Research on the Psychological Mechanism of Value Guidance and Identity of Contemporary College Students

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Abstract: With the continuous improvement of social development and market economy, the demand for talents of social construction and market economy construction is increasing, college students are the important carrier of future economic promotion, social harmonious and stable development and cultural inheritance, the quality and ability of college students are also the basis of national construction and national strength enhancement, and the value embodiment of college students themselves. If college students want to realize their own value, they must embody their own ability in the actual work and development. It is a fundamental way to improve the construction level of our country to help students to carry out socialist core value identity, moral concept identity and core accomplishment identity education through the education of college students under the guidance of value.

1. Introduction

The establishment of identity psychological mechanism under the guidance of college students' value is one of the educational contents and teaching objectives that colleges and universities should focus on at present, which is an important prerequisite for cultivating talents and helping them to establish correct values, morality, professional accomplishment, professional level and professional ability. Identity is the recognition that people want to get more people's recognition and recognition, so that people can be subjectively willing to understand the deep needs, identity is everywhere in life, many people want to get the recognition and recognition of others, big enough for everyone agrees and recognizes the same person, is willing to obey this person's ideas, and is willing to follow in the footsteps of this person. As small as a teaching, a curriculum knowledge point of view of the small group of praise, can be called identity. And the process of obtaining identity needs to constantly accumulate and enhance their own ability and consciousness, as well as self-cultivation, thought, but also to maintain and build a strong relationship, a strong relationship can let people link their own pressure, divert their attention, while shifting trust and emotion to the object that can be relied on, and these are the basis of the psychological mechanism of identity.

2. On the Psychological Mechanism of College Students' Values and Identity

2.1. Value of College Students

With regard to value, there is a general perception that people will be in terms of money, honor, etc., and that matter can measure a person's value, but only by evaluating a certain aspect of a person, because money and honor are the basis for satisfying people's quality of life and obtaining satisfaction, but the concept of value can be interpreted in many ways, not just a measure of money and honor. From the beginning of students entering school, what they learn, see and think is the construction of their own value, different is that everyone has different values, the definition of value contains many kinds, including wealth, morality, ideas, culture and so on, such as one yuan, can take the bus, the mileage of the bus is the value of one yuan. The enterprise provides the
product service for the people, the product is the enterprise value embodiment, the person completes a project, the achievement, all is the embodiment to the human value[1]. The value of college students is the contribution that they can provide to the country and society in the future, and they can also bring their own gain and understanding, which is the expression of their own value. Therefore, the value of college students is not measured by the current ability or level, but needs to be seen from its current state and the potential of its value. The value guidance of college students is to observe and analyze whether their own value can meet their own needs from the perspective of college students, and to constantly improve themselves and strictly demand themselves according to their value guidance, so that they can be called the value guidance of college students. The objective evaluation is only a definite consideration of the current stage value of college students' own value and the potential. At the same time, the values of college students are also one of the factors that determine their value promotion space, as shown in Figure 1:

![Figure 1 University student value survey](image)

2.2. University Student Identity Psychological Mechanism

Identity is a complex psychological phenomenon of design. The psychological mechanism of identity can also be described as the psychological resonance of maintaining and stabilizing psychological goals through human rational thinking and psychology. To achieve healthy growth and stable development, we need to get identity, form identity psychology, and gradually construct identity psychological mechanism. College students represent that they have a high level of education and cultural literacy, but also have a high knowledge system and ability. Therefore, identity is also a complex social relationship and college students to achieve good development momentum. For example, college students are praised by students, teachers, colleges and society for their academic excellence or obtaining certain research results, which is also a kind of recognition for some reason[2]. The psychological mechanism of college students' identity needs to be based on the value and identity of college students. As shown in figure 2:

![Figure 2 The results of different ideas of college students on the value of future development show](image)
3. The Relationship Between Value and Identity Psychology of Contemporary College Students

In essence, the value of college students is embodied in identity psychology. And the psychological mechanism of identity is constructed on the value embodied by college students. It can be seen that the psychological mechanism of value and identity belongs to the relationship of mutual connection and support. From this point of view, the generation of value identity is inseparable from its essential attribute, in fact, it is based on a process of dynamic perception. The generation of value identity is based on a certain social and historical condition, following the social practical driving mechanism, and at the same time based on human life experience, emotional tendency and rational cognition. Man's inner negation is the characteristic of self-negation, self-improvement and self-development through his own inner contradictory movement[3]. It belongs to the fundamental characteristic that dialectics distinguishes from metaphysics. At the same time, it is also the premise of the formation of college students' values and their own value identity, which is also born in the structure of personal and social relations.

The value guidance of college students needs to be based on the premise of college students' recognition of self-worth. In the face of such fierce market competition and enterprise talent competition, college students' value orientation will be affected in many ways, as shown in Figure 3:

![Figure 3](image)

Figure 3 Research on the development direction of college students' cognition of their own value

In this way, college students must form the necessary identity psychology under the guidance of value, in order to continuously enhance their self-worth, but also promote the value of others. In the process of college students' education, we must focus on cultivating the cognition of self-worth and establishing the psychological mechanism of identity as the driving force for college students to develop and improve their own ability.

4. A study on the Psychological Mechanism of Identity Under the Guidance of Contemporary College Students' value

4.1. Cognitive Identity in the Psychological Mechanism of Identity

The ultimate of cognitive identity mainly refers to guiding college students to achieve rational understanding on the basis of perceptual knowledge of socialist core value system, realizing college students' emotion and acting as the restricting mechanism of their own action behavior, but in order to make college students identify with the core value system, First of all, college students should recognize the socialist core value system and their own value. Nephew's cognition of current society and market refers to college students' cognition of core value system, including the meaning, status, function and requirement of core value, and mastery. It is mainly to integrate the value of college students into their own cognition, cognitive identity cannot be completed in one time, need to continue to communicate a meeting content, and repeated in different time, so that college students can produce identity subject and deep understanding of content to form cognitive identity.

4.2. Behavioral Identity in the Psychological Mechanism of Identity

The ultimate purpose of behavioral identity is to practice the socialist core value system, to
further strengthen the mechanism of psychological identity to the socialist core value system through the role of thinking patterns and behavior habits of college students, and also to identify the psychological mechanism of self-development and ability. It is necessary for college students to constantly experience and reflect on their own values in the actual behavior activities, observe and analyze whether their values meet the requirements of the times and promote social stability and harmony, and gradually form a correct understanding of society and the world through constantly reflecting on their own values, and constantly self-improvement and self-correction in the actual process, and have the ability to transform society and the world. Therefore, colleges and universities must encourage college students to go out of school and enter the society, understand the current situation of the society, understand the market trends, and take this as the basis to constantly improve their own behavior and form a behavioral identity [4].

4.3. Ideological Identity in the Psychological Mechanism

Thought determines human behavior, and the ideological identity of college students can determine the value they can have. From this point of view, the psychological mechanism of college students' ideological identity is based on the comparison and choice of various cultural ideas, and through the collision of various theoretical viewpoints and ideological and cultural consciousness, college students can form a cognitive system of various cultural knowledge information. Therefore, the formation of identity psychological mechanism under the guidance of student value needs to be combined with the thought, behavior and cognitive identity of college students, so as to promote the continuous growth of college students and make them form a powerful impetus for social construction, national development and economic promotion.

5. Conclusion

In fact, the value concept of contemporary college students is only a comprehensive embodiment of the level of knowledge, cultural literacy, practical ability, survival skills, personality characteristics and moral literacy of college students themselves, and the recruitment of college students by various employing units will also be considered in all aspects of quality and ability, which can be called the actual value of college students. Identity psychological mechanism is the fundamental identity established by the value of college students themselves, and whether they can establish the correct identity psychological mechanism depends on the value concept of college students. Therefore, the establishment of identity psychological mechanism under the guidance of college students' value is the driving force to help college students realize their own ability and accomplishment, and having the identity psychological mechanism can promote the value of college students, so that they can provide sufficient impetus for the future development of college students and lay a solid foundation.

References


