Influencing Factors and Promotion Strategies of Positive Psychological Capital of Poor College Students from the Perspective of Accurate Poverty Alleviation

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Abstract
Positive psychological capital can be divided into four parts: resilience, optimism, hope and self-efficacy. It is usually regarded as the basic driving force for creating competitive advantage, which can help individuals to achieve success and enjoy a happy life to a certain extent. At present, poor college students in China are facing great physical and mental pressure. If we ignore the maintenance and promotion of positive psychological capital, it may affect students' mental health. Therefore, this paper takes the relevant influencing factors of the positive psychological capital of poor college students from the perspective of precision poverty alleviation as the breakthrough point, and further puts forward specific promotion strategies, aiming at improving the level of positive psychological capital ability of poor college students.

Keywords
Accurate poverty alleviation, Poor college students, Positive psychology, Factors affecting capital.

1. Introduction
In recent years, under the background of steady development of society, the state and education departments pay special attention to the strengthening of psychological education for college students. At the same time, precise poverty alleviation, as the strategic guiding ideology of China's anti-poverty, can draw up a series of tendentious policies on this basis, and actively cater to the development trend of building a well-off society in an all-round way, and is usually regarded as a powerful measure to achieve the goal of all-round development and benefiting the people and the people. Moreover, it is necessary to realize that poor college students are a special group of contemporary college students, which are not only deeply affected by economic pressure, but also have psychological problems caused by economic difficulties. Some research data show that poor college students are different from ordinary students, and their mental health level is relatively low, which will affect students’ academic and interpersonal communication to varying degrees. In addition, as the backbone of building socialism with Chinese characteristics, college students are the hope of the nation. Neglecting the mental health of poor college students may hinder the long-term development of students. In view of this. This paper focuses on "the influencing factors and promotion strategies of the positive psychological capital of poor college students from the perspective of precise poverty alleviation", which has important value significance.
2. Analysis of the Related Influencing Factors of the Positive Psychological Capital of Poor College Students in the Context of Targeted Poverty Alleviation

2.1. Gender
A large number of practical studies have found that poor college students are different from ordinary college students, and their positive psychological capital has obvious gender differences. On the whole, men's positive psychological capital is obviously higher than women's, especially the differences in resilience and self-efficacy are relatively obvious, whereas women's optimistic level is obviously higher than men's. Through the analysis of the causes, it is concluded that there is a close relationship between the causes of the above phenomena and the gender characteristics of male and female groups. From a social point of view, the public's expectation for men is obviously higher than that for women. Men show more sense of responsibility than women, giving the outside world an image of "being responsible", while women are more vulnerable. It shows that men have strong ability to resist pressure and can quickly establish self-confidence. In addition, influenced by physiological and social factors, women face less pressure to survive and can establish effective communication channels, and their psychological maturity is higher than that of men.

2.2. Whether to Serve as a Student Leader
In practice, it is found that whether students are cadres is the main reason that affects the positive psychological capital of poor college students, and the positive psychological capital of student cadres is obviously higher than that of ordinary students. As a platform to train students' self, students' union often explicitly requires students to have a certain sense of social responsibility and ability to act. However, poor college students will be required to strictly perform their duties, actively carry out various interpersonal communication, and greatly enhance their comprehensive ability of organization and leadership, which has significant value for strengthening students' self-efficacy level [3]. At the same time, the special experience of being a student union cadre can help poor college students find jobs in the future, and obviously enhance their professional competitive advantages. Moreover, student cadres communicate closely with teachers and students, and have a more positive attitude towards life.

2.3. Interpersonal Relationship
There are obvious differences in interpersonal factors in psychological capital of all dimensions. In other words, the poor college students with better interpersonal relationships have better resilience, hope, optimism and self-efficacy than the poor college students with poor interpersonal relationships. It can be seen that there is a close relationship between interpersonal relationship and positive psychological capital, showing a positive guiding relationship. That is, people with higher positive psychological capital have strong interpersonal skills, and the public tends to contact people with extremely positive energy. It shows that poor college students with positive, self-confident and optimistic characteristics are very popular. At the same time, good interpersonal relationship can greatly enhance the positive psychological capital of poor college students, especially when faced with difficulties in life or study, feel the support and encouragement from friends, quickly build up confidence and awareness of overcoming problems, and take the initiative to deal with more difficulties.
3. Analysis on the Promotion Strategy of Positive Psychological Capital of Poor College Students in the Context of Targeted Poverty Alleviation

3.1. Create a Good Campus Environment

Harmonious and good campus psychological environment is fertile ground for cultivating positive psychological capital of poor college students, which not only provides social support for poor college students, but also helps poor college students to relieve their personal pressure, so as to eliminate psychological barriers and enhance their social adaptability [4]. Therefore, colleges and universities must pay attention to the construction of an equal and harmonious interpersonal environment, provide poor college students with a good psychological life space, and guide the poor college students to establish a good relationship with teachers, regard teachers as the guide of daily learning and life, and change students' previous ideological and behavioral concepts. At the same time, the current relationship between teachers and students in Colleges and universities is relatively tense, especially the phenomenon that teachers and students do not know each other or have conflicts and quarrels occur frequently, which directly affects the construction effect of campus environment.

In addition to urging the teaching and learning sides to establish a good communication relationship, teachers should change their original work ideas, give more care to poor college students in daily life and study, and focus on creating harmonious and good classmates. Especially in the university stage, the learning task is relatively heavy, and the contact time between students is long. Once the classmate relationship is not handled properly, it may affect the individual's emotions and daily life, but it will fall into pain for a long time [5]. Therefore, colleges and universities must pay more attention to the interpersonal communication of poor college students, ease the communication barriers between students in time, and give students more emotional care. In addition, we should continuously optimize the mental health education system of college students and combine practical teaching with theoretical teaching. If necessary, we should set up positive psychological capital education courses, give full play to the role of classroom teaching, and systematically popularize theoretical knowledge to students.

3.2. Create a Warm Family Atmosphere

Family is the direct reason that affects the positive psychological capital of poor college students, especially the special family environment of poor college students can easily cause their positive psychological capital to plummet. As the saying goes, "Family is the harbor for personal growth", it shows that family has far-reaching influence on children's physical and mental health. Even if families and parents can't provide stable material conditions for their children, using the means of changing parenting style can have a positive impact on their children's positive psychological capital. Therefore, colleges and universities suggest that the parents of poor college students should try their best to implement the democratic way of education, actively communicate with their children, prevent the problems of excessive indulgence, autocracy and indulgence, and consciously and purposefully cultivate their children's spiritual quality of independence, optimism and self-confidence.

3.3. Cultivate Students' Optimistic Spirit

From the essential point of view, optimism refers to the character of keeping a positive psychological tendency towards the future, which can often give positive explanations and supplements to things. Some scholars have found that optimists, unlike pessimists, can look at the past, present and future rationally, have the ability to sum up experiences and lessons from past failures, and generally cherish the existing time and opportunities. Therefore, the relevant colleges and universities actively communicate and contact with the poor college students, change their fixed cognition of the world and the future by organizing cognitive training,
highlight its objectivity, and emphasize that the poor college students should change their pessimistic views on the surrounding things, carry out the principle of seeking truth from facts, and learn to seek help from the surrounding people To achieve the goal of actively stepping out of the negative psychological shadow.

**Acknowledgements**

Funded by: Research Fund Project of Counselors of Southwest Petroleum University (Project Approval No.: 2020RW003).

**References**


