

Research on the Construction Strategy of Social Psychological Service System in Rural Communities

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Abstract: Today is a critical period of social transformation in China. As the basic unit of Chinese society, the social psychological status of rural communities directly affects the modernization and sustainable development of society[1]. With the rapid development of rural economy and the gradual narrowing of urban-rural gap, the psychological needs of rural community residents are becoming increasingly diversified and complex, and the demand for social psychological services is becoming increasingly urgent. This study combines the actual situation of rural communities in China, analyzes the current status of social and psychological services in rural communities, and proposes feasible construction strategies, aiming to provide theoretical support and practical guidance for the optimization and development of social and psychological services in rural communities.

1. Introduction

The National Rural Revitalization Strategy Plan (2018-2022) clearly proposes to "improve the mechanism of humanistic care and psychological counseling, cultivate a rural social mentality of self-esteem, confidence, rationality, peace, and positivity". Promoting the construction of a social psychological governance system has always been a key focus of attention for the Party and the government. Rural revitalization, as a complex systematic rural project, requires the participation and support of psychological research[2]. The implementation of the rural revitalization strategy aims to promote the comprehensive development of rural economy and society, improve the service guarantee and livelihood level of rural residents. With the rapid development of rural society, the psychological pressure on rural residents is gradually increasing, and psychological problems are becoming increasingly prominent. Therefore, building a rural community social psychological service system and providing comprehensive psychological service support for rural residents has become an important part of rural revitalization measures. This article starts from the current situation of social and psychological services in rural communities, elaborates on their inherent needs, and proposes corresponding strategies to construct a scientific rural community social and psychological service system. In order to provide reference for improving the rural community environment and promoting the implementation of social service level policies.

2. Analysis of the Current Situation of Social Psychological Services in Rural Communities

2.1. Overview of Social Psychological Services in Rural Communities

Rural community social psychological services are a series of professional and comprehensive services provided to meet the psychological health needs of rural residents. It aims to help rural residents solve psychological problems, improve psychological quality, and enhance psychological resilience through psychological counseling, psychological intervention, and other means. These services not only focus on individual mental health issues, but also on the overall psychological atmosphere and mental health promotion of the community. The service content includes emotional management, stress relief, family relationship mediation, psychological crisis intervention and other aspects, with various forms, including face-to-face counseling services and remote support provided by online platforms. However, the implementation of social psychological services in rural communities still faces many challenges, such as insufficient resources, shortage of professional talents, and limited service coverage.

2.2. Problems in Social Psychological Services in Rural Communities

Due to limitations in economic conditions, infrastructure, psychological services, and other factors, rural community social psychological services face a series of problems in their development[3]. Firstly, the service coverage is insufficient, and many remote areas or economically underdeveloped rural communities find it difficult to access professional psychological services. Secondly, the quality of services varies greatly, and some service providers lack professional background and practical experience, making it difficult to meet the actual needs of residents. Furthermore, residents have a low awareness of psychological services and often view psychological issues as personal privacy or shame, unwilling to actively seek help. In addition, insufficient policy support is also an important factor restricting the development of social and psychological services in rural communities. To address these issues, efforts need to be made in various aspects such as increasing investment, improving policies, enhancing service quality, and strengthening publicity and education, in order to promote the healthy development of social and psychological services in rural communities.

2.3. Analysis of the Demand for Social Psychological Services in Rural Communities

Firstly, the demand for social psychological services in rural communities is characterized by diversity and complexity. Rural residents of different age groups, genders, and occupational backgrounds have varying psychological needs. For example, older people may require more care and companionship, while younger people may be more concerned with issues such as career development and interpersonal relationships. Therefore, rural community social psychological services need to provide personalized service plans tailored to the needs of different groups.

Secondly, the demand for social and psychological services in rural communities is also influenced by various factors such as economy, culture, and society. Rural communities with lower levels of economic development may face a shortage of psychological service resources; However, rural communities with more conservative traditional cultural concepts may have a low awareness of psychological services. Therefore, when analyzing the demand for social and psychological services in rural communities, it is necessary to comprehensively consider multiple factors and develop practical and feasible service strategies.

3. Elements for the Construction of Social Psychological Service System in Rural Communities

3.1. Theoretical basis for the construction of service system

The theory of community development plays a crucial role in the construction of the social and psychological service system in rural communities. It emphasizes the development process of the community as a whole, focuses on the participation, cooperation, and sharing of community members, and provides important theoretical support for building an effective social and psychological service system. Under the guidance of community development theory, the construction of rural community social psychological service system needs to follow the following principles: firstly, pay attention to the participation of community members and ensure that they can play an active role in the service system; Secondly, it emphasizes the comprehensiveness and systematicity of services, ensuring that various psychological services can complement each other. Finally, pay attention to the sustainability and development of services, ensuring that the service system can continuously improve with the development of the community. In practical applications, the application of community development theory enables the rural community social psychological service system to be more closely aligned with the actual situation of the community and better meet the psychological needs of community members. By strengthening community construction, promoting community participation, and enhancing community capacity, the social and psychological service system in rural communities has been continuously improved and developed.

3.2. Analysis of Key Elements of Service System

The key elements of the rural community social psychological service system mainly include the following aspects. Firstly, a deep understanding of the characteristics and needs of rural communities can help to accurately position the direction and goals of the service system. Secondly, establish a comprehensive framework for social psychological services, including the design of a series of service models such as service content, service methods, and service processes. In this process, attention should be paid to the comprehensiveness, pertinence, and effectiveness of services to ensure that they can meet the psychological needs of different groups. Meanwhile, strengthening the professional training and team building of service personnel is also an important aspect that cannot be ignored, as they directly determine the quality and effectiveness of services. Finally, establishing a sound evaluation and feedback mechanism, timely summarizing experiences and lessons learned, and continuously optimizing service processes and content are key to ensuring the sustained and effective operation of the service system.

3.3. Design of Operation Mechanism for Service System

The operation mechanism design of the service system for rural community social and psychological services requires a clear organizational structure and personnel configuration. A specialized service organization should be established to clarify the division of responsibilities and ensure the orderly development of service work. At the same time, professional psychological counselors, social workers, and other personnel are equipped to provide high-quality psychological services for community residents. As the key to designing the operational mechanism, service content and methods should be based on the characteristics and needs of rural communities, and specific service plans should be reasonably formulated, including psychological counseling, emotional counseling, mental health education, etc. In terms of service mode, we can take the combination of online and offline, make full use of the Internet and new media platforms, and

expand service coverage. In terms of resource integration, community service stations should strengthen cooperation with various forces such as the government, social organizations, volunteers, etc., improve service efficiency and effectiveness, and jointly promote the construction and development of the rural community social psychological service system.

4. Strategic Construction of Social Psychological Service System in Rural Communities

4.1. Establish and improve the policy and regulatory system for psychological services

In order to promote the healthy development of social and psychological services in rural communities, the support of policies and regulations is crucial. Firstly, each rural community should formulate targeted community psychological service policies and regulations based on the current situation and characteristics of the village, and establish psychological service management regulations that match the population size, proportion of teenagers and elderly people, social security situation, transportation and network status system, achieving "one village, one service". Next, we will establish a hierarchical management system and implement a step-by-step linkage from district to village to ensure effective policy implementation and feedback. At the same time, we will implement the system of national joint construction and management, innovate new carriers of village affairs transparency and democratic joint construction, and use village supervision to ensure service quality and improve management level. In addition, the number of rural community service projects should be increased in the policy, and the scope of service projects should radiate to all aspects of people, things, and land, facilitating the lives of rural community residents and accelerating the modernization transformation of rural communities[4]. Establish an effective community psychological service system by improving policies, regulations, and systems to enhance management and guarantee for psychological services.

4.2. Strengthen the construction of the professional talent team system

The construction of a professional talent team for rural community social psychological services is the key to improving service quality and meeting residents' needs. Firstly, a sound mechanism for talent cultivation and introduction should be established, through professional training, academic exchanges, and other means, to enhance the professional abilities of existing personnel and attract more professional talents to join. At the same time, community departments optimize the team structure and configuration to ensure the reasonable distribution and efficient operation of the talent team. Secondly, emphasis should be placed on enhancing professional skills and continuous learning, encouraging service personnel to participate in various training, seminars, and other activities, constantly updating knowledge and improving skills. In addition, community service departments establish a comprehensive evaluation and feedback mechanism, regularly assess and evaluate service personnel, promptly identify problems, and improve work quality. Finally, the government strengthens policy support and funding investment to provide strong guarantees for the construction of talent teams. By formulating relevant policies and increasing funding, we aim to create favorable conditions for the construction of a professional talent team in rural community social psychological services.

4.3. Accelerate service model innovation and cognitive promotion

The innovation and promotion of social psychological services in rural communities are key to improving service quality and meeting residents' psychological needs. First of all, it is necessary to identify the shortcomings of the current service model, and propose specific innovative measures,

such as introducing Internet plus technology, carrying out mental health education, from the perspective of innovative ideas and principles, to improve the pertinence and effectiveness of the service. At the same time, it is expected that the innovative model will bring significant improvements in service quality and residents' satisfaction. In terms of promotion strategy, clear goals and positioning should be established, and a scientifically reasonable promotion plan should be formulated. Service personnel widely promote the characteristics and advantages of innovative models through a combination of online and offline methods, in order to enhance residents' awareness and acceptance. At the same time, each department team strengthens cooperation and communication with relevant departments, strives for more policy support and resource investment, and provides strong guarantees for the smooth implementation of promotion work.

5. Conclusions

This article analyzes the current situation of social and psychological services in rural communities, and clarifies the needs of rural communities in terms of psychological services. This study proposes a series of strategies for building a social psychological service system in rural communities, including establishing and improving a policy and regulatory system for psychological services, strengthening the construction of a professional talent team system, and accelerating service model innovation and cognitive promotion. This study aims to provide reference for improving the construction of social and psychological services in rural communities in the future rural revitalization. Looking ahead to the future, with the deepening implementation of the rural revitalization strategy and the rapid development of rural society, the social psychological service system in rural communities will also face new trends. Firstly, the service model will move towards modernization and specialization; Secondly, the service system will focus on resource integration; Thirdly, technological innovation will play an important role in service work. To promote the scientific development of social psychological services in rural communities, we need to constantly summarize work experience and lessons, improve service system and mechanism construction, enhance the quality and efficiency of psychological services, and truly achieve the goal of improving the mental health level of rural community residents[5].

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