

## INFILTRATING MENTAL HEALTH EDUCATION INTO COMPUTER APPLICATION TEACHING IN COLLEGES AND UNIVERSITIES

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**Background:** With the increasing popularity of the application of information technology, the Ministry of education has included information technology courses in the category of compulsory courses. The teaching of information technology courses in middle schools has developed into an independent basic discipline combining knowledge and skills. Now the ownership rate of computers in schools and families is higher and higher, and students' computer application ability is stronger and stronger. However, some students have caused various psychological problems because of family and social problems, as well as their own weaknesses. Unhealthy psychological tendencies are more serious, which is very harmful to students' physical and mental health. Therefore, it is an arduous task for our information technology teachers to reasonably infiltrate mental health education in teaching, consciously use psychological theory and technology, help students improve their psychological quality and promote the development of cognitive, emotional and behavioral skills in classroom learning.

**Objective:** Computer is a subject with high scientific and technological content, large knowledge capacity and strong operation skills. Its learning process is simple and profound, interesting and boring. Technical secondary school students are in the adolescent period defined by psychology. They have different learning experiences in junior and senior high schools, immature psychological development and many psychological problems. In the teaching process, we should pay special attention to students' mental health and cultivate students into useful talents with intermediate computer skills and mental health.

**Subjects and methods:** 1. Learning psychological problems. College students, in the high school stage, are students with poor grades. Some have not even attended high school. They come to colleges and universities directly after the high school entrance examination and begin five years of college study and life. Due to poor learning foundation, they are often criticized by teachers in middle school, and their inferiority complex is serious. After going to college, they have insufficient learning confidence, incorrect learning attitude, weak learning motivation, improper learning methods, poor overall academic performance and obvious weariness. Some students skip classes, some students play mobile phones in class, some students think that only professional courses are useful and do not pay attention to some cultural courses.

2. Emotional and psychological problems. Many people in society believe that only college students, especially those in key universities, have prospects and hopes. If they fail to go to college, children will have no prospects and hopes. Influenced by social ideas, many parents believe that if their children can't go to college, they have no hope. Entering vocational colleges is to learn some technology and have a meal in the future. Under the dual pressure of society and family, college students feel too much psychological pressure, feel worthless, unwilling to communicate with others, and have serious pessimism. Especially in adolescence, he has great emotional fluctuation, poor self-control ability, easy to be excited, excited or angry, strong impulse, poor rationality, indifferent social emotion and fragile self emotion. When facing the problem of interpersonal communication, they lack trust in the communication between teachers and students and lack understanding of the communication between students, but are keen on network communication. Although this kind of network virtual communication has filled the shortage that is difficult to obtain in real communication, it has led to college students indulging in the network, even abandoning their studies, violating the moral norms of network communication, and the self-restraint has decreased significantly.

**Results:** 1. Set an example and teach by example. Learning is a teacher and being a model. As a teacher, we should not only "impart knowledge, teach Tao and dispel doubts", but also set an example for students. Teachers' language and behavior are imperceptibly affecting students. Therefore, teachers should continue to strengthen learning, improve their own quality, leave a good image for students and become students' life mentors. With the rapid development of modern information technology, new knowledge emerges one after another. As a teacher, we should constantly enrich ourselves, understand the latest trends of computer and its technology development, and master the most cutting-edge knowledge of our major. In the communication with students, establish a erudite and noble image, meet students' curiosity and thirst for knowledge, and actively guide them in combination with students' characteristics. In computer course teaching, the process of listening to the class not only needs analysis, exploration and observation, but also needs the support of various psychological qualities such as seriousness, meticulous, patience and sureness. Through teachers' words and deeds, students can form a rigorous academic attitude and tenacious scientific exploration spirit.

2. *Establish a modern view of teaching objectives.* Traditional computer teaching aims at teaching knowledge and ignores the cultivation of students' psychological quality in the teaching process, which leads to the increasingly prominent psychological problems of students. Modern computer teaching should give students comprehensive education. On the basis of knowledge objectives, we should also grasp the ability objectives and quality objectives, carry out correct mental health education for students, and cultivate excellent students with all-round quality. This puts forward new and higher requirements for computer teachers. They should not only have computer professional knowledge, but also have the basic knowledge of mental health education and master the methods and ways of psychological guidance. For example, when talking about online browsing, we should guide students to browse healthy web pages and avoid online crime. Deeply excavate the penetration point of mental health education, and imperceptibly let students establish a correct world outlook, outlook on life and values in the process of computer teaching, so as to internalize it into a kind of personality quality.

3. *Create a harmonious atmosphere in the classroom.* At first, many students like computers, such as games, entertainment and online chat. With the increasing difficulty of learning, some students begin to feel that the learning content of computer courses is different from their original understanding. They will become less and less interested in computer courses, and even become tired of learning, sleeping and playing mobile phones in class. It is particularly important to cultivate students' interest in learning computer courses and create a harmonious atmosphere in the classroom. In addition to teaching computer professional knowledge, teachers should analyze students' psychology in the process of computer learning and the reasons for the formation of various behaviors. Analyze students' psychological state, integrate mental health education into computer teaching classroom, constantly improve classroom teaching methods in the process of teaching, stimulate students' interest in learning, improve students' learning quality and improve the effect of computer classroom teaching. At the same time, we can combine the teaching content with emotional communication with the help of the characteristics of computer teaching. For example, combine blogs with QQ, forums and even farms, create communication platforms, enhance students' awareness of participation and communication, and infiltrate strong love into teaching. Students should obtain psychological security and psychological freedom, and transfer their attention to games and other factors to the classroom, so as to stimulate students' learning enthusiasm and improve teaching effect.

4. *Cultivate the sense of teamwork.* The essence of man is the sum of all social relations. Man cannot live and develop alone without society and others. With the development of society, the requirements for the communication ability between people are higher and higher. As an independent individual, if you want to survive or develop, you must get the help and support of others and society directly or indirectly. It is difficult to imagine that people have no sense of teamwork. If college students want to grow better and achieve success, they must constantly cultivate the awareness and ability of communication and cooperation with others. In the process of computer teaching, students should understand that the development of any software product is a system engineering, which is inseparable from the joint efforts of the team, and the cooperative spirit among team members is particularly important. Computer teaching is highly practical. In order to improve the teaching effect, in the teaching process, the class students are divided into several cooperative groups, which use the form of division of labor and cooperation to jointly complete, cultivate the students' sense of participation and responsibility, overcome the self-centered mentality and enhance the team consciousness.

5. *Do a good job in psychological counseling for students.* In computer course teaching, in the face of young rebellious but energetic and passionate college students, teachers should not only teach students knowledge, but also have a caring, inclusive and positive attitude of educating people, infiltrate mental health education into computer teaching, master the psychological characteristics of college students, be good at discovering some changes of students, master students' psychology, and do psychological counseling in time. To help and guide students, cultivate students' sound personality and help college students grow into talents. In the process of infiltrating psychological education into computer teaching, first, it should be natural and appropriate, integrated and closely linked with the whole teaching process. According to the teaching content, we should choose the appropriate entry point. Simple and rigid infiltration will be counterproductive; Second, in the specific infiltration process, we should grasp the "degree" of infiltration. In the 90 minute classroom, the time should not be too long, otherwise it will not be called subject infiltration, but psychological counseling class.

**Conclusions:** Education and teaching work is a work that acts on people and people's hearts. As grass-roots educators, we should fully understand the importance of the penetration of mental health education in information technology teaching, help students develop a learning psychological model of "learning happily, learning well and learning well" when learning the course of information technology, and adopt

practical and effective penetration methods, so as to cultivate students' good learning habits, information literacy, develop students' psychological potential. Cultivate a sound personality, comprehensively improve the psychological quality of middle school students, and promote their physical and mental health development.

### Acknowledgements

Experimental teaching reform project of University of Science and Technology Liaoning, Project No.: SYJG202110

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## RESEARCH ON THE OPTIMIZATION OF NEW MEDIA MARKETING STRATEGY BASED ON MARKETING PSYCHOLOGY

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**Background:** Whether admitted or not, there are no more than two driving forces to promote new media marketing: the progress of technology and the change of consumer behavior. While constantly focusing on secret social networking, augmented reality and wearable devices, we always want to know what millennials think. When recruiting new media talents, we like not only the cute and reliable technical house, but also the fairy little Laurie who knows a little sociology and skillfully applies psychology. If social media and mobile Internet have spawned new media marketing, big data has helped new media marketing complete the transformation from "good-looking gimmicks" to "serious business". However, "rational" small data and big data, as well as micro customer service and social CRM with utilitarian color, are not enough for us to understand and predict consumer behavior and psychology. As Brian Solis, marketing director of altimeter group and social media expert, said, the user characteristics and user behavior reflected by big data are not enough to provide comprehensive and effective decision support for the brand. Winning the last yard of new media marketing requires psychological help: understanding of consumers' psychological motivation and Research on thinking mode.

**Objective:** The user characteristics and user behavior reflected by big data are not enough to provide comprehensive and effective decision support for the brand. Winning the last yard of new media marketing needs the help of Psychology: the understanding of consumers' psychological motivation and the research of thinking mode.

**Subjects and methods:** 1. *Lower cost.* The continuous emergence of new media not only provides great convenience for people's daily work and life, but also brings a way of publicity and promotion with lower cost and no capital to the marketing work. In the era of traditional media with relatively backward development of Internet information technology, if enterprises want to improve product and brand awareness, they must spend more capital cost to carry out publicity and promotion. However, in the current new media era, if the product information is rich and attractive enough, the audience will independently use the new media platform to help enterprises carry out product promotion, which greatly reduces the capital cost of enterprise marketing.

2. *More targeted.* Compared with traditional marketing methods, when enterprises use new media for marketing, the audience only needs to search keywords directly on the portal or microblog, wechat and other new media platforms to get the corresponding product information, which is highly targeted. In addition, consumers are more interested in personalized products. They all like to obtain corresponding information or product information in their own way. In this case, enterprises can use the advanced new media platform to investigate and master the actual situation of consumers, so as to formulate more targeted new media marketing strategies and provide greater convenience for their further development.

3. *More diverse means of transmission.* For a long time, word-of-mouth has a decisive impact on the effect of product marketing. Only having a good word-of-mouth can play a greater role in promoting product communication. In the new media era, with the rapid development of network technology, a variety of new media have sprung up, making the communication channels more diversified. Therefore, enterprises must change their marketing concept and comprehensively use diversified new media to carry out marketing work, so as to effectively enhance the marketing effect, improve the core competitiveness of enterprises and promote the coordinated and sustainable development of enterprises.