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Influence of Mobile Media Application on University Students' Psychological Health Education

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ABSTRACT

The emergence of mobile media has brought new opportunities and severe tests to the ideological and political education in universities. In order to improve and implement the effectiveness of ideological and political education of university students, we must fully realize that mobile media has become a new domain of ideological and political education. Ideological and political workers should strengthen the ideological and political education of university students under the influence of mobile media. This article takes the mobile phone media as a clue, and leads to the reflection of university students' mental health education. It aims to promote the benign development of mobile media, and calls on the community to pay more attention to the psychological health education of university students. The multiple linear regression model is applied to study the influence of mobile phone media application on mental health education of university students, the positive and negative influence of mobile phone media on university students' psychological health education in university students' cognitive ability, communicative ability, life and emotion regulation ability and other aspects are obtained, and the improvement strategies are proposed.

Keywords: mobile media, university students, psychological health education

INTRODUCTION

With the rapid development of modern information technology, the new media based on mobile phones have begun to interfere with people's lives and have a profound and extensive impact on people's lives (Apouey, Clark, 2015). Mobile media is the highest form of media coverage in new media, and has gradually become a necessary tool in people's lives, which has also increased the possibility of mobile media selection (Li, 2017). At the same time, as a mobile phone can transfer and access to information of high quality media platform, so that consumers understand the major events in each region whenever and wherever possible, which broadens people's access to information channels, also facilitates the exchange and communication between people (Bowers, 2015; Chen, 2016).

Mobile phones have a significant impact on university students' learning and life, and even more influence the development of university students' mental health (Dai, 2016; Gilhuly, 2015). In the process of using and innovating mobile media, people can deeply feel the benefits of mobile media to consumers, but the inherent lack

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Contribution of this paper to the literature

- Multiple linear regression model is used to study the impact of mobile media applications on university students' mental health education, data analysis and the results are reliable.
- Independent variables are certificated by reliability and validity analysis, and the results are reasonable and strong.
- The author puts forward some countermeasures for the university students' mental health education under the application of mobile media.

of mobile media also makes experts and scholars worried (Guan, Chen, 2015). Students can not only browse more "positive energy" essays through the circle of friends, but also may not recognize the subtly malicious with full conspiracy theory, therefore, it needs to face the influence of mobile phone application on university students' psychological health. As a typical representative of new era high-tech, mobile phone new media not only breaks the rigid mode of information dissemination in traditional media, but also makes up for the disadvantages of traditional media which is not carrying or moving.

REVIEW OF RESEARCH STATUS

Domestic Research Status

In China, the mobile media not only shocked the traditional media, but also impacted the traditional mode of ideological and political education of university students. Bad interpersonal relationship will increase university students' sense of frustration, stimulate internal conflicts, and lead to a series of adverse emotional reactions, affecting physical and mental health (Hu, Chen, 2015). "Introduction of Mobile Phone Media" edited by Kuang Wenbo is the first teaching book to study mobile phone media in China, in which a theory model of mobile phone media research was introduced. Other books also study the mobile media and ideological and political education from different angles and different branches. In related papers, from 2000 to 2016, 588299 articles about mobile phone media in China were published. Obviously, in the rapidly changing social environment and cultural atmosphere, the mobile media has received more and more attention from domestic political researchers (Higgins, et, al., 2015).

Foreign Research Status

In foreign country, there are many researches on mobile phones and new media, mostly in the form of books. Meyrowitz, an American communications scientist, believes that the electronic media have contributed to the consolidation of many old situations (Kim, et, al., 2015). With the popularity of electronic media, he says, the situation is changing because of the simplicity of their code of communication. Text, pictures, audio, video and other forms of media content can be obtained from the mobile phone, with integrated information dissemination advantages. Paul Levinson also expounds the importance of mobile media in his book. "There are two basic ways of human communication: speaking and walking." Unfortunately, since the birth of mankind, these two functions began to split, until the mobile phone turned out, the two relative functions are integrated, and set in one. Mobile phones alone make people talking with walking and texting with walking. As a result, people liberated from the machine and confined room, into nature, roaming the world. The unlimited two-way communication potential of wireless mobile make mobile phones to become the most media of information dissemination." (Lee, 2015; Nolte, 2016).

METHOD

The rich network culture of mobile phone media makes students having a new life experience, but also promoting the innovation of university students' thinking mode, it is an important way to improve their cognitive ability, social and cultural life of the (Wang, 2015). But the widespread use of mobile phones has also made the potential weaknesses of the network rapidly expanding. Simply use the mobile phone media will make students

Table 1. Reliability analysis of influencing factors of university students' mental health education

	Cronbach α coefficient	α coefficient after removal of the item
University students' psychological health education	0.755	
X ₁		0.745
X ₂		0.756
X ₃		0.675

Table 2. Validity analysis of influencing factors of university students' mental health education

	Factors	Factor loading	KMO value	Sig value
Financial organization learning ability	X ₁	0.646	0.745	0.000
	X ₂	0.632		
	X ₃	0.545		

have psychological dependence on the frequent contact, mobile phone media will also make their cognitive level and self-control ability decreased rapidly, even tempered, anxiety, and lack of morbid psychological security (Wang, Yu, 2016).

In this paper, university students' psychological health education is taken as a dependent variable y , university students' cognitive ability x_1 , university students' communicative competence x_2 and the students' emotion regulation ability x_3 are taken as independent variables. First of all, the reliability of this model application scale is shown in **Table 1**.

The Cronbach α coefficient of the scale is higher than 0.7 through the previous table, and the α coefficient will not be significantly improved after the deletion of any item, indicating that the scale is tested by reliability. The validity of this scale is shown in **Table 2**.

As shown in **Table 1** and **Table 2**, KMO value is larger than 0.7, each factor load is larger than 0.5, and through the significance test, the data is valid.

This paper uses multiple linear regression model to study the impact of mobile media application on university students' mental health education, and the specific formula of multiple linear regression model is as follows:

$$y_t = x_t \beta_t + \mu_t \tag{1}$$

where, $t = 1, 2, \dots, N$.

In formula (1), the dependent variable y_t is the mental health education of university students. The independent variable x_t is the variable of mobile media application, β_t is the independent variable coefficient, and μ_t is the column vector of interference term (Li, 2017).

Formula (1) is written in matrix form as:

$$\begin{pmatrix} y_1 \\ y_2 \\ \vdots \\ y_N \end{pmatrix} = \begin{pmatrix} x_1 & 0 & \dots & 0 \\ 0 & x_2 & \ddots & \vdots \\ \vdots & \ddots & \ddots & 0 \\ 0 & \dots & 0 & x_N \end{pmatrix} \begin{pmatrix} \beta_1 \\ \beta_2 \\ \vdots \\ \beta_N \end{pmatrix} + \begin{pmatrix} \mu_1 \\ \mu_2 \\ \vdots \\ \mu_N \end{pmatrix} \tag{2}$$

The formula for estimating the independent variable coefficients using the maximum likelihood estimation method is as follows:

$$Q = \sum_{i=1}^n u_i^2 = u' \hat{u} = (Y - Xb)'(Y - Xb) \tag{3}$$

When the normal equations are established, the coefficients of the out variables can be estimated, and the formula is as follows:

$$b = (X'X)^{-1}X'Y \quad (4)$$

The residual formula for dependent variables is as follows:

$$RSS = \sum_{i=1}^N u_i^2 = \sum_{i=1}^N (y_i - \hat{y}_i)^2 = \sum_{i=1}^N (y_i - \mu_0 - \beta_i x_i)^2 \quad (5)$$

It can be seen from the above formula calculation that the use of mobile phone media by students can help to improve the cognitive ability, help students deal with emotional problems, and improve the effectiveness of mental health education. But at the same time, mobile phone media applications will have a negative impact on university students, it will take disorder cognitive, low mental health education ability, reducing communication lags behind the development of mobile phone media etc.

RESULTS

Mobile Media Applications have a Positive Impact on University Students

To promote the development of cognitive ability of university students. Compared with traditional media, mobile media has broadened the channels of information sources for university students and improved their cognitive ability. Mobile media can overcome the obstacles of information dissemination in time and space, and enable students to accept various kinds of information easily and happily anytime, anywhere. The information on the one hand increase the students' information storage capacity, on the other hand, it can shorten the time to get information and use effective information for students, the learning efficiency is greatly improved (Yu, Wang, 2017). The application of mobile media to university students can deepen their perception of the external things, and help to establish a sound psychological mechanism.

To broaden the channels of emotion regulation. The use of mobile media for university students provides a channel for their emotional adjustment and expression, and to a certain extent, reduces the possibility of university students' abnormal emotions and their lost status. The one-way communication model in traditional communication tools has long been unable to meet the needs of contemporary university students (Zhou, Chen, 2015). Today, the integration of traditional and new media produced a typical media - mobile phone media, it not only has the function of mass media, and the media has changed the traditional one-way linear mode of transmission, for university students it opens a new emotional communication and emotional release place and broaden the interpersonal communication mode university students.

To improve the effectiveness of mental health education. The widespread popularity of mobile media has changed the traditional face-to-face teaching mode between teachers and students. Mobile phone network can conveniently and quickly spread the mode of education such as "one to many" and "many to many", saving resources, but also optimizing the allocation of resources and the efficiency of teaching education is improved, in addition, the activities space of mental health education workers and teachers is broaden, to strengthen the students' attention on their own the mental health education, and facilitate mental health education work smoothly. For example, the Fudan University has established a WeChat open public platform for mental health education, in which students can browse the healing picture, accept mental health video and film recommendation, It is more helpful for students to receive primary mental health counseling than the traditional face-to-face model.

The Negative Impact of Mobile Media Applications on University Students

The dissemination of bad information results in cognitive confusion. The spread of good and bad mixed information can easily lead to cognitive confusion among university students. In the virtual world, the curiosity and the different psychology of university students have been satisfied, but if things go on like this, it easy to have a strong sense of alienation and the sense of exclusion of real life. Excessive dependence on the virtual network in

the world, will eventually lead to a loss of trust in real life, and the students' cognitive will be disorder. Similarly, the quick way to get the information you need will also make university students less willing to think and reject deep-seated questions. mobile phone media opens channel for information transmission, the channel is the channel of students to get the information, also to earn petty profits by some bad businesses, who get the convenience to cheat students. It is difficult for university students to trust again after they are cheated, and these phenomena can lead to the lack of social identity, which leads to the morbid psychology of university students.

To reduce students' communicative competence. Excessive use of mobile media by university students will make their emotions indifferent and their interpersonal skills declined. First of all, mobile phone media breaks the boundaries of reality and the virtual world, many university students cannot extricate themselves in mobile phone games and entertainment software, and limit them in the mobile phone to communicate with the outside. Secondly, the handset network has the concealment and the virtuality. University students often do not know each other's identity and appearance when they are engaged in social interaction, and this way of information communication can also make interpersonal communication untrue. Finally, the study found that excessive use of mobile media can make university students apathetic, which is not conducive to their physical and mental health development.

Mental health education lags behind the development of mobile media. The development of mobile media technology has brought great difficulties to the smooth progress of university students' mental health education. The pace of development of psychological health education work lags far behind the mobile phone media, but students have used the mobile phone media hundreds of times, the development of students' mental health education is extremely unfavorable. The traditional mode of education and the old-fashioned way of communication are no longer adapt to the new media under the impact of mobile phone media age, mental health education in university class does not keep pace with the times, so that university mental health education faces new challenges.

DISCUSSION

Countermeasures for promoting psychological health education of university students under mobile media environment:

To carry out media literacy education for university students. In view of contemporary university students' cognition of mobile phone media is still in the surface, Before the psychological health education for university students of which mobile media is as the carrier, it is necessary to start the media quality education, to improve cognitive ability and judgment ability of university students, so that the resistance of students to the negative impact of the mobile phone media has been further improved. At the same time, universities can also open some psychological communication classroom based on mobile phone network, encourage university students and teachers to take full advantage of this platform to solve their own psychological problems, help students correctly recognize the advantages and disadvantages of using mobile media, and persuade them to moderate and rational use of mobile media.

To strengthen the construction and management of mobile phone network culture, and create a favorable mobile phone network environment. For young university students whose self-control is weak, it is necessary to establish an appropriate network supervision and management system. The school should strengthen the standardization degree of using mobile phone media in university students' life and learning process, difficulties and doubts can also be paid attention to students through the campus network in campus life encounter, so as to timely help break through difficult points smoothly, and create favorable conditions for them to set up correct views. Only by strengthening the supervision and management of campus mobile phone network cultural information can we create a relatively suitable environment for university students to correctly use mobile media.

CONCLUSION

Mobile media not only affects the learning behavior and reading habits of university students, but also deeply influences the psychological health education of university students. The concealment and virtuality of mobile media itself have aroused the concern of scholars and researchers. Based on the analysis of the features of mobile phone media and mental health education, this paper focuses on the analysis of the psychological health education of university students under the influence of mobile phone media, and strives to develop more comprehensive and effective coping strategies, to enhance students' sense of responsibility and media ethics, and achieve true social value.

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