

# Strategy analysis of psychological health education for college students from the perspective of integrated media

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**Abstract:** This paper aims to explore the strategies of college students' mental health education from the perspective of integrated media. Firstly, it analyzes the current situation of college students' mental health problems, including common problems such as stress, anxiety and depression, and points out the challenges of traditional mental health education in the media age. Next, it introduces the strategies of mental health education from the perspective of integrated media, including the use of social media, online platforms, mobile applications and other media forms for mental health education. Then, it analyzes the advantages and disadvantages of these strategies and how to implement them effectively. Finally, it summarizes the importance of college students' mental health education strategies from the perspective of integrated media to improve college students' mental health level, and puts forward the future research direction.

**Key words:** integrated media perspective; college students; mental health; tactics

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## 1 Introduction

The mental health problems of college students are attracting more and more attention. With the development of society and the intensification of competition, college students are facing great pressure from studies, life and interpersonal relationships, which leads to a more and more serious trend of mental health problems. Traditional mental health education often faces the dilemma of wide audience but limited effect. With the continuous development of media technology, the strategy of mental health education from the perspective of integrated media has gradually attracted attention. From the perspective of integrated media, this paper will discuss how to use various media forms to improve the mental health level of college students.

## 2 The status quo of college students' mental health problems

In today's society, with the rapid development of information technology and the extensive penetration of the media, college students' mental health has gradually attracted more attention. This generation is in the process of change, facing unprecedented challenges and pressures. Therefore, the universality of mental health problems cannot be ignored.

### 2.1 The universality of college students' mental health problems

In recent years, the mental health problems of college students have shown an increasing trend. On the one hand, multiple factors such as academic pressure, employment competition and interpersonal relationship have brought heavy psychological burden to college students; on the other hand, some college students lack effective coping mechanism and

psychological adjustment ability, which leads to frequent psychological problems. In addition, the exposure and amplification effects of the media also make the mental health problems of college students more noticeable.

In the field observation of the current situation of college students' mental health problems, we first focus on the academic pressure faced by college students. Through interviews, we know that most college students feel the heavy pressure from curriculum arrangement. This kind of pressure comes from the heavy schoolwork task and excessive study pressure, which makes them unable to adjust themselves well. This situation causes many college students to have psychological problems such as anxiety and depression.

## 2.2 Common mental health problems

Among college students, common mental health problems include anxiety, depression, inferiority complex and interpersonal barriers. We will analyze these problems one by one below.

Anxiety is one of the most common psychological problems of college students. Faced with heavy academic tasks, fierce employment competition and complicated interpersonal relationships, many college students feel unbearable pressure, resulting in anxiety. This kind of emotion is manifested as nervous, upset, insomnia and other symptoms, which seriously affects the daily life and learning efficiency of college students. In order to relieve anxiety symptoms, college students need to learn how to arrange their time reasonably, adjust their mentality and seek support to cope with stress.

Depression is another common mental health problem. Due to academic failure, emotional frustration, family changes and other reasons, some college students have fallen into deep depression. They feel helpless, desperate, lose interest and vitality, and even have the idea of self-harm or suicide. Depression not only affects the mental health of college students, but also may have serious consequences for their physical health. Therefore, once you find yourself or your classmates have depressive tendencies, you should seek professional help and treatment in time.

## 3 The challenges of traditional mental health education

With the rapid development of science and technology and the advancement of globalization, modern society is undergoing unprecedented changes. This change not only brings convenience and opportunities, but also brings unprecedented pressure and challenges to people. Especially for college students in this era, they are faced with more complex and diverse mental health problems. However, the traditional mental health education often ignores these unique pressures and challenges of modern society, which leads to its educational effect being greatly reduced.

First of all, traditional mental health education has failed to fully realize the fierce competition in modern society. In today's society, college students are facing great competitive pressure, whether in study, employment or social interaction. This pressure comes not only from the competition among peers, but also from the high standards and strict requirements of society for talents. Traditional mental health education often only pays attention to the individual's psychological state and behavior, but ignores the far-reaching influence of this external environment on college students. Therefore, in order to improve the pertinence and effectiveness of mental health education, we need to pay more attention to the influence of modern social competition on college students' mental health and provide corresponding support and help [1].

Traditional mental health education has failed to keep up with the speed of information dissemination in modern society. In the Internet age, the speed and scope of information dissemination are unprecedented. As one of the main users of information technology, college students are immersed in a huge amount of information every day. This kind of information overload may not only lead to psychological problems such as anxiety and depression of college students, but also affect their cognitive and judgment abilities. However, traditional mental health education often lacks in-depth understanding and research on the characteristics of information dissemination, and cannot provide effective information screening and processing strategies for college students. Therefore, we need to strengthen the research and analysis on the

characteristics of information dissemination in modern society, help college students to establish correct information concepts and usage habits, and thus safeguard their mental health [2].

## **4 Mental health education strategies from the perspective of integrated media**

### **4.1 Use social media platform for mental health education**

Social media platform can provide rich and varied mental health education resources for college students. Through Weibo, WeChat, TikTok and other platforms, educational institutions and professionals can publish mental health knowledge and psychological adjustment skills to help college students understand the importance of mental health and master the methods of maintaining mental health. At the same time, these platforms can also provide online consultation, psychological assessment and other services, so as to facilitate college students to seek help in time when they encounter psychological problems. Social media platform can create a positive and healthy mental health education atmosphere.

### **4.2 The application of online platform**

Online platform can provide rich mental health education resources for college students. Through the establishment of mental health education websites and WeChat official account, we can publish mental health knowledge and psychological adjustment methods for college students to consult at any time. At the same time, professional counselors can be invited to give online lectures and consultations to provide personalized mental health guidance for college students. Online platform can promote the interaction between college students. Through mental health education forums and group chats on mental health topics, college students can share their psychological experiences, learn from each other and support each other. This kind of interactive communication can not only help college students to relieve their psychological pressure, but also enhance their mental health awareness and self-adjustment ability.

### **4.3 The role of mobile applications in mental health education**

The portability of mobile apps provides college students with opportunities to learn mental health knowledge anytime and anywhere. Traditional mental health education is often limited to classrooms or specific places, but mobile applications have broken this limitation. Students can access mental health education resources anytime and anywhere through devices such as mobile phones or tablets, which greatly improves their learning efficiency and participation. The interactivity of mobile applications enhances the interest and motivation of college students in mental health education. Many mobile applications use gamification design to attract students' attention through interesting interactive links and challenging tasks. This way not only allows students to learn mental health knowledge in a relaxed and pleasant atmosphere, but also stimulates their sense of competition and spirit of exploration, so as to better master and use what they have learned.

## **5 Conclusion**

To sum up, the strategy of mental health education from the perspective of integrated media provides new ways and possibilities for improving the mental health level of college students. In the future, we need to further study how to effectively use various media forms to better serve the mental health needs of college students, so as to achieve the ultimate goal of mental health education.

### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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