

Construction and Exploration of Mental Health Management Service System in Colleges and Universities Empowered by Big Data

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ABSTRACT

The gradual maturity and development of new media technology provides new ideas and new opportunities for the construction of mental health management service system in colleges and universities. The purpose of this paper is to explore the application of big data thinking and technology in college mental health work by analyzing the connotation characteristics of college mental health management and service system, the current situation dilemma and the path construction under the background of big data, and is committed to realizing the fusion of big data technology and the psychological nurturing mechanism of colleges and universities, innovating and optimizing the mode of mental health management and service system of colleges and universities, and promoting college and university mental health education work to be more accurate, efficient and personalized.

KEYWORDS

big data; mental health; management service system

1 Connotation and Characteristics of Mental Health Management Service System in Colleges and Universities under the Background of Big Data

1.1 Connotation of mental health management service system in colleges and universities in the context of big data

The mental health management service system of colleges and universities under the background of big data is to help college and university administrators to comprehensively grasp the mental health status of students, accurately research and judge the early warning of psychological crises, enrich and innovate psychological courses and activities, improve the efficiency and quality of psychological counseling services, cultivate and guide students to form a self-respecting, confident, rational and peaceful state of mind, and improve the quality of psychological parenting. It also promotes the scientific, systematic and precise mental health management and service system of universities.

1.2 Characteristics of mental health management service system in colleges and universities under the background of big data

1.2.1 Mental health education platform realizes full coverage, multi-level and sub-focus

The mental health education platform utilizes block chain, cloud computing and other technologies to collect and integrate massive amounts of students' psychological assessment information, establish students' psychological dynamic files, and grasp and track students' psychological status in real time; mental health education is no longer limited to the "key groups" but realizes full coverage. Through the publicity platforms such as Tik Tok, QQ, and Weibo, we provide various and enjoyable mental health education activities for students of different grades.

1.2.2 Mental health counseling service focuses on individuality, continuity and development

The Mental Health Counseling Service provides online and offline counseling services for all students, and the psychological teachers are on duty 24 hours a day to respond to students' problems in a timely manner. With the help of big data technology to analyze the psychological files of visiting students, so as to provide professional, timely and continuous psychological counseling services for students in a targeted manner, so that students can get emotional support and psychological guidance in a timely manner. At the same time, we regularly optimize our counseling services by analyzing the content of students' counseling.

1.2.3 Psychological crisis early warning system embodies positivity, real-time and effectiveness

Through the psychological crisis checklist, we grasp the whole process information of the key concern students,

monitor the key warning targets, and establish a six-level linkage psychological crisis emergency treatment system of school - family - college - counselor--The school - family - college - counselor - psychological committee - dormitory warden six-level linkage psychological crisis emergency disposal system; at the same time, build psychological crisis treatment system, using positive psychology, developmental psychology and other perspectives, positive, positive guidance to students, targeted development of crisis intervention programs.Crisis Intervention Program.

2 Analysis of the current situation of the mental health management service system of colleges and universities under the background of big data

The government and colleges and universities attach great importance to the development and improvement of the mental health management service system, centering on the construction of a digital technology-enabled mental health management service system, and providing students with rich mental health service resources. There have been practices and achievements in psychological crisis prevention, mental health popularization, online psychological counseling, and mental health monitoring and assessment services. At the same time, there are some areas for improvement.

2.1 Conflict between rationalization and temperature of digital empowerment mental health management service system

Artificial intelligence, digital technology, etc. as a tool, the lack of sincere, positive emotional feedback mechanism, can not provide students with a real temperature listening and support, while digital technology can not accurately deal with the existence of students' individuality, digital empowerment of many colleges and universities in the implementation of the work of mental health management and services are prone to enter the rational tool, technology-led misunderstandings, ignoring students' individuality problems, and can not really. To do according to the material to teach, to meet the special needs of students.

2.2 Conflict between the flexibility and effectiveness of the digital empowerment mental health management service system

Digital empowerment is applied in many aspects such as psychological counseling, psychological scale measurement, psychological file creation, etc., which can give feedback and adjustment in real time, but at present, the application of big data technology in the work of mental health education in colleges and universities has not yet reached the ideal expectations, and the quality of mental health services needs to be further optimized, and the work mode of on-line psychological education needs to be further innovated, due to the fact that some college and university staff lack the thinking of big data. Due to the lack of big data thinking of some college staff, they are unable to further organize, mine and analyze the massive amount of data and the data from various departments of the school, so they are unable to grasp the psychological dynamics of students in a timely manner, and the timeliness is weakened and there is a lag at the same time.

2.3 Conflict between convenience and security of digital empowerment mental health management service system

Colleges and universities have carried out a series of activities using digital empowerment, so that students can access mental health information resources anytime, anywhere, and provide multiple forms, excellent platforms, and new opportunities for the construction and development of the mental health management service system. However, with the gradual development of big data technology, there is a lack of effective measures for the protection of personal privacy data, and it is not possible to achieve the best of both worlds in terms of the collection of necessary information and the protection of personal privacy, and there may be a risk of privacy leakage while collecting a large amount of data on students' learning and life.

3 The construction path of psychological health management service system in colleges and universities under the background of big data

The improvement of mental health management service level is closely related to the quality of psychological education, and digital technology has become a tool to lead the development of high quality and high level of school mental health management and service in the new era. In view of the status quo and problems of the psychological

management service system of colleges and universities, we have constructed a mental health platform with big data, set up a file of students' psychological dynamic management, improved the psychological crisis emergency disposal system, and optimized the on-line psychological consulting service in four dimensions. Four dimensions to build a mental health management service system, and effectively improve the quality of mental health management services in colleges and universities.

3.1 Build a systematic mental health platform to escort "heart" health

We use the Internet platform to continuously carry out mental health education management and services, making it more convenient for students to obtain mental health information through psychological Microlecture and cloud classrooms for psychological knowledge popularization; using new media as a carrier, we create a good atmosphere for mental health education through the psychological tips and graphic push activities, and propaganda of the psychological activity month on the official platform; we analyze the relevant factors affecting the psychological status of college students through data mining methods such as clustering and correlation; we analyze the psychological status of college students through district and district counseling services. Through clustering, correlation and other data mining methods, we analyze the relevant factors affecting the psychological state of college students, lock and share the data through block chain technology, and improve the quality of personalized mental health services.

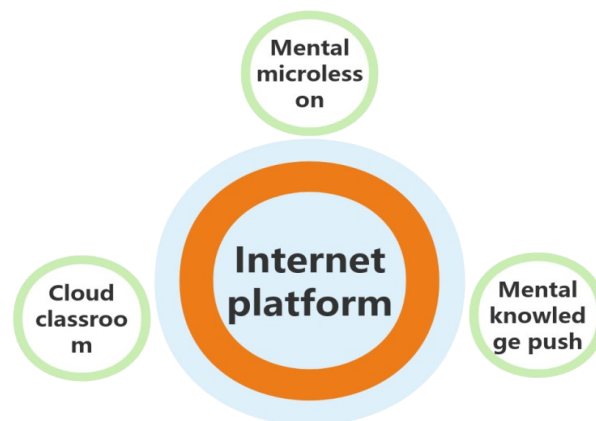


Figure 1: Contents of mental health education management and services carried out on the Internet platform

3.2 Establishment of electronic psychological dynamic files to help "heart" development

Students' psychological files include students' personal information, records of heart-to-heart conversations, psychological assessment data, etc. The psychological dynamic files should be organized and updated on a regular basis, and cluster analysis, deep correlation analysis and other techniques should be used to comprehensively study and judge the mental health characteristics of the student group and their common psychological problems; at the same time, based on the changes in the students' psychological files, the cloud classroom of popularization of psychological knowledge will be carried out according to the needs of the students and in a targeted manner. At the same time, based on the changes in students' psychological profiles, the program will carry out cloud classes for popularization of psychological knowledge, "Youth Sailing," "Career" leading to the future, and women's psychological literacy enhancement and other special psychological health education services.

3.3 Improvement of the grid-based psychological crisis management, building a solid "heart" barrier

Using the electronic version of the psychological crisis checking account, for all students to carry out crisis checking, the results of the checking of the stratified classification, and the key warning objects for the whole process of monitoring, through the school - family - college - counsellor - psychological committee - dormitory head of the six-level linkage of psychological crisis emergency response system for key students to carry out psychological crisis contingency plan; through the big data technology to track the changes in the psychological state of the student and Through big data technology to track and feedback the changes of students' psychological state, construct intelligent mental health assessment, realize efficient, accurate and personalized psychological crisis screening; actively build psychological crisis treatment system, through a series of micro-courses, life education theme class meeting, interpersonal relationship group counseling to shape students' positive psychological qualities.

3.4 Optimising Intelligent Psychological Counselling Services to Nourish "Heart" Growth

The College actively guides students to experience the College's psychological counselling service, provides students with sufficient and relatively safe psychological space and communication space, and establishes communication channels across time and space. The appointment process is convenient for students, and the psychological counselling service can be provided immediately for high-risk students. The teacher in charge of the psychological work of the college will make a judgement on the current psychological state of the students and take relevant measures immediately. At the same time, the college opened a talk studio, to achieve "key to key" and "face to face" linkage mode, to provide students with a full range of multi-mode psychological counselling services.

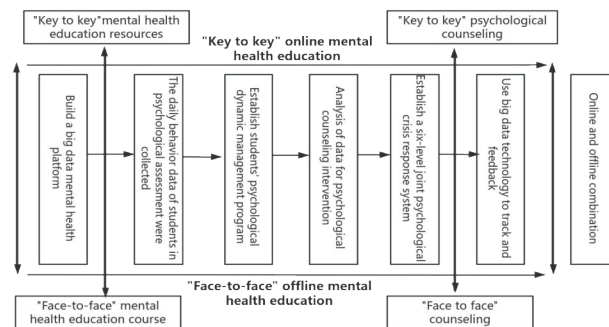


Figure 2. Work content of the new model of mental health education with "key-to-key" and "face to face" linkage

Colleges and universities should make full use of the Internet + psychological platform linkage, big data-related cutting-edge technologies, and warm network services to achieve rich psychological education carriers, accurate psychological crisis screening, 24-hour psychological hotline escort, stimulate students' enthusiasm for participation, build a strong safety defence, and provide targeted mental health education services for students with psychological distress. Continuously applying and exploring the digital empowerment technology, innovating the psychological parenting work mode, relying on big data technology to provide constant power for the mental health management and service work, providing a strong guarantee for the development of students' mental health, and also making the psychological work more temperate and in line with the actual needs of students.

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