

# *University Students' Mental Health Education System Based on Big Data and Network Public Opinion*

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**Abstract:** Emerge in an endless stream of development space in the information age, and various social software is emerging, such as WeChat, Kwai Fu, micro-blog, and jitter. With social software, people can communicate with each other more easily, and almost everyone can express their own opinions on the Internet. College students have more free time than others, so they have become the mainstream group of online public opinion. The purpose of this paper is to analyze the current situation and characteristics of Internet public opinion, and to study the mental health problems that college students may appear in public opinion. This paper uses some classical research methods, such as data search method and questionnaire survey method, summarizes the current situation and trend of domestic network public opinion, defines the relevant concepts of public opinion and its characteristics, discusses the methods of improving mental health education, and finally puts forward suggestions on how to improve the political and mental health education system of college students. After the research, it is found that network public opinion has both opportunities and challenges for college students. Educators should give full play to the opportunities brought by the network public opinion in this special environment, try their best to eliminate the adverse effects, and help them develop healthy ability to treat and solve problems. Through the experimental research, 85.67% of college students think that the supervision system of network public opinion should be strengthened, 78.56% of them think that the network moral education should be strengthened continuously, 71.25% of the college students think that a perfect supervision team should be established, 60.43% of the college students think that the means and technical update of network supervision should be improved, 66.23% of them think that they should cultivate the sense of responsibility.

## 1. Introduction

Under the background of network popularization and the rise of global Internet, network media

has become an important media in the new era. According to incomplete statistics, wechat launched in 2011 has covered almost 85% of the total number of people in the country. People's views on social events have become the opinions that the state cannot ignore [1]. Online public opinion is the comments and opinions of social individuals on hot events [2]. With the Internet as the carrier, NPO has incomparable advantages over traditional network media. Internet public opinion has become a new carrier of expressing emotion and expressing opinions of college students, and helps ideological and political educators understand the ideological situation of college students and judge their dynamic development. Research on NPO can not only enrich the content and methods of Ideological and political education, but also maintain the security and stability of colleges and universities, and improve the discrimination ability of college students [4-5].

In the research on the ideological education of College Students under the NPO, many scholars have put forward good theories. Foreign scholars' research on Internet public opinion focuses on communication and sociology [6]. For example, Jia C and other scholars have discussed the attributes and functions of online public opinion. In public opinion, political communication and the Internet, they believe that the Internet makes news dissemination and public opinion dissemination more convenient and efficient, and people can express their opinions and attitudes on major social events and current political hot spots on the Internet [7]. Some domestic scholars believe that the psychological counseling mode of college students is unreasonable, and the school should give priority to positive psychotherapy rather than treat it as a physiological disease [8].

The research content of this paper mainly based on case study and theory and practice method, the concept of NPO is expounded. The experiment finds that the age stage of active users in the network and the demand of college students using the network are found. The paper puts forward the problems of imperfect education system and imperfect monitoring mechanism of NPO. Finally, the paper discusses the solution to the adverse effects of NPO on college students, and improves an excellent team of ideological educators [9-10].

## **2. Network Public Opinion And Ideological Education of College Students**

### **2.1. Network Public Opinion (NPO)**

#### **(1) Public opinion**

Public opinion is actually a comprehensive reflection of public opinion and a social attitude. According to the understanding of modern theory, public opinion is not only the speech and emotion of social groups, but also its influence on the decision-making of the rulers.

#### **(2) Internet public opinion**

Many domestic professors have their own understanding of NPO. Professor Wang Laihua believes that the social and political attitude of netizens is NPO. Professor Liu Yi believes that public opinion is "the sum of all kinds of emotions, attitudes and opinions. This kind of emotions, opinions and attitudes are expressed by netizens' reactions to public affairs that they care about or are related to their own interests. It only breaks out in a certain social space." Based on the views of the two professors, this paper defines Internet public opinion as the sum of the emotions, wishes, attitudes and opinions of individuals and the public about public things on the Internet.

#### **(3) Characteristics of Internet public opinion**

In the Internet, anyone can express their opinions through the social platform, so there are all kinds of world outlook, outlook on life and values on the network. The consciousness on the network is rich and complex, and the information is massive and shared, so the NPO is rich. All kinds of netizens express their opinions on the network, adhere to their own way and stand on their

own, so that the NPO is rich. It shows complexity and uncontrollability; the ideology of NPO is diversified, and all kinds of values appear. Different regions have different political systems and ideologies, so NPO has diversity and conflict. The majority of Internet users do not need to publish their real names can also express their own opinions and opinions, so that a lot of ideas that are embarrassed to express in real life can be equally expressed in the network, expanding the freedom of NPO. NPO not only spreads more information, but also has faster speed in the process of formation and development. Therefore, NPO has the characteristics of rapidity and rapidity.

## 2.2. Characteristics of Ideological and Political Education of College Students under the Network Public Opinion

The NPO of colleges and universities involves many aspects. From the national affairs, international connection to the canteen and accommodation management of the University, many college students will be attracted to express their own views and opinions. In this hot topic, they will often cause fierce debate and strong reaction. The combination of network and ideological and political teaching greatly enriched the teaching content, mode and carrier of modern ideological and political courses in China, and made the modern ideological and political courses gain the advantages of space and development in the socialist modernization construction. It is not only an effective expansion and expansion of the research field of traditional socialist ideological and political culture education in China, but also adapts to the new learning environment and new educational objectives in the new situation of imperceptible and penetrating.

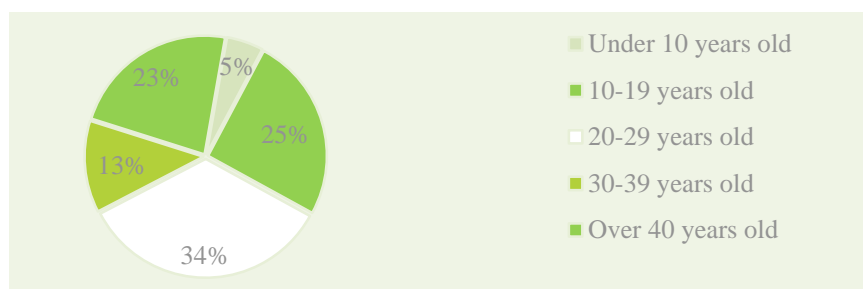
## 3. Experiment on Network Public Opinion and Ideological Education of College Students

### 3.1. Age Composition of Internet Users

According to the research report, China's online government service users account for 47.5% of all Internet users. Using the method of questionnaire survey, the research content is divided into several age stages as shown in Table 1. 500 users are randomly selected to investigate the age distribution of Internet users in China.

*Table 1. Age composition of Internet users*

|                    |       |
|--------------------|-------|
| Under 10 years old | 5%    |
| 10-19 years old    | 25.2% |
| 20-29 years old    | 34.4% |
| 30-39 years old    | 12.5% |
| Over 40 years old  | 22.9% |



*Figure 1. Age composition of Internet users*

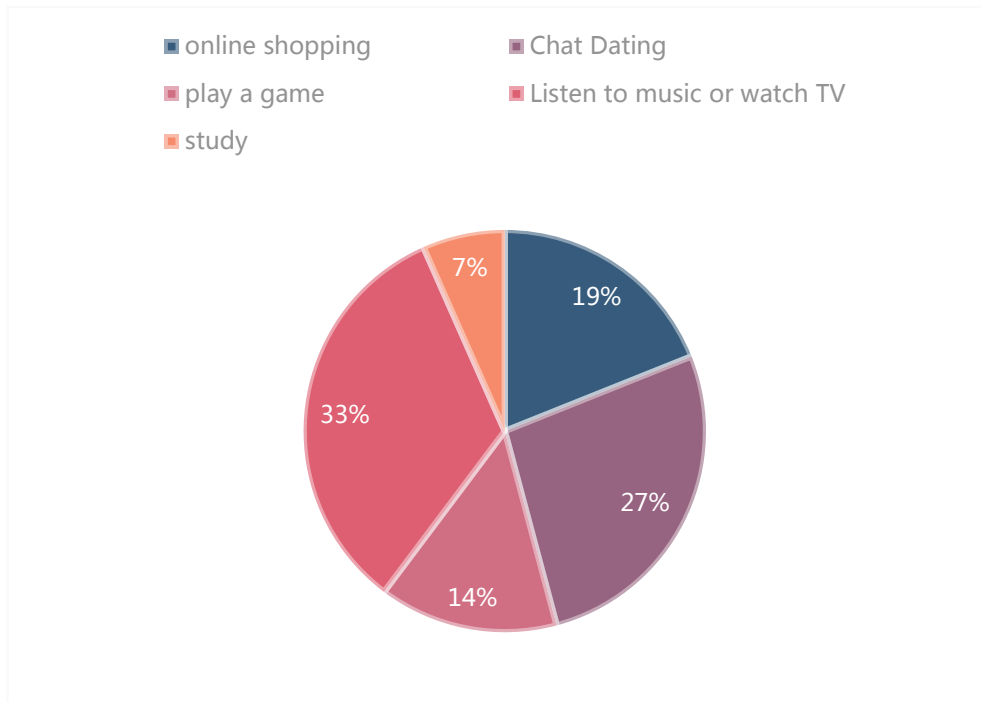
As can be seen from Figure 1, the number of Internet users in the two age groups of 10-19 and 20-29 is relatively large, accounting for the majority of the number of Internet users, indicating that college students and teenagers are in the majority of the Internet users.

### 3.2. Survey on the Demand of Internet for College Students

It can be seen from table 1 that college students are the group who use the Internet most in China. In order to analyze the reasons, this paper carried out a questionnaire survey in many universities to investigate the main needs of college students using the Internet. 500 questionnaires were sent to college students, 470 questionnaires were returned, The return rate is relatively high, 463 valid questionnaires, with an effective rate of 92.6%. After investigation, the Internet needs of college students are shown in Table 2.

*Table 2. Percentage of Internet demand*

|                             |        |
|-----------------------------|--------|
| online shopping             | 30.43% |
| Chat Dating                 | 43.22% |
| play a game                 | 23.14% |
| Listen to music or watch TV | 53.21% |
| study                       | 10.65% |



*Figure 2. Percentage of Internet demand*

It can be seen from Figure 2 that most college students use online social entertainment. It can be seen that college students play a large role in online public opinion, and the impact of online public opinion on college students is also great. Young people are young and energetic. They often use sharp, emotional and extreme ways to express their inner dissatisfaction. They are also often misled by the incitement of others on the Internet. In today's society, in the face of setbacks and pressure

brought by studies, career, family and interpersonal communication, especially college students, in order to vent their pressure and confusion, they often use various network communication platforms to release their emotions.

### 3.3. Quantitative Processing of Network Public Opinion

#### (1) Machine learning classification algorithm

According to the naive Bayes algorithm, the NPO is processed quantitatively, and the influence of NPO on college students is analyzed. In multi label text classification, it is assumed that the document set depends on the feature vector

$$p(y | x_1, x_2, \dots, x_n) = \frac{p(y)p(x_1, \dots, x_n)}{p(x_1, \dots, x_n)} \quad (1)$$

#### 1) The prior probability and conditional probability are calculated

$$P(Y = C_k) = \frac{\sum_{i=1}^n I(y_i = c_k)}{N} \quad (2)$$

#### 2) A posteriori probability is calculated for the given case data

#### 3) Determine the classification results of instance data

## 4. Analysis of Network Public Opinion and Ideological and Political Education of College Students

### 4.1. The Positive Influence in the Relationship between the Two

#### (1) Enrich teaching resources

The resources of Ideological and political education are the resources that educators can use to educate students in the process of education. The combination of Ideological and political education and the hot issues and events in the NPO will enrich the original resource pool, and also find new materials, so that it has a distinct level and necessary advance.

#### (2) Easy to comment

Internet public opinion has strong resource sharing, and there is no limit to where and when to comment. College students can comment and report on wechat, microblog, B station, campus official website and other major websites anytime and anywhere, and express their opinions and attitudes. You can also see the opinions of other netizens at any time.

#### (3) Divergent thinking of College Students

Social public opinion is generally for social members to express their views on hot events. All kinds of comments should have their own characteristics, so that college students can connect with the society and see different views.

### 4.2. Negative Impact of Internet Public Opinion

#### (1) Threatening the dominant position of educators

Due to the timeliness and sharing of online public opinion, college students can understand hot events and topics through online public opinion. Sometimes, they may pay attention to events earlier and faster than educators, which may lead educators to be in the inferior position of online

public opinion information. The dominant position of educators in traditional classroom is challenged.

#### (2) Influence on College Students' value judgment

Due to the same age, similar social background and experience of college students, the sense of group identity increases, so they are vulnerable to the influence of people around them and events related to their own interests. Because there is no lack of false information in the NPO, in the process of dissemination, it is easy to cause the confusion of College Students' value choice, and even misjudgment. The NPO will spread and expand the small bad information, present in front of college students, and arouse the attention of college students.

#### (3) It increases the difficulty of Ideological and political education

The freedom of Internet public opinion makes college students express their opinions freely, which will lead to the out of control of Internet comments. Some of them rely on their rights and economic advantages to spread rumors on the Internet that are good for them and bad for them. Or spread hedonism, utilitarianism and other bad words on the Internet. Young people who pursue individuality are easy to go astray and do not listen to educators.

### 4.3. Causes of Adverse Effects

(1) College students are in an important period of improving their personal outlook on life. In the face of the network of true and false, complex and diverse information, there is no mature evaluation system.

(2) The spread and development of NPO is fast, and educators are not specifically responsible for the work of network public opinion(NPO), so they cannot timely analyze and study network public opinion(NPO).

(3) Most of the domestic campus ideological education construction is slightly insufficient, cannot effectively guide students to the positive direction.

### 4.4. Solutions

To avoid the negative influence of Internet public opinion on college students, the following measures can be taken:

(1) Optimize the content of Internet public opinion

(2) Strengthening humanistic care education of College Students

(3) Through the long-term NPO education for college students, college teachers should instill correct, scientific and systematic world outlook, outlook on life and values into college students, and integrate these concepts into their group thoughts.

(4) Cultivate the rational thinking of college students, let them cultivate the ability to distinguish right from wrong and solve problems in Internet life.

As shown in Table 3, some college students think there should be some solutions.

*Table 3. What measures are needed for the healthy development of College Students' NPO*

|  |        |
|--|--------|
| Strengthen the supervision system of network public opinion(NPO)               | 83.67% |
| Establish a sound supervision team   | 78.56% |
| Constantly strengthen the network moral education in Colleges and Universities | 71.25% |
| Cultivate the sense of self responsibility of College Students                 | 60.43% |
| Improve the network supervision means and technology update                    | 66.23% |

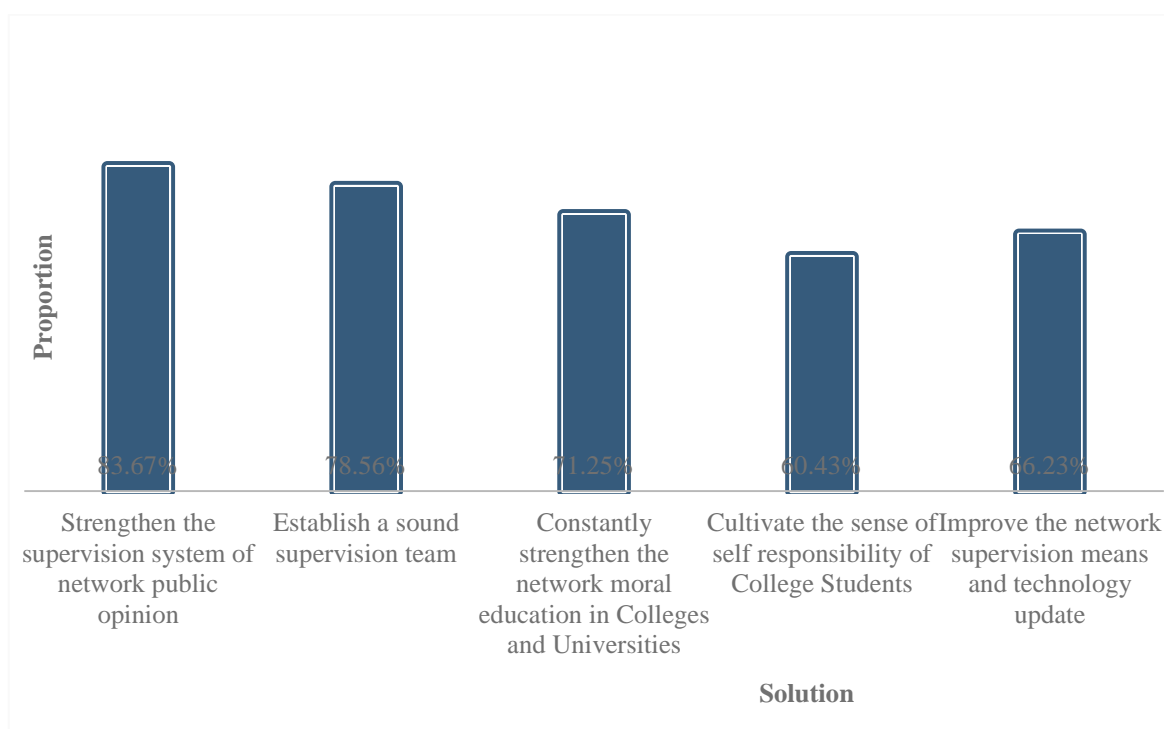


Figure 3. What measures are needed for the healthy development of College Students' NPO

As shown in Figure 3, 85.67% of the college students in the questionnaire think that we should strengthen the supervision system of NPO, 78.56% think that we should constantly strengthen the network moral education in Colleges and universities, 71.25% think that we should establish a perfect supervision team, 60.43% think that we should improve the means and technology of network supervision, and 66.23% think that we should cultivate the sense of self responsibility.

## 5. Conclusion

College students are the main network users, and the impact of NPO on college students is more significant than other social groups. NPO not only expands the thinking of college students, but also puts students' thinking and behavior in a passive position. Based on this, university teachers should cultivate college students' rational thinking, let them develop the ability to distinguish right from wrong and solve problems in Internet life, and form correct outlook on life, world outlook, values and independent spirit in the open and free network environment.

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## Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

## Conflict of Interest

The author states that this article has no conflict of interest.

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