

The Psychological Research of College Students in the Environment of Campus Network Culture Dissemination

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Abstract: With the development of science and technology, the network has become an indispensable part of people's lives. At the same time, the rapid development of the network has formed its unique culture. In today's information digitization era, network culture has flooded into the university campus, providing many convenient conditions for the development of the university. At the same time, because of the complexity of its content, the Internet has a lot of negative effects on college students' study, life and personality formation. The formation of young college students' values is a complicated process, which is carried out in various ways. As a new type of cultural carrier, network culture has an increasingly important influence on people's work, study and life. This paper tries to analyze the relationship between campus culture construction and college students' mental health education, put forward the basic idea of their interaction, and explore the content, mode, mechanism and ways of optimizing the combination of them, so as to promote the benign interaction between college students' mental health education and college campus culture construction.

1. Introduction

With the rapid development of network technology, online media, e-bookstores, distance education, online shopping, online banking and so on have poured into people's life like spring after the rain, and modern society has entered the network era [1]. With the development of the Internet, the whole mankind has been swept by an unprecedented cultural storm, which is network culture. As a popular culture, network culture takes a unique form of cultural expression, takes the latest scientific and technological achievements of mankind as the carrier, relies on the modern developed and rapid information transmission system, uses certain tools and symbols to convey ideas, culture, customs and people, express their views and express their emotions, and constructs a new form of Ideological and cultural expression [2]. With the virtual world gradually replacing the real society and relying on online social networking and online games to achieve another self remodeling, many college students are addicted to the Internet and don't even know how to better arrange their life, work and study. After graduation, they did not plan their own life, rely on their parents, and even hide behind closed doors at home, commonly known as "lying flat", they got hollow disease and had no goal in life. College students often stay up late to surf the Internet and play computer games. They think that it is meaningless to go to school and can't find the meaning of living. They are deeply hit by a setback and can't recover. Even many students easily end their lives. The crux is that during the university period, we did not construct the correct values, outlook on life and world view, and did not integrate our personal mission with the country. In universities, campus network culture has entered the life world of university teachers and students in an all-round way. Network life has become an important part of the life of university teachers and students and an important factor in shaping the spirit of the times of university teachers and students [3]. Contemporary youth live in a relatively free and tolerant social environment, and the spirit of the times advocates secularity and freedom. For every young college student, values first come from the society. Any society will provide its members with a value concept and life goal, encourage and guide them to complete the career expected by the society [4]. We should not only strengthen knowledge education, but also strengthen ideological education, be able to use the knowledge learned to play a role in society, be good at dealing with problems when encountering problems, be able to turn

negative emotions into positive emotions, make good use of the Internet, make the network a learning tool for College Students, and provide convenience for them to better obtain knowledge.

In the information network society, higher quality talents are required, so we should establish the educational values of freedom, harmony and development as the core. Therefore, we should actively pay attention to the construction of campus network culture, actively correct the adverse impact of network culture on College Students' values, and make use of the advantages of network culture to make campus network culture a new way to realize the popularization of higher education, disseminate advanced culture and strengthen ideological and moral education for students [5]. Although the negative impact of network culture on College Students' values is not main, it objectively exists and can not be ignored [6]. Therefore, in order for college students to grow up smoothly in the complex network culture environment, so as to maintain social stability, we must fully understand the dual impact of network culture on university values and seek targeted educational countermeasures [7]. Starting from the analysis of the relationship between campus culture construction and college students' mental health education, this paper puts forward the basic idea of their interaction, and discusses the content, mode, mechanism and ways of optimizing the combination of them, so as to promote the benign interaction between College Students' mental health education and College Campus culture construction.

2. The internal relationship between campus culture construction and college students' mental health education

Campus network culture is a kind of culture with educators and students as the main body, campus network as the media, sending and receiving information as the core content, and university campus as the aggregation point. Campus culture construction and college students' mental health education complement each other and rely on each other. On the one hand, both of them are identical in terms of educational objects, fundamental tasks and educational approaches, that is, they all take people as their research objects, and they all take the improvement of people's overall quality as their fundamental task, which can be implemented through subject infiltration, team activities, extracurricular practical activities, optimization of campus environment and so on. On the other hand, they complement each other and interact with each other. The network culture subject is highly autonomous. Because of the openness, equality and diversity of information dissemination, the campus culture has completely changed the inherent pattern of educators and educatees [8]. In the process of all kinds of new ideas and information exchange, everyone is both an educator and an educated person. Everyone is the subject and object of education. The personalities of university educators and educatees are brought into full play as much as possible and generally recognized by others. Therefore, it has formed the cultural characteristics of highly independent network culture subjects.

College students' special age stage and campus learning environment are the key periods for the formation of college students' outlook on life, world outlook and values, with strong plasticity. Campus life is a transitional period for college students from campus to society, and their thoughts are independent and creative. College students are full of dreams and ideals for the future, rich in feelings and highly volatile in thoughts. Campus culture construction and college students' mental health education follow different development rules, and there are obvious differences in the main body, content, objectives, methods and other systematic elements of education. On the main body, the faculty and staff of the whole school are the main body of campus culture construction and the main body of creating and enjoying the achievements of campus culture. The main body of mental health education is faculty and staff, and the students who are the object of education belong to the object of education. Network culture is a kind of information culture formed when various information dissemination activities are carried out with the Internet as the media, regardless of regions and national boundaries [9]. With a brand-new way of communication and huge amount of information, it has exerted great influence and impact on people's behavior. Campus culture is easily impacted by numerous social cultures. Without the support and supplement of mental health education, it is likely to lead to one-sided development or even abnormal development. On the other

hand, college students' mental health education needs campus culture as an effective carrier and approach. Harmonious interpersonal relationship, good study style, teaching style and school spirit, and strong academic atmosphere have a subtle and positive influence on the cultivation of educated people's noble moral sentiments, the formation of good mental outlook and the establishment of correct values.

The value diversity of network culture The equality and openness of information content of campus network culture will inevitably bring about the diversity of cultural values, which not only provides a platform for the exchange culture and elite culture, but also provides a certain space for the development of non-exchange culture, and at the same time creates a good atmosphere for the development of mass culture. On the objective, the construction of campus culture focuses on creating a healthy and positive cultural atmosphere, producing positive educational effects and promoting the construction and development of all aspects of the school. The goal of mental health education is to require students to properly handle the relationship with the surrounding environment with a peaceful attitude, so as to achieve physical and mental unity and healthy development. In terms of methods, the influence of campus culture emphasizes the internalization and self-development of school members' culture, and forms their thoughts and behaviors consistent with campus culture and social mainstream cultural atmosphere.

3. New ideas on campus network culture construction and mental health education

3.1. Strengthening team building in network culture

In terms of financial support, the investment of universities in network construction management is relatively small. Compared with the huge amount of network information, there are not enough people familiar with school information and information collection management, and the immature campus network management technology is also one of the reasons why its supervision is not in place. Faced with the ever-changing Internet, young workers should have a sense of urgency of the times and be brave in facing and meeting the challenges of the Internet era. This requires young workers to constantly strengthen their study, learn the relevant knowledge of the Internet, make a correct evaluation and estimation on the development and present situation of the current network culture in a timely manner, know the psychological and ideological situation of young college students in a timely manner, and form an online propaganda team. The network ideology education team can pay close attention to the students' online ideological trends, answer the various problems put forward by students on the Internet in time, improve students' ideology literacy and enhance their information processing ability in a subtle way [10]. Only by cultivating a network ideology education team with high ideological awareness, strong professional skills and familiarity with students' ideological trends and online habits can the network culture attract students' attention and guide the mainstream of moral education with positive images with rich contents and various forms. Only by doing a good job in campus network construction, strengthening network management and supervision, early prevention of bad information and early detection of extreme emotions can we improve campus network culture fundamentally, provide a safe and harmonious network platform for college students and reduce the occurrence of unhealthy psychology.

3.2. Create a green network environment

Culture, as the carrier of national spirit, shows the profound details of the Chinese nation. Similarly, campus culture is also a platform to show the characteristics of the school, which is diverse and rich, so we need to build and maintain it better. The essence of campus culture construction belongs to the category of ideology education. It is the inevitable choice for ideology education to meet the network challenges by building campus LAN and using high technology to create new educational positions. We should actively and actively build the campus LAN, occupy the network with advanced culture, grasp the initiative, guide young students to distinguish right from wrong with a scientific point of view, and strengthen their ideals and beliefs. For a university, according to its self-positioning and deep connotation, it is bound to form a unique campus culture.

Therefore, it is necessary to build a characteristic campus website that keeps pace with the times, relies on national culture, has a sense of science and artistic flavor, and displays the long and splendid Chinese history and culture, unique campus culture and school-running characteristics. The construction of campus network culture should not only be based on culture, but also effectively combine the psychological characteristics of college students, create characteristic activities of network culture, enrich newspapers, campus weekly, drama and dance, community activities and interest groups with network culture, enrich the hearts of college students with colorful campus network culture, create a green grid environment and promote their mental health.

3.3. Education in network culture

Education should not only train college students to engage in a specific and lifelong career. How to integrate a person's intelligence, physical strength, psychology, morality and other factors to make him a sound person. The starting point and ultimate destination of higher education is to cultivate high-quality innovative talents to play a role and contribute to social development and human progress. The network has become a part of modern university life. Making full use of the huge information capacity and multimedia technology of the Internet to carry out campus cultural activities with network characteristics, integrating education with entertainment, not only enriches campus cultural life, but also improves the network quality of college students, which can get twice the result with half the effort. In view of the fact that college students are unwilling to communicate face to face, it is one of the important contents of university network construction to open up new ways of mental health education and carry out psychological consultation and counseling activities. Campus network should carry out more columns of psychological counseling for college students, and carry out mental health education for college students in a relaxed network environment. For example, if some websites on the campus network are handed over to students to create their own websites, they can discuss the issues they care about, and teachers retreat behind the scenes, only paying attention to proper guidance, which can not only understand students' ideological trends and prescribe the right medicine, but also improve their interest and provide opportunities for them to exercise and practice by using the network. Because of the psychological problems such as academic pressure, exam anxiety, inferiority complex, economic poverty and interpersonal relationship, many students can improve their self-adjustment ability by communicating with their classmates who have similar experiences, think about the same problems with a broader vision and help college students get out of the psychological haze.

4. Conclusions

According to the 47th statistical report on China's Internet Development released by China Internet Network Information Center (CNNIC), by December 2020, the number of Chinese Internet users had reached 989 million. While seeing the prosperity of the network, we should also be vigilant against the negative aspects of the network culture. The Internet has become a mass media and deeply affects everyone's life. Talent is a strategic resource to achieve national rejuvenation and win the initiative in international competition. In the century of information age, social progress has put forward new requirements for talents. As teachers and healers in our school, we should combine the characteristics of network culture, make full use of network resources, promote advantages and eliminate disadvantages, and create a healthy network environment for cultivating college students into high-quality talents with network awareness and meeting the needs of society. With the rapid development of the Internet, the campus network culture has become an important factor affecting the values, moral quality and mental health of college students, and the construction of campus network culture has also become an important part of the current campus culture construction. Network culture has had a great influence on people's values, especially those of college students. For universities, the network is not only the front position to promote the quality education of college students, but also a new position to promote positive education and shape a beautiful soul. There are rules to follow in the interaction between campus culture construction and mental health education, and the study of these rules makes it a theory, so as to guide the practice of effective

interaction between them and ensure the smooth progress of their work. Universities should strengthen the construction of campus network culture, make network education conform to the development of society and people, implement brand-new educational ideas, give full play to the positive role of network culture, and serve the growth and success of young students.

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