# Application of Educational Management Psychology in the Management of College Students in the New Era

**Gao Depeng**

Panjin Vocational and Technical College, Panjin, Liaoning, 124000, China

**Keywords:** New Era, Psychology of Educational Management, College Student Management, Application Strategies

**Abstract:** In the new historical period, the management of college students faces many new challenges and higher requirements. This requires the university student managers to conduct a deeper exploration and research on educational management psychology, and use reasonable and appropriate methods to apply it to university student management work, and promote the overall improvement of student management efficiency and management level. This article first gives an overview of education management psychology, and then analyzes the psychological factors affecting college students. Finally, it explores the application of education management psychology in the management of college students in the new period. Reference for all university student management staff.

## 1. Introduction

Nowadays, the management of college students is facing a new social background and talent needs. Under such circumstances, it is necessary to improve and enhance the student management work philosophy and management methods, integrate education management psychology into student management work, improve the professionalism of various tasks, and propose more scientific and effective management measures. Only in this way can we effectively improve the timeliness of student management, ensure that the final management effectiveness meets the current requirements of higher talents, and give full play to the value of student management. High-quality talents [1].

## 2. Overview of Educational Management Psychology

Educational management psychology is an independent branch of psychology, and it can be said to be a combination of psychology and education management. In general, the research object of educational management psychology is the psychological phenomena and behavioral laws in the process of educational management, which are embodied in the basic psychological laws in the process of teaching management. Specifically, the research object can be described from the following three aspects: First, student psychology is the core content of educational management psychology. To apply educational management psychology to the process of student management, it is necessary to study the process of student's psychological development; secondly, From the perspective of education management process, it mainly depends on the interaction between teachers and students. Especially in the context of educational reform, students are the main body in the entire teaching process, and teachers must play their guiding role to fully stimulate students' subjective initiative and self-consciousness [2]. Finally, apply educational management psychology to student management In the work, we also need to conduct comprehensive research on various factors affecting student management, in order to propose management measures in a targeted manner, and improve management efficiency and management quality.

Copyright © (2020) Francis Academic Press, UK  DOI: 10.25236/acetl.2020.226

## 3. The Main Factors Affecting the Psychological State of College Students

### 3.1. External Environmental Factors

From a macro perspective, environmental factors mainly include three aspects: social factors, family factors, and school factors. First, social factors are closely related to the level of national political, economic, and cultural development. At present, China is in a critical period of rapid social and economic development. With the acceleration of economic globalization, market competition has become fierce. Under such circumstances, the society as a whole has higher requirements for the professional level, competence, and development potential of higher talents, and the social personnel system and employment system have continued to evolve with the increasing market competition. Facing the rapidly developing and changing social needs, although the country has been vigorously advocating the reform of the education system in universities in recent years, the speed of its reform has not kept pace with the overall process of market development, and many professional theoretical knowledge is no longer applicable. Compared with the rapidly developing socio-economic level, the current social development needs show a serious lag. As a result, after finding employment for college students, it was found that the theoretical knowledge they had learned in the school had no use at all, it was difficult to realize what they learned, and even caused great resistance to the career development of college students. However, for college students who have just graduated, they are filled with ambition and have high expectations for society, work, and their own life plans. When they realize that there is a large gap between their professional abilities and social needs, they are susceptible to doubts because of the gap, causing confusion and anxiety about their future and future, thereby forming a certain psychological barrier; secondly, the family environment It is also an important factor affecting the mental health of college students. For example, family members' perspectives, ideas and values will have a subtle influence on the psychological state of college students. At present, the vast majority of college students are from single-child families [3]. They grew up in parental doting from childhood. Many college students have problems such as selfishness, loneliness, inability to handle interpersonal relationships, and lack of self-care ability. There are also some children from poor families who are in a state of borrowing books. Most of these students have inferiority complexes and face huge psychological pressure every day. Some students from poor families even have psychological abnormalities. Finally, the school education system It is directly related to the future and future of students. However, the current higher education is in the transitional period of education reform. Many colleges and universities still have the problem of focusing only on the transfer of theoretical knowledge and neglecting the cultivation of practical ability. Although the trained college students are theoretically masters, they are helpless in practice. It is impossible to use theoretical knowledge to guide practice. As a result, it is difficult for graduates to find employment. Even if they take up a job, it is difficult for them to flex their muscles at work, and a bad state of depression is gradually emerging.

### 3.2. Student's Own Factors

Student's own factors mainly include students' own psychological state, personality characteristics and thinking mode. These factors are closely related to the final results of university student management. In terms of the current psychological endurance and stress resistance of college students, they are generally low. Many college students cannot afford any setbacks and blows. When they encounter difficulties, they will have the mentality of escaping and shrinking. This is obviously contrary to the needs of social development. In addition, with the popularization of network technology, communication channels between people are increasing, and motivations are becoming more and more complicated. When college students have a certain contradiction or are stimulated in the process of interacting with people, if they can not effectively manage their emotions, and cannot face and properly deal with their own psychological problems, it will lead to emotional depression and even revenge. Some students also tend to self-harm in their hearts, which is the main reason for the increasing number of suicide cases among college students. In addition to

the psychological factors of college students, there are also personality factors. For college students, although their age has entered adulthood, because they have been in school for many years, their personality, personality, and sanguan have not yet been fully established. In the face of some choices, the ability to analyze right and wrong is lacking. In the current era of informationization, college students receive a large amount of information from various channels every day. If college students lack the ability to screen the authenticity and reliability of information, they are likely to be eroded by bad ideas. The lighter consumes the will, the whole day is sluggish, and the heavy person develops a pessimistic and negative psychology, gradually leaving the group, becoming self-narrow, and even producing a world-weary mood, which is almost equivalent to a great life and a bright future that has buried college students. The physical quality of contemporary college students is generally poor. From the elementary school stage to the university entrance, most of the energy and time are spent on study, and they rarely participate in physical exercise and have no chance to engage in manual labor. In life, they are often taken care of by their families. After entering university life, students need to face collective life, and many life affairs need to be handled by themselves. At this time, students will feel at a loss, and even experience anxiety, exhaustion, and confusion. In addition, the pressure of study will cause students to become physically and mentally exhausted, which is very bad for academic development and future career development.

## 4. Application of Educational Management Psychology in College Student Management

### 4.1. Adhere to the People-Oriented Educational Philosophy

For the management work of college students, the study and development needs of students should be given top priority to create a good environment for the comprehensive development of college students' professional level and comprehensive ability. In the new era, when applying educational management psychology to management, it is even more necessary to adhere to the human-oriented principle and carry out humanized management so that students voluntarily obey school management; instead of forcing students to comply with school management regulations through hard requirements. In order to achieve this goal, college student managers need to do the following: First, always have an equal dialogue with students, grasp students' psychological trends in time, help students solve ideological confusion, and guide students on how to think correctly Problems, give students a positive and correct guidance on the formation of students' outlook on life, values and morals, so that college students have strong independent thinking ability, ability to distinguish right from wrong, and ability to solve practical problems; secondly, the management of college students should be ideological and political Breakthroughs and entry points, and improve the effectiveness and timeliness of ideological and political education, and fully respect the social attributes of college students, rather than using it as a learning tool. In the process of student management, we must combine the actual needs of higher education with the current society to make ideological and political education-related content into multimedia courseware, and try to elicit educational topics through real cases, so as to stimulate students' thinking and let students truly understand To the importance and necessity of obtaining a healthy mind and a healthy personality. Only in this way, students can subjectively optimize their own mental state and avoid any psychological problems to the greatest extent. This is also the fundamental purpose of applying educational management psychology to the management of college students.

### 4.2. Establish a Sound Psychological Counseling Mechanism

According to relevant survey results, college students have more or less mental health problems, and some college students have more serious psychological problems. Therefore, it is urgent to solve the psychological problems of college students. In this regard, colleges and universities must first realize their own responsibilities and missions. Colleges and universities are not only a place for imparting knowledge, but also a place to cultivate students' healthy personality, help students establish correct ideas, and have a healthy body. On this basis, a comprehensive psychological counseling mechanism will be established as soon as possible in accordance with the actual

situation of the university. Through the management of students, college students will be able to establish a life philosophy of self-confidence, mutual trust, love, and courage, and lay a solid foundation for the formation of their sound personality. Student managers should often go deep into the student group, communicate with students heart-to-heart, and let students deeply understand the truth that in order to realize their own ideals in life, not only must they have rich cultural knowledge and high professionalism Level and rich practical experience, but also have a healthy, sunny good mentality. Only in this way can we better cope with various opportunities and challenges in future career development, win an advantage in talent competition, and open up a flat life path for ourselves; secondly, for college students who are obsessed with the Internet all day and rarely interact with the outside world This common phenomenon of communication should be effectively alleviated by universities. For example, often organize collective activities in schools, or organize social practice activities in a planned way, open up students 'horizons, and get out of the online world as soon as possible, so that students can see the true side of different social classes in order to cultivate college students' sense of social responsibility and mission. Sense of ownership and sense of ownership, and use their energy and time for things that are conducive to social development; in addition, when the student management staff and students exchange ideas, once they find that they have some kind of ideological confusion or psychological obstacles, Provide psychological counseling to help students with psychological adjustment, so that the college students ’mentality gradually enters the mature stage. Even in the face of various pressures and dilemmas, they can overcome difficulties and resolve problems independently. Finally, colleges and universities should set up“ psychological counseling ”in accordance with their actual conditions. In order to establish a long-term psychological counseling mechanism, through one-to-one dialogues, the students' mental dynamics can be resolved to help students resolve their ideological confusion and prevent college students from having psychological health problems.

### 4.3. Improve the Quality of Student Management Staff

The personal accomplishments and professional qualities of student management personnel directly determine the ultimate effectiveness of university student management work. Therefore, in the new period, in order to apply educational management psychology to the management of college students, relevant management personnel must first have a deep psychological theoretical foundation, and have a certain insight into educational management psychology, and be able to apply relevant theoretical knowledge. Appropriately applied in work practice, to help college students to obtain a healthy psychology and perfect personality, to ensure the smooth development of university student management work. In this regard, colleges and universities should make full use of their own resource advantages, hire experts and scholars in the field of psychology to enter the campus, conduct professional lectures for all student managers, establish the correct student management concept from the root, and obtain advanced management methods and Management experience ensures that the management work of college students runs on the right track; secondly, college student management personnel must clearly understand their own work mission and value, and earnestly fulfill the arduous mission of cultivating, shaping, and improving talents. In daily work, keep close communication with experts in the field of psychology, often ask them questions, read more professional books on psychology, browse valuable work materials on the Internet, and learn from others Work experience to promote the continuous improvement of their own work level.

## 5. Conclusion

In the new period, the psychological state of college students is affected by internal and external factors such as society, family, school, self-characteristics, psychological factors, physical health, etc., which leads to a general psychological problem among college students. In this regard, it is necessary to introduce the relevant theories of educational management psychology into the management of college students, to help students have a healthy mentality, make them complete their studies more smoothly, and make positive contributions to social development.

## References

[1] Liu Lijun. Talking about humanized management in the management of college students. Curriculum Education Research, no. 46, pp. 221, 2019.

[2] Ji Siyuan. The Application of Educational Management Psychology in the Management of College Students in the New Era. Journal of Contemporary Teaching and Research, no. 06, pp. 103-104, 2019.

[3] He Yujiao. The Application of Educational Management Psychology in the Management of College Students in the New Era. Contemporary Educational Practice and Teaching Research, no. 04, pp. 99-100, 2018.