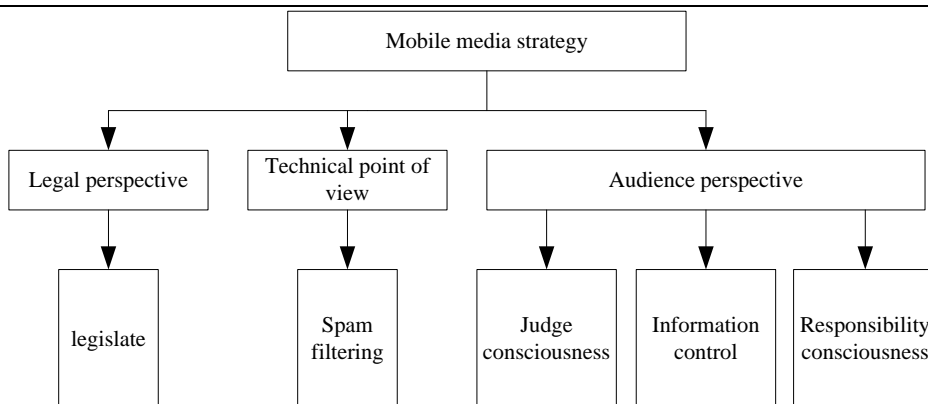
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Figure 3. Mobile media influence on college students' mental health

Legal perspective: improve mobile media management regulations and provide information dissemination system guarantee. Although China's existing laws play a certain role in the management of information dissemination of mobile media, these laws and regulations are not well targeted in the management of mobile media. So. It is necessary to speed up the formulation of targeted mobile media management regulations according to the actual situation. Many provinces and cities according to the local situation developed the mobile phone short message service management regulations, to the mobile phone short message dissemination to standardize, but due to regional differences, standards are not consistent, in the implementation of many problems. In order to conduct more standardized management of mobile media information dissemination, it is necessary to speed up the formulation of targeted and uniform laws and regulations. According to the ministry of industry and information technology, the government is striving to issue the regulations on the management of short message service by the end of 2010. Only by formulating relatively complete regulations on the management of mobile phone media, can the management of mobile phone real-name system be effectively promoted and the legal basis be provided for the control of mobile phone media information pollution.

Technical perspective: improve technical level and implement effective monitoring. The super-fast development of mobile media is closely related to the rapid improvement of mobile technology, and the problem of information pollution of mobile media can also be solved from the perspective of media technology. For example, improve the mobile media information filtering technology can be to a certain extent to control the mobile media information pollution phenomenon. In recent years, China has issued a number of mobile phone short message technology standards, stipulates the mobile phone spam short message filtering software system architecture, filtering process and performance indicators, etc., to the current spam short message filtering standards, become

an important tool to limit the spread of spam short messages, purify the content of short messages. The specific process of filtration technology is shown in the figure below.
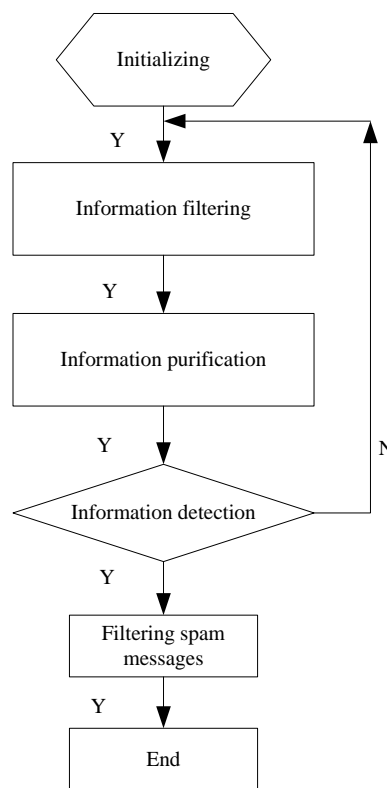

Figure 4. Unhealthy information filtering technology

Of course, only a few technical standards cannot fundamentally solve the problem of mobile media information pollution. The current technical standards need to be improved. At the same time, more detailed and scientific technical standards for mobile media information dissemination should be formulated to provide more reasonable technical specifications for the control of mobile media

information pollution. Therefore, college students should take the initiative to enhance their responsibility awareness and media literacy, and strive to build a harmonious and healthy information environment. In the author's opinion, to improve college students' responsibility awareness and media literacy, we need to start from the following aspects: Some scholars believe that in the new media era, it is particularly important to improve the critical awareness of the audience. It mainly includes: cultivating the audience's ability to identify information, accurately identify bad information; Improve immunity. Firmly resist bad information; Abide by communication ethics and refuse to spread bad information. This point of view has important reference value for improving college students' media literacy. In the second. Improve college students' ability to check mobile phone information. College students often use mobile media to forward information, which is the "secondary dissemination" in the process of information dissemination, and college students become the gatekeepers of information dissemination. It is worth noting that college students do not have clear standards for information dissemination, and they often forward information according to their own needs and interests. Therefore, in the media literacy education and moral education in colleges and universities, it is necessary to strengthen the cultivation of college students' information gate keeping awareness and ability. Thirdly, to improve college students' sense of responsibility and construct a harmonious and healthy mobile media information environment. If college students have a weak sense of responsibility, they lack a sense of prevention against bad information. Without an adequate assessment of the consequences of bad information, it will not be strictly guarded. Through guidance and education, improve the sense of social responsibility and political responsibility of college students, strictly check the mobile phone information, to avoid harm to society.

3. Case Analysis

In order to verify the effectiveness of the research results on the impact of mobile media on college students' mental health education, the actual investigation and research were conducted. In view of the negative impact of mobile media on college students' mental health, colleges and universities should actively make use of its advantages to develop appropriate coping strategies and guide college students to use mobile media correctly. Therefore, the accuracy of the mental health algorithm for college students is particularly important. Therefore, 1000 college students were selected as experimental subjects for a questionnaire survey and tracked and analyzed with the permission of students. 1000 college students were randomly score of two groups were observed, respectively for the experimental group and control group, the experimental group using this article research results to guide,

control group is free to use the handset media, compared two groups of students psychological health situation of the half-year, record and summary, compare the average results of the two groups after summary, below.
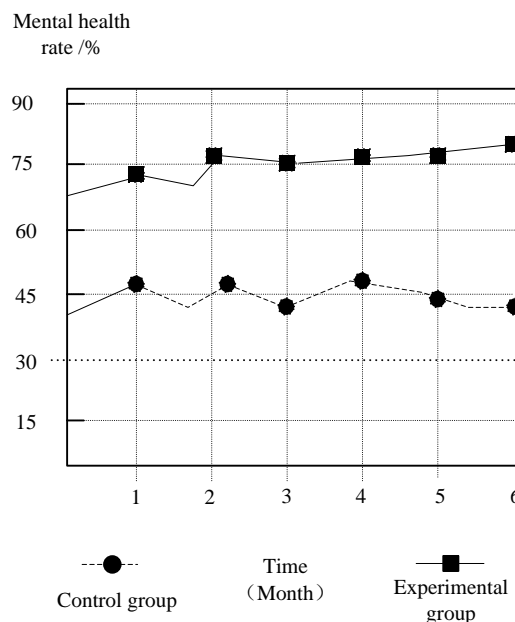

Figure 5. Contrast experiment results

It can be seen from the above survey results that the accuracy of the mental health assessment algorithm proposed in this paper is better than the original assessment method, which can better assess the current mental health status of college students and guide them to make reasonable use of mobile media. In according to the evaluation results to students as the center, the use of campus network, campus BBS, campus post bar and other platform set up specifically for college students psychological health consulting website, the site can be set up psychological tests, mental health education and consulting, mental health knowledge exchange, such as content, focus for good mental health education teachers in the network platform for college students to disabuse, communicate issues, such as students' network quality education, to cultivate students actively and rationally use mobile media.

4. Conclusion

Mobile media has become a popular trend in the network era and the trend, leading role and influence of it in the future is not to be ignored, the students using mobile phones to spread information and entertainment, to distinguish it brings positive and negative effects, and learn to foster strengths and circumvent weaknesses, through the analysis of the influence of the college students' psychological health education, mental health algorithm

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evaluation, puts forward the measures to improve the level of college students' mental health, to ensure that the growth of the college students' positive and healthy.

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