The Influence of "Micro Publishing" on the Mental Health Education of Teenagers and the Countermeasures

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Abstract: Microblog, wechat, mobile publishing and other forms of micro publishing are booming. Micro publishing is an important path for traditional publishing industry to cultivate users as readers through mobile network and realize digital transformation strategy. Micro publishing is becoming more and more popular among young people's books. There are virus, false garbage information, pornography, violence, gambling, terror and invasion of personal privacy, which have a profound impact on the mental health education of young students. This paper analyzes the types and main contents of "micro publishing" of youth books, the main embodiment of the impact on students' mental health education, analyzes its deep-seated reasons, and puts forward specific countermeasures.

1. Introduction

Micro publishing refers to a publishing method with efficient publishing and distribution technology adopted by individuals or institutions when publishing a work for a particular micro market. With the development and improvement of Web2.0, people have more and more ways to express their thoughts, opinions and opinions. Forums, blogs, microblogs, SNS, video sharing, encyclopedia, document sharing This is also publishing, and can be called "micro publishing". In particular, document sharing and resale has become the most favorite "micro publishing" method for many publishing institutions, copyright institutions and resource owners.

Newspapers and news organizations are losing ground. The more market share we lose, the closer we are to the end of our lives, the more we need to fragment our products, not one by one, but as a whole, so that we can fill the gap. This is the way to deal with it. Before the birth of the Internet, micro publishing was regarded as a less important "micro trend" in the publishing industry. The Internet has changed this phenomenon. Today, microblog, wechat, mobile publishing and other forms of micro publishing are booming. Micro publishing is an important way for the traditional publishing industry to re cultivate users as readers through the mobile network and realize the digital transformation strategy.

2. The Main Forms of "Micro Publishing"

Mobile publishing has been the main force of digital publishing. In the future, the main direction of digital publishing should be mobile publishing with mobile phones as reading terminals.

Mobile publishing has sprung up, and its output value is close to half of that. With the coming of 3G era, mobile phones have been developing from simple communication tools to mobile media. The development of digital publishing to wireless mobile, personalized customization and cross media publishing will be greatly accelerated. In the world, mobile publishing is an inevitable trend. Although China's mobile publishing started late, due to the relatively mature charging mode of mobile communication, the profit level of mobile publishing has lagged behind, and it has become the largest digital publishing type. Mobile reading has become the main way of online reading. According to the 25th statistical report on China's Internet Development released by CNNIC at the beginning of the year, by the end of 2009, China's mobile reading users accounted for 75.4% of the total mobile Internet users. Considering that China Mobile has 540 million mobile users at present, the growth potential of mobile reading users in the future is huge and the prospect is unlimited,

which will undoubtedly play a huge role in promoting mobile publishing.

At present, the mobile reading base established by China Mobile has greatly accelerated the development of mobile publishing, mainly in the following three aspects:

First, some publications have chosen to be published on mobile phones, or even prior to publication. Guo Jingming's latest work "small age 2.0: virtual copper age" was released on mobile phones less than a month ago, with 6 million hits.

Second, it has created a new book distribution model. The new books are first launched on the mobile reading platform, and then the publishing agency adjusts the publishing strategy of the physical books in time according to the market response of the users' subscription, which can solve the problem of high inventory.

Third, the mobile reading base has also increased cooperation among all parties in the publishing industry chain. At present, it has cooperated with more than 30 excellent content providers, including China Writers Publishing Group, Zhejiang publishing group, CITIC press, Shanda, founder, Sina, etc.

2.1 Fragmentation and Entertainment Folding

The definition of Web: small, loose coupling. The inspiration is that the web enables individuals and small groups to have the same power as famous enterprises, sometimes even stronger. Because of the democratization of Web distribution, the threshold of access and discovery is much lower than before.

Entertainment and fragmented content consumption is becoming a trend. Fragmented reading refers to the incomplete and intermittent reading mode through mobile phone SMS, e-reader, network and other terminals. It is undoubtedly the best choice to use fragmentary time to get effective information by browsing mobile newspaper and logging in microblog to check friends' messages in the waiting room, waiting for bus, waiting for people, in the elevator, on the way to work, and between meetings. The fast-paced work and life make the mobile phone which is convenient to carry and can be used anytime and anywhere quickly become a new carrier of fragmented reading. With the rapid development of fragmented reading, mobile phone as a mobile terminal is also developing rapidly. In recent years, the scale of mobile publishing continues to rise. At present, half of the national newspapers and magazines have launched mobile newspaper business, and the number of mobile newspapers has exceeded 1500. Mobile news websites, mobile novels, mobile newspapers and other businesses have become one of the most important ways for mobile Internet users to read.

2.2 Document Sharing and Resale Folding Edit This Paragraph

Founded in 2007, Scribd has become the most famous document sharing and reselling platform in the world. Thousands of cooperative publishing institutions, millions of fixed users, tens of thousands of documents and e-books make it easy for people to share and publish documents online. Scribd not only breaks the information blockade through the online document sharing system, but also creates online publishing revenue for users, achieving the effect that entity publishing can achieve. However, its way is more flexible and simple. It doesn't need us to bear the "cynicism" and countless "modifications" of editors, we don't need to "work hard" to contact publishers, and we don't need to There are tens of thousands or even hundreds of thousands of "word limit" to be published, and we don't need to worry about the fine printed books becoming the decoration of "wall". This green, environmental friendly, flexible and independent new publishing method is favored by more and more people and even publishing institutions.

Later, this new publishing method emerged on the Internet, Yudu freedom, issue, docstoc, calameo, slideboom, myplick Various characteristic document sharing platforms have been launched in succession, and various domestic document sharing platforms have also been launched. Douding.com is committed to building the largest Chinese document sharing platform in the world, followed by Baidu Wenku and daokebaba. Many professional document sharing and resale platforms are also constantly innovating. Green forest is committed to building a cloud service platform for translation resale and mailing, which is the core of science and technology business. It

has also launched a platform for sharing professional scarce document resources and multilingual and bilingual translations, including patent translation network, standard translation network, legal translation network, science and technology translation network, SCI journal translation network, industry report network Eight independent document reselling and cloud publishing and cloud service platforms, such as advisory report network and document copy network, serve professional publishing and compiling institutions, consulting institutions, enterprises and institutions and professionals; Zhike and MBA think tank documents focus on the sharing of online management technical documents; star eight focuses on the sharing of workplace experience and materials; Sina Real estate think tank focuses on the sharing of real estate knowledge documents ...

3. The Influence of Micro Publishing on Students' Mental Health Education

3.1 Showing Excessive Dependence

Under the background of "micro publishing", a series of e-publishing approaches, such as micro blog and wechat, are used by most students, which start to produce a kind of over dependence psychology, and derive two main groups: "micro blog control" and "wechat control". These two kinds of people spend most of their time on the status update of Weibo and wechat. Whether they are walking, eating, sleeping, going to the toilet, or even in the course of class, they are constantly brushing Weibo and chatting about wechat. The whole person's state and energy are completely immersed in it. Once they don't go to Weibo or wechat one day, they will feel uneasy and inexplicable. This is a very unhealthy behavior and habits, will have a serious impact on their normal study and life, it is easy to promote students to have a serious attitude of learning weariness. According to the news report, there are some students who are very manic, and the whole person is prone to anxiety, forming a bad self closing mentality.

3.2 Lead to the Deviation of Students' Correct Cognition

Because the information of microblog and wechat social software in the background of "micro publishing" is massive, there are many types of these massive information, including healthy, unhealthy, positive energy, negative energy, etc. No matter what kind of information, it will be introduced to the students' vision very quickly. In addition, most of the students have weak self-control consciousness, and their ideological development state is not mature, so this kind of students are very vulnerable to be affected when they really face those words and information full of pornography, violence and anti society, so that they can recognize blindly in their heart Same concern. When it comes into contact with some rotten and backward culture and thoughts, it will directly lead to serious cognitive deviation, and even directly promote the collapse of students' values. This is mainly due to the simple and clear characters of microblog and wechat, and the obvious tendency of taking out the meaning out of the context. Usually, the speaker is unconscious and listens to the intended situation, forming serious cognitive deviation.

3.3 Cause the Conflict of Students' Personality

Many students are too addicted to micro blog and wechat, because this form of social communication is carried out in a virtual state, free in speech, and full of imagination. So students in this virtual world really enjoy the joy that they can't realize in reality. However, once these students return to reality, they usually show obvious cowardice and fear of direct communication with their classmates. They are particularly enthusiastic about the people they care about or their fans on the Internet, but they are indifferent to their classmates and friends. In the virtual world, speech and behavior are full of self-confidence, but in reality, they are very confused. It is these two different state transitions that make students easily fall into deep thinking and lose themselves, resulting in very serious interpersonal fear, suspicion and apathy.

4. Countermeasures of Promoting Students' Mental Health Education by Relying on "Micro Publishing"

The operation and development of "micro publishing" has a huge impact on students' mental health growth, but it can't be denied that if it is used properly, it will also play a very obvious role in promoting, which requires administrators and counselors in Colleges and universities to make full use of wechat or micro blog to carry out a new education mode of students' mental health education.

4.1 Building an Equal Communication Platform from the Perspective of "Micro Publishing"

Due to the convenience and rapidity of microblog, wechat, mobile communication and other information publishing, it is necessary to carry out transposition thinking. If it is fully applied to mental health education, its timeliness will inevitably become the incomparable advantage of traditional education forms. Therefore, colleges and universities can set up official micro blogs, wechat, forums and other information exchange platforms. This kind of communication platform must be strictly managed. It is required that the mental health education department should make full use of the whole platform to have a deep understanding of the mental state of the students in the school, and grasp the development of mental health education. Schools can require counselors to carry out online psychological consultation activities in combination with the exchange platform. And it can also directly communicate with teachers through this platform, which will eventually shorten the distance between teachers and students.

4.2 Create an Information Exchange Team and Strive to Be a "Micro" Leader

If we want to fully combine the form of "micro publishing" to carry out mental health education for college students, we must first have a professional information processing team. This team not only needs to really understand the knowledge of psychological education and health, but also needs to be able to operate the microblog and wechat information effectively. Therefore, the best way to build this team is to take counselors as the leader, and on this basis, the cadres and counselors within the students as the main team. In this way, the development concept of this team is constantly infiltrated into each class, and we can directly pay attention to the psychological status of each student through the advantages of acquaintances, especially the students with psychological crisis. The members of this team, whether teachers or students, should make full use of their professional advantages and strive to become the opinion leaders in microblog and wechat, so as to effectively spread psychological counseling knowledge, so as to make students more positive.

4.3 Carry out Corresponding Theme Activities through "Micro Publishing"

Due to the good interaction between micro blog and wechat from the perspective of "micro publishing", we must make full use of the corresponding theme education activities to spread the positive energy. For example, psychological counselors and teachers can be required to organize all students to directly initiate discussions on "meaning of life", "happiness and pain of growth" and "love and freedom" with the help of microblog and wechat. These discussions will really help students form positive and healthy life values.

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