Innovative Methods of Educational Psychological Guidance Based on the Perspective of Self Media Environment

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Abstract: *Educational psychological guidance based on the perspective of self media environment has great potential in educational practice. It can meet the personalized needs of students in terms of psychological needs, provide rich psychological support resources and activities, and have a lower threshold and cost. This paper found through qualitative methods that in order to ensure the quality and accuracy of content on self media platforms, it is necessary to strengthen the supervision and training of psychological experts and content creators, establish a sound evaluation mechanism and quality control system. At the same time, it is also important to pay attention to the accuracy and professionalism of information when using self media for educational psychological guidance, to avoid misleading and improper guidance.*

Keywords: *self media, psychological guidance, mental health*

1. Introduction

The importance of self media environment in guiding educational psychology includes the universality, interactivity, and personalized needs of information dissemination. In this environment, educational psychological guidance based on self media can more effectively reach students, provide real-time and personalized support and guidance, and promote their mental health and learning development.

The popularity of self media platforms and the breadth of information dissemination provide better channels for educational psychological guidance [1]. Through self media platforms, the content and resources of educational psychological guidance can directly reach students and parents, regardless of their location, thus breaking the geographical limitations of traditional educational psychological services and achieving wider coverage. The interactivity of self media platforms provides students with opportunities to communicate and share with psychologists, teachers, and peers. Students can interact with experts through comments, private messages, and other means to receive real-time feedback and suggestions. At the same time, students can also exchange psychological issues, share experiences and support with each other on community platforms, forming a mutually supportive learning and growth community. In addition, self media platforms can also meet the personalized needs of students. Through data analysis and personalized recommendation algorithms, tailored psychological support resources and activities can be provided based on students' interests, needs, and learning characteristics. This personalized guidance method can better meet the diverse needs of students, enhance their participation and enthusiasm.

In modern society, self media has become an important platform for information dissemination and has great potential for guiding educational psychology. This study aims to explore how to strengthen the function of educational psychological guidance based on the perspective of self media environment, in order to provide more effective support and educational services for students' mental health.

2. Analysis of the current situation of educational psychological guidance in the self media environment

2.1 Popularization of self media platforms in the field of education

The popularity of self media platforms in the field of education is currently a hot topic. With the

rapid development of internet technology and the popularity of mobile devices, more and more people are starting to create and share educational related content on self media platforms. Self media platforms have a broad user base and rich educational content in the field of education, and they can provide personalized services and opportunities for communication and interaction for their own users, increasing the efficiency and speed of knowledge dissemination.

2.1.1 Broad user base

The attractiveness of self media platforms has made them a popular choice for various users such as students, parents, educators, and professionals. These users can easily access a wide range of educational resources through self media platforms, including but not limited to textbooks, exercises, teaching videos, and online courses. Whether it's learning new knowledge, preparing for exams, or improving professional skills, they can find rich and diverse learning materials on these platforms. In addition, self media platforms also provide a broad platform for users to share educational experiences and insights. Users can share their insights, methods, and effective strategies with other users through writing blogs, posting articles, or creating videos based on their teaching, parenting, or professional experience. This experience sharing method not only helps them summarize and organize their educational experiences, but also provides practical guidance and reference for other users, promoting mutual growth and learning between each other. In addition, self media platforms have become important places for users to participate in educational discussions. Through communication methods such as comments, likes, and private messages, users can interact and explore hot educational topics. Whether it is the interpretation of educational policies, the sharing of teaching methods, or the debate of educational concepts, these platforms provide users with an open and diverse communication environment. Through communication with other education professionals, they can inspire each other, grow together, and establish closer and more valuable connections within the vast educational community.

2.1.2 Rich educational content

The educational content on self media platforms is rich and diverse, covering almost all fields related to education. Users can choose suitable content for learning and reference in terms of subject knowledge, educational theory, teaching methods, parenting experience, and other aspects based on their own needs and interests.

For students, self media platforms are a valuable library of learning resources. Whether students are in primary, secondary, or higher education, they can find interpretations and explanations of various subject knowledge on self media platforms. For example, teaching videos, exercise questions, and analysis in subjects such as mathematics, Chinese, and English provide students with more intuitive and vivid learning methods. In addition, there are some content specifically targeting students' exam taking skills, learning methods, and time management, which can help them improve their learning effectiveness and cope with exam challenges.

Educators and teachers can also share and access rich educational resources through self media platforms. They can publish articles on educational theory research, educational experiences, teaching cases, and explore cutting-edge educational issues and trends. These contents not only meet the needs of teachers to continuously improve their education and teaching level, but also provide valuable reference and reference for other educators.

Parents can also find a wealth of parenting experiences and family education guides on self media platforms. They can obtain advice from experts and other experienced parents on their children's growth and development, educational methods, and parent-child relationships. These contents can help parents better understand their children's needs, master scientific and effective parenting methods, and provide support and guidance to promote their children's comprehensive development.

In addition, there are many other educational related content on self media platforms, such as articles and videos on career planning, lifelong education, learning skills, mental health, and so on. Users can choose the content they are interested in based on their interests and needs for learning and reference, achieving comprehensive improvement of their personal educational goals.

2.1.3 Personalized services

Personalized services have always been a major feature of self media platforms, especially in the field of education. Through data analysis and recommendation algorithms, self media platforms can provide more personalized educational services based on users' interests and needs, allowing users to learn and grow more efficiently. Firstly, in terms of subject knowledge, self media platforms can

customize learning plans suitable for users based on their learning status and interests. By analyzing user learning data and behavior, the platform can help users understand their weaknesses in a certain discipline field, and provide corresponding learning resources and suggestions, allowing users to systematically learn and improve their knowledge level. Secondly, in terms of teaching methods, self media platforms can also provide personalized learning guidance and guidance based on users' learning status and interests. The platform will provide corresponding learning suggestions and feedback based on users' learning progress and data, helping users identify and solve problems. In addition, the platform will also provide personalized teaching resources and services based on users' learning habits and methods, such as learning videos, online Q&A, etc. Finally, in terms of learning experience, self media platforms will also provide users with more personalized services. By analyzing user behavior and preferences, the platform can customize different user interfaces, recommended content, and learning paths, making the user's learning experience smoother and more efficient. At the same time, the platform will continuously optimize the user experience, improve learning effectiveness and user satisfaction.

2.1.4 Interaction and communication

Self media platforms are not only a one-way platform for transmitting information, but also provide users with rich opportunities for communication and interaction. Through comments, likes, and reposts, users can actively participate in discussions and share their thoughts and experiences with authors and other users. This open communication environment not only meets the social needs of users, but also becomes an important channel for promoting the collision and sharing of educational concepts, further promoting innovation and development of education.

The comment function of self media platforms provides users with a space for continuous dialogue. Users can raise questions, share viewpoints, and engage in in-depth communication and collision of ideas with authors and other users in the comment area. This interaction not only helps users better understand and absorb learning content, but also unleashes more creativity and insights, promoting the diversified development of education [2]. The likes and reposts function has become a way for users to express identification and share high-quality content. When users find an article or video inspiring or helpful, they can express their love and support by clicking likes. At the same time, users can also forward high-quality content to their social circles or social networks, benefiting more people and resonating more widely. This interaction and sharing not only expands the scope of dissemination of educational resources, but also promotes the dissemination and exchange of educational concepts and concepts. In addition, self media platforms can also organize online activities through thematic discussions, online live streaming, and other forms, building a real-time interaction bridge between authors and users. These interactive forms can bridge the gap between authors and users, enabling participants from different roles such as professionals, scholars, and students in the field of education to jointly discuss and share educational topics, and promote innovation and development in the field of education.

2.1.5 Efficiency and speed of knowledge dissemination

The characteristics of self media platforms are not only reflected in the rapid dissemination of information, but also in the wide range of dissemination. Through self media platforms, education experts, teachers, and students can quickly share their perspectives, experiences, and research results. Whether it is a cutting-edge research achievement in the field of education or a teacher's experience summary in classroom practice, it can be quickly disseminated to more people through self media platforms. This rapid information transmission mechanism breaks the limitations of time and space, allowing knowledge and wisdom in the field of education to be quickly conveyed and shared.

The widespread dissemination of self media platforms also helps to timely convey important information such as educational news and policies to a large number of users. Whether it is the latest policy documents released by the Ministry of Education or notifications of various educational activities, they can be conveyed to users in the first time through self media platforms. This has brought convenience and convenience to educators and relevant personnel, enabling them to timely understand important information such as trends in education reform, policy changes, and cutting-edge research results. At the same time, through the widespread dissemination of self media platforms, this information can also better reach ordinary users, increasing their attention and participation in education.

It is worth noting that the rapid and widespread dissemination of self media platforms has also brought certain challenges and responsibilities. In the process of information dissemination, it is necessary for educational experts, teachers, and students to share truthful, accurate, and reliable

information with a sense of responsibility, in order to avoid false and misleading information dissemination. At the same time, users also need to maintain discernment, treat and evaluate the obtained information rationally when receiving information. Only through joint efforts can we ensure that self media platforms play a positive role and provide a better environment and channels for communication, innovation, and progress in the field of education.

Although the popularization of self media platforms in the field of education shows a positive trend, there are also some problems and challenges. For example, there may be regulatory issues with the authenticity and quality of information, and some self media accounts may have issues such as false advertising and low-quality content. In addition, the diversity of personal perspectives and experiences may also lead to fragmentation and uneven quality of information [3]. Therefore, when using self media platforms for educational learning and communication, users need to maintain critical thinking and discernment abilities, choose reliable information and high-quality content. At the same time, educational institutions and relevant management departments also need to strengthen the supervision and guidance of self media platforms to ensure the authenticity and quality of educational information.

2.2 Content and form of educational psychological guidance on self media platforms

At present, the content and forms of educational psychological guidance on self media platforms are becoming increasingly diverse, providing convenient and fast ways for users to acquire psychological knowledge, answer questions, and engage in psychological growth and self adjustment. Below, a detailed analysis will be conducted from the aspects of content characteristics, diversity of forms, and impact.

2.2.1 Characteristics of educational psychological guidance content on self media platforms

Firstly, it is highly specialized. Many self media platforms invite professionals such as psychology experts and educational psychologists to write relevant content, ensuring their academic, professional, and credibility levels. These contents usually cover the basic concepts, theoretical principles, and application techniques of psychology, helping users gain a deeper understanding of psychological knowledge.

Secondly, it has strong practicality. The educational psychological guidance content on self media platforms places more emphasis on practical applications, mainly focusing on solving specific problems and confusions encountered by users in their learning, work, and life. For example, practical methods and suggestions are provided for users on how to arrange learning time reasonably, how to improve attention, and how to handle interpersonal relationships.

Finally, science popularization and interest: In order to attract users' interest and attention, some self media platforms introduce psychological knowledge through science popularization, allowing users to learn in a relaxed and pleasant atmosphere. These contents are often presented in the form of vivid and interesting cases, charts, and animations, providing interesting psychological stories and knowledge.

2.2.2 Diversified forms of educational psychological guidance on self media platforms

The forms of educational psychological guidance on self media platforms are diverse, mainly including textual content, video content, and interactive content. Educational psychological guidance on self media platforms is usually presented in the form of articles. These articles include both professional theoretical explanations and empirical research, as well as the author's personal experiences and insights. Textual content is convenient for users to read and understand independently, which is conducive to in-depth analysis of problems and mastering solutions. With the support of self media platforms for multimedia forms, more and more educational psychological guidance content is being released in the form of videos. These videos cover an introduction to basic psychology knowledge, case studies, and practical problem-solving techniques. Video-based content is easy to watch and understand, and through the comprehensive presentation of images, sound, and text, it can better arouse user interest and resonance. At the same time, in order to increase user engagement and experience, some self media platforms provide interactive educational psychological guidance content. For example, setting up a question and answer session in an article or video, allowing users to participate in thinking, answering questions, commenting, and exchanging ideas. This interactive form can not only improve the learning effectiveness of users, but also promote communication and mutual assistance between users.

2.2.3 The content and form of educational psychological guidance on self media platforms have had a profound impact on society and individuals

Spread psychological knowledge. Self media platforms have become one of the important channels for disseminating psychological knowledge. By publishing professional psychological content on the platform, popularizing psychological knowledge, and improving the public's psychological literacy, it helps to promote the improvement of social psychological quality and the popularization of mental health.

Solve psychological confusion. The educational psychological guidance content on self media platforms provides specific solutions and suggestions to help users effectively cope with their inner troubles and challenges. This is of great significance for alleviating individual stress and improving mental health.

Promote personal growth. Through educational psychological guidance on self media platforms, users can learn more about their own growth and development, and learn skills to improve self-awareness, emotional regulation, decision-making ability, and other aspects. This has a positive impact on personal growth and development.

3. Problems and challenges in educational psychological guidance on self media platforms

At present, although educational psychological guidance on self media platforms has certain advantages and enthusiasm, it also faces some problems and challenges. Below, I will conduct a detailed analysis from aspects such as information quality, influence, and lack of personalization.

3.1 Problems in educational psychological guidance on self media platforms

3.1.1 Uneven information quality

The uneven quality of information is a major challenge for educational psychological guidance on self media platforms. The content on these platforms is mainly uploaded spontaneously by individuals, so the quality of information varies. Although it also includes some high-quality content written by professionals, there are also some unverified opinions, misleading content, and even pseudo scientific viewpoints. Users need to have discriminative ability when acquiring psychological knowledge to avoid being misled or harmed. The openness of self media platforms allows anyone to publish content, which undoubtedly provides a vast creative stage. However, this also gives individuals who lack professional background and authoritative certification the opportunity to spread inaccurate or unscientific psychological views. These unverified viewpoints may lack empirical support and even contradict traditional psychological theories. Furthermore, the large-scale information dissemination characteristics of self media platforms make it difficult to screen and review information. Compared to traditional media, on self media platforms, information is released faster and easier to spread, but this also increases the challenge of information authenticity and credibility. Some irresponsible authors may publish false or exaggerated content for personal purposes, misleading or even harming users.

3.1.2 Lack of depth and systematicity

The lack of depth and systematicity is another issue of educational psychological guidance on self media platforms. Compared to traditional media or academic publications, the content of self media platforms can usually only exist in the form of short articles or videos, making it difficult to conduct in-depth analysis and systematic explanation. Although these platforms cover a wealth of psychological themes and knowledge points, many important details and in-depth analysis have been omitted due to space and time constraints. This fragmented form of education easily leaves users with only a superficial understanding of the knowledge points, making it difficult to establish a complete and systematic psychological cognitive framework.

3.1.3 Emphasize the content of universal moral education

Some self media platforms have a tendency in guiding educational psychology, as they tend to provide content on moral education and values instillation, while neglecting the teaching of basic psychological knowledge. Although moral education plays an important role in cultivating civic qualities and shaping good values, at the same time, psychological knowledge is equally important. Psychology, as a discipline, provides us with profound theoretical and empirical research to explain human thinking, behavior, and emotions. It enables us to better understand ourselves and others, and

provides us with practical tools and strategies for dealing with emotions, coping with stress, and improving interpersonal relationships. It helps us understand the psychological mechanisms behind human behavior and encourages us to be more tolerant, understand, and respect the differences of others. A balanced educational psychological guidance content should include an organic combination of moral education and basic psychological knowledge. Such content will help users establish a comprehensive system of values and psychological cognition, enabling them to better cope with emotional challenges, solve interpersonal conflicts in daily life, and become individuals with a positive mindset and healthy psychology.

3.2 Challenges faced by educational psychological guidance on self media platforms

3.2.1 Impact and recognition issues

Compared to traditional media and legitimate publications, content on self media platforms often lacks authority and recognition, which often raises doubts among users about the credibility of information. On self media platforms, there are some false and low-quality content that may mislead users and have a negative impact on their decision-making and behavior.

The openness of self media platforms allows anyone to publish content, which leads to uneven quality of information. Unlike traditional media and legitimate publications, authors on self media platforms do not require strict review and review procedures, nor do they have clear academic or professional background certification. Therefore, some content may only be subjective opinions or personal experiences of individuals, and cannot represent a large group or conclusions based on scientific research. Such content can easily be mistaken for authoritative information, leading to confusion in users' thinking and judgment.

In addition, some negative self media behaviors also affect the credibility of information to a certain extent. Some self media accounts pursue click through rates and traffic, intentionally exaggerating facts, creating controversies, or posting untrue messages in order to attract attention. This behavior aimed at chasing traffic not only misleads users, but may also pose risks to social order and public safety.

3.2.2 Lack of personalized and refined services

The content of self media platforms is usually aimed at a large user group, making it difficult to provide personalized and refined psychological counseling and guidance. After all, everyone's psychological needs and situations are unique, and universal information on self media platforms cannot meet everyone's needs.

On self media platforms, we can find some universally applicable mental health knowledge and general advice, which may be helpful for most people. However, for specific situations and needs involving individuals, this universal information often appears inadequate. Psychological counseling and guidance need to be analyzed and addressed in conjunction with an individual's background, experience, and specific circumstances. Only through in-depth understanding of an individual's psychological state and problems can effective assistance and support be provided. This is because everyone's psychological processes, coping mechanisms, and needs are different, requiring face-to-face communication and exchange with professional psychological experts. Although content on self media platforms can provide some inspiration and reference, they cannot replace true psychological counseling and guidance services. When facing personal psychological challenges and problems, we should consider seeking the help of professional psychologists or clinical psychologists. They can provide more comprehensive and effective support for specific problems through personalized consultation and treatment plans.

In addition, psychological content on self media platforms should also be used as a tool to popularize mental health knowledge and enhance mental health awareness, rather than replacing professional counseling and treatment. Only with the guidance of professionals can we obtain truly personalized and refined psychological counseling, solve our unique psychological problems, and achieve better mental health.

3.2.3 Neglecting psychological risks and safety issues

Some self media platforms fail to fully consider potential psychological risks and user privacy security issues when pushing educational psychological guidance content. Although the original intention of these contents is to provide assistance and guidance, improper expression or overly direct methods may touch users' sensitive points, leading to psychological discomfort or privacy leakage.

Psychological issues involve personal privacy and sensitive information, so any content related to mental health should be handled with caution. However, some self media platforms may lack regulatory and review mechanisms, resulting in some authors lacking sufficient sensitivity and professionalism when publishing psychological guidance content. They may use overly direct or stimulating language to gain click through traffic or trigger controversy, while neglecting the psychological fragility of users and the protection of privacy. When users are exposed to these contents, they may experience negative psychological reactions, such as anxiety, depression, or emotional fluctuations. Especially for those who are already in psychological difficulties or susceptible to external stimuli, this discomfort may exacerbate their distress and even bring more serious mental health problems. In addition, some self media platforms may fail to take necessary security measures to protect users' privacy and personal information, leading to the misuse or leakage of sensitive data of users.

4. Innovative methods of educational psychological guidance based on the perspective of self media environment

4.1 Using self media platforms to disseminate mental health knowledge

4.1.1 Set up special columns or channels to share psychological research achievements and mental health knowledge

In order to solve the problems that self media platforms face when promoting educational psychological guidance content, it is possible to consider setting up special columns or channels to share psychological research results and mental health knowledge as the center. By setting up special columns or channels, self media platforms can provide more professional and reliable psychological information, helping users better understand and respond to psychological problems. These special columns can include the interpretation and analysis of psychological research results, the introduction of mental health knowledge and skills, and the provision of psychological counseling and support resources. It is important that these contents be written or reviewed by professional psychologists or mental health experts to ensure their accuracy and credibility.

The establishment of special columns or channels can help fill the professional and authoritative gap in psychological content on self media platforms. This helps guide users to obtain appropriate psychological guidance and avoid situations where they may accidentally touch sensitive points or trigger negative psychological reactions. At the same time, by sharing psychological research results and mental health knowledge, users can increase their psychological literacy, better understand and manage their emotions and psychological states.

Setting up special columns or channels can also help improve user privacy and security. The platform can establish a strict review system to ensure that the published content does not involve sensitive information or personal privacy of users. In addition, the platform can also strengthen user privacy protection measures and take necessary technical measures to prevent the abuse and leakage of user personal data. In order to better guide users to acquire mental health knowledge, self media platforms can invite professional psychologists to participate in the writing and guidance of special columns by collaborating with professional institutions or psychological service institutions. This not only provides high-quality content, but also increases users' trust and reliability in the content.

4.1.2 Provide cognitive and guidance suggestions for psychological issues

In order to solve the problems of self media platforms in promoting psychological guided content, improvements can be made centered on providing cognitive and guidance suggestions for psychological issues.

Self media platforms can convey cognitive and guidance suggestions on psychological issues to users through writing special articles, creating videos, or setting up columns. This aspect of content can cover a wide range of topics, such as anxiety, depression, stress management, emotional regulation, interpersonal relationships, etc. By sharing psychological knowledge and explaining the causes and effects of common psychological problems, users can better understand the psychological problems they face and understand their potential impact on life, work, and health.

In terms of providing cognitive understanding of psychological problems, self media platforms can help users understand the definition, symptoms, and manifestations of specific problems. For example, for anxiety disorder, its characteristics and common physical sensations can be explained; For

depression, typical emotional states and behavioral changes can be introduced. This understanding helps users clarify whether they may have a certain psychological problem, thereby prompting them to seek appropriate support and treatment.

In addition to cognition, self media platforms should also provide targeted guidance and suggestions to help users cope with psychological problems and improve their mental health. These suggestions can include practical techniques in daily life, such as relaxation training, respiratory regulation, and positive emotional regulation. At the same time, it is also recommended to seek professional assistance, such as psychological counseling, psychotherapy, or community support resources. The purpose of guiding suggestions is to help users find suitable methods and support networks to actively respond to psychological problems and promote the improvement of personal mental health.

When providing cognitive and guidance suggestions, self media platforms should pay attention to the accuracy and credibility of the content. We should draw on the knowledge and experience of professional psychologists to ensure that the information and suggestions conveyed have scientific basis and comply with psychological ethical norms. In addition, the platform should also strengthen the review of content to avoid overly stimulating or inappropriate expressions, in order to avoid negative impacts on users.

4.2 Building a Virtual Community for Student Psychological Consultation and Communication

4.2.1 Establish community communication platforms such as online forum and WeChat official account

The establishment of community communication platforms such as online forums and WeChat official account is another effective way to solve the problems of self media platforms in the psychological guidance of content push. Through these platforms, users can actively participate in discussions, share experiences and perspectives, and receive support and advice from other users and professionals.

Online forums are an open platform that facilitates user communication and sharing. It can provide various sections or zones on psychological topics, where users can post questions, express their feelings, seek advice, or provide assistance. The advantage of forums is that they gather a large number of users with common psychological concerns, which can generate rich discussions and diverse perspectives. Users can listen to each other and share their experiences, thereby gaining different perspectives and understanding.

As a more convenient and widely spread community form, WeChat official account can also be used for sharing and communicating psychological guidance content. The official account can regularly publish psychological knowledge, case analysis, skill sharing and other contents, guide users to think and reflect on their own psychological problems, and provide feasible solutions. At the same time, users can communicate one-on-one with official account operators through messages or private messages to obtain personalized suggestions and support. These community based communication platforms have advantages such as interactivity, anonymity, professionalism, and empiricism.

When establishing communication platforms in these forms of community, it is also necessary to pay attention to some issues. Platform operators should establish strict standards and management mechanisms to ensure the quality and credibility of content, and prevent the dissemination of harmful information and misleading suggestions. At the same time, it is also necessary to protect users' privacy and personal information security, comply with relevant laws and regulations, and provide users with a secure and trustworthy communication environment.

4.2.2 Provide communication, support, and online consultation services for students' psychological problems

Providing communication, support, and online consultation services for students' psychological problems is an important and effective way to help them better face and cope with psychological distress. This type of service aims to establish a secure and open platform where students can share their experiences, share their inner troubles, and receive support and guidance from professionals.

Firstly, a student psychological communication platform can serve as an outlet for psychological counseling. When students encounter difficulties, anxiety, or stress, they may feel isolated and have nowhere to complain. However, through a platform specifically designed to provide students with

communication and support for psychological issues, they can find understanding and resonance. They can post questions or share their own stories, interact with other students with similar experiences, support and encourage each other, thereby reducing the burden on their hearts.

Secondly, the student psychological communication platform can also provide professional online consultation services. Psychologists who have undergone strict training and qualification certification can participate in the platform and provide personalized psychological counseling and guidance to students. Students can communicate with psychological counselors through text, voice, or video, express their inner troubles, and receive professional guidance and advice. This online consultation service not only provides real-time support, but also solves issues such as geographical and time constraints, allowing more students to receive assistance.

In addition, the student psychological communication platform can regularly release mental health knowledge and skills, helping students better understand and manage their emotions and psychological states. These contents can cover aspects such as mental health education, stress management, emotional regulation, and interpersonal relationships. By disseminating psychological knowledge, the platform can increase students' understanding of mental health and improve their psychological literacy.

Of course, protecting user privacy and information security is crucial when providing communication, support, and online consultation services for students' psychological problems. Platform operators should take appropriate technical measures to ensure that users' personal information is protected and comply with relevant laws and regulations. In addition, establish a strict management mechanism to promptly handle malicious remarks and inappropriate behavior, ensuring the order and security of the platform.

4.3 Application of data analysis and personalized recommendation algorithms in educational psychological guidance

4.3.1 Utilizing data analysis techniques to understand students' psychological needs and problems

Using data analysis technology to understand students' psychological needs and problems has become a new way for schools to pay attention to students' mental health. Data analysis technology can reveal students' mental health needs and problems by collecting a large amount of data related to their psychology, analyzing and interpreting these data clearly.

Data analysis technology can help schools quickly identify hotspots and trends in students' psychological problems. By analyzing students' topics and keywords, combined with various situational factors such as time and scenario, we can see what psychological topics they have recently focused on. Corresponding mental health education, management, and services can be provided to these topics, which can more accurately meet students' needs. Meanwhile, data analysis techniques can also refine students' individual needs and psychological states. By capturing and analyzing various psychological information of students, such as psychological test results, diaries, etc., students' psychological preferences, audience characteristics, and psychological stages can be effectively calculated. Such data analysis results can provide more personalized mental health services for students in a targeted manner. In addition, data analysis technology is indispensable in strengthening school mental health management. Schools can conduct in-depth analysis of student behavior data, psychological conditions, and other data, establish sound mental health records, and develop personalized psychological intervention plans. At the same time, these data can also provide important decision-making support for school leaders, including formulating mental health policies and improving mental health services, in order to better meet the needs of students and teachers.

4.3.2 Using personalized recommendation algorithms to provide precise psychological support resources and activities

The use of personalized recommendation algorithms to provide precise psychological support resources and activities can help students better obtain psychological support and assistance that meet their needs. The personalized recommendation algorithm analyzes multi-dimensional data such as students' psychological preferences, interests, and personal characteristics, and selects the most suitable content for students from a large number of psychological support resources and activities, providing them with customized psychological services.

Firstly, personalized recommendation algorithms can provide relevant psychological support resources based on students' psychological preferences. By analyzing students' behavior on the platform, such as reading records, search keywords, browsing duration, etc., personalized

recommendation algorithms can understand students' preferences for different psychological topics, and then recommend psychological articles, audio, videos, and other resources related to their interests. In this way, students will feel more comfortable and targeted during the process of receiving psychological support, and can also obtain the necessary information and assistance more effectively.

Secondly, personalized recommendation algorithms can also match suitable psychological support activities based on students' personal characteristics. By collecting students' personal information, such as personality type, learning habits, social needs, etc., personalized recommendation algorithms can match suitable psychological support activities, such as psychological lectures, workshops, group tutoring, etc. These activities can be designed and organized according to the characteristics and needs of students, enabling them to participate in activities that are most suitable for them and receive psychological support that is more tailored to their personal situation.

Finally, personalized recommendation algorithms can also consider the real-time status and needs of students when providing psychological support resources and activities. By analyzing students' emotional fluctuations, stress levels, social interactions, and other data, personalized recommendation algorithms can provide corresponding psychological support content and activity suggestions based on their current psychological state. For example, recommending positive articles or activities to help students adjust their mindset when they are feeling down; Recommend relevant psychological service institutions or online consultation platforms to provide more in-depth support when students need professional consultation.

5. Conclusion

With the rapid development of the internet and social media, young students are increasingly exposed to and utilizing self media platforms to obtain information. These We Media platforms include WeChat official account, Zhihu, blog, etc., covering a variety of psychological related content. Research has shown that these platforms have a wide range of influence and dissemination channels, which can transmit psychological knowledge, provide psychological support and services, and play a positive role in students' mental health. Educational psychological guidance based on the perspective of self media environment can better meet the needs of students. Self media platforms have the characteristics of rich and flexible information, and can provide a large number of psychological support resources and activities. Students can choose suitable content based on their own interests and needs, and independently learn and acquire psychological knowledge. At the same time, self media platforms also provide opportunities for communication and interaction, allowing students to communicate and interact with psychological experts and other students through messages, comments, and other means, obtaining more personalized and thoughtful psychological support. In addition, educational psychological guidance based on the perspective of self media environment also has a lower threshold and cost. Compared to traditional psychological support models, the use of self media platforms is more convenient and flexible, allowing students to obtain psychological support anytime and anywhere. At the same time, psychological resources and activities on self media platforms are mostly provided at free or lower prices, reducing the economic pressure on students to participate.

In summary, educational psychological guidance based on the perspective of self media environment has great potential in educational practice. It can meet the personalized needs of students in terms of psychological needs, provide rich psychological support resources and activities, and have a lower threshold and cost. However, in order to ensure the quality and accuracy of content on self media platforms, it is necessary to strengthen the supervision and training of psychological experts and content creators, establish a sound evaluation mechanism and quality control system. At the same time, it is also important to pay attention to the accuracy and professionalism of information when using self media for educational psychological guidance, to avoid misleading and improper guidance.

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