

The Application of Pygmalion Effect in the Work of University Teachers

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Abstract. For the education and student management work, the application of Pygmalion Effect has a great enlightenment to promote the students' success. It is of great significance to apply the "Pygmalion Effect" properly in the work of college students' education, to promote the positive energy of college teachers' work and to lead students to make positive progress. If the positive psychological intervention can be skillfully applied in the management of college students, it will be able to better guide the positive, comprehensive and healthy development of college students, and transport senior professional talents for the society.

Introduction

American psychologist Frum put forward the famous "Pygmalion Effect Theory" in 1964, he believed that people's level of motivation or motivation will be the greatest when they have the possibility to achieve the expected goal, and to achieve this kind of goal is very important. For the student education management work, the good application of expectation effect has a great inspiration to promote the development of students.

Pygmalion Effect

The Pygmalion Effect is also called the expectation effect or the Rosenthal Effect. Pygmalion, king of Cyprus, was a famous sculptor. He carefully carved a lovely young girl out of ivory. He fell deeply in love with this "girl", he is very eager to marry this "girl" as his wife. So he turned to god and asked the goddess to give him a wife as beautiful and lovely as the maiden he had carved. Because he was so sincere, god was moved by his sincerity and helped him realize his wish. Many years later, this story led to the "Pygmalion Effect", and in 1960, a psychologist from Harvard University in the United States, Rosenthal and his colleagues, demonstrated the theory and widely used the classic effect.^[1] in 1968, Rosenthal and Jacobson conducted experiments in primary schools. First, three classes from grades 1 to 6 were randomly selected as experimental classes to predict future development. And then randomly select 20% of the students, and let the university teachers know that these students are very potential, with the strength of future development, will soon have a rapid development, and ask everyone to keep this matter secret. After 8 months, I tested these students again and found that they had made great progress and achieved high scores. Besides, they not only had deep feelings with their teachers, but also had a strong thirst for knowledge. The other group, however, made much less progress because they did not get the teachers' expectations.^[2]

Giving hope to every student and believing the power of students' potential is the ideological basis of the expectation effect of college teachers. Although every student is different, it should not be a hindering factor for college teachers to give expectations to students. Because 95 percent of the students are not very different in intelligence, and the difference is not just a simple level difference, but also a variety of different structural differences. For example, some students develop their language intelligence more slowly than their spatial intelligence, while some students, on the contrary, may fall behind in mathematics. It can be said that every student has his own advantages and has great potential. Secondly, every student likes to be positive and has his own vision to achieve. These factors are universally accumulated in every student, and they are the hidden factors that constitute the potential of students. Once they are stimulated by the words or behaviors of teachers in colleges and universities, they will actively show themselves and develop rapidly. The precondition of expectation effect is to trust students, and college teachers should set the starting

point of expectation for students. Because only to give hope to the students, to pay all their own energy, hard training, grasp the different characteristics of each student, and help students according to their own characteristics to give full play to their potential. It can be said that the belief of students' potential is the concrete embodiment of scientific education thought and correct student view in the field of teaching management.^[3]

The Significance of Pygmalion Effect on the Education of College Teachers and Students

College teachers are the backbone of carrying out ideological and political education for college students, as well as the organizer, implementer and instructor of daily ideological and political education and management for college students. Teachers in colleges and universities should try their best to be students' life tutors and intimate friends for healthy growth. In order to fulfill the mission given by the party and the state, it is of great significance for college teachers to make reasonable use of expectation effect to become their tutors and friends.

The Pygmalion Effect Affects College Teachers' Feelings towards Students. Emotion is the premise of "expectation effect" and the foundation of college teachers' work. The lack of emotion of college teachers has its deep roots. First of all, China is in the deepening period of social and economic system reform. Western values such as money first and material desires have seriously distorted the mentality of college teachers. The political status of college teachers is increasing day by day. However, compared with the "gold collar", "pink collar", "white collar" and even "blue collar" class in the society, the economic status of college teachers is shrinking. Second, teachers in colleges and universities system itself has some problems, the development of college teachers outlet stricture, responsibility.it difficult, treatment is poorer, such problems as low status has no substantial improve, lead to many teachers in colleges and universities teacher put his job as a springboard, or muddle along, "according to the policy" to students as well. This kind of university teachers in name only, can not play the university teachers work should have the effect. Only college teachers in the work of students full of sincere love, work can play a substantial effect.^[4]

The affection of college teachers can deepen the affection between teachers and students, harmonize the relationship between teachers and students, and lay a good foundation for students' education. Teacher-student relationship is the most common and basic interpersonal relationship in school, which is one of the important factors to maintain students' growth and progress. A good teacher-student relationship is also the basis for the effective work of college teachers. As stated earlier, "expectation effect" requires teachers in colleges and universities has the compassion, to change the sort of "top-down" management style, but the different students' individual differences of intelligence, appearance, performance, and family all must carry on the thorough understanding, concern, and strict with heart and soul, especially for their full of trust and expectation.

College teachers and students can be friends because of their emotions. Pygmalion effect has a very obvious effect on the development of students. Its advantage is that it breaks the traditional education and turns the original "top-down" education into full trust and approval of students, which gradually builds up students' confidence and promotes the relationship between teachers and students.^[5]

The Pygmalion Effect Promotes the Innovation of College Teachers' Working Methods. The work of university teachers is a science and an art, which covers sociology, management, pedagogy, psychology and other multidisciplinary content. "Pygmalion Effect" is an important theory in psychology. Although the theory seems simple and easy to operate, it requires college teachers to continuously experience and understand it in work. How to display the expectation effect to get incisively and vividly, and for university teachers, this is a need to further explore the problem, because the students have the same family background, personality, uneven performance, so all should impose corresponding expectations, and this expectation is not static, static, it should be a dynamic, with the progress of students and the corresponding change, namely the pace of progress, the teacher and students all of this makes the college teachers' work methods development, enrichment, innovation.

The Pygmalion Effect drives the college teachers to work in the way of point expanding. In the

actual working environment and process, it is also difficult for educators to realize every characteristic and potential of all students one by one. In our education management, the students study and live together everyday, basically on the interpersonal communication is relatively single and simple, we can take advantage of this interaction between students, will have a common characteristic of individual or part of students guide together, common to expand their sparkle, leading to their growth. If educators can reasonably and appropriately use the expectation effect and pay more attention to them, they will surely promote more students in higher vocational colleges to grow into skilled application talents who can make outstanding contributions to the country and the society.

The Pygmalion Effect Promotes the Positive Energy of College Teachers' Work and Leads Students to Make Positive Progress. One of the duties of college teachers is to help students set up a correct world outlook, outlook on life, values, positive guidance to students, students into the social needs of talent. It is based on this responsibility that college teachers should impose positive expectations and "love" on students. In this kind of atmosphere, students will be in a positive and good emotional state, and the pleasant mood can stimulate the students' fighting spirit, so that students can improve the efficiency of behavior, overcome all kinds of difficulties, put all their efforts to complete the study or work, which will bring about positive study or work performance, continuous progress. As the core of expectation effect, learning and being good at discovering students' different specialties and potentials and actively guiding them, it is of vital importance to raise different expectations for different students.

The Pygmalion Effect urges college teachers to find the advantages of students. As leaders of ideology and politics, we sometimes inevitably see ourselves as producers, and students are our products. The effective use of the expectation effect is very helpful to the development of students' potential, and it will also inspire the team to form a common goal and strive for it. In the process of achieving the goal, it can also give students the guidance of positive energy.

Countermeasure Thinking of Pygmalion Effect in College Teacher's Work

The application of Pygmalion Effect, on the one hand, should stimulate students' internal demand. On the other hand, it should combine students' self-realization with ideological and political education. The characteristics of ideological and political education should be fully integrated. The ultimate goal of ideological and political education is to train socialist builders and successors with ideals, morality, culture and discipline. Combined with the development of quality-oriented education in China, the expectation effect of college teachers has great application value in the future, so the following three aspects should be done well:

College Teachers should Establish the Management Concept of Managing Students with Expectation Effect. At present, there is a general deviation of educational concept among college teachers. Many college teachers believe that education can succeed or fail. However, educational activities are set up consciously according to the actual situation of students by teachers in colleges and universities according to specific situations, and the environment also includes the difficulties faced by students and the countermeasures that should be taken to solve the difficulties. Under such circumstances, students are more likely to succeed. Education always has a goal, to make students have the faith to achieve success, and ensure to work hard for it, otherwise, education does not have the ultimate goal, it will lose its meaning.

To play the role of expectation and maximize its utility, the first thing to do is to change the concept of education. It includes several aspects, among which, changing the old concept of low efficiency, adding expectation value to the new educational concept, and improving the expected ability and efficacy of college teachers. The definition of the sense of efficacy of university teachers refers to the influence of university teachers on students' beliefs, how much influence they can have on the completion of students' studies, or the satisfaction of making students feel successful. The sense of efficacy of university teachers includes two aspects. One is to oppose the fatalism of university teachers, believing that students' learning progress does not completely depend on IQ and growth environment. The second is to believe in their own strength, that university teachers in a

certain situation, can rely on ability to promote students' learning.^[6]

Expect education is an innovative idea, it was assumed that everyone can be successful, and believes that the strong potential, it put the vision and each person's success as the backing, and on this basis, the innovative reform, college teachers should believe that my students have a huge potential to succeed, and believe that they can develop, let them think if they through own efforts, can be a creative, outstanding winners, so to make a reform in teaching attitude and methods. Establishing the outlook of expectation education is the basis and premise of exerting the positive effect of expectation.^[7]

Teachers in Colleges and Universities should Establish and Apply the Method of Task Valence to Manage Students. The expectation of college teachers influences the students' target value of academic performance. High expectations of students' efforts, can win rewards and praise, especially can pave the way for future development, therefore, when students go to a certain success, should give them corresponding encouragement and affirmation, so that they experience the joy of success. Students are expected to get a grade when the affirmation, otherwise, the enthusiasm will be slowly reduced.^[8]

Every member has his or her own universal psychological needs. They yearn for good interpersonal relationships, recognition and approval. School is a special social scene in which teachers are endowed with supreme power. Therefore, students generally have the natural tendency to respect and respect college teachers and be willing to accept their instruction. They all hope that college teachers will pay more attention to them and be affirmed. This will increase your confidence and motivate you to make better progress.

College Teachers should set Reasonable Expectations. The incentive level of expectation goal to students is related to the expectation level of students, and the expectation of university teachers also needs to have dynamic development, that is to say, university teachers must constantly change according to the potential level and existing level of students when setting the expectation goal, and start the expectation effect with the dynamic goal. When the potential level is transformed into the existing level through education to form a new zone of proximal development, college teachers should set up new expectations and goals on the basis of the new zone of proximal development and continuously improve it.^[9]

College Teachers Should Correctly Use Pygmalion Effect. University teachers should be full of persistent love for students. The premise of "expectation effect" is the love of students' "expectation", but this kind of love cannot be achieved overnight when guiding and motivating students. Most of our college students are the only child, with distinct personalities. Moreover, their world outlook, outlook on life and values have not been fully formed, and they are highly volatile and easily affected by the external environment and their own emotions. The expectations of college teachers are not immediate and the results are not sustainable. In fact, Rosenthal's success was relatively short, with only eight months to go, making it easy to stick to it. But our university education cycle is three to four years or longer, so long time, we can not like Rosenthal, let the students have confidence and progress through a single expectation, is not very realistic. Therefore, when we apply the "expectation effect" to influence and change students, we need not only love, but also persistent patience. In this way, when our expectation fluctuates on students, we still insist on giving love to students until the final success. Train students to be the talents needed by the society.

Conclusion

Teachers in colleges and universities should pay attention to the development of students' personality and tolerate their shortcomings. "No one is perfect, no gold," and students are never perfect. Besides, our students are "80" after "90", the basic is in the physical environment of rich generation grew up, and are mostly only children, and by the international trend of complicated, the popularization of higher education, network environment, and the influence of social factors during the period of social transformation, leads to some students values pluralism, non-mainstream, etc. So, teachers in colleges and universities for students to be expected, the students should not only see the "rebellion" and "fault" of "immature", but also to the plasticity of the students, to discover the

student's "bright spots", to discover its advantages in the words and deeds, then to be sure, praise, to help students fully know themselves, improve themselves. Contemporary college students are now dominated by the "post-90s" generation. In the new era, this group of college students have accepted the changes of the international ideological trend, the popularity of the Internet era, and the changes in the growth environment, etc., with a special personality. On the one hand, they have clear ideals and beliefs; on the other hand, they accept many new things and are characterized by non-mainstream. Therefore, when we use Pygmalion effect, we should pay attention to the above aspects. According to Maslow's hierarchy of needs, there are five levels of need: physiological, safety, belonging and love, respect and self-actualization. In the stage of growing up, college students have the multi-level needs of self-realization. Therefore, according to the Pygmalion effect principle, I should give the characteristics of college students and their expectations.

College teachers should pay attention to the positive guidance to students. Expectation can be divided into positive expectation and negative expectation. Therefore, the expectation effect can be divided into positive effect and negative effect.^[10] guidance will make students have motivation, which will lead to behaviors. Positive guidance is positive inspiration and suggestion. In experimental Rosenthal, psychologists to positive suggests that university teachers to promote the university teachers to form positive self-talk, and lets the university teachers undertake to the student positive suggests that students combine positive hints of college teachers into positive self-talk, internalizing students self-motivation mechanism, the internalization promote students self-confidence, bring the transition of the attitude towards life and inspire potential, a virtuous circle in the specific study life.

Teachers in colleges and universities should be good at using synergy when expecting students. The so-called use of force, is the university teachers in the expectations of students, to pay attention to school leaders, teachers, students and parents and other aspects of all the educational power that can be used, coordinated. When college teachers set expectations for students, on the one hand, students will act according to the requirements of college teachers, and on the other hand, they will consider the attitude and feelings of their peers. If our expectations are not in line with those of their peers, students will be in a difficult conflict of choice, and sometimes they will rebel against the college teachers and listen to their peers' opinions, leading to the failure of their work.

"Expectation effect" is one of the more magical psychological phenomenon on educational history, it was applied to university students' education work, is not only to see its effective, also should pay attention to how to correct application in student education, innovation, it can make the university teachers work approach also helps in the real work of the students play a positive role in guiding, arouse the enthusiasm of the students inner and potential, and make its constant progress, thus improve the teaching quality of college teachers' work. The success of expectation effect in the work of college students is restricted by many factors. It requires both the subjective efforts of students and the correct guidance of college teachers. The correct guidance of teachers in colleges and universities is the premise of students' transformation, and students' subjective efforts are the result of expectation effect. Only by combining the two organically, can teachers' work in colleges and universities be effectively promoted to develop in depth.

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