

FMP BRIEF (Iteration)

How to increase the urban population's attention to mental health and at the same time through professional channels to enable most people to get help in time to balance the mentality problem can ultimately avoid urban anxiety.

Why

In recent years, with the rapid development of cities, the population has continued to increase, resulting in intensified social competition, widening income gaps and other emergencies. The mental pressure on people has also increased, and people are facing tremendous psychological pressure.

"Different problem reflected in individuals is that people's happiness in life is generally reduced: they experience anxiety more often, and the incidence of physical and mental illnesses increases, resulting in a series of problems such as poor social adaptability and decreased work efficiency." (Jiang, Zhou, Liu and Xu, 2012). "At the same time, according to World Health Organization surveys and predictions, about 12%–48% of people will be affected by a certain mental illness at some stage in their lives, but only about one-third of them receive treatment" (Wang and Zheng, 2012), behind this number are people's inattention to psychological problems and the difficulty of obtaining professional help.

Taking China as the research background, first of all, the development of the psychological counseling industry is incomplete, and the number of psychological counselors is far from reaching the demand. Secondly, the fees are unreasonable, and many people cannot afford the cost of psychological counseling. Finally, the consultation effect cannot be guaranteed, and many consultants lack experience and cause secondary injuries (Wang, 2010).

Therefore, the important reason for the existence of this project is to help people living in the city balance their mentality, so that people have a more professional channel to seek help so as to better avoid psychological problems.

Who

Regarding the classification of target groups, first of all, from the perspective of the world, the higher the degree of urbanization in the survival city, the more and more serious people's psychological problems. The reasons are as follows: "One is because people are beginning to pay attention to their inner needs, but the degree of attention is not very high; the second is the increasingly fierce economic competition in the development of urbanization, which increases the psychological pressure of

people; the third is the increase in social inequality, which brings relative deprivation and psychological imbalance" (Wang, 2010).

At the same time, according to research, among all anxious people, the anxiety index of the overseas students is the highest, reaching 3.95, which is four times that of the general population. Secondly, because the 18–34–year–old youths have the most serious mental health problems, they need more attention. Therefore, international students are the key objects of the project research. Because the previous research population was positioned as professional women living in the city, but because there was no further information, so I chose to change the target audience.

How

According to the main target groups and the main factors and backgrounds of the project, I think I should start with how to enable international students who are more prone to psychological problems to adjust their mentality in time, or how to avoid psychological problems as the main direction.

I will conduct a lot of research to find out the reasons for the anxiety of international students, and solve the problems according to the reasons. Solving the problem from the root is the most effective way.

Reference

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