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ВАН ЦИКУНЬ

Түндүк-Батыш педагогикалык университети, Ланьчжоу ш. КЭР

ВАН ЦИКУНЬ

Северо-Западный педагогический университет, г. Ланьчжоу КНР

WANG QI-KUN

Northwest Normal University, Lanzhou China

**"ИНТЕГРАЛДЫК МЕДИА + ЖИ" СИНЕРГЕТИКАЛЫК ИШТЕТҮҮ ЖОЛУН ИЗИЛДӨӨ
КОЛЛЕДЖИНИН ОКУУЧУЛАРДЫН ПСИХИКАЛЫК САЛАМАТТЫГЫ**

**ИЗУЧЕНИЕ ПУТИ «ИНТЕГРИРОВАННЫХ МЕДИА + ИИ», СИНЕРГЕТИЧЕСКИ
СПОСОБСТВУЮЩЕГО ПСИХИЧЕСКОМУ ЗДОРОВЬЮ СТУДЕНТОВ КОЛЛЕДЖА**

**EXPLORING THE PATH OF "INTEGRATED MEDIA + AI" SYNERGISTICALLY ENABLING
COLLEGE STUDENTS' MENTAL HEALTH**

Кыскача мүнөздөмө: Санариптик технология коммуникация экологиясын терең өзгөртүп жаткан учурда, колледж студенттеринин психикалык саламаттыгына билим берүү үчүн «Интегралдык медиа + ЖИ» технологиялык матрицасына негизделген жаңы мүмкүнчүлүктөрдү кантип түзүү билим берүү секторунун жана коомдун көңүл чордонунда гана эмес, ошондой эле колледж студенттеринин психологиялык өнүгүүсүнүн муктаждыктарына жооп берүү үчүн мезгилдин сунушу болуп саналат. жаш колледж студенттеринин психологиялык өнүгүүсү. медиа коммуникация жана жаш колледж студенттеринин психологиялык өнүгүүсү, бул документ жаңы доордо колледж студенттеринин психикалык ден соолук билиминин экологиясын реконструкциялоо үчүн теориялык колдоо жана практикалык маалымдама менен камсыз кылууга багытталган "Интегралдык медиа + ЖИ" синергетикалык мүмкүнчүлүктөрүн кеңейтүүнүн артыкчылыктарын жана практикалык жолдорун системалуу түрдө талдап, изилдейт.

Аннотация: В то время, когда цифровые технологии глубоко меняют экологию коммуникаций, то, как построить новую систему расширения прав и возможностей для образования студентов в области психического здоровья на основе технологической матрицы «Интегрированные медиа + ИИ», является не только центром внимания сектора образования и общества, но и предложением времени для реагирования на потребности психологического развития студентов поколения Z. Эта статья основана на двойной логике медиакоммуникации и психологического развития молодых студентов и систематически анализирует и исследует преимущества и практические пути синергетического расширения прав и возможностей матрицы «Интегрированные медиа + ИИ», стремясь предоставить теоретическую поддержку и практические рекомендации для реконструкции экологии образования студентов в области психического здоровья в новую эпоху.

Abstract: At a time when digital technology is deeply reshaping the communication ecology, how to build a new empowerment system for college students' mental health education based on the technology matrix of "Integrated Media + AI" is not only the focus of attention of the education sector and the society, but also the proposition of the times to respond to the needs of psychological development of college students of generation Z. This paper is based on the dual logic of media communication and the psychological development of young college students. Based on the dual logic of media communication and psychological development of young college students, this paper systematically analyzes and explores the advantages and practical paths of the synergistic empowerment of "Integrated Media + AI", aiming to provide theoretical support and practical reference for the reconstruction of the ecology of college students' mental health education in the new era.

Негизги сөздөр: медиа интеграциясы; жасалма интеллект (ЖИ); синергетикалык күчтөндүрүү; колледж студенттеринин психикалык саламаттыгы; практика жолу.

Ключевые слова: интеграция медиа; искусственный интеллект (ИИ); синергетическое расширение прав и возможностей; психическое здоровье студентов колледжа; практический путь.

Keywords: media integration; artificial intelligence (AI); synergistic empowerment;

College Students' Mental Health; practice path. On January 17, 2025, the Fudan Institute of Development Studies and other organizations released the "Survey Report on the Social Mentality of Chinese Young Internet Users (2024)" (hereinafter referred to as the Fudan Report), a study based on ten years of data from six major Internet platforms where young Internet users congregate, such as B-station, Douban, Zhihu, Weibo, Xiaohongshu, and Soul App, which mentions that, among the 11,253 respondents. Among the 11,253 interviewees, the proportion of those "willing to tell their worries to AI avatars" reached 37.9%; 13.5% of young people chose to tell their worries to AI avatars, which is even higher than the 10.4% of those who told their parents. This research report focuses on the social behavior of Chinese young netizens, with college students as the core research object, deeply analyzing the social characteristics of Generation Z college students under the wave of digitization, and accurately revealing the new changes and trends of their emotional support needs. At a time when digital technology is deeply reshaping the communication ecology, how to build a new empowerment system for college students' mental health education by relying on the technology matrix of "integrated media + AI" has become a focus of attention for the education sector and all walks of life.

—、The dual impact of media communication on college students' mental health The psychological health of college students is the core support for their growth and success, but with the acceleration of the popularization process of higher education in China, superimposed on the continuous intensification of the competitive pressure during the social transition period, the psychological adjustment problems of the college student population have shown a significant trend of complexity. According to the China College

Student Mental Health Report (2024), the demand for psychological crisis intervention has increased by 18.7% annually in the past three years. Under the integrated media ecosystem of high-speed iteration of digital technology, the media ecological change represented by short videos and social platforms is profoundly reshaping the information dissemination mode and social interaction paradigm, and its impact on college students' mental health presents such characteristics as strong interactivity, significant double-sidedness, and distinctive intergenerational specificity, which provides innovative carriers and diversified channels for the education of college students' mental health, and also provides an opportunity for college students' mental health education to develop their own mental health. It not only provides innovative carriers and diversified channels for college students' mental health education, but also gives rise to potential risks such as information overload and social anxiety, which urgently need systematic attention and guidance.

(一)Positive efficacy: the "extensibility" of social connection realizes the diversification of psychological support resources.

Short video creation (e.g., vlogging, handbook sharing) on Tictok and Xiaohongshu has become a way for college students to construct their personal brands, which greatly improves the clarity of their self-identity, and anonymous social platforms such as Soul and Yiguan allow users to talk about their emotions such as depression and anxiety without the burden of stigmatization in real-life social interaction. According to a study of Zhihu users, the proportion of anonymous users expressing negative emotions in questions and answers is 1.5 times higher than that of real users. The anonymity of social media allows users to express their opinions and participate in discussions more boldly and freely, as anonymity reduces the

psychological pressure on individuals, and users are more inclined to share sensitive information, such as personal experiences and emotional states. Taking the HealingJourney.ai platform as an example, it provides 24/7 anonymity service through AI technology, and after 8 weeks of continuous use, the anxiety index decreased by 42%, and 96% of the users believe that the anonymity function significantly reduces the pressure of confiding [1].

In addition, the "emotional healing" function of fragmented content is highlighted. For example, the pressure release of micro-narratives: short videos of pets within 3 minutes, ASMR (spontaneous perceptual meridian response) and other contents quickly activate the brain's reward circuit through sensory stimulation, realizing instant emotional regulation. Statistics from the National Party Media Information Public Platform show that college students browse "stress relief" videos from 22:00 to 5:00 pm, especially from 23:00 to 1:00 pm, which is significantly longer than other times. For example, TED talks and popular psychology bloggers (such as "KnowYourself") disseminate cognitive behavioral therapy (CBT) skills through short videos, enabling college students to learn stress management methods on their own, turning professional psychological knowledge into "psychological energy packages" for the public. The "KnowYourself" program has turned professional psychological knowledge into a "psychological energy pack" for the general public. "KnowYourself", as a well-known psychology platform, has attracted more than 20 million followers through social media, triggering a trend of self-care and self-exploration among young college students.

(二) Potential risks: blunted thinking, cognitive anxiety, information cocoon, real social alienation, etc. First of all, the algorithmic recommendation mechanism of short video platforms (such as the design of "scroll down and refresh") breaks the perception of time, leading to "addictive browsing". Data from the China Youth Research Center shows that 62% of college students use short videos for more than 2 hours a day, and 37% of them have the compulsive behavior of "knowing that they should stop but

can't control it", which is accompanied by problems such as lax attention and decreased study efficiency. The "information compression" mode of short videos weakens the ability to think in depth, destroys concentration, and blunts thinking in the form of shallow information consumption.

Second, the phenomenon of "information cocoon" narrows the cognitive dimension of individuals by limiting the diversity of information, and has a significant negative impact on mental health, increasing the risk of depression. Under the algorithm-driven information dissemination mechanism, college students are exposed to homogeneous content recommended by personalization for a long time, which makes it easy to form a closed loop of information on specific topics. Taking the topic of "involution" as an example, users who continue to pay attention to this area will enter the reinforcement loop of content push - the system continuously delivers anxiety-enhancing information to them through data capture and preference learning, and then forms the "anxiety perception-active attention-anxiety perception". Anxiety perception - active attention - information cocoon reinforcement - anxiety increase" closed-loop negative feedback mechanism. In this process, negative emotions are continuously amplified through the stratospheric propagation effect, showing self-enhancing diffusion characteristics.

Thirdly, the media shaping of Generation Z's psychological development makes their identity construction "mediatized", i.e., college students carry out "impression management" through the dynamics of social platforms (friend circle copy, Jittery voice persona) to form a negotiated construction of "online self" and "offline self". That is, college students manage their "impression" through the dynamics of social platforms (friend circle copy, Shakey voice persona), forming a negotiated construction of "online self" and "offline self". This kind of continuous "self-exhibition" may cause some college students to experience "identity tearing" confusion, which is manifested as "not knowing what their real selves really look like". A team of psychologists from Beijing Normal University

found that users who play multiple virtual identities for a long period of time have a 41% increase in real-life social anxiety and a 29% decrease in self-identity. In the 18 - 24 year old group, 43% of them would refuse real life invitations for fear of destroying their persona.

二、Advantages and Paths of "Integrated Media + AI" Synergistically Enabling College Students' Mental Health How to fully release the positive effects of integrated media in college students' mental health education and effectively avoid its potential risks and negative impacts? Utilizing the synergistic aggregation effect of "Integrated Media + AI" matrix to accurately empower college students' mental health education is a breakthrough in conforming to the development of the digital intelligence era and escorting the healthy growth of young people.

(一)Educational Innovation: Constructing a New Paradigm for Mental Health Education in the Digital Era

1. Realize the reconstruction of traditional teaching scenarios

Based on the psychological assessment data of college students, AI-driven personalized learning paths automatically generate customized psychological course packages. For example, for socially anxious students, the combination of "VR simulation interview training + communication skills short video" is pushed; for academic pressure groups, the "positive thinking meditation audio + time management AI coach" intervention program is matched, etc., which truly realizes the teaching from "one-way lecturing" to "one-way teaching". "One-way teaching" to "immersion experience" transformation. East China Normal University's "intelligent mental education" project verified that after the realization of the above teaching reconstruction, the participation of college students in psychological courses jumped from 41% in the traditional mode to 89%, and the incidence of crisis events dropped by 63% year-on-year, marking the formal entry of mental health education into the era of "precise drip irrigation"[2]. Another example is the MAIC (Massive AI-empowered Courses) course offered by Tsinghua University's Student Learning and Guidance Development Center, which breaks the traditional classroom's limitations in time and

space, and completes the exploration of AI-led lecture mode. The intelligent learning ecology it builds accurately matches the personalized needs of college students through a dynamic adaptation mechanism, allowing students to independently choose the interaction mode with AI teachers and AI peers based on their own knowledge reserves, learning pace and thinking preferences. This in-depth participatory learning mode effectively breaks through the limitations of the one-way input of traditional mental health education, significantly improves the learning autonomy and classroom participation of college students, and at the same time strengthens their ability to cope with the psychological adjustment of real problems such as academics, socialization, and personal growth in practice, thus truly realizing the goal of educating people from the acceptance of knowledge to the internalization of competence [3].

2. Breaking through the supply bottleneck of traditional mental health services

In the construction of mental health service system in colleges and universities, the imbalance between supply and demand is becoming increasingly serious. The Ministry of Education 2023 data show that the ratio of psychological counseling teachers and students in colleges and universities is generally lower than 1:4000, while the demand for student psychological intervention is continuing to climb at an annual growth rate of 18.7%, and it is difficult for traditional offline services to meet the real demand. In this context, the synergistic development of AI and integrated media shows unique advantages, and the "7×24 hour response" mechanism it constructs effectively fills the time gap of traditional services. Fudan report shows that 37.9% of students choose to talk to each other at night through AI platform, which confirms the necessity of intelligent service.

(二)Expansion of the main body of education: from "teacher-led" to "human-machine co-education".

Create specialized AI intelligent assistants, develop vertical applications such as "career planning robots" and "AI virtual counselors", and undertake 80% of regular counseling work through AI technology. Relying on Jittery Voice,

Xiaohongshu and other communication media, we launched the "Campus Psychological Situation Drama Challenge" and other activities, encouraging students to create and interpret real psychological cases through short videos, and using the AI intelligent analysis system to identify cognitive bias in the works in real time, and synchronously push the professional psychological interpretation. It also integrates peer support education and professional guidance resources to build a new type of mental health education ecology for college students.

(三) Technology application: building a new infrastructure for accurate mental health management

1. Build a multi-dimensional data fusion analysis system. By integrating campus card consumption data (e.g. not dining for days, unusual consumption late at night), library check-in behavior (long-term absence or deliberate avoidance of social hours) and social media emotional keywords (high frequency of negative expressions such as "despair" and "collapse"), a dynamic risk assessment model is constructed using AI algorithms. AI algorithms were used to construct a dynamic risk assessment model. The model is based on multi-dimensional behavioral characteristics cross-validation, which can significantly improve the accuracy and timeliness of self-injury, suicide and other psychological crisis warning.

2. Deepen the intelligent recognition of hidden crisis signals. With the help of natural language processing and sentiment analysis technology, the system automatically monitors psychological crisis clues in hidden scenes such as B-site pop-ups and anonymous Zhihu content, and accurately captures potentially high-risk expressions such as "I'm tired of living". Compared with traditional questionnaire research, the AI-driven non-invasive screening mode can effectively avoid the concealment of information caused by students' psychological defense mechanism, achieve a double breakthrough in the efficiency and accuracy of identifying high-risk individuals, and strive for golden time for psychological crisis intervention.

(四) Service Upgrade: Cracking the Pain Points of Traditional Mental Health Work

1. Building an intelligent "three-tier response" service system

AI self-help service layer: relying on AI virtual counselors, the service can efficiently deal with common psychological problems such as insomnia, academic pressure, etc., and successfully take over 80% of the daily consulting needs, realizing rapid response and answers to basic psychological problems. Peer Mutual Support Layer: With the help of AI algorithm to accurately match students with similar experiences, forming mutual support groups and remote supervision by professional counselors, giving full play to the advantages of empathy among peers and deepening the temperature and effect of psychological support. Professional emergency intervention layer: For crisis cases, the system automatically triggers a multi-departmental collaborative linkage mechanism, integrating resources such as psychologists and medical teams, and strictly controlling the response timeframe within 30 minutes to ensure that high-risk situations are dealt with in a timely and professional manner. At the same time, break through the time and space limitations, extend the service boundary. Relying on the WeChat service number to create a "psychological first aid station", to realize AI 24 hours a day, 24 hours a day online duty, to provide psychological support for college students at any time, to break the double limitation of time and space.

2. Create a data-based precision service efficiency system

Relying on students' behavioral data (such as the collection of "anti-anxiety" theme notes and high-frequency emotional confidences) in Xiaohongshu, Soul and other integrated media platforms, AI algorithms are used to generate personalized psychological profiles through in-depth analysis and realize the "one-thousand-people, one-thousand-faces" accurate delivery of mental health services. "AI algorithms are used to deeply analyze and generate personalized psychological profiles, so that mental health services can be delivered to thousands of people. For example, in the list of typical cases of informationization construction and application of digitization-enabled education management announced by the Ministry of Education in 2024,

the case of "student early warning and portrait based on AI technology" [4] by Huang Binwen, Chen Jingxian, and Wu Jingpeng of the Modern Education Technology Center of Hainan Medical University, is to build a student early warning portrait model through the collaboration of big data and AI, and achieve the goal of "one-thousand-people-one-million-faces" precision delivery of mental health services. The early warning portrait model realizes accurate monitoring of students' attendance, behavior, mental health, academic performance, etc., forming a closed-loop psychological support system of "monitoring-warning-intervention", effectively consolidating the effectiveness of mental health services, and helping to continuously upgrade the quality of mental health education in schools. It effectively consolidates the effectiveness of mental health services and helps schools to continuously upgrade the quality of mental health education.

Conclusion

The media ecological change in the era of integrated media is essentially a superimposed process of "connection revolution" and "cognitive reconstruction", and its impact on college students' mental health presents a complex picture of dynamic game. The impact of AI technology on college students' mental health is essentially an interactive mapping of technological characteristics and psychological needs, which not only constructs an unprecedented paradigm of psychological services, but also brings technical and ethical challenges such as emotional alienation. Therefore, student workers in colleges and universities need to clearly realize that the synergistic empowerment of college students' mental health by "integrated media + AI" is not a substitution of the main position of human beings, but a change of the supply pattern of mental health education for college students on the basis of responding to the real needs of Generation Z's "digital survival". Rather, based on responding to the real needs of the "digital existence" of Generation Z, the supply form of mental health education has been reconstructed to realize a paradigm shift from "crisis intervention" to "whole-person development". We should actively embrace technological change, and promote the

deep integration of technological empowerment and humanistic care by carefully designing the mechanism of human-machine synergy, so that "media integration + AI" can truly become an "intelligent partner" for guarding the mental health of college students instead of an "alternative program". "Alternative program", and ultimately realize the benign interaction and mutual construction of "technical empowerment" and "psychological integrity".

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Рецензент: к.э.н., доцент Юсупов Р.У.