

Idols and Role Models: the Situation and Countermeasures of Psychological Guidance and Thought Leadership of College Students

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Abstract: Taking into account the problems of psychological guidance and thought leadership in college students, and through an in-depth study of the psychological factors of idolatry among students, this paper explores the effect of role model education in the psychological and thought leadership of them. By accurately locating the object and subject of role model education, improving the method of role model education, choosing realistic examples, setting up targeted role models, optimizing the way of role model publicity and other improvement measures, a more effective psychological guidance and thought leadership of college students can be implemented, so as to further improve the ideological education of the students.

1. Introduction

According to the statistics of the China Statistical Yearbook, by the end of 2018, the total number of postgraduate and undergraduate students (excluding adult education and online education students) in colleges and universities nationwide was 3,104,605 [1]. In recent years, scientific information technology has developed rapidly, and various new media and platforms such as WeChat, MicroBlog, Public Platform, and APP have emerged, and the ways and means of information dissemination have become increasingly diverse. The study of idols and role models provides reference for further ideological education of college students.

2. Growing Psychological Problems of College Students

In recent years, there has been an increase in the number of individuals with psychological problems or unhealthy tendencies among college students. Across the country, the number of incidents of intentional injuries caused by serious psychological problems among college students has been increasing year by year. At the same time, more and more college students also confess

that their psychological quality is not strong. Psychological problems among college students are mainly manifested in the following areas.

2.1. Psychological Stress Caused by Discomfort with the New Environment

The environment of high school and university is very different, and the huge change in the environment brings great psychological pressure to the freshmen. Adapting to the new environment is an important requirement for freshmen to have a smooth psychological transition. This is the first time many of the freshmen have lived in dormitories, living independently, away from parents for long periods of time. They have to face all kinds of problems and difficulties alone, coupled with the differences in climate, diet, work and rest, and living habits, which causes many new students to be homesick, thus leading to anxiety, loneliness and even low self-esteem. It further leads to insomnia, anorexia and other symptoms, thus creating a psychological shadow.

2.2. Psychological Problems Arising from Difficulties in Study

Freshmen who complete their college entrance exams are often full of pride. However, once they enter the university, many students find that there are many people who are better than them, and their own sense of superiority and pride will disappear. This creates a huge psychological gap, which causes some students to lose the motivation and interest in active learning, and to give up their efforts with an inferiority complex. In addition, some students lack the ability to study consciously, and once they lack the supervision of teachers and parents in university, they will lose their enthusiasm and study goals, and feel uncertain about their future, which will eventually lead to unsatisfactory academic performance. In turn, unsatisfactory academic performance leads to increased pressure on students, making them vulnerable to psychological problems such as fatigue, anxiety and fear.

2.3. Psychological Problems Arising in the Management of Interpersonal Relationships

College students come from all over the country, with different family situations, living environments and habits. Some students have an inferiority complex because they are not as good as others in many aspects, or they always feel that others look down on them, and thus they do not communicate with others, which leads to a sense of loneliness. In addition, many college students are now only children, or their families are economically superior. Their parents pampered them, so they have not suffered major setbacks. These college students are often self-centered in their speech and affairs, and cannot tolerate others, which can easily cause interpersonal tension in the process of interacting with classmates. This leads to bad psychological emotions such as jealousy, revenge, and anxiety.

2.4. Psychological Problems in Job Search before Graduation

Due to the reform for Chinese universities, the graduation distribution system has been long changed. As a result, the development paths of college students after graduation are diverse. This diversity will have a greater impact on the psychology of college students. The increase in opportunities is also accompanied by an increase in difficulty, which is likely to cause some anxiety, loss and confusion psychological problems for college students. The various pathways towards graduation are extremely competitive. Taking postgraduate exam, finding a job, or taking part in the civil servant examination all challenge the mindset of college students. This has invariably increased their psychological pressure, thus leading to the occurrence of psychological problems

such as depression.

3. Thought Leadership for College Students Faces Huge Challenges

China is in a period of rapid social development, and the ideological guidance of university students faces enormous challenges. The Opinions of the Central Committee of the Communist Party of China and the State Council on Further Strengthening and Improving the Ideological and Political Education of College Students (Zhongfa [2004] No. 16) point out that college students are a very valuable human resource, the hope of the nation and the future of the motherland [2]. Therefore, the correct understanding of the social significance of the ideological leadership of college students, and research on how to strengthen the ideological leadership of college students have become the problems to be solved in China's colleges and universities.

3.1. A Tendency for Universities to Weaken Their Ideological Education

In recent years, there is a tendency for the ideological leadership of university students to be gradually downplayed in the various work of universities. Compared with the last century, the social orientation has been changed from political development to economic development, and this change has directly led to the decline of the status of college students' thought leadership. This results in, first, the ideological guidance atmosphere for college students is weakened; second, the form and content of ideological guidance for college students is old and outdated, restricting the development of the thought leadership of college students; third, college students themselves do not pay enough attention to the improvement of personal ideological and political quality. The phenomenon of emphasizing learning over thinking appears, resulting in insufficient comprehensive improvement of college students' quality.

3.2. Insufficient Reflection of the Role of University Students' Thought Leadership in Talent Cultivation

The ideological and political quality of college students is an important component of the quality of university talents. However, with the rapid development of the current social economy, the ideological leadership education of university students can no longer effectively adapt to the needs of talent training. It is mainly reflected in: the ideological and moral level of scientific and technological talents has been reduced; the supremacy of economic interests occupies a larger proportion in the current ideological form of college students. The weakening of the thought leadership of college students has led to the blurring of the educational goal of cultivating all-round development talents, which is very unfavorable to the development of the whole country and society.

3.3. Increasingly Complex Ideological and Political Education Environment in Universities

Currently, the biggest challenge facing thought leadership for college students comes from the higher education environment, which can also be extended to the larger developmental environment of society as a whole. With the rapid development of science and technology all over the world, the speed and breadth of information diffusion is faster, wider and more diversified. Therefore, the ideological concepts of college students are subject to multi-level impact, thus, making the education of thought leadership of college students become more passive and complex. Society's demand for college students' thought leadership education is increasing day by day.

4. Uncontrolled Idolatry Seriously Affecting the Thoughts and Lives of College Students

College idolatry is a need for college students to seek self-awareness, self-design, self-identity and self-actualization [3]. However, uncontrolled idolatry can have adverse effects.

First, idolatry, which is based on celebrities that have been hype through packaging and media, contains superficiality and vulgarity, which can easily lead to a decline in the moral and fun level of college students. As a result, college students pay more attention to superficial things like idols' outward appearance, daily habits and behaviors, but seldom pay attention to the idols' inner qualities. The ideological level of the idols is also uneven, and the university students are worshipping them without identification, which makes them lack the coordinates to move forward and set up great ideals [4].

Second, the spread of the phenomenon of idolatry has led to a weakening of the guidance and influence of the mainstream ideological culture in schools, which is not conducive to the formation of a good outlook on life and world values among college students. Under the shine of the so-called "gorgeous aura" of some stars, some college students begin to be impatient and lose their morale. This directly leads to the weakening of the school's mainstream ideological and cultural influence [5].

Third, the idolatry of a small number of college students has reached a fanatical level, and has even become a pathological behavior, which seriously endangers personal physical and mental health and social stability. Idol worship is also a kind of social interaction behavior, therefore, it should also be carried out rationally. College students themselves should make good choices about identity, emotional control, behavioral moderation, etc.

5. Role Model Education Playing an Important Role in the Psychological Guidance and Thought Leadership of College Students

Role models have always been the pioneers and role models of the times, always embodying the spirit of the times and the will of the people, and are active advocates and practitioners of socialist core values. In the process of ideological and political education in China, role model education has always been a proven and important method.

5.1. Role Model Education is the Need for College Students to Establish Firm Ideals and Beliefs

Firm ideals and beliefs are the core of the human spiritual world, and also the basis of the strength of college students to work hard and struggle hard. In the process of economic globalization and integration, there are exchanges and collisions between ideologies and cultures of different ideologies, and social trends and values show a variety of complicated characteristics. University students have not yet set foot in the society and have little experience, so they are easily compelled by bad ideas and lose their direction. If university students can be led by role models, set up great ideals, carry forward the spirit of the times, practice socialist core values, and take the great rejuvenation of the Chinese nation as their own responsibility, they will be able to realize the Chinese dream in the great journey of thorns and thistles, despite the hardships, and continue to forge ahead, and eventually grow up [6].

5.2. Education by Example can Cultivate the Sense of Social Responsibility of College Students

As a moral requirement, social responsibility is the positive attitude of social members towards the responsibilities and missions undertaken by society and other members of society, and is the basis for effectively improving the ideological and moral quality of college students. Enhancing college students' sense of responsibility, cognition of responsibility as well as responsible behavior, and striving to cultivate college students' sense of responsibility to society and others, requires the positive guidance of role models, especially peer role models. Only in this way can we better educate and guide college students to care about society, be faithful to their duties and willing to dedicate themselves to forming a good sense of responsibility and responsible behavior, and thus promote social progress [7].

5.3. Role Model Education also has a Better Effect on the Psychological Guidance of College Students

Role model education is in line with the inner needs of college students. If you are infected by a role model, you will take the initiative to take the role model as a standard, which will lead to a healthy psychological pursuit of the role model. The education of role models is in line with the characteristics of college students' thinking. The excellent deeds and noble behavior of the role models have the characteristics of image and concrete, the educators can summarize and refine the excellent deeds of the role models to summarize the noble spirit and noble thoughts contained in them, which can often achieve unexpected effects.

6. Strategies and Ways to Provide Psychological Guidance and Thought Leadership to College Students from the Perspective of Role Model Education

We could set up outstanding alumni, outstanding classmates and outstanding peers as young role models, and then recommend these young role models as the idols of college students through psychological guidance and thought leadership. This will enable them to re-establish their ambitious ideals and lofty goals in life and strive to grow up to be successful.

6.1. Clarify the Subject and Object in the Education of Role Models

University students receive information in an increasing number of ways and means, the content of the information is becoming more and more complex, and they are constantly processing, analyzing and comparing all kinds of information. The process of role model education is that firstly, education has an effect on the educated individual, then the educated individual receive the information of role model education as a subject, and finally the student take the initiative to take effect as a subject. This effect is the subjective initiative of human beings. Therefore, it can be said that college students are the main body of role model education, and only by entering as needed and fully mobilizing the subjective initiative of college students can we better complete the role model education [8].

6.2. Methods to Improve and Refine Education by Example

In addition to making good use of the classroom to educate role models, you can organize college students to participate in various kinds of cultural and sports extracurricular activities, such as

science and technology innovation of college students, social practice, volunteer service, social research, work-study and so on. In the activities, they can find role models around them on their own, and at the same time, they can have a clear understanding of the living, studying and working environment of the role models. It is important to focus on the integration of family, school and social role model education. According to the survey, parents and teachers are the main role models that college students admire. Therefore, we say that family, school and social education are indispensable in the education of college students' role models.

6.3. The Selection of Role Models should be Realistic

Times are open, and the content of role models is necessarily diverse. In the past, role models tended to be high and mighty, but this situation that had gone out of fashion. Now the requirement of role model education is that the role model should be realistic. Only in this way will the university students actively identify with the role models, and try to imitate the role models. It should be good to choose the role models they know from the university students, so that they can be inspired and guided by the role models in their own lives. In this way, the image of the role model becomes real, so that college students can find a suitable role model.

6.4. Targeting of Role Models

According to the characteristics and needs of college students of different grades, types and personalities, a group of role models with the same general direction and different perspectives should be explored and set up, and role model education should be effectively and specifically implemented. For example, in view of the blindness of freshmen after entering the university, attention should be paid to setting up older brothers and sisters with excellent academic performance and personal comprehensive quality as role models.

6.5. Improving the Educational Environment for Role Model Promotion

The nurturing environment referred to here includes the faculty, the media, and the campus culture. As the implementer of students' education and the bearer of students' role models, educators should constantly demand strict self-improvement, set an example, constantly improve their own quality and lay a solid professional foundation. Only in this way can they fulfill the historical mission of teaching and educating. At the same time, they should make use of all kinds of campus media to strengthen the construction of campus culture, and strive to create a good atmosphere in which everyone supports role models, everyone learns from them, and everyone strives to be a role model.

7. Conclusion

Timely and effective guidance in the process of thought leadership can help college students eliminate the state of goal confusion and establish or accept the correct goals and concepts. For contemporary college students, psychological guidance and thought leadership are unified and mutually reinforcing educational management work. The problem of psychological guidance of contemporary college students is not only the hotspot of psychological research, but also the primary issue facing thought leadership. Drawing on the psychological principles of idolatry, we discuss the new features and new methods of role model education in the new era. It can greatly promote the effect of ideological and political education.

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