

The Application of Educational Management Psychology in the Management of College Students in the New Period

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Abstract: With the popularization of higher education and the expansion of College enrollment, the proportion of student managers and students is seriously uneven, and the situation of student management in Colleges and universities is grim. Educational management psychology is an important part of psychology. With the continuous development of society, educational management psychology in China integrates cognitive psychology, educational psychology, organizational management and other disciplines, and has made great achievements. Educational management psychology is an important factor to improve the quality of college students' management. This paper deeply analyzes the effective measures to improve the management quality of college students' management work, and uses the relevant theories and methods of psychology to carry out student management work and scientifically grasp the students' thoughts, the law of psychological and behavioral development changes. Through the analysis of the current state of students' thinking, the methods and means of applied psychology are explored to promote the effectiveness of work and improve the scientific nature of management.

1. Introduction

In the new era, student management has become the focus of University management. Educational management psychology takes the law of human psychological activities as the research object, which can fully mobilize people's initiative and improve people's work efficiency and management efficiency [1]. Management psychology, as its name implies, is a science that applies the basic principles of psychology to management activities, studies the psychological activities and behavioral laws of people in organizations, fully mobilizes the enthusiasm of members of organizations, and improves the efficiency of work management and work efficiency [2]. By using management psychology, this paper studies the students' psychological state and characteristics, grasps the law of their psychological activities and ideological status, and grasps the beginning of their thoughts and behaviors in time. Applying education management psychology to the daily work of college students' daily management is conducive to enhancing the effectiveness and pertinence of college students' daily management work [3]. Although Chinese college administrators have accumulated rich experience in applying educational management psychology to the management of college students and made significant progress, in practice, there are still many problems. The implementation of scientific adjustment of students' psychological state is an important factor to make students better adapt to the teaching work of colleges and universities. This paper deeply analyzes the application of psychology in the process of college students' management and implements the factors that enhance the quality of high school students' management.

2. An Overview of Educational Management Psychology

Educational management psychology is a new subject which integrates psychology and educational management. It is a comprehensive subject and belongs to the opposite subject of

psychology. University management integrates teaching management, scientific research management and other subsystems, and becomes a systematic management discipline. Modern management is a systematic engineering. Psychologically speaking, it refers to a person who has played a great or even decisive role in the process of forming his psychology and personality [4]. Mainly manifested in the social and emotional needs, that is, to get the trust, respect, care, friendship, praise, recognition and appreciation from schools, teachers and students. At present, in the process of summarizing the quality of teaching, colleges and universities should not only correctly summarize the various experiences in the teaching process, but also implement a correct analysis of the scientific methods to improve the quality of teaching. Educational management psychology is a combination of contemporary management psychology, social psychology and education management practice in China, and is combined into a discipline suitable for the management of Chinese universities [5]. Students can conduct scientific analysis of psychological change factors according to the specific characteristics of psychological activities, so that students' psychological changes can be highly unified with the application of psychology, and produce ideal results.

The management of college students should solve the problem of students' thoughts and behaviors first. In the process of management, we should introduce the theory of fairness in management psychology, follow the students-oriented, and rely on mutual trust and mutual love as the management basis. The educational management process includes the activities of both teachers and students. The students are both the object of education management and the main body of education management. The leading role of teachers is to give full play to the subjective initiative of the object [6]. Applying the theory of educational management psychology in the management of college students can improve the initiative of students and broaden the new horizons of student management, which is in line with the ideological activities and behavior characteristics of contemporary college students. If we want to do a good job in the management of college students and become an important other person of College students, so as to exert influence on them, we must understand the characteristics of the important others of college students [7]. These needs and motivations of students can be summed up as spiritual needs and material needs. As a student, the satisfaction of spiritual needs is important, but we can not ignore the role of material needs. The ultimate goal of management psychology is to improve students' autonomy and initiative, pay attention to the cultivation of students' self-personality, and be more humane.

3. The Main Reasons Affecting the Formation of College Students' Psychological Factors

There are many main factors affecting the formation of college students' psychology, which can be divided into two kinds: one is environmental factors, the other is students' own factors. Whether people receive incentives depends not only on what they get, but also on what they see others get. Satisfaction of material needs is necessary, without which discontent can result, but even if it is met, its role is often limited and unsustainable. Social factors are caused by social and economic development. Our country is in the high-speed stage of economic development. The process of economic globalization is accelerating, and the market competition tends to be white-hot. Due to the lack of experience in life and the lack of social experience, college students often have certain limitations on their understanding of life and social issues. Coupled with the group living environment of college students, it is easy to produce various psychological problems in a relatively concentrated environment. In addition, with the increase of school curriculum nowadays, social employment is becoming more and more severe, and the pressure on students is getting bigger and bigger. Many students are more negative about the future, love, marriage, and study, which makes the behavior biased. Especially in the current situation of college students' age is generally small, rational cognitive ability is relatively weak, self-awareness and democratic consciousness are increasing, and fair thinking is increasingly strong, the application value of this theory is more prominent.

With the continuous advancement and development of computer Internet technology, computer Internet has already penetrated into the group of college students. Many students lack correct

understanding of computer Internet, and students have serious problems with Internet addiction. Often college students feel painful because of the contradiction and conflict between the ideal concept of love and the specific problems of reality, and can not correctly deal with various problems in the relationship. Once the contradiction arises, it is easy to solve the problem in a fierce way. Contemporary college students have high expectations for society and life, and they have corresponding vitality and passion. They are more likely to have a gap or even self-doubt under the impact of reality, and they are more likely to cause confusion and anxiety. Once they think that their efforts are not proportional to their rewards, they will have a sense of injustice, which will affect their enthusiasm for work; on the contrary, when they think that their work is equal to their income, they will achieve psychological balance. Especially in school life, it is easy to have psychological problems, coupled with the lack of appropriate guidance and guidance, resulting in poor emotional control ability of students, seriously affecting the healthy growth of students.

Studies have shown that about one third of college students feel excessive academic pressure, which may come from their own pursuit of the future, their ideals, and their parents' expectations. They often put pressure on themselves mentally, but the pressure can not be effectively solved, and over time will lead to a variety of psychological problems. Relevant data show that, at present, the curriculum of colleges and universities in China is increasing, and the students trained in Colleges and universities are a group of highly skilled theoretical experts, poor physical quality, lack of solid practical foundation, unable to meet the needs of society. The diversity of the world makes contemporary college students reluctant to believe and obey "power" and more easily succumb to prestige and emotion. The increasingly severe employment situation is a heavy burden of stress on students. Many college students are rushing to find a "rice bowl" on the road. The heavy employment pressure will make the college students who are smooth on campus feel hopeless and easy. Leading students to troubles, confusion, etc. When contemporary college students enter the campus, they are more anxious, confused, and at a loss. Coupled with the pressure of learning, they rarely have time to exercise, and their physical fitness is very poor, which is not suitable for their work needs.

4. The Application of Educational Management Psychology in the Management of College Students

College students' work is a basic work to solve students' ideological and behavioral problems, which is based on "people". Students are the main body of teaching activities, and mastering students' psychological dynamics is the basic starting point of educational work. In the process of student management in Colleges and universities, we should attach great importance to the group psychology of students, grasp the inner expectations of students in the process of their growth, tap the individual differences of students, and realize the scientific and systematic management of student management in Colleges and universities. Only by deeply understanding the psychological characteristics of students and finding out the root causes of students' problems can we better do a good job in psychological education for students. Strengthening the self-education, self-management and self-service ability of college students is not only the need of real management, but also the urgent requirement of contemporary college students. There are many factors in the psychological problems of college students, which are complicated and diverse. It is very necessary to do a good job in the management of college students. Many colleges and universities in China have introduced the theory and methods of educational management psychology into the daily management of college students to improve management efficiency.

Management psychology believes that power is limited and prestige is unlimited. Student workers must make their own powers effective, not only to study, analyze, guide and regulate the needs of students, but also to work hard to improve their prestige. Teachers should use psychology to implement scientific creation of the atmosphere inside the class, so that students can strengthen their attention to public opinion factors in daily activities, and make the class have strong motivation through the transmission of positive energy. To this end, college administrators should do everything from the students' own needs, guide students to correctly deal with problems,

cultivate students' sense of independence and independence, and improve their ability to distinguish between right and wrong. We should make full use of students' group psychological phenomena, set up corresponding encouragement and incentive mechanism from the theory of management psychology, stimulate students' interest in spontaneous learning, and use the expectation theory of management psychology to help college students establish achievable learning goals. The work of university student administrators should be carried out on the basis of equality, mutual trust and mutual love among students. Moving people do not precede feelings. Without love, there can be no education. Love is the premise and foundation of education.

Psychological counseling teachers are the backbone of college psychological work. An excellent psychological counseling teacher can not only effectively improve the mental health of College students, but also promote the smooth development of College Students' ideological and political education. Therefore, it is necessary for managers to introduce the theory of fairness into the process of educational management, establish a high level of fairness and justice awareness, and establish a real equal relationship between educators and educatees. Teachers should start from the perspective of improving students' outlook on life, and make an effective analysis of students' learning enthusiasm, so that students can get a higher level of Psychological Health Foundation under the promotion of psychology, so that students can effectively communicate their actual psychological feelings with teachers. In the student management system, it is necessary to test the wisdom of the teacher, introduce the flexible management concept, and implement the working method of "learning reason, moving emotions", which can better communicate with students. For students who need to correct their thoughts and behaviors, we must do a good job in education and guidance, guide students to think about the important significance of hard work, establish patriotism, and form a life outlook, values and worldview that are compatible with the development of mainstream social culture.

5. Conclusion

In short, the management of college students is an indispensable part of the current work of College education. In the new era, college students are influenced by external factors such as school, family, society, their own personality, psychological factors, physical health and other internal factors. For today's university student management work, because the times are constantly changing, various ideas and concepts affect students, so students' learning and life has a considerable impact. In practice, the management of college students should strengthen the student-oriented management concept, introduce the theoretical thinking of management psychology, strengthen the psychological quality education of College students, and attach importance to the humanistic quality education of students. Colleges and universities should actively create conditions in combination with the actual situation of the school, and develop a team of counselors with excellent business skills in a planned and step-by-step manner to help the counselors better understand the meaning of their work. This requires university student management workers to emancipate their minds, advance with the times, innovate their work ideas and methods, conscientiously study the relevant theories of psychology, and combine with the reality of student management to summarize lessons learned in practice and manage students in colleges and universities. The improvement of the work level contributes to their own strength.

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