

objective requirements of society for comprehensive talents. Strengthening Mental Health Education in Ideological and competence education in Colleges and universities needs the cooperation of society, schools and families, actively explore effective ways to strengthen mental health education, clarify the significance of Ideological and competence education and mental health education, and realize the organic combination of the two, so as to improve the effect of Ideological and competence education in an all-round way.

Key words: mental health - education - students

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THE PSYCHOLOGICAL LAW OF SPIRITUAL HEALTH IN THE NEW MEDIA PERIOD AND ITS GUIDANCE TO PUBLIC OPINION IN UNIVERSITIES

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Background: The Internet is more and more closely related to people's daily life, from clothing, food, housing and transportation to the shaping of the ideological field. The 38th statistical report on China's Internet development pointed out that China's netizens accounted for 25.1% of middle school students. The student group is still in the formation period of world outlook, outlook on life and values, and its ideological and moral level and competence thought are not mature. The network era continues to impact students' psychological state and way of thinking, affect their psychological development and changes, the establishment of values and world outlook, and the choice of behavior mode, and adhere to the correct guidance of public opinion, Scientifically guiding the trend of public opinion is of great significance to college students. As a gathering place for young people, universities have a constant thirst for knowledge, are willing to accept all kinds of new ideas, pay great attention to social hot events, and are good at using all kinds of new media to publicly express their opinions and views. However, they also have a strong self-awareness and are used to looking at problems with perceptual thinking. In addition, the relative anonymity of the network is also easy to weaken their sense of moral responsibility. Under the influence of conformity psychology, they are more likely to lose their own judgment and become a part of the Internet public opinion. At the same time, universities are the place to cultivate morality, educate and solve doubts, and the production place of spiritual products and advanced culture. The correct guidance of public opinion in Universities is an important guide for the future development of college students. Therefore, to strengthen the guidance of public opinion in Universities and enhance the spiritual strength of the people, it is necessary to carry out in-depth journalism education and guide public opinion workers to be disseminators of the party's policy propositions, recorders of the times, promoters of social progress and watchers of fairness and justice.

Objective: At this stage, most college students are post-90s. They are just in an important period of China's social transformation and development, the in-depth development of social reform and opening up and the rapid dissemination of social news events. Therefore, contemporary college students are not only important builders of the progress and development of modern society, but also important beneficiaries of the application and promotion of new media technology. Most people believe that the contemporary post-90s college students belong to the generation growing up in the "greenhouse" environment, have not experienced hardships and hardships, and most of the children have superior family living conditions, so most of the contemporary post-90s college students have poor psychological tolerance and pressure resistance. At the same time, most of the post-90s college students are the only child in their family, so they are selfish, do not know tolerance and sharing, go their own way, but also shoulder the expectations of the whole family. By analyzing the behavior characteristics of contemporary post-90s college students, it can be found that most post-90s college students have poor problem-solving ability, late emotional maturity, publicity of personality, but lack of depth and easy to be emotional. In cognition, most of the post-90s college students have high IQ and strong rebellious psychology, but they do not have a good sense of learning. The continuous development of mobile Internet has facilitated public access to the Internet. People are both Internet users and producers of Internet content. The information explosion in the big data era has produced many structured and unstructured data and information, which has brought great

difficulties to the verification and authenticity confirmation of information, The changes of quality and quantity pose new challenges to the media literacy and ideological and moral literacy of students. This paper discusses how to adhere to the correct guidance of public opinion, carry out mental health by using psychological laws, guide college students to shape a correct outlook on life, values and world outlook, and improve the ideological and moral level of college students in the new media era.

Subjects and methods: 1. Psychological resultant force law. The so-called law of psychological resultant force refers to the law that the cognition, emotion, will and behavior of educators and educational objects affect, restrict, condition and interact with each other in the process of ideological education. In Mental health activities, educators are in the leading position and educational objects are in the active position, but their roles cannot be played in one direction. The leading position of educators can be realized only with the cooperation of educational objects. Similarly, the active position of educational objects can be played actively only with the effective guidance of educators, and the two cooperate with each other to form a positive resultant force, Achieve the goal of Mental health.

2. Watch law. The law of watch is also known as the law of contradictory choice. The reason is very simple. When a person has only one watch, he can know the time; However, if you have two or more pieces, you can't provide a more accurate time, and once the instructions are inconsistent, it will create confusion. When applied to mental health activities, it reminds us to adhere to the law of the combination of unitary leadership and inclusiveness and diversity in Mental health. This also coincides with the emphasis on one-way leadership in management activities. The so-called tolerance and diversity means inheriting and learning from the fine traditions and useful experience of competence and moral education at all times and in all countries, and treating the ideological and cultural achievements of others with an open and inclusive attitude.

3. Psychological "field" law. The so-called psychological "field" refers to constantly repeating and creating a certain atmosphere, so that the thinking and behavior of educational objects are continuously positively guided in this "field" atmosphere, so as to achieve the expected educational results. People's thinking and behavior will be strengthened by continuous repetition, so that what is constantly repeated will become a reality in one's subconscious mind. This is the truth of "people's mouth shining gold". Therefore, this Law enlightens us that when carrying out mental health activities, it can not be achieved overnight. The transformation of people's thought itself is an extremely slow process, which should be repeated and practiced repeatedly, so as to make the correct moral concept go deep into the heart of the educational object.

Results: 1. Principle of equal interaction. In the process of Mental health guidance, teachers and students belong to educators and educational objects. They are educational subjects. There is no active and passive relationship, but an equal relationship with each other. Therefore, the practice of College Students' Mental health should earnestly follow the principle of equal interaction between both sides of education. While giving full play to teachers' initiative, we should attach great importance to promoting students' learning initiative. At the same time, teachers' attitude towards students' differences should be to strengthen tolerance. With the development of society to the current modernization, the form of Mental health has also been expanded in a wide range under the common support of many carriers, including the diversification of communication channels, which put forward equal requirements for the elements of Mental health. Only by ensuring that college students can be willing to accept mental health, can we effectively ensure the effectiveness of education.

2. Principle of common progress. Whether educators or educatees, the lack of initiative of one of the two subjects will directly affect the quality of Mental health. Therefore, teachers should follow the principle of common progress between teachers and students, break the shackles of the traditional "subject object dichotomy" teaching concept framework, and pay attention to students' subjectivity. For the practical integration of the principle of common progress, teachers can properly carry out social practice activities in combination with the actual situation of students, start from the existing ideology of college students, embed the socialist core values into social practice activities, and make the socialist core values become the spiritual pillar to solve the practical difficulties of College students. In this process, teachers should also continue to have an in-depth understanding of college students and promote the common progress of teachers and students through the establishment of emotional foundation.

3. Principle of student subject. The emphasis of College Students' Mental health under the background of new media lies in the emphasis on students' subject status, and the measurement of College Students' subject status should not be limited to the reform of teaching methods, but should run through the whole process of Mental health. From the perspective of practice, only by fully expanding the participation of college students can we restore the subject status of college students. As an educatee, college students have subjective rights, which directly determines the scientific rationality of educational content and educational methods. Only college students agree with this can help teachers achieve educational goals

more smoothly. Therefore, it is necessary for teachers to abandon the original concept of absolute authority, conduct in-depth communication with college students, and reasonably verify the rationality of educational methods according to the actual needs of college students.

4. Establish a scientific and perfect public opinion guidance system. Under the background of "Internet plus", we should make full use of Internet technology to carry out information mining, analysis and monitoring through big data means, and find out the ideological changes, emotional reactions and hidden problems hidden in the normal world in the Internet field. We should deal with the problems arising from the problem without delay or accumulation. Learn from the grid used in urban management to carry out grid management of student community. The so-called grid management refers to the division of urban management areas into unit grids according to certain standards based on unified urban management and digital platform. By strengthening the inspection of components and events in the cell grid, a form of separation of supervision and disposal is established. Set up grid members in the community to timely grasp the dynamics of students, build grid culture, deal with emergencies, and do a good job in the communication of upload and release. Get close to students through multiple channels and ways. For example, regularly carry out friendship meetings, student congresses, symposiums and exchange meetings between teachers and students, investigate the cultivation of values and ideological changes of students in school life through various channels and ways, communicate and solve problems in time, dredge doubts, and cultivate students' sense of belonging and centripetal force to the school. Everyone is in the era of we media. Schools should strengthen the monitoring and management of school media and we media. Analyze and guide the information of various forums in time to ensure correct guidance. Build an authoritative and influential school media brand and cultivate a group of correctly oriented and professional media teams, so that they can become the amplifier of the school's voice after the crisis, restore the facts and provide the truth as soon as possible. Set up a specially assigned person responsible group, strengthen personnel training, build a professional team, and improve the public opinion guidance plan, which is both scientific and flexible.

5. Grasp the timing, degree and effect of public opinion guidance, and adhere to guiding people with correct public opinion. First, we should respond promptly and accurately. It is not necessary to respond at the first time, but to clarify the facts on the premise of mastering all the facts and clearly weighing the advantages and disadvantages of all parties, and timely and completely feed back the truth to the audience at the appropriate time. Second, we should believe in the self purification ability of the Internet and let all information restore facts in the competition of self power. With the continuous improvement of College Students' media literacy, they will pay great attention to what they care about, and supplement and restore facts according to their own judgment and information. Third, we should strengthen the construction of teaching staff, pay attention to their own labels when using the media, adhere to the correct guidance of public opinion, and influence people with a positive image, but exciting and not out of standard.

Conclusions: To sum up, universities should pay attention to the harm of public opinion crisis and public opinion generalization. College students are the main force of the Internet. In the new historical period, they should strengthen mental health, strengthen the governance of College cyberspace, and create a good atmosphere for universities.

Key words: psychological law - education - public opinion

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APPLICATION OF PSYCHOLOGICAL CONTRACT THEORY IN HIGHER EDUCATION MANAGEMENT

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Background: Jingjing campus is full of students. University has always been the "spiritual home" in the eyes of countless young people. As a moral purification mechanism, the University guards the cleanest land in the world with its holy and magnanimous nature. The people here have pure thoughts, lofty ideals and profound knowledge. They have a strong sense of competition and the spirit of dedicating themselves to the ideals of the society. They are known as the elite of people and the pride of heaven. However, it is sad that the pure and healthy body of the ivory tower has been seriously eroded in recent years. College Students' sleeping in class, cheating in exams, plagiarism of papers, infatuation with Internet cafes, lack