



COUNSELING SERVICE PERFORMANCE OF SHANXI UNIVERSITY



An Independent Study Submitted in Partial Fulfillment of the Requirements  
for Master of Education (EDUCATIONAL ADMINISTRATION)

Department of Educational Administration

Graduate School, Silpakorn University

Academic Year 2021

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# การจัดการงานแนะแนวในมหาวิทยาลัยซานซี



โดย  
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การค้นคว้าอิสระนี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรศึกษาศาสตรมหาบัณฑิต

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Field of Study        (EDUCATIONAL ADMINISTRATION)  
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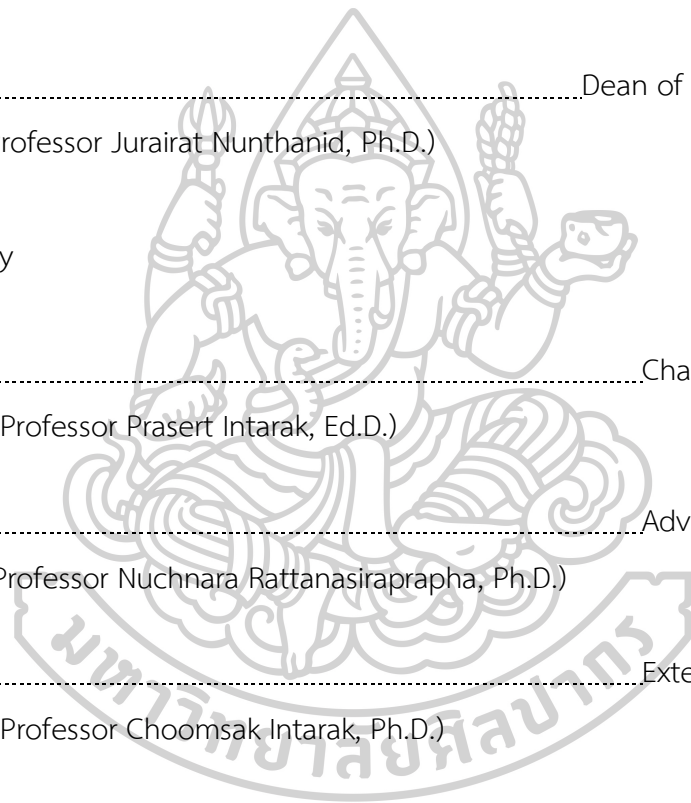
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The purposes of this research were to examine: 1) the level of counseling service performance of Shanxi university and 2) the comparison of counselor's opinion on counseling service performance of Shanxi university which classify those status by gender, age, and education background. The samples were 92 counselors who worked in Shanxi University. The research instrument was an opinionnaire which were based on Chen Hanying's concepts. The statistical used to analyze the data were frequency, percentage, arithmetic mean, standard deviation, t-test, and One Way ANOVA.

The research findings were as follows:

1. The level of counseling service performance of Shanxi university as a whole and individual were at a moderate level. Ranking with arithmetic mean from the highest to the lowest were as: analyzing and diagnosis, formulate counseling objectives, implement guidance and assistance, collecting information, selecting counseling options, consolidate the effect, tracking feedback. and establishing a counseling relationship respectively.

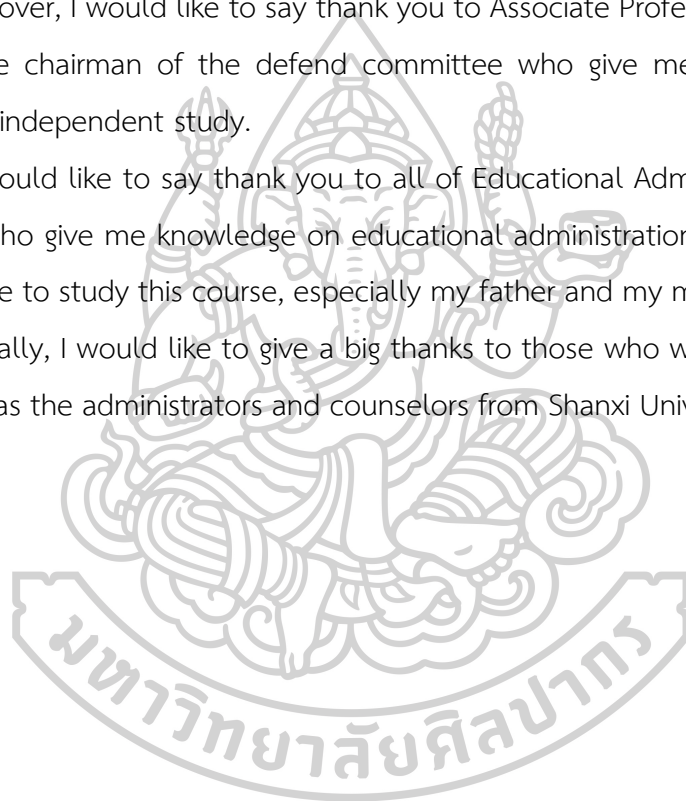
2. The comparison of counselor's opinion on counseling service performance of Shanxi University which classify those status by gender, age, and education background were no significant difference.

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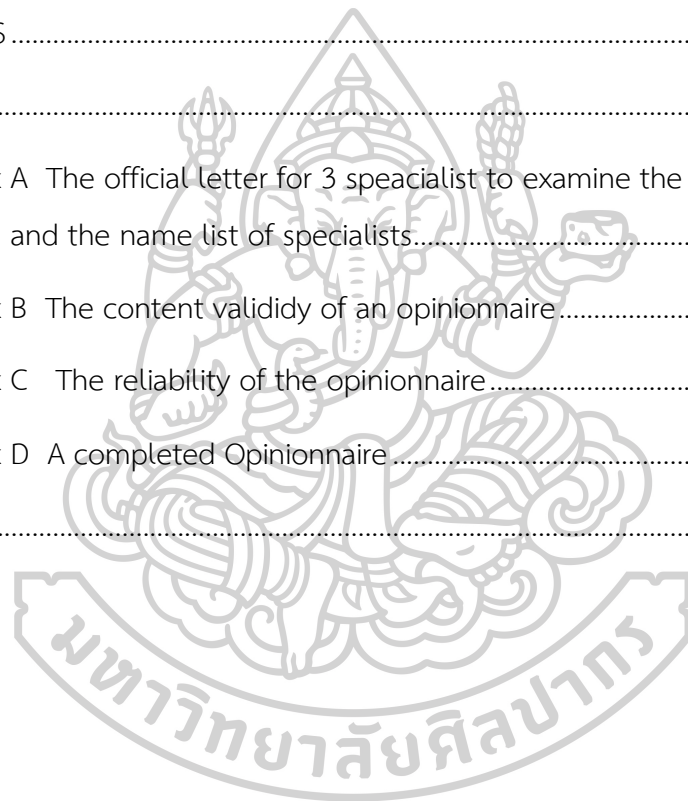
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## Chapter 1

### Introduction

With the deepening of the reform of higher education in China, the requirements for personnel training in colleges and universities have been strengthened, and the goal of higher education is to cultivate college students with high comprehensive quality and all-round development of morality, intelligence, physique, beauty and labor. In the moral education work in the new period, how to find a unified way between the mental health consultant and the moral education educator in practice.<sup>1</sup> College stage is an important stage for teenagers to enter adulthood from adolescence and an important turning point in their lives. College students are physically mature, but they are not fully developed in the psychological aspects of emotion, self-exploration and social life adaptation. Life adjustment, academic pressure, and psychological process are all full of upheaval. College students are also confused about their future and career development, which makes them feel pressure. These are the risk factors that threaten the mental health of college students. According to the survey of Wang Jianzhong and Fan Fumin, 16.51% of college students have psychological problems.<sup>2</sup>The problem of suicide among college students is also serious. At present, the suicide rate among college students in China is high, which belongs to the high suicide rate stipulated by the international regulations.Nanjing Crisis Intervention Center's survey of some universities in Nanjing found that the suicide rate among college students is 20 per 100,000,The suicide rate is several times higher than that of ordinary citizens and two to four times higher than that of the same age group, which is within the range of high suicide rate set by

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<sup>1</sup>Lu Ailin."On the role of psychological counseling in middle school moral education." **Journal of Nanchang College**, 27.3 (2012): 2.

<sup>2</sup>Wang Jianzhong and Fan Fumin, "Mental health status of college students in Beijing." **Chinese Journal of Mental Health**, 16 (January 2002): 312-331.

international regulations.<sup>3</sup> At the same time, vicious violence incidents related to college students have occurred from time to time, which has had a great social impact. These research conclusions and survey data show that the mental health status of college students in China is not optimistic. As an educational institution, universities also need to care about students' life, pay attention to students' mental health development, and strengthen students' ability to adapt to life. Therefore, how to systematically help college students to solve psychological problems, maintain a healthy psychological state, successfully through the university stage, has its important significance. In this context, the decision-making departments have promulgated laws and regulations requiring universities to set up corresponding psychological counseling centers for standardized requirements and management. The function of consulting service in colleges and universities is to cultivate students 'sound personality and promote their all-round and healthy development, which has a certain degree of influence on helping contemporary college students establish correct world outlook, values and outlook on life. The Central Committee of the Communist Party of China and the State Council issued The Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students, pointing out that the whole society should care about the healthy growth of College students. With the goal of all-round development of college students and in-depth quality education, we should also help college students establish a correct concept of employment. In 2018, the Ministry of Education issued the Guidelines for Mental Health Education for College Students to strengthen students 'humanistic care and counseling, standardize the development of mental health education and counseling services, and better adapt to and meet the needs of students' mental health education services. Therefore, colleges and universities gradually attach importance to the psychological counseling of college students. Colleges and universities actively create conditions to establish a mental health education system and regularly carry out psychological counseling.

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<sup>3</sup>Ji Huaiyuan. "A sociological interpretation of suicide among College students in China." **Ability and Wisdom**.No. 1 (2011): 1.

As a specialized institution of mental health education and counseling service in colleges and universities, the university psychological counseling center is an institution that specializes in providing mental health education for college students, popularizing and publicizing mental health knowledge, and improving and promoting students' psychological quality. Stone and Archer believe that the first major task of university counseling centers is direct services such as individual counseling and group counseling, and the second major task is related outreach and training. Psychological counseling is aimed at the whole school students, through individual face-to-face counseling, group counseling activities, psychological behavior training, telephone counseling, network counseling and other forms, to provide effective mental health guidance and services to college students, guide them to maintain a healthy and upward psychological state, and effectively help them solve practical problems. To help them alleviate the pressure from the economy, employment, study and life.<sup>4</sup> The counseling service activities in universities directly affect the effect of higher education. Under the background that the mental health problems of college students are so serious and the government departments have paid attention to the construction of university psychological counseling centers, the willingness of Shanxi University students to seek help is still not as expected. This is thought-provoking. Through the empirical research and evaluation of the psychological counseling center of Shanxi University, this paper hopes to broaden our thinking, learn from each other's strengths and weaknesses, try to summarize meaningful experience, and provide effective suggestions for university mental health and counseling institutions.

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<sup>4</sup>Stone and Archer, "College and University Counseling Centers in the 1990s: Challenges and Limits." **Counseling Psychologist**. 18, 4 (1990): 539-607.

### Significance of the study

Counseling services refers to the use of theories and methods of psychology and medicine on campus to prevent or reduce psychological behavior problems of various students, promote mental health and improve the quality of life. It mainly includes mental health propaganda and education, individual psychological counseling, group psychological counseling, mental illness treatment, psychological crisis intervention, etc. Assessment Counseling Services Performance is an important part of developing guidance and Counseling programs, ensure accountability. The purpose of an assessment is to determine the value of a plan, its activities and people in order to make decisions or take action for the future. Management in psychological counseling provides consultants with information to understand the client, and may play a therapeutic role in the client's self-understanding. People are complex, and consulting management can provide consultants with a broader and more accurate view of their clients. The most obvious indicators of the effectiveness of a counselling process are: 1) psychological counseling is effective, 2) theory is not the key, but the basic quality and basic skills of consulting play a very important role, and 3) the consultant-visiting relationship is the most important. In China, the research on the process and effectiveness of counseling may not be enough, and the existing basis also supports several conclusions in the West. These conclusions are the result of a combination of research and practice.

Through the investigation and research on the performance and development guidelines of psychological counseling service in Shanxi University, this paper puts forward the problems existing in its development process. For example, the establishment and construction of university psychological counseling center is not perfect; The propaganda of psychological counseling service in colleges and universities is insufficient; The number of psychological counseling service staff in colleges and universities is insufficient and their professional skills are lacking; Colleges and universities lay stress on the obstacle consultation service and neglect the development consultation service; The network psychological counseling service in colleges and universities is not enough. And analyze the specific causes of these

problems. In the new social environment, the state attaches great importance to the cultivation of talents. Human resources are the core force for national development. College is an important period for the formation of people's world outlook, outlook on life and values. Therefore, colleges and universities are constantly improving the quality of talent training. The existence of social effect has certain influence on college students' social cognition, psychological growth and value concept. Under the pressure of study, life, emotion and employment, more and more college students quit school, become depressed and commit suicide due to psychological problems. The employment of college students is also more difficult, employment pressure and competition affect the living conditions of college graduates, leading to part of the graduates in a relatively bad living state, thus bringing dissatisfaction and extreme behavior. This abnormal behavior has aroused great attention from the society, and the mental health of college students has gradually become the focus of social attention.

### **Statement of the problem**

For college students in learning, environment adaptation, development, love, interpersonal communication, employment and other maladaptive phenomenon, cannot timely self-adjustment and cannot get effective help from the outside, will aggravate these maladaptive, and even cause psychological disorders. Schools to carry out psychological counseling work, can provide a place for college students to pour out the inner silts of trouble, depression, worry, pain, with the help of psychological counseling teachers, so that college students can quickly out of the dilemma, toward the correct goal of healthy development. Psychological counseling can also help college students have a correct understanding of themselves and guide them to discover their true selves. Through consultation. Students with mental illness can also be found in time. And effective psychological treatment to them, to avoid the occurrence of the patient or extreme events. The author through to the Shanxi university counseling services for empirical research, and with the examples of the analysis and summary, can better ensure the healthy growth and development of Shanxi university students, at the same time can promote the Shanxi university to



develop in the direction of more professional consulting service work, for the relevant departments to formulate the consulting services to offer reference to the relevant policies and perfecting measures.

### **Research Purpose**

The research purposes of this study are to examine;

1. The level of counseling service performance of Shanxi University.
2. The comparison of counselor's opinion on counseling service performance of Shanxi University which classify those status by gender, age, and education background.

### **Research Question**

The research questions of this study are like as;

1. What is the level of counseling service performance of Shanxi University?
2. What are the comparison of counselor's opinion on counseling service performance of Shanxi University which classify those status by gender, age, and education background?

### **Research Hypothesis**

The research hypothesis of this study are like as;

1. The counseling service performance of Shanxi University is at moderate level.
2. The comparison of counselor's opinion on counseling service performance of Shanxi University which classify those status by gender, age, and education background were no significant difference.

## Referent Framework

Lunenburg & Ornstein pointed out that: it is useful to analyze the operation of educational organizations and the role of school administrators in the form of an open system architecture. Because the scope of school operation can be clearly divided into three categories: input, transformation process and output. This framework can help us analyze the operation of the school, especially the system of managing organizational change. It contributes to rapid and accurate diagnosis of problems, and it enables school administrators to focus their efforts on key areas to understand changes in the system. When the basic institutional model of school management is extended to focus on school administrators in the operation of schools or school systems, the mutual relationship between the school administrative operation management systems.<sup>5</sup>

For deep understanding of the counseling services performance, the researcher reviewed a lot of documents related to counseling services, including books, studies, reports, journals and articles which the researcher synthesized most of principles, concepts, and theories and showed like as; Yue Xinxin put forward three principles that counseling should abide by in his *Probe into the Principles That Should Be Followed in School Psychological Consultation*. The principle of friendship, the principle of confidentiality and the principle of education<sup>6</sup>. Wang Ying wrote in *Research on the Role of Counselor in the Work of Counselor*, It should be made clear that consultants should focus on reshaping students' feelings in the process of counselling. Thus, the working methods of the counselor are: listening, full information, freedom and responsibility, and role change.<sup>7</sup> In the mid-20th century,

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<sup>5</sup>Fred C. Lunenburg and Allan C. Ornstein, **Educational Administration: Concepts and Practice**. 6<sup>th</sup> ed. (Belmont, CA: Wedworth, 1991): 21.

<sup>6</sup>Yue Xinxin, "Exploring the Principles that School Psychological Counseling should Follow" **Chinese Workers' Education**, No.12 (2014): 63.

<sup>7</sup>Wang Ying, "Research on the Role of Consultant in Counselors' Work". **The Contemporary Research**, No.5 (2015): 124-125.

Carl Rogers, a representative of humanistic psychologists, published a book entitled *Client-Centered Therapy*, which proposed that psychological counseling should "not judge, not guide, not take the initiative", that is, adhere to the principle of "value neutrality". It overthrows the traditional "value-oriented" consulting model. Rogers believes that everyone has the potential for positive growth, and once the self-concept is distorted, the growth potential will be hindered. By creating an appropriate psychological climate for visitors through techniques such as sincere agreement, unconditional positive attention and empathy, visitors have the ability to change their views of themselves and others and produce positive self-directed behavior. In practice, Rogers asked counselors to ask questions rather than answer directly, and did not give any advice, believing that the function of counselors is to imagine the inner meaning of the parties as far as possible, to observe the world like the parties, to see themselves like the parties, and to exclude all concepts from the external world when doing so, and to communicate with the parties in the same way.<sup>8</sup> Experts Chen Jie, explores how to reasonably apply value analysis to psychological counseling in Colleges and universities. In *Value Analysis: Principles Not to Be Ignored in Psychological Counseling in Colleges and Universities* wrote: should explore the value analysis methods of psychological counseling in accordance with the law of the relationship between social existence and social consciousness. 1) Grasp the scale of "value analysis" in the process of psychological counseling; 2) Strengthen the cultivation of political literacy of psychological counselors, 3) To explore the effective ways of integrating psychological counseling into ideological and political education.<sup>9</sup> (Shown in Figure 1)

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<sup>8</sup>Carl R. Rogers, **Client centered therapy: Practice, Application and Theory**. (Beijing: China Renmin University Press, 2004), 24.

<sup>9</sup>Chen Jie, "Value Analysis: Principles that cannot be ignored in Psychological counseling in colleges and universities". **Ideological and Theoretical Education**, No.5 (2015): 85-88.

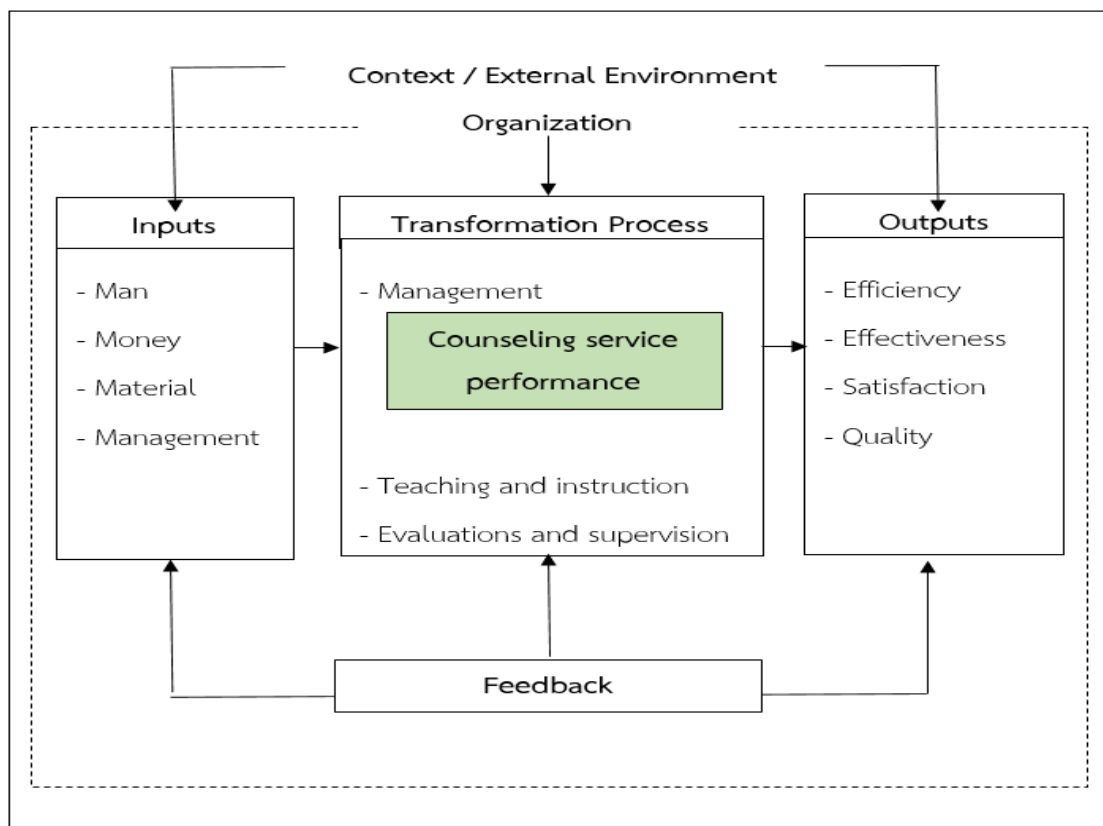


Figure 1 Research referent framework

**Source:** Fred C. Lunenburg and Allan C. Ornstein, Education Administration, Concepts and Practices, 6<sup>th</sup> ed. (CA: Wadworth Publishing, 1991), 21.

Chen Hanying, **School Mental Health Education**. (Shanghai: Zhejiang University Press, 2019), 1631-1638.

### Research delimitation

For this research, the researcher selected the theory of the counseling service performance that based on Chen Hanying's the theory of counseling process. There are 3 phases 8 processes; 1) Start phase: (1) Establishing a counseling relationship (2) Collect information (3) Analysis and diagnosis 2) Mentoring and helping phase: (4) Formulate counseling objectives (5) Selecting counseling options (6) Implement

guidance and assistance, 3) Consolidation and closure phase. (7) Consolidate the effect and (8) Tracking feedback. (Shown in Figure 2)

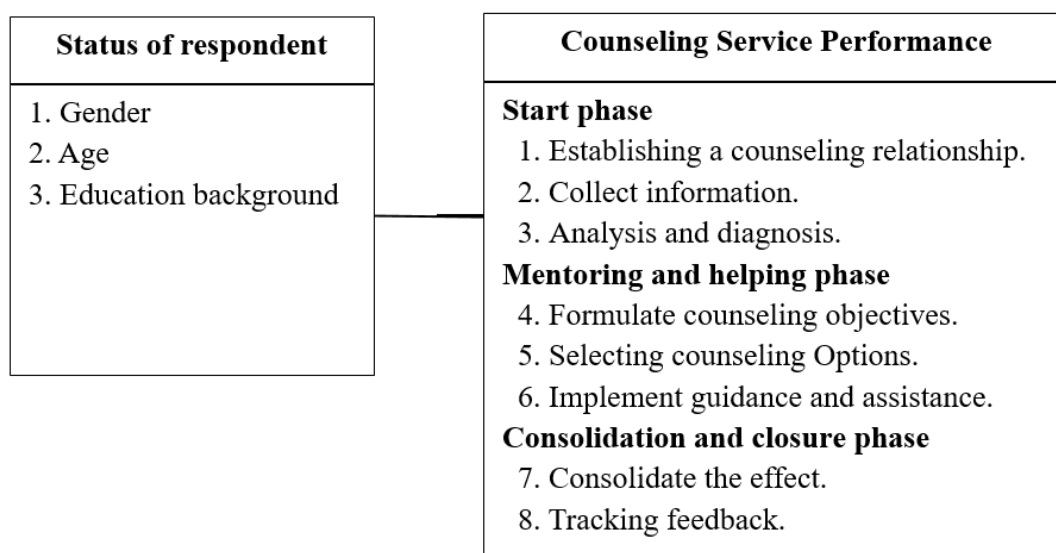


Figure 2 Research delimitation

**Source** : Chen Hanying, *School Mental Health Education*. (Shanghai: Zhejiang University Press, 2019),1631-1638

### Research Definition of Term

**Counseling Services Performance** means an activity to evaluate the results and efficiency of counseling service. Counseling is a process of giving counseling objects help, inspiration and guidance with the help of a special interpersonal relationship and the use of psychological theories, knowledge and methods through language, text and other ways of information transmission. The purpose is to help the counseling object to avoid and eliminate the influence of adverse psychological factors, and produce changes in cognition, emotion and attitude, solve students in learning, life and other aspects of the various difficult problems, so as to better adapt to the environment, self-development, improve mental health. The process of counseling service is divided into eight processes which consist of (1) Establishing a

counseling relationship (2) Collect information (3) Analysis and diagnosis (4) Formulate counseling objectives (5) Selecting counseling Options (6) Implement guidance and assistance (7) Consolidate the effect and (8) Tracking feedback.

**Shanxi University** is an educational institution for teaching, examination, or both. Now it is the Ministry of Education and Shanxi Provincial people's government "joint construction of colleges and universities". It located in Taiyuan City, Shanxi Province. Shanxi University was founded in 1902 as Shanxi Daxue Hall, one of the first three national universities in China. It enrolls students in different disciplines and awards degrees from different schools, usually represented as colleges or similar institutions. It is also a key construction university in Shanxi Province and a comprehensive university. The school has been running for 117 years. The school has a number of national key disciplines, to improve the quality of running schools as the core, and strive to build a high-level research university with regional characteristics as soon as possible.



## Chapter 2

### Related Literature Review

The study, entitled "The Counseling Services Performance of Shanxi University", gradually collects and integrates information from various related literature, articles, books, research reports, journals and related papers. This chapter covers three sections: (1) Knowledge of counseling services performance (2) The basic information of Shanxi University and (3) Relevant research at home and abroad.

#### Knowledge of Counseling Services Performance

##### Definition of Counseling Services Performance

Kumar, Simon and Kimberley explained that the counseling services performance mean important indicators of the success of consulting services: 1) For the consultant, it is reflected in the quality of service, the determination of clear objectives and the ability to solve problems; 2) For consultants, they are required to have integrity and honesty of the core skills and values, good at communicating with customers, high trust; 3) For consulting projects, the most important indicators are customer satisfaction, profitability and service return rate.<sup>10</sup>

Alan Simon and Vanya Kumar explained that the counseling services performance mean from the client's point of view, the key factors that influence the success of consulting services include Understanding and communication skills, technical knowledge, communication between consultants and clients, service

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<sup>10</sup> Kumar, Simon and Kimberley. **Factors Leading to Management Consulting**

quality and so on.<sup>11</sup>The main factors to measure the success of consulting services include: consistency of goals, customer satisfaction, and service timeliness, operability of programs and measurability of consulting results. Therefore, consultants need to have rich knowledge, experience and skills to better serve customers. With the continuous improvement of psychology and psychological evaluation theory, the evaluation widely accepted by psychotherapists in various countries is closely combined with the theory. Prior to the 1980s, evaluation of the effectiveness of counseling relied heavily on theory, therefore, the curative effect of psychological counseling is also different due to the theoretical point of view held by consultants. Different schools of psychological therapy adopt different theories for treatment and evaluation, which also caused the confusion of psychological evaluation methods in this period to a certain extent. Since the 1990s, the assessment has increasingly been based on "improvement in symptoms, health and function". Multivariate evaluation began to dominate, which is characterized by: consultants, clients, relatives, colleagues and so on can be used as evaluators to evaluate the specific changes in all aspects of the clients; Changes are considered to be bidirectional, multidimensional and unstable, and assessment methods are closely related to actual symptoms. If the psychoanalytic school holds that it is possible to experience in the realm of consciousness feelings and thoughts that were previously unconscious, through the three psychological levels of the client, namely consciousness, pre-consciousness, subconsciousness, id, ego and superego, the change of the psychological structure of the client before and after is explained. However, behaviorist consultants should help clients overcome various symptoms caused by specific situations, pay attention to the changes of clients' behaviors, get rid of the nature of subjective speculation by adopting objective observation

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<sup>11</sup> Alan Simon and Vanya Kumar, "Clients' views on strategic capabilities which lead to management consulting success." **Management Decision**. 39, 5 (2001): 362-372.



method, conditioned reflex method, verbal reporting method and test method, and draw more conclusions from experimental studies.

Yang Jiaoli explained that the counseling services performance mean the client will change in some aspects after the interaction with the consultant. How to reflect and analyze these changes to judge whether the psychological consultation has achieved the desired effect is related to the effect evaluation of psychological consultation. The evaluation of psychological counseling effect has changed from single dimension to multi-dimension in the past decades, which is a kind of progress reflected in the diversification of evaluation. However, multi-dimension evaluation requires multiple measurements and requires more manpower and resources, so it is more difficult to obtain the cooperation of clients and other personnel, and the comparative analysis between studies is also more difficult. In view of this, it is necessary to establish a scientific and efficient evaluation model in time at the beginning of the consultation to evaluate and summarize the phased and overall consultation results. At the present stage, the original data of psychological counseling in China are relatively scattered, and the data concentration, analysis and big data are more difficult. China's psychological counseling industry lacks specialization and is fragmented in scale. Many consultants are just part-time psychological counseling in this profession, and personal visitors about the time, about the place, the form of the process is more casual. Therefore, the evaluation of psychological counseling effect is very abstract, and the objective quantitative evaluation method is not mature yet.<sup>12</sup>

Xiong Shuping through case empirical research on the psychological counseling work effect, mainly discussed is how to promote the development of university psychological counseling work, analysis the existing problems, to find the strategy, need to continuously explore and expand for college psychological counseling work

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<sup>12</sup>Yang Jiali. "Analysis of individual psychology theory and its application in the Psychological work of Poor Students in Colleges and universities." **Science and Education Guide - electronic edition**. No.4 (2019): 39.

mode, improve the effect of the counseling work.<sup>13</sup> After years of practical experience, the author puts forward suggestions to optimize the work mode of psychological counseling in Colleges and universities in China: Accurate positioning of psychological counseling work; Establish and optimize supporting working mechanism; Focus on building team work network; Build a multidimensional working model, The purpose is to make the university psychological counseling center work can really play a positive effect, improve the mental health level of college students. In this study, the author suggests that a reliable theoretical basis can be provided for the application and promotion of college students' mental health education bridging training through university counseling centers. The external validity of the experimental effect was further investigated. Continue to track the changes of college students' mental health in the future. And in the future life and study of psychological adjustment ability and psychological problems; Further investigate the promotion and application of bridging training to other training teaching objectives in colleges and universities, such as professional courses, skills training, etc.

Xiao Shumei suggested in the evaluation process of school psychological counseling effect, counseling workers should establish evaluation models of counseling and treatment methods suitable for different patients. When working with concrete models, the following issues should also be noted:

1. The standard of student psychological consultation effect. Facing students with psychological problems, school psychological counseling workers should adopt different treatment methods according to the different stages of students. Students' mental health standards include: normal intelligence, strong social adaptability, stable mood, healthy personality and appropriate self-evaluation. Psychologists should consult with different clients and mental health standards. In the specific counseling process, consulting workers' methods and attitudes are very important.

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<sup>13</sup>Xiong Shuping, "Case Study on the Effect of Psychological Counseling in Colleges and Universities." **Discussion and practice of educational teaching method**. No.8 (2014): 187-190.

School psychological workers should listen carefully, communicate with teachers and classmates more, and help students thoroughly solve their psychological obstacles.

2. Pay attention to natural recovery. Many psychological problems of students are caused when they encounter problems in their growth. And many problems can be improved with time and my growth. Of course, this is not to deny the importance of school counseling, School psychological counseling workers can help students identify problems, make them aware of their stage is bound to encounter problems, and put forward solutions, so as to help them better development. However, as school psychological counseling workers, they should also be aware of the power of natural recovery, and evaluate the effect of psychological counseling more objectively and accurately.

In addition, in the process of evaluating the effect of psychological counseling, we should also pay attention to the effect of placebo and the psychological effect of students themselves.<sup>14</sup>

Xu Li studied the team system of counseling and mental health education in colleges and universities, Management system and technical system three aspects of the analysis pointed out that the various systems in the system lack of personnel training and certification system is not perfect, the operation and management of psychological counseling in colleges and universities lack of system guarantee, technical research without system backing.<sup>15</sup>

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<sup>14</sup>Xiao Shumei, "Discussion on evaluation of school psychological counseling effect." **Times Education**. No.17 (2016): 179.

<sup>15</sup>Xu Li, "Exploration of institutionalized approaches of Psychological consultation and mental health education in Colleges and universities in China." (Master Dissertation, School of Education, Faculty of Higher Education, East China University of Science and Technology, 2014): 22-25.

### The importance of counseling service

Tan Fang believes that psychological counseling is very important for a person to relieve psychological pressure and enhance psychological quality. Counseling can help college students solve the psychological problems they encounter in improving themselves and adapting to the environment. Nowadays, college students are facing the pressure of heavy learning tasks, fast pace of life, complex interpersonal relationships, fierce social competition and other aspects, as well as the ideological confusion caused by the uncertain values in the new era, college students are prone to some inadaptability or confusion when they actively adapt to the environment or improve themselves. If we can not adjust ourselves in time and get effective help from the outside world, we will feel uncomfortable and cause psychological barriers. Thus it can be seen that the counseling work in colleges and universities not only provides a place for college students to pour out their inner depression, depression, anxiety and pain, but also enables them to get out of the predicament quickly and develop healthily towards the correct goal with the help of the professional help of psychological counselors. In the process of counseling, college students with mental illness can be found in time. Some college students will have some mental illness and even suicidal tendency under the heavy psychological burden. Counseling can discover these tendencies in time and treat them effectively, so as to avoid the deterioration of the disease.<sup>16</sup>

Shi Yuhui think counseling is the main way to solve the current psychological problems. If contemporary college students want to pursue the pace of contemporary society, the pressure is doubled, and counseling is very important. At present, counseling is widely used in school work to ensure the physical and mental health of students.

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<sup>16</sup>Tan Fang, **College Mental Health Course**. (Beijing: Chemical Industry Press,2016): 86-88.

**1. It has a positive role in promoting the implementation of school moral construction.**

Although there are many obvious differences between counseling and ideological and political work, according to its essential purpose, its ultimate goal is to promote the comprehensive and healthy development of people, so carrying out active and effective counseling is conducive to the realization of the goal of moral education in schools. Counseling can often make up for the lack of ideological and political work in many ways, can play its unique role, help students to reduce the psychological burden, change negative psychology, ease interpersonal conflicts, promote the improvement and development of self-personality.

**2. Counseling will have a positive impact on school intellectual education.**

Intellectual education includes three basic aspects: knowledge, skill and intelligence. These three factors are closely related to mental health. Psychologists in the United States have pointed out that mental health is closely related to the success of learning. A lot of practical experience has also proved that there is a very complex causal relationship between negative emotional experience and inefficient intelligence, which is an important reason why many children growing up in bad families often do not perform as well as others, which also leads us to attach equal importance to counseling when we attach importance to intellectual education, which is the most basic psychological condition to achieve successful intellectual education.

**3. Counseling has a positive impact on physical and mental health.**

A complete concept of health includes physical health and mental health, which are indispensable and interact with each other. On the one hand, physical health affects physical health, if there are some diseases and defects in the body, people's mood is often depressed, anxious, anxious, and desperate so on. On the other hand, physical health can affect physical health, people who are in a negative emotional experience for a long time are often prone to illness and certain health

problems. In most cases, the direct cause of disease is the result of the interaction of physiological and psychological factors. In this sense, psychological factors can not only cause disease, but also prevent and treat disease.<sup>17</sup>

### **Purpose of counseling service**

Emmy Van Deurzen thinks counseling is a process of discussing and solving personal problems with psychological counselors. Counselors help clients solve problems in a positive way by helping them clarify problems, explore options, formulate strategies and enhance self-awareness. Through psychological counseling, individuals are encouraged to consider their own problems, thus deepening their understanding of the root causes. Through this understanding, the client is committed to taking action that will solve the problem. Action will be taken by the client under the guidance of a counselor. Decide for yourself. Counseling means choice, not coercion, not advice. Through consultation, it is up to the person concerned to make the decision to determine that the solution adopted is appropriate. An appropriate solution will be one that the service object can follow and be successful<sup>18</sup>.

Generally, in schools, through the consultation process, students can have a more active state of life and learning. The specific purpose is:

1. To promote students to understand themselves so as to promote their self-realization;
2. Help teachers to understand students, in order to achieve the purpose of teaching students in accordance with their aptitude, and develop students' potential ability;

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<sup>17</sup>Shi Yuhui: "On the Importance of Psychological Counseling." **Frontier exploration**. No.49 (2015): 1.

<sup>18</sup>Emmy Van Deurzen. **Existential Counselling and Psychotherapy in Practice**. (Beijing: China Light Industry Press, 2013): 57.

3. To cultivate students in character, study, health and behavior so as to make them useful members of society;

4. To promote the development of students' ability to adapt to society, so that they can make good arrangements and adaptations to life and interpersonal relationships;

5. Diagnose the abnormal phenomena of students' physiology, psychology, emotion, behavior and study, and consult and correct them.

6. According to the needs of students, we should use scientific methods and techniques in a democratic and receptive manner to achieve the goal of individual consultation.<sup>19</sup>

### **Application of counseling technology**

Counselors play an important role in college psychological counseling. The method of psychological consultation helps to develop the ideological and political work in colleges and universities, and provides a new approach to the psychological problems and challenges of college students. Zhu Jinfang writes about the application of counseling interview technique in ideological and political education in colleges and universities. There are three aspects:

1. Application of listening technology in ideological and political education in colleges and universities. Listening is the most basic technique of consulting, listening techniques require the consultant to listen attentively and patiently to the client; Show gentle emotions, respectful attitude, soft tone of voice, civil language. In ideological and political education, the use of listening technology is also conducive to close the distance between teachers and students, to understand the use of more information, the right medicine.

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<sup>19</sup> Hanying, Chen, **School Mental Health Education**. (Shanghai: Zhejiang University Press, 2019): 1369-1370.

2. The application of semantics in ideological and political education in colleges and universities is briefly discussed. Whether in psychological counseling or in ideological and political education, the sketching technique is also a process of clarifying students' vague statements, Consultants are required to be objective and accurate, and not to add subjective content freely when interpreting and paraphrasing the client's content. This technical embodiment of the use of consultants put forward high requirements, consultants themselves to have rich theoretical knowledge and practical experience.

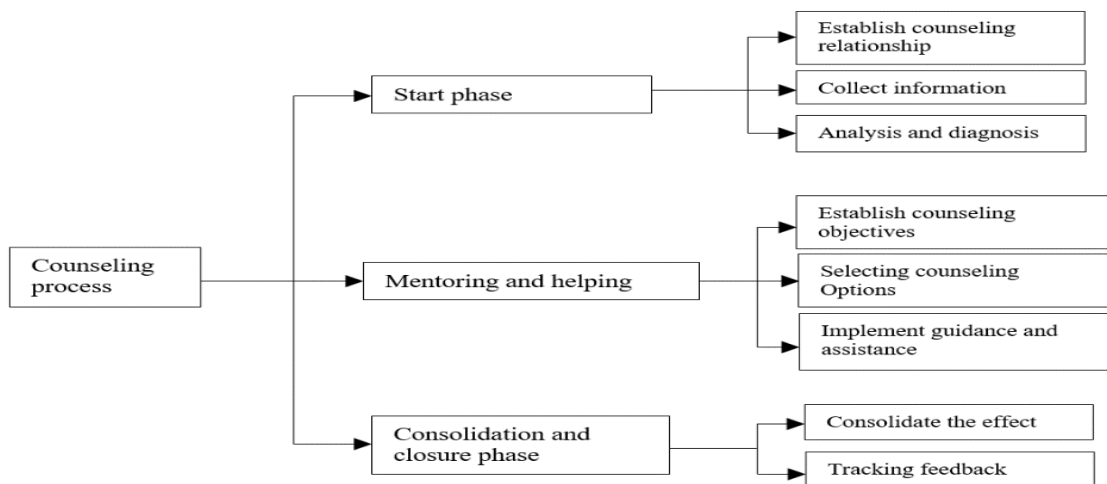
3. Application of empathy technology in ideological and political education in colleges and universities. In the traditional ideological and political education, educators often see the superficial phenomenon of students' behavior. According to the phenomenon and in this phenomenon educators' own feelings, ideas to speak out, while ignoring the ideas and feelings behind students' behavior. The consultant uses empathy techniques to influence and give positive attention to the client, to show understanding and to make him feel respect and warmth. By making students feel understood, they are more likely to accept and assimilate the education of educators.<sup>20</sup>



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<sup>20</sup>Zhu Jinfang, "Research on the application of psychological counseling technology in ideological and political education in colleges and universities." **Speed Reading**. No.8 (2018): 015.





### The theory of counseling process

Figure 3 Process of counseling

**Source** : Chen Hanying. *School Mental Health Education*. (Shanghai: Zhejiang University Press, 2019): 1631-1638.

Chen Hanying, said that the steps of psychological counseling are generally divided into the initial stage, the guidance and help stage, the consolidation and the end stage.

#### 1. Start Phase

The start stage is the first step of psychological counseling and the basis of the whole psychological counseling. The initial stage mainly includes the establishment of consultation relationship, the mastery of visiting students' information, analysis and diagnosis.

1.1 Establishing a counseling relationship. Counselor introduce themselves and explain the nature, limits, roles, objectives and special relationships of counseling to each other. To the visiting students, should be warm and courteous, patient and prudent, neat and decent in dress, and generous in behavior.

1.2 Collect information. Through talks, observations, listening and

psychological tests, we can understand each other's basic situation and existing psychological problems.

1.3 Analysis and diagnosis. 1) Determine the type and nature of psychological problems and determine the adaptability of counseling; 2) Analyze the degree of psychological problems and treat them differently; 3) Look for the causes of psychological problems.

## **2. Mentoring and helping**

2.1 Formulate counseling objectives. The formulation of advisory objectives should follow some basic principles. 1) Goals must be developed jointly by both consultants. 2) To ensure the pertinence of psychological counseling objectives. 3) Unification of intermediate goal and ultimate goal. 4) The goal of counseling must be specific and feasible.

2.2 Selecting counseling Options. 1) Objectives of the adopted consultation method; 2) Implementation requirements of the method; 3) Whether the method can achieve the desired purpose; 4) Tell the visiting students to be patient with the counseling process.

2.3 Implement guidance and assistance. Counselor recommend and help visiting students' psychological problems according to different counseling methods.

## **3. Consolidation and closure phase**

### **3.1 Consolidate the effect**

3.1.1 The counselor pointed out the achievements and progress of the visiting students, indicating that the established consulting objectives had been basically achieved.

3.1.2 Counselors should review and summarize their psychological problems and counseling process with visiting students.

3.1.3 Instruct visiting students to consolidate their progress, apply the experience they have gained to their daily life, and gradually stabilize and internalize them into their concepts, behaviors and abilities, so that they can adapt to the environment independently and effectively.

3.2. Tracking feedback. 1) Fill in the information feedback form; 2) Invite visiting students to come to interview regularly; 3) Interviewing others.<sup>21</sup>

Hackney and Cormier propose a five-stage model for defining the counseling process through which both counselor and client move:

### **1. Build relationship**

The first step involves building relationships and focuses on leading clients through issues that directly affect them. The first meeting is important because the client values nonverbal information and makes inferences about the counseling situation.

### **2. Problem assessment**

While the relationship between the counsellor and the client is being established, a second process, problem assessment, is under way. This step involves gathering and collating information about the client's living situation and the reasons for seeking counseling.

### **3. Set a goal**

Setting goals is very important for the success of consulting services. It involves making commitments to a set of conditions, courses of action or outcomes.

### **4. Encouraging intervention**

There are different opinions about how a good counselor should treat clients, depending on the theoretical position that the counselor accepts. For example, the people-centred approach suggests that counsellors engage rather than intervene by emphasizing relationships.

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<sup>21</sup>Chen Hanying, **School Mental Health Education**. (Shanghai: Zhejiang University Press, 2019): 1631-1638.

## 5. Evaluation, Termination or Referral

For novice counselors, it's hard to imagine that they can stop the counseling process because they are more concerned about starting the counseling process. However, all consultations are aimed at successful termination. The termination consultation process must be done sensitively with the client knowing that it must end<sup>22</sup>.

Chen Fuguo, introduces the basic process of school counseling in detail. There are 6 steps.

1. Establishing relationship: Establishing the relationship between counselors and visitors is the first task that counselors should consider, and it is also the goal that counselors should maintain attentively in the whole process. The relationship between counselors and visitors is a unique and dynamic interpersonal interaction process between people seeking psychological help and counselors. There are three core elements to a good Consultative relationship: empathy, sincerity, and respect.

2. Assessment questions: As the basis of the whole intervention plan, assessment questions refer to the process in which counselors collect information from visitors through observation, interviews, case studies, questionnaires and other means, and use analysis, inference, hypothesis and other methods to determine the basic nature of their psychological problems.

3. Agreed objectives: to get to know the visitors better through the consultation, and to determine the consultation objectives and preliminary plan together with the visitors.

4. Make a plan: After the consultation day is agreed, the counselor should help the client to find and select the strategies to achieve the goal, and organize these strategies into an action plan, that is, the action steps to achieve the goal, and determine the time frame for the implementation of each key step.

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<sup>22</sup>Hackney and Cormier, **Professional Counselor, The: A Process Guide to Helping**. (London: Pearson Education, 2012): 73-74.

5. Implementation Plan: An implementation plan is the implementation of an action plan that was originally developed. At this stage, the counsellor is required to assist the client in overcoming delays, to help the client identify possible obstacles and resources needed to implement the plan, and to help the client find incentives and rewards for sustained action.

6. Ending counseling: Ending counseling is an indispensable stage in psychological counseling. When the consultation process is smooth and the predetermined goal is achieved, the consultation is usually over. At this time, both parties can review or summarize the consultation results together, and look forward to the life and work after the consultation need.<sup>23</sup>

### Basic Information of Shanxi University

#### History of Shanxi University

Shanxi University, located in Taiyuan, Shanxi Province, is a comprehensive university with excellent conditions for running schools and elegant academic environment. The school covers an area of 2450 mu, with a building area of 1.03 million square meters. The library has a collection of 2.95 million documents (pieces) and 172000 e-books. Shanxi University pays attention to the quality of personnel training and the improvement of scientific research level. At the same time, it has continuously expanded foreign exchanges and created good conditions for students to go abroad for further study.

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<sup>23</sup> Chen Fuguo, **Theory and technology of school psychological counseling**. (Shanghai: East China Normal University Press, 2017), 78-97.

Table 1 Basic information

School type	Comprehensive
Subordinate departments	People's Government of Shanxi Province
Nature of running	Public University
Education level	Undergraduate
Type of running school	Ordinary colleges and universities
Learn form	Full-time
Schooling System	Four years

### College Construction

Shanxi University has 86 undergraduate majors and 7 undergraduate double-degree enrollment majors covering 12 disciplines, including literature, history, philosophy, science, engineering, agriculture, economics, management, law, education, art and medicine. There are 19 first-level disciplines authorized for doctoral degree, 35 first-level disciplines authorized for master's degree and 24 types of master's degree; It has independently set up 2 doctoral and master's degree programs in interdisciplinary disciplines, and 4 doctoral and master's degree programs in secondary disciplines outside the catalogue.

### Related Research

#### Chinese Research

In 2011, the education department issued the construction standards of mental health education for students in ordinary colleges and universities, as well as the basic requirements for the teaching of mental health courses. The importance of mental health has been widely recognized.

Cui Jianai in "The application of psychotherapy in group Psychological Counseling for College Students" which there were objectives, How can based on psychotherapy play a role in college students' group psychological counseling, This article is based on the role and application of group psychological counseling in

college mental health teaching. The research findings were as following.1) Define the goals and actions of college students.;2) Reasonable penetration of life elements; 3) strengthen the construction of teachers; 4) Implementation of health education.<sup>24</sup>

Taiguo has also applied psychotherapy to college students, His paper which there were a objective, Broaden the application range of psychotherapy theory and technology. There are similarities between group counseling and psychotherapy for college students. The feasibility of applying psychotherapy to college students' group psychological counseling is reflected in the similarity of their ideological basis and the feasibility of practical application.1) The similarity of the two ideas; 2) Feasibility of practical application; The research findings were as following,1) Conducive to the establishment of a relaxed and happy group atmosphere; 2) It has a good therapeutic effect for groups with emotional disorders and traumatic emotional experience; 3) Promote the self-improvement of team members and improve their social interaction.<sup>25</sup>

Wang Chunying's research on the effect of feedback short-range psychological counseling for college students, which there were a objective, to explore the effect of feedback short-range psychological counseling for college students. According to the self-compiled service satisfaction survey and routine clinical consultation effect evaluation table, the data obtained by the author shows that, The research findings were as following, The average score of college students' satisfaction with the service attitude, support and reception of psychological consultants was > 9.The average score of consulting technology and change satisfaction after consulting > 8;After consultation, the percentage of visitors with positive symptoms decreased significantly; The scores of happiness, problems/symptoms, social function and crisis

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<sup>24</sup>Cui Jianai, "The application of psychotherapy in group psychological counseling of college students". **The World of Public Relations**. No.11 (2021): 110-111.

<sup>25</sup>Tai Guo, "The Application of Psychotherapy in Group Psychological Counseling for College Students", **Medical frontier**, No.15(August ,2018):375-378.

degree decreased significantly in 4 dimensions and 9 sub-dimensions(Crisis to others  $P < 0.01$ ; Other dimensions  $P < 0.001$ ).The short-range feedback counseling can effectively alleviate their negative emotions, interpersonal psychological confusion and improve their mental health level.<sup>26</sup>

Li Li, and Zhu Runrui. A study on the relationship between counselor response and interview effect in the first psychological counseling. Which there were a objective, To explore the relationship between verbal response and interview effect in the first psychological consultation. The research findings were as following, The consultants' listening response positively predicted the interview effect, and the follow-up response negatively predicted the interview effect, and the variation of the co-prediction effect was 51.8%. The consultant's listening response is beneficial to improve the effect of the interview, while the follow-up response reduces the effect of the interview. The consultant's listening response is beneficial to improve the effect of the interview, while the follow-up response reduces the effect of the interview.<sup>27</sup>

In Ma Xinxin, discussion on improving the effect of psychological counseling, which there were a objective expounds the key points to improve the effect of psychological counseling. The research findings were 1) Consultants improve the sensitivity of clients to "change"; 2) Pay attention to the experience in adjacent consultation intervals; 3) Pay attention to the matching between consultants and clients.<sup>28</sup>

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<sup>26</sup>Wang Chunying, "A study on the effect of feedback short-range psychological counseling for College students". **Journal of Psychology**.16.13 (2021): 26-27.

<sup>27</sup>Li Li, and Zhu Runrui. "A study on the relationship between the counselor's response and interview effect in the first psychological counseling". **Henan Medical Research**. 26.12(Jun 2017): 2175-2176.

<sup>28</sup>Ma Xinxin." Discussion on improving the effect of psychological counseling." **Modern communication**. No.5 (2018): 2.



Wu Yuying and Yang Dong, in school mental Health Management and Evaluation, which there were a objective, Be able to use feedback from assessment to guide practice to enhance and improve mental health management. The research findings were as following, The evaluation of school mental health management is divided into four dimensions: advanced idea, complete system, complete process and effectiveness of results.<sup>29</sup>

Wang Enjie and Zhou Zhanfeng, research status and prospects of psychological counseling effect factors, which there were a objective, The factors of interview and interinterview that affect the effect of psychological consultation are discussed emphatically. The research findings were as following, problems existing in existing studies and directions for future exploration: Further explore more factors affecting the effect of psychological counseling, research methods need to be further improved, related research measurement tools still have defects.<sup>30</sup>

Zhang Lijuan in the new Development of Individual Psychological Counseling Effect Evaluation, This paper introduces the research, achievements and latest development in this field at home and abroad, and takes objective, effective and scientific scale as an important evaluation method. The theoretical basis of individual psychological counseling effect evaluation, 1) Humanistic school. 2) Cognitivism. 3) Behaviorism. 4) School of psychoanalysis. Individual psychological counseling effect assessment methods,1) Subjective evaluation refers to the degree of improvement in the client's self-perception or the change in his/her view of the real world.2) Behavioral evaluation is a third party's recognition of the client's behavior improvement. The third party can be relatives, friends, teachers and other individuals

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<sup>29</sup>Wu Yuying and Yang Dong, "School Mental Health Management and Assessment", **Moral Education China**. No.21 (2021): 41-45.

<sup>30</sup> Wang Enjie and Zhou Zhanfeng, "Research status and prospect of influencing factors of psychological counseling effect".**Chinese journal of general practice** 20,1 (2017): 108-113.

who know the situation before and after treatment. The shortcoming is the lack of understanding of the client's inner activities.<sup>31</sup>

Zhu Xu, Hu Yue and Jiang Guangrong on the development model and counseling effect of working Alliance in psychological counseling, which there were a objective, Explore the development mode of work alliance in the consultation process. The research findings were as following, this paper describes the development and changes of 30 cases of work alliance in the consultation process. The result of cluster analysis shows that there are three development modes of work union, namely linear growth, linear decline and quadratic growth.<sup>32</sup>

### Foreign Research

The research on psychological counseling has a long history in foreign countries. The theoretical research was initiated by Freud, the founder of counseling and therapy. In 1952, Hans Jurgen Eysenck strongly questioned the effectiveness of counseling and therapy,<sup>33</sup> Researchers have conducted a large number of effect studies.

Jiang Guangrong research on the theory and practice of psychological counseling. One consistent and important finding was that counseling and therapy were not only effective, but that they were almost equally effective across all

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<sup>31</sup>Zhang Lijuan,"The new development of individual psychological counseling effect Evaluation" **Youth time**. No.27 (September 2017): 107-108.

<sup>32</sup>Zhu Xu, Hu Yue, and Jiang Guangrong, "The Development model and counseling Effect of work Alliance in Counseling" **Acta Psychologica Sinica**, 47,10(2015)1279-1287

<sup>33</sup> Hans Jurgen Eysenck. "The effects of psychotherapy: an evaluation." **Consult Clin Psychol**. 60, 5 (1992): 659-663.

schools of thought.<sup>34</sup>The earliest research on effect evaluation of psychological counseling relies on theory, and the evaluation method is relatively single. Although single evaluation is simple and feasible, it is difficult to ensure good reliability and validity.

Laurel, Oliver. Arnold and Spokane's analysis of the effect evaluation studies on Career intervention showed that only 30% of the papers using the single-item scale cited others' reliability estimates, while 11% carried out simple reliability estimates. 2% cited validity estimates from others, and 2% performed simple validity estimates.<sup>35</sup>After more than half a century of development, the study of psychological counseling effect abroad has made great achievements. A number of mature methods have emerged. Since 1970s, foreign researchers have put forward several models to evaluate the effect of psychological counseling.

Strupp Hadley and Suzanne, In the 1970s, they put forward a three-dimensional model (tri-partite model of mental health outcomes) for the evaluation of mental health outcomes, and believed that the evaluation of mental health outcomes should involve the society, the parties and the consultants.<sup>36</sup>

Smaby, and Marlowe.et al. studied Performance evaluation of coaching student skills and personal development. The purpose of this study is to determine if students' counseling skills and personal development as measured by the Skilled Counseling Scale and Counseling Skills and Personal Development Rating Form could

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<sup>34</sup>Jiang Guangrong. **The theory and practice of psychological counseling**. 2<sup>nd</sup> ed. (Beijing: Higher Education Press,2005),40-42.

<sup>35</sup>Laurel, Oliver. Arnold and Spokane, "Career-Intervention Outcome: What Contributes to Client Gain?" **Journal of Counseling Psychology**, No.35 (1988):447-462.

<sup>36</sup>Strupp Hadley and Suzanne. "A tripartite model of mental health and therapeutic outcomes: With special reference to negative effects in psychotherapy." **American psychologist** 32,3 (Mar 1997):187-196.

be used as predictors of social influence ratings by clients as measured by the Counselor Rating Form--Short version.<sup>37</sup>

In Wan, Mwj's study of the counseling performance among trainee counselor in Malaysia. The purpose of this study is to determine the counseling performance among trainee counselor in Malaysia. The findings obtained from the study can guide counselor educators on the importance of counseling performance of trainee counselors. This is where serious attention should be given in the education and supervision of counselors to ensure the production of good counselors. Overall, the findings of the research give a useful implication in the counseling profession, especially in the field of counselor education and supervision.<sup>38</sup>

Howard, Moras, and Brill, et al. In 1986, further developed the later stage model and client profile based on the dose-effect relationship study.<sup>39</sup>The model does a good job of answering how outcomes occur in counseling sessions and which treatments work best for which clients in which situations.

Ulupinar and Dogukan, et al. has published research findings on the *Performance of Mental Health Counselors in Integrated Primary and Behavioral Health Care*, mental health counselors were effective overall, but they differed in client dropout rates and efficiency in reducing clients' initial symptoms. Through analysis, rank counselor according to their effectiveness. Counselors who were the

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<sup>37</sup>Smaby and Marlowe. Et al."Performance Assessment of Skills and Personal Development of Counseling Students as Predictors of Social-Influence Ratings by Clients." **Education** 126,1 (Fall2005): 78-92.

<sup>38</sup>Wan, Mwj. "The Counseling Performance Among Trainee Counselor in Malaysia." **Procedia - Social and Behavioral Sciences**.Vol.30, (2011): 512-516.

<sup>39</sup>Howard, Moras, and Brill, et al. "Evaluation of psychotherapy: Efficacy, effectiveness, and patient progress." **Am Psychol**, No.51 (1996): 1059-1064.

most effective varied in their efficiency but demonstrated the lowest client dropout rates. Implications for future research and counseling practice were discussed.<sup>40</sup>

### Summary

This chapter summarizes the research literature and theories related to consulting service performance. Psychological counseling in colleges and universities is also an indispensable part of school education quality. Establishing effective psychological counseling effect management is an effective way to promote the scientific development of this field. No matter what theories and methods psychological consultants use for psychological counseling, they should design effect management from multiple dimensions, so that the results are as comprehensive and accurate as possible, so as to increase the scientific nature and credibility as far as possible. In a school, and psychological counseling in the field of school has three important characteristics: First of all, school psychological counseling is an educational model, rather than a typical medical model, and its main object is normal or in the psychological recovery period of students, rather than people with psychological disorders; Secondly, the school psychological counseling emphasizes the concept of development, the purpose of psychological counseling is to help visitors eliminate all kinds of adverse factors that hinder personal development, seeking healthy and long-term development in the future; Finally, the main method of school counseling is face-to-face conversation. Therefore, in view of the above characteristics, the effect management of school psychological counseling should be more suitable, more appropriate, more reflect the special situation of the way.

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<sup>40</sup> Ulupinar and Dogukan, et al. "Performance of Mental Health Counselors in Integrated Primary and Behavioral Health Care." **Journal of counseling and development** 99, 1 (2021): 37-46.

## Chapter 3

### Research Methodology

This descriptive research objectives were to examine: 1) the level of counseling service performance of Shanxi University, and 2) compare the level of counseling service performance of Shanxi University when considered the differences variable; gender, age, and education background. The researcher conducted this research into 2 parts: Research procedure and research methodology which shown in the following details.

#### Research Procedure

In order to achieve the purposes of this research, the researchers realized the research purposes according to the method of research design, and the specific research steps as divided into 3 stages which shown in the following details:

##### **Stage 1: Providing research project**

Firstly, the researcher studies the deep understanding of counseling service performance from variety of relevant literature sources as: textbooks, book, articles, research reports, journals and related papers. Secondly, the researcher writes and rewrite the proposal with advisor's monitoring, and then do a request for defense the proposal. Finally, the research asks for a thesis proposal approval with Silpakorn Graduate School.

##### **Stage 2: Research methodology**

This stage, the researcher designs how the research methodology are. Firstly, the researcher carried out an opinionnaire on the subjects and collected data according to the results of the survey. Secondly, the analysis of information obtained from literature as the basis of this study, and all the information collected was

analyzed by data analysis and statistical analysis. Finally, the researcher collects all the data from the questionnaire and carries out statistical analysis, summarizes the research results, adopts the suggestions of the supervisor, and makes final amendments and supplements according to the regulations.

### **Stage 3: Research written completed-report**

After ended and passed the thesis draft defense, firstly, the researcher had to reexamine/reprove/recheck all pages or format and develop the draft to be the completed thesis, must do in Silpakorn i-thesis system. Secondly, write a research article and send to publish in journal. Finally, request to graduate the Master of Education (Educational Administration), Department of Educational Administration, Graduate School, Silpakorn University, Academic year 2022.

### **Research Methodology**

In order to achieve the purposes of the study, research methods were established, including; 1) Research design 2) Population 3) Sample and respondents 4) Studied variable 5) Research instrument 6) Building and developing instrument 7) Data collection 8) Data analysis and, 9) Research statistics.

## Research Design

The research design used in this study was a one-shot, non-experimental case study which is shown in the figure 4 below.

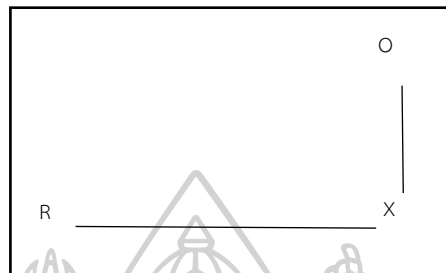


Figure 4 Research design

Note: R means sample from random sampling

X means studied variable

O means result/data of research

## Population

The population in this research are in total of 117 counselors of Shanxi University. The number of counselors in each grade were: 35 freshmen, 33 sophomores, 30 juniors and 19 seniors.

## Sample

The samples or respondents in this research were 92 counselors who worked in Shanxi University. The 92 respondents were indicated by Krejcie and Morgan's study on the sample size of research activities<sup>41</sup>, and using stratified random sampling

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<sup>41</sup>R. V. Krejcie and D. W. Morgan, "Determining Sample Size for Research Activities," *Educational and Psychological Measurement*, Vol. 30, (1970): 607-610.



technique which divided all counselors by grade: freshman, sophomore, junior and senior as shown in the table 2.

Table 2 Population, Sampl

Shanxi University Counselors in each grade	Population	Sample
Freshman	35	32
Sophomore	33	22
Junior	30	23
Senior	19	15
<b>Total</b>	<b>117</b>	<b>92</b>

### Studied variables

There were two kinds of studied variables which are 3 independent variables and 8 dependent variables.

**1. The independent variables** were about the respondents' status which consist of gender, age, and education background.

**2. The dependent variables** were about counseling service performance based on Chen Hanying's the theory of counseling process which were 3 phases, 8 processes; Phase 1: Start phase. (1) Establishing a counseling relationship (2) Collect information (3) Analysis and diagnosis; Phase 2: Mentoring and helping. (4) Formulate counseling objectives (5) Selecting counseling Options (6) Implement guidance and assistance; Phase 3: Consolidation and closure phase. (7) Consolidate the effect and (8) Tracking feedback.

#### 2.1 Start phase

**2.1.1 Establishing a counseling relationship** means the counselor introduce themselves and explain the nature, limits, roles, objectives and special relationships of counseling to each other. To the visiting students, should be warm

and courteous, patient and prudent, neat and decent in dress, and generous in behavior.

**2.1.2 Collect information** means that by talking, observing, listening and psychological tests, we can understand each other's basic situation and existing psychological problems.

**2.1.3 Analysis and diagnosis** means to determine the type and nature of psychological problems and determine the adaptability of counseling; analyze the degree of psychological problems and treat them differently; look for the causes of psychological problems.

## **2.2 Mentoring and helping**

**2.2.1 Formulate counseling objectives** means that the formulation of consultancy objectives should follow some basic principles. The counseling goals must be jointly formulated by two counselors, and then ensure that the counseling goals are targeted. At the same time maintain the unity of intermediate goals and final goals. The goal of psychological counseling must be clear and feasible.

**2.2.2 Selecting counseling Options** means the purpose of the consulting method adopted, whether the method meets the demand, whether the method can achieve the expected goal, and tell the visiting students to be patient in the consulting process.

**2.2.3 Implement guidance and assistance** means the counselor recommend and help visiting students' psychological problems according to different counseling methods.

## **2.3 Consolidation and closure phase**

**2.3.1 Consolidate the effect** means that the counselor pointed out the achievements and progress of the visiting students, indicating that the established consulting objectives had been basically achieved. Counselor should review and summarize their psychological problems and counseling process with visiting students. And instruct visiting students to consolidate their progress, apply the experience they have gained to their daily life, and gradually stabilize and internalize

them into their concepts, behaviors and abilities, so that they can adapt to the environment independently and effectively.

**2.3.2 Tracking feedback** means that students should fill in information feedback form after interview, invite visiting students to interview regularly, and find out what people are interviewing for.

### Research instrument

The research instrument was an opinionnaire which divided into 2 parts;

**Part 1:** The sample/respondents' status which composed of gender, age, and education background.

**Part 2:** The counseling service performance of Shanxi University, based on Chen Hanying's the theory of counseling process. The opinionnaire was designed as Likert's five rating scale which identified scores of each scale like as;

5 means level of counseling service performance of Shanxi University are at the highest, which is equal to 5 scores.

4 means level of counseling service performance of Shanxi University are at the high, which is equal to 4 scores.

3 means level of counseling service performance of Shanxi University are at the moderate, which is equal to 3 scores.

2 means level of counseling service performance of Shanxi University are at the low, which is equal to 2 scores.

1 means the level of counseling service performance of Shanxi University are at the lowest, which is equal to 1 score.

### Construction and developing instrument

The researcher performs how to construct and develop like as;

**Step 1** Deep study and analyze about the literature of counseling service performance from all kinds of sources such as textbook, articles, and journal, relate research and electronic sources. Then, write operational definition and build in the items of opinionnaire under the counseling of thesis advisor.

**Step 2** Tested the content validity of the opinionnaire, the researcher gives to 3 experts for examination the content validity with the consistency objective index (IOC), to analyze and integrate the concepts, theories and researches of consulting service performance. However, the criteria for considering the Index of Item objective congruence: IOC were 1.00.

**Step 3** Analyzed the reliability of the opinionnaire, the researcher try out with 30 counselors in Shanxi University. Then collect them back and analyzed the reliability of the opinionnaire by Cronbach method, and consider through Alpha coefficient ( $\alpha$ -coefficient) was .963

**Step 4** Do the completed opinionnaire and then bring to collect with 92 counselors of Shanxi University whom were samples.

### Data collection

The researcher carries out the following performance;

1. Every step, the researcher has to request the official letter from Educational Administration Department, Faculty of Education, Graduate School, Silpakorn University.
2. To send those official letters to the leader of each organization for admitting the staffs/officers to answer the research instrument.
3. The opinionnaires were collected by the researcher.
4. After collected the data, the researcher re-examined the completion of each opinionnaires.

### Data analysis

To analyze the data from the opinionnaire with Statistical Package for the Social Science for windows.

### Research statistics

The research statistics for analysis were as follows;

1. To analyze the basic background of respondents, the statistics were used frequency (f) and percentage (%).

2. To analyze the level of counseling service performance of Shanxi University, the statistics were used arithmetic mean, ( $\bar{X}$ ) and standard deviation (S.D.). To determine the level of counseling service performance, the researcher indicated those level by using the level based on Best's criteria as shown below:

$\bar{X}$  4.50 - 5.00 means the counseling services performance of Shanxi University is at the highest level.

$\bar{X}$  3.50 - 4.49 means the counseling services performance of Shanxi University is at the high level.

$\bar{X}$  2.50 - 3.49 means the counseling services performance of Shanxi University is at the moderate level.

$\bar{X}$  1.50 - 2.49 means the counseling services performance of Shanxi University is at the low level.

$\bar{X}$  1.00 - 1.46 means the counseling services performance of Shanxi University is at the lowest level.

3. To analyze the opinions of sample/respondents to the counseling services performance when compare by gender, research statistics was the t-test.

4. To analyze the opinions of sample/respondents to counseling services performance when compare by age, and educational background, research statistics was the One-way ANOVA.

### Summary

This study was quantitative research which aimed to examine; 1) the level of counseling service performance of Shanxi University and 2) the level of counseling service performance when considered the differences variable of gender, age, and education background. The population of this study were 117 counselors from Shanxi University The number of sample were determined by Krejcie and Morgan's study on sample size of research aetitig with 92 counselors from Shanxi University. The instrument for collecting the data was an opinionnaire which construted based on Chen Hanying's concept. This concept mentioaned the counseling service process that there were 8 components: 1) Establishing a counseling relationship, 2) Collect information, 3) Analysis and diagnosis; Phase 2: Mentoring and helping, 4) Formulate counseling objectives, 5) Selecting counseling Options, 6) Implement guidance and assistance; Phase 3: Consolidation and closure phase, 7) Consolidate the effect, and 8) Tracking feedback. The instrument was constructed based on the counseled of the addecision. The quality of the instrument was approved the 3 experts to juadg by the index of objective congruence (IOC) and test a reliability with alpha cronbach. The statistics used to analysing the data were frequency, percentage, arithmetic mean, standard deviation, t-test and one-way ANOVA.

## Chapter 4

### Data analysis and Interpretation

The title of counseling service performance of Shanxi University was an independent study that aimed; 1) to determine the level of counseling service performance of Shanxi University, and 2) to compare the level of counseling service performance of Shanxi University when considered the differences variable of gender, age, and education background. The researcher collected the data by opirionnaire from 92 counselors of Shanxi University. That was 100% of the opirionnaire that returned to the researcher. Those data were analyzed and interpreted with in 3 parts.

**Part 1:** Analysis of the samples or respondents' status

**Part 2:** Analysis of the counselor service performance in Shanxi University level

**Part 3:** Analysis of the comparison on counseling service performance in Shanxi University

**Part 1:** Analysis samples or respondents' status

The samples or respondents of this study were 92 counselors who worked in Shanxi University. The researcher analysed and presented the status of samples or respondents which consisted of gender, age, and education background as shown in Table 3.

Table 3 The Information Background of the sample.

Status	Frequency	Percentage
1. Gender		
Male	53	57.61
Female	39	42.39
Total	92	100.00

Status	Frequency	Percentage
2. Age		
21-30 years	30	32.61
31-40 years	40	43.48
41-50 years	22	23.91
Total	92	100.00
3. Education Background		
Bachelor Degree	31	33.70
Master Degree	36	39.13
Doctoral Degree	25	27.17
Total	92	100.00

As shown in table 3, the respondents were 92 counselors from Shanxi University which separated by gender, age, and education background. There were 53 male counselors or 57.61%, and 39 female counselors or 42.39%. The highest number of age of counselors was the age of 31-40 years old. There were 40 counselors or 43.48% and followed by the age of 21-30 years old with a number of 30 counselors or 32.61% and the age of 41-50 years old with the number of 22 counselors or 23.91% respectively. Where the education background of the counselors in Shanxi University as the sample of this study, there were 36 master degree holders or 39.13%, followed by 32 bachelor degree holders or 33.70%, and 25 doctoral degree holders or 27.17%.

#### **Part 2:** Analysis of the counselor service performance in Shanxi University level

The analysis of the counseling service performance in Shanxi university level in total was applied the statical treatment with arithmetic mean ( $\bar{X}$ ) and standard deviation (S.D.) which presented in Table 4.



**Table 4** Arithmetic mean ( $\bar{x}$ ), standard deviation (S.D.) and the counseling service performance in Shanxi University level in total

(n = 92)

Phase No.	Counseling service performance in Shanxi University	$\bar{x}$	S.D.	Interpretation
<b>Start Phase</b>				
1	Establishing a counseling relationship	3.14	1.03	Moderate
2	Collecting information	3.23	0.95	Moderate
3	Analysis and diagnosis	3.34	0.80	Moderate
<b>Mentoring and helping phase</b>				
4	Formulate counseling objectives	3.24	0.90	Moderate
5	Selecting counseling Options	3.23	0.95	Moderate
6	Implement guidance and assistance	3.24	1.00	Moderate
<b>Consolidation and closure phase</b>				
7	Consolidate the effect	3.22	1.01	Moderate
8	Tracking feedback	3.21	0.91	Moderate
<b>Total</b>		<b>3.24</b>	<b>0.61</b>	<b>Moderate</b>

As shown in table 4, presented that counseling service performance in Shanxi University in overall was at a moderate level ( $\bar{x} = 3.24$ , S.D.= 0.61). When considered in each phase and each of component there were also rated at a moderate level with arithmetic mean from 3.14 to 3.34 and standard deviation from 0.80 to 1.03. While the highest arithmetic mean was analysis and diagnosis ( $\bar{x} = 3.34$ , S.D. = 0.80). And the lowest arithmetic mean was establishing a counseling relationship ( $\bar{x} = 3.14$ , S.D. = 1.03). Whereas 8 components were ranked from the highest to the lowest arithmetic mean as analysis and diagnosis, formulate counseling objectives, implement guidance and assistance, collecting information, selecting counseling options, consolidate the effect, tracking feedback, and establishing a counseling relationship respectively.

The analysis of counseling service performance in Shanxi University level in each phase was applied the statical treatment with arithmetic mean ( $\bar{X}$ ) and standard deviation (S.D.) which presented in Table 5 to Table 7;

Table 5 Arithmetic mean ( $\bar{X}$ ), standard deviation (S.D.) and the counseling service performance in Shanxi University level in Start phase

(n = 92)

No.	Counseling service performance in Shanxi University in Start phase	$\bar{X}$	S.D.	Interpretation
<b>1. Establishing a counseling relationship</b>				
1	Counselor introduce themselves to each other.	3.03	1.08	Moderate
2	Counselor explain the nature limits and roles of counseling to each other.	3.00	1.01	Moderate
3	Counselor explain objectives and special relationships of counseling to each other.	3.41	1.01	Moderate
4	Counselor visiting students with warm and courteous.	2.78	0.99	Moderate
5	Counselor visiting students with patient and prudent behavior.	3.08	1.06	Moderate
6	Counselor visiting students with neat and decent in dress and generous in behavior.	3.32	0.82	Moderate
7	Counselor visiting students with patient and prudent behaviour. Counselor visiting students with neat and decent in dress and generous in behavior.	3.03	1.08	Moderate
<b>2. Collect information</b>				
8	Counselors through the conversation, understand the basic situation and existing	2.99	1.20	Moderate

No.	Counseling service performance in Shanxi University in Start phase	$\bar{X}$	S.D.	Interpretation
	psychological problems to each other.			
9	Counselors through the observation, understand the basic situation and existing psychological problems to each other.	3.40	0.74	Moderate
10	Counselors through the listening, understand the basic situation and existing psychological problems to each other.	3.18	0.99	Moderate
11	Counselors through psychological tests, understand the basic situation and existing psychological problems to each other.	3.33	0.77	Moderate
<b>3. Analysis and diagnosis</b>				
12	Through communication, counselors determine the types of psychological problems of visiting students.	3.44	0.72	Moderate
13	Through communication, counselors determine the nature of visiting students' psychological problems.	3.40	0.79	Moderate
14	Through communication, counselors determine the adaptability of visiting students to psychological counseling.	3.14	0.79	Moderate
15	Through communication, counselors analyze the degree of psychological problems of visiting students and treat them differently.	3.10	1.06	Moderate
16	Through communication, the counselor seeks the cause of the other's psychological problems.	3.42	0.83	Moderate
<b>Total</b>		<b>3.23</b>	<b>0.68</b>	<b>Moderate</b>

As shown in table 5, the counseling service performance in a start phase while composed of 3 components. In this phase, the counselor performs their service at a moderate level ( $\bar{X} = 3.23$ , S.D. = 0.68). When considered in each phase and each of component there were also rated at a moderate level too. They ranked from the highest arithmetic mean to the lowest arithmetic mean as follows; analysis and diagnosis ( $\bar{X} = 3.34$ , S.D. = 0.84). Collect information ( $\bar{X} = 3.23$ , S.D. = 0.95), and establishing a counseling relationship ( $\bar{X} = 3.14$ , S.D. = 1.13). When considered in 15 counseling service performance all of them were rated at a moderate level with arithmetic mean from 2.78 to 3.64. Among the 15 performance of counselors in this phase, the highest performance was number 11' through communication counselors determine the types of psychological problems of visiting students' ( $\bar{X} = 3.44$ , S.D. = 0.72).. Whereas the lowest performance in this phase was number 4' counselor visiting student with warm and courteous' ( $\bar{X} = 2.78$ , S.D. = 0.99).

Table 6 Arithmetic mean ( $\bar{X}$ ), standard deviation (S.D.) and the counseling service performance in Shanxi University level in A mentoring and helping phase

(n = 92)

No.	Counseling service performance in Shanxi University in A mentoring and helping phase	$\bar{X}$	S.D.	Interpretation
<b>4. Formulate counseling objectives</b>				
1	Counselor introduce themselves to each other.	3.16	0.93	Moderate
2	Counselor explain the nature limits and roles of counseling to each other.	3.00	0.90	Moderate
3	Counselor explain objectives and special relationships of counseling to each other.	3.37	0.95	Moderate
4	Counselor visiting students with warm and courteous.	3.45	0.86	Moderate
5	Counselor visiting students with patient	3.29	0.93	Moderate

No.	Counseling service performance in Shanxi University in A mentoring and helping phase	$\bar{X}$	S.D.	Interpretation
	and prudent behavior.			
6	Counselor visiting students with neat and decent in dress and generous in behavior.	3.14	0.97	Moderate
<b>5. Selecting counseling Options</b>				
7	Counselor use the purpose of counseling methods to select counseling plan.	3.12	1.04	Moderate
8	The implementation requirements of counselor' counseling plan.	3.29	0.96	Moderate
9	Whether the counselor' counseling plan can achieve the expected purpose.	2.99	0.97	Moderate
10	Counselors tell visiting students to be patient during the counseling process.	3.49	0.81	Moderate
<b>6. Implement guidance and assistance</b>				
11	Counselors use different coaching methods during the coaching process.	3.32	1.07	Moderate
12	For visiting students' psychological problems, counselors will recommend different counseling methods.	3.32	1.07	Moderate
13	For visiting students' psychological problems, counselors use different coaching methods to help visiting students.	3.36	0.79	Moderate
14	The counselor assisted the students with different methods.	3.20	1.04	Moderate
<b>Total</b>		<b>3.24</b>	<b>0.68</b>	<b>Moderate</b>

As shown in table 6, indicated that the mentoring and helping phase of counseling service performance in Shanxi University as a whole was rated at a

moderate level ( $\bar{X} = 3.24$ , S.D. = 0.68). When considered in 3 components of this phase, there were at a moderate level and rated from the highest arithmetic means to the lowest assistance mean as follows; formulate counseling objectives ( $\bar{X} = 3.24$ , S.D. = 0.92). implement guidance and assistance ( $\bar{X} = 3.24$ , S.D. = 1.00), and Selecting counseling Options ( $\bar{X} = 3.23$ , S.D. = 0.95). The highest arithmetic mean of counseling service performance in this phase was number 10' Counselors tell visiting students to be patient during the counseling process ( $\bar{X} = 3.49$ , S.D. = 0.81). Whereas the lowest arithmetic mean of counseling service performance in this phase was number 9. "the counseling plan can achieve the expected purpose" ( $\bar{X} = 2.99$ , S.D. = 0.97).

Table 7 Arithmetic mean mean ( $\bar{X}$ ), standard deviation (S.D.) and the counseling service performance in Shanxi University level in Consolidation and closure phase.

(n = 92)

No.	Counseling service performance in Shanxi University in Consolidation and closure phase	$\bar{X}$	S.D.	Interpretation
<b>7. Consolidate the effect</b>				
1	Counselor point out the achievements and progress of the visiting students.	2.95	0.89	Moderate
2	Counselor reviews and summarizes the visiting student's psychological problems with the visiting student.	3.45	0.92	Moderate
3	Counselor reviews and summarizes the visiting student's psychological problems with the visiting student.	3.46	0.78	Moderate
4	Counselor reviews and summarizes the visiting student's counseling process with the visiting student.	3.24	1.41	Moderate

No.	Counseling service performance in Shanxi University in Consolidation and closure phase	$\bar{X}$	S.D.	Interpretation
5	Counselor guide visiting students to consolidate their progress.	3.10	1.01	Moderate
6	Counselor encourage students to apply the lessons gained in counseling to their daily lives.	3.07	1.01	Moderate
<b>8. Tracking feedback</b>				
7	Counselor asked visiting student to fill out an information feedback form.	3.55	0.87	Moderate
8	Counselor regularly invites visiting students for interviews.	3.07	1.04	Moderate
9	Counselors interview other people to get a sense of the students being interviewed.	3.26	0.89	Moderate
10	Counselors use feedback information to improve counseling process.	3.21	0.91	Moderate
<b>Total</b>		<b>3.25</b>	<b>0.68</b>	<b>Moderate</b>

As shown in table 7, indicated that counseling service performance in the consolidation and closure phase as a whole was rated at a moderate level ( $\bar{X} = 3.25$ , S.D. = 0.68). When considered in each component, both of them were rated at a moderate level. Where the highest arithmetic mean was tracking feedback component was at a moderate level ( $\bar{X} = 3.27$ , S.D. = 0.93), and consolidate the effect component rated at a moderate level ( $\bar{X} = 3.22$ , S.D. = 1.06). The highest arithmetic mean of counseling service performance in the consolidation and closure phase was number 7' "Counselor asked visiting student to fill out an information feedback form". ( $\bar{X} = 3.55$ , S.D. = 0.87). Whereas the lowest arithmetic mean of that performance was number 1' Counselor point out the achievements and progress of the visiting students ( $\bar{X} = 2.95$ , S.D. = 0.89).

**Part 3** : Analysis of the comparison on counseling service performance in Shanxi University

In order to analyse the comparison on counseling service performance in Shanxi University. In the term of gender, age, and education background, the t-test and One way ANOVA were used. Those analysing data were presented in Table 8 -11.

Table 8 Statistical difference between gender and counseling service performance in Shanxi University.

Counseling service performance in Shanxi University	Gender	n	$\bar{X}$	S.D.	T-test. Value.
	Male	53	3.26	0.64	0.36
Female	39	3.21	0.58		

From table 8, it presented that there were 53 male counselors and rated a counseling service performance in Shanxi University at a moderate level ( $\bar{X} = 3.26$ , S.D. = 0.64) while 39 female counselors rated at a moderate level too ( $\bar{X} = 3.21$ , S.D. = 0.58). The result of testing the difference between genders and counseling service performance in Shanxi University shown that there was not a significant difference at .05 level.



Table 9 Descriptive analysis for testing of the difference between age and counseling service performance in Shanxi University.

Age (Years)	n	$\bar{X}$	S.D.	ANOVA			
					df.	f	Sig.
21-30	30	3.25	.54	Between	2	.85	.43
31-40	40	3.16	.61	Groups	89		
41-50	22	3.37	.70	Within Groups	91		
Total	92	3.24	.61	Total			

From table 9, the presentation of the testing of the difference between age and counseling service performance in Shanxi University shown that the 30 counselors in Shanxi University with the age of 21-30 years old rated a counseling service performance at a moderate level too ( $\bar{X} = 3.25$ , S.D. = 0.54). Meanwhile, the 40 counselors in Shanxi University with the age of 31-40 rated a counseling service performance at a moderate level ( $\bar{X} = 3.16$ , S.D. = 0.1). While 22 counselors in Shanxi University rated a counseling service performance at a moderate level ( $\bar{X} = 3.37$ , S.D. = 0.70). From the testing the difference between age of counselors and counseling service performance in Shanxi University with One way ANOVA shown that there was not significant difference between age of counselors and their counseling service performance in Shanxi University at .05 level.

**Table 10** Descriptive analysis for testing the difference between education background and counseling service performance in Shanxi University.

Education Background	n	$\bar{X}$	S.D.	ANOVA			
					df.	F	Sig.
Bachelor Degree	31	3.10	.45	Between	2	1.19	.31
Master Degree	36	3.28	.65	Groups	89		
Doctoral Degree	25	3.34	.72	Within Groups	91		
Total	92	3.24	.61	Total			

As shown in table 10, that was a descriptive analysis for testing the difference between education backgrounds and counseling service performance in Shanxi University. There were 31 counselors who holding the bachelors degree with counseling service performance at a moderate level ( $\bar{X} = 3.10$ , S.D. = 0.45). While 36 counselors holding master degree with counseling service performance at a moderate level ( $\bar{X} = 3.28$ , S.D. = 0.65) and 25 counselors who hold doctoral degree with counseling service performance at a moderate level ( $\bar{X} = 3.34$ , S.D. = 0.72). The testing of the difference between education background and counseling service performance was not significant difference at a significant level of .05.

## Chapter 5

### Conclusion Discussion and Recommendation

This an independent study on the title of counseling service performance of Shanxi University had two objectives: 1) the level of counseling service performance of Shanxi University. And 2) the comparison of counselor's opinion on counseling service performance of Shanxi University which classify those status by gender, age, and education background. The instrument for collecting the data was an opinionnaire about counseling service performance which constructed based on Chen Hanying's concepts. The researcher provided the 92 opinoinnaire to the sample who were the counselor in Shanxi University. The 92 sets of opinoinnaire or 100% were returned back to the researcher with the completion of those opinoinnaire. The statistical used to analyze the data were: frequency, percentage, arithmetic mean, standard deviation, t-test and One-way ANOVA.

#### Conclusion

The findings of this study were found out within two objectives of the study. The conclusions were as follows;

1. The level of counseling service performance of Shanxi University as a whole was rated at a moderate level. When considered in each phase and each of component, there were rated at a high level too. Those phases were ranked from the highest arithmetic mean to the lowest arithmetic mean as; mentoring and helping phase, start phase and closure phase respectively. While 8 components were ranked from the highest to the lowest arithmetic mean as; analyzing and diagnosis, formulate counseling objectives, implement guidance and assistance, collecting information, selecting counseling options, consolidate the effect, tracking feedback. and establishing a counseling relationship respectively.

2. There were no significant difference on counseling service performance when considered the differnees variable of gender, age, and education background of the counselors from Shanxi University.

## Discussion

From the findings of this study,the researcher can give a discussion as following.

1. The result indicated that the level of counseling service performance in Shanxi University was rated at a moderate level which concordance with the hypothesis of the study which set that “the counseling service performance of Shanxi University is at a moderate level”. From this result can describe by the fact of the situation on counseling service performance that the counselor performed their task beside the main task as a teacher. Therefore, they can not pay more attention on work of counseling service. Another reason why counseling service performance in Shanxi university was rated at the moderate level, just because of the counselors were more male than female and those counselors were young. The 70% of counselors were lower than 40 years old. This factor might be affecting their performance. When we considered in each component of counseling service performance, the highest arithmetic mean of those component was analysis and diagnosis of their students. This mean that Those counselors paid more attention on determine the type and nature of psychological problems and determine the adaptability of counseling. As the same time they were going to analyze the degree of psychological problems and treat them differently. While they were also look for the causes of psychological problem too. Because of these performances were the function of counselors that they should perform to help the students. The findings of this study concordance with the principle of counseling service performance of Chen Hanying who mentioned that counseling service should be performed based on psychological counseling. While Kumar Simon mentioned that counseling service performance would be successfully by consultant which reflected in quality of

service, the determination of clear objectives and the ability to solve problems. Moreover, he also mentioned that the counseling service should be integrity and honesty of the core skills and values, good communicating with customers, high trust. It also concordance with the concept of counselors of Chen Fuguo, who mentioned that the basic process of school counseling concerned with 6 steps: 1) establishing relationship, 2) assessment questions, 3) agreed objectives, 4) make a plan, 5) implementation plan and 6) ending counseling. While Yang Jiaoli cited that counseling service performance should reflect and analyze the changes in someone aspects to judge whether the psychological consultation had achieved the desired effect that related to the effect evaluation of psychological concentration. Whereas this finding also concordance with the suggestion of Xiao Shumei who mentioned that school psychological counseling effect, counseling workers should establish evaluation models of counseling and treatment methods suitable for a different patient. The finding of this study was also concordance with the study of Cui Jianai who found that psychological counseling in college choose concern with defined the goals and actions of college students. Where Li Li and Zhu Runrui study on counselor responses, he found that the counselors should listening positively and analyze those informations to prediction effect and also follow - up.

2 From the finding of the second objective of this study, there were not significant differences of counseling service performance when considered differences variable of gender, age, and education background of counselors in Shanxi University. This finding concordance with second hypothesis which mentioned that “there are no significant difference of counseling service performance of Shanxi university when considered differences variable of gender, age, and education background”. This means that even the counselors had a difference in gender whether man or woman , variety in age, and different in education level they have to carrying out counseling work as the same manner. The position and their responsibility very important of their duty. They have to do their jobs whether they were man or woman, younger or older and variety in education level. Because consultants need to undertake generally, responsibilities which included providing professional psychological

counseling services, conducting mental health screening, establishing mental health files, and a series of professional work. They also sensitive and thorny in student affairs management. The psychological consultant must also undertake the teaching task of certain period of time. Therefore, the job responsibilities of psychological counselors in college had high sense of responsibility and rich practical experience to be competent for his position.

Another reason would describe that there were no significant different in counseling service performance in Shanxi University maybe because of the department ownership management mechanism where the administrative organs of psychological counseling in college or university belong to students affairs office, therefore counselors working in counseling agencies as a part of the students affairs as a job to take a responsible. Moreover the counseling service as the consultant process was the most critical link, therefore counseling staff should responds to those function. This finding concordance with a study of Cui Jainai who studied on the application of psychology in group psychological counseling for college students and he found that whether the counselors were man or woman or with any type of person in counseling duty, those person should work for counselors task with different function such as defined goals and actions of college students, reasonable penetration of life elements, strengthen the construction of teachers and implementation of health education. Moreover the findings of this study also concordance with the study of Tiago who found that there were similarities between groups counseling and psychotherapy for college students.

## Recommendations

There were meaningful from this study to work for counseling service in Shanxi university. The researcher would like to give some recommendation as following:

### General recommendation

1. The University should stimulate the counselors to give the visiting students with a warm and courteous.
2. And the university should open room for the counselors to discuss about psychological problems of their students. This is the one way could help the counselors understand the basic situation and existing problems of their students.
3. The counselors' section should set objectives of counselors jointly formulated by both consultants.
4. The university should push-up counseling plan for achieving the expected purpose.
5. The university should stimulate counselors point out the achievement and progress of the visiting students.

### Recommendation for conducting future research

1. The future research should be concerned with some variable that effect to counseling service performance like a work load of counselors, willingness of counselors, number of visiting students, etc.
2. The future research should be purposely to find out the guidelines of better counseling service by contacting up participatory research or by focus group discussion.
3. The future research maybe formulated survey research on the satisfaction of visiting students.

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Appendix

Appendix A

The official letter for 3 specialist to examine the content validity (IOC)  
and the name list of specialists



No.6812.2/extra  
Administration



Department of Educational

Faculty of Education,  
Silpakorn University  
Nakhon Pathom, Thailand 73000

24<sup>th</sup> February 2022

Subject: Inviting to be an honorary expert

Dear Assist. Prof. Dr. Kanyarat Muangkaew

I am writing to request your assistance as an honorary expert in examining the content validity (IOC) research instrument of Miss Li Xin, Master of Education Program in Educational Administration, Silpakorn University, who has been working on the thesis titled “Counseling Service Performance of Shanxi University” under the supervision of Assist. Prof. Nuchnara Rattanasirapha, Ph.D. In this regard, I would like to request your valuable time to evaluate the research instruments as I strongly believe that your expertise will be of great value in improving the research instruments.

If you have any questions or need further information, please feel free to contact Miss Miss Li Xin on the e-mail [454424729@qq.com](mailto:454424729@qq.com) or via mobile number +8618800132807.

Yours sincerely,

(Assoc. Prof. Mattana Wangtanomsak, Ph.D.)

Head of Department of Educational Administration,

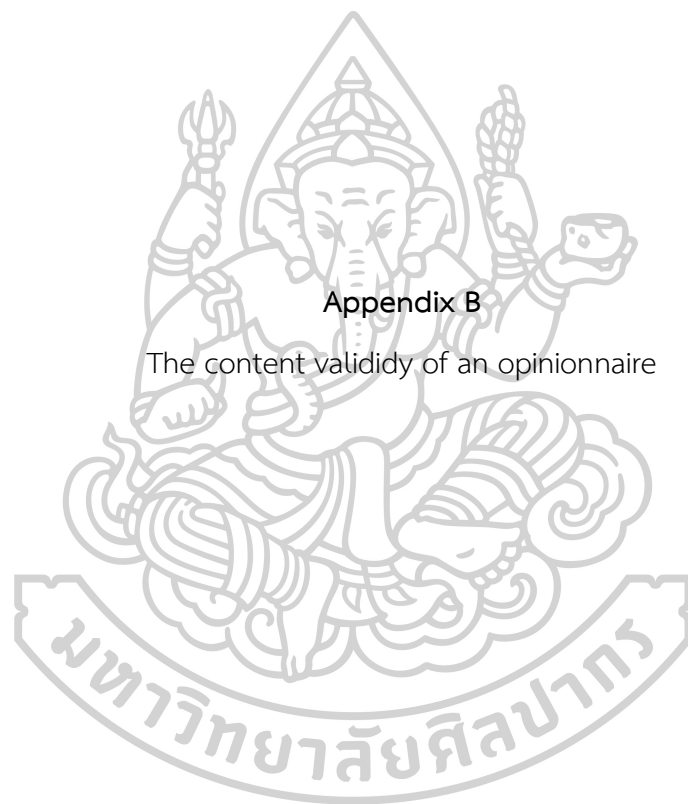
Faculty of Education, Silpakorn University

Department of Educational Administration

Telephone /Fax No. +6634 219 136

The list of 3 honorary experts in examining the content validity (IOC)  
 “Counseling Service Performance of Shanxi University”

1. Name Assist. Prof. Dr. Kanyarat Muangkaew  
 Education Background Ph.D. (Applied Psychology)  
 Current Position A professor in Department of Psychology and  
 Guidance, Faculty of Education,  
 Silpakorn University  
 E-mail address s.kanyarat@gmail.com
2. Name Assist. Prof. Saisuda Tiancharoen, Ph.D  
 Education Background Doctor of Philosophy (Educational Administration)  
 Current Position A professor in Department of Educational  
 Administration, Faculty of Education,  
 Silpakorn University  
 E-mail address saisuda.tiancharoen@gmail.com
3. Name Assoc. Prof. Sakdipan Tonwimonrat, Ph.D  
 Education Background Doctor of Philosophy (Educational Administration)  
 Current Position A professor in Department of Educational  
 Administration, Faculty of Education,  
 Silpakorn University  
 E-mail address sakdipan55@gmail.com



Appendix B

The content validity of an opinionnaire



## The content validity (IOC) of opinionnaire

## “Counseling Services Performance of Shanxi University”

No	Counseling service performance of Shanxi University	Expert			IOC	Yes No
		1	2	3		
<b>1. Establishing a counseling relationship</b>						
1	Counselor introduce themselves to each other.	+1	+1	+1	1.0	Yes
2	Counselor explain the nature of counseling to each other.	+1	+1	+1	1.0	Yes
3	Counselor limits roles of counseling to each other.	+1	+1	+1	1.0	Yes
4	Counselor explain objectives of counseling to each other.	+1	+1	+1	1.0	Yes
5	Counselor explain special relationships of counseling to each other.	+1	+1	+1	1.0	Yes
6	Counselor visiting students with warm and courteous.	+1	+1	+1	1.0	Yes
7	Counselor visiting students with patient, neat, generous, decent in dress, generous and prudent behaviour.	+1	+1	+1	1.0	Yes
<b>2. Collect information</b>						
8	Counselors through the conversation, understand the basic situation and existing psychological problems to each other.	+1	+1	+1	1.0	Yes
9	Counselors through the observation, understand the basic situation and existing psychological problems to each other.	+1	+1	+1	1.0	Yes
10	Counselors through the listening, understand the basic situation and existing psychological problems to each other.	+1	+1	+1	1.0	Yes

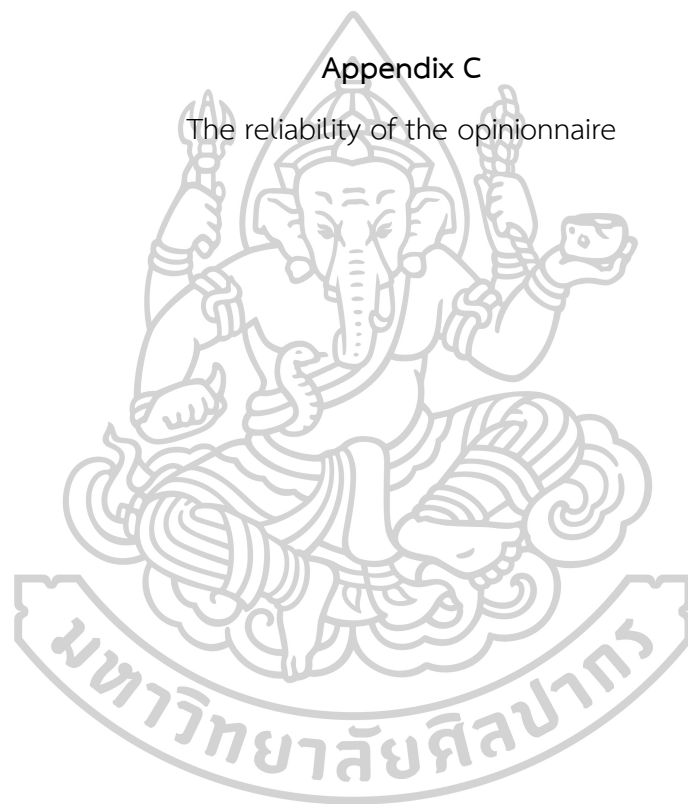
	Counseling service performance of Shanxi	Expert				Yes
11	Counselors through psychological tests, understand the basic situation and existing psychological problems to each other.	+1	+1	+1	1.0	Yes
<b>3. Analysis and diagnosis</b>						
12	Through communication, counselors determine the types of psychological problems of visiting students.	+1	+1	+1	1.0	Yes
13	Through communication, counselors determine the nature of visiting students' psychological problems.	+1	+1	+1	1.0	Yes
14	Through communication, counselors determine the adaptability of visiting students to psychological counseling.	+1	+1	+1	1.0	Yes
15	Through communication, counselors analyze the degree of psychological problems of visiting students and treat them differently.	+1	+1	+1	1.0	Yes
16	Through communication, the counselor seeks the cause of the other's psychological problems.	+1	+1	+1	1.0	Yes
<b>4. Formulate counseling objectives</b>						
17	Counselor formulate of counseling objectives follow some basic principles.	+1	+1	+1	1.0	Yes
18	Counselor objectives shall be jointly formulated by both consultants.	+1	+1	+1	1.0	Yes
19	Counselor ensure the pertinence of psychological counseling objectives.	+1	+1	+1	1.0	Yes
20	Counseling objectives of counselor the unity of intermediate goal and final goal.	+1	+1	+1	1.0	Yes
21	Counselor's intermediate goal is consistent with	+1	+1	+1	1.0	Yes

Counseling service performance of Shanxi		Expert				Yes
	the ultimate goal.					
22	Counseling objectives of counselor is clear and feasible.	+1	+1	+1	1.0	Yes
<b>5. Selecting counseling Options</b>						
23	Counselor use the purpose of counseling methods to select counseling plan.	+1	+1	+1	1.0	Yes
24	The implementation requirements of counselor' counseling plan.	+1	+1	+1	1.0	Yes
25	Whether the counselor' counseling plan can achieve the expected purpose.	+1	+1	+1	1.0	Yes
26	Counselors tell visiting students to be patient during the counseling process.	+1	+1	+1	1.0	Yes
<b>6. Implement guidance and assistance</b>						
27	Counselors use different coaching methods during the coaching process.	+1	+1	+1	1.0	Yes
28	For visiting students' psychological problems, counselors will recommend different counseling methods.	+1	+1	+1	1.0	Yes
29	For visiting students' psychological problems, counselors use different coaching methods to help visiting students.	+1	+1	+1	1.0	Yes
30	The counselor assisted the students with different methods.	+1	+1	+1	1.0	Yes
<b>7. Consolidate the effect</b>						
31	Counselor point out the achievements and progress of the visiting students	+1	+1	+1	1.0	Yes
32	Counselor reviews and summarizes the visiting student's psychological problems with the visiting student.	+1	+1	+1	1.0	Yes

	Counseling service performance of Shanxi	Expert				Yes
33	Counselor reviews and summarizes the visiting student's psychological problems with the visiting student	+1	+1	+1	1.0	Yes
34	Counselor reviews and summarizes the visiting student's counseling process with the visiting student.	+1	+1	+1	1.0	Yes
35	Counselor guide visiting students to consolidate their progress.	+1	+1	+1	1.0	Yes
36	Counselor encourage students to apply the lessons gained in counseling to their daily lives.	+1	+1	+1	1.0	Yes
<b>8. Tracking feedback</b>						
37	Counselor asked visiting students to fill out an information feedback form.	+1	+1	+1	1.0	Yes
38	Counselor regularly invites visiting students for interviews.	+1	+1	+1	1.0	Yes
39	Counselors interview other people to get a sense of the students being interviewed.	+1	+1	+1	1.0	Yes
40	Counselor use feedback information to improve counseling.	+1	+1	+1	1.0	Yes

Appendix C

The reliability of the opinionnaire



		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.963	39



## Items of statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	123.09	531.948	.769	.962
A2	123.12	562.172	.176	.965
A3	122.71	543.924	.561	.963
A4	123.34	550.863	.423	.964
A5	123.04	537.756	.664	.962
A6	122.60	548.573	.583	.963
A7	123.13	548.994	.376	.964
A8	122.72	545.985	.722	.962
A9	122.93	537.600	.716	.962
A10	122.79	551.023	.551	.963
A11	122.48	557.857	.388	.963
A12	122.72	557.809	.355	.964
A13	122.98	549.428	.579	.963
A14	123.02	536.439	.693	.962
A15	122.70	544.939	.671	.962
A16	122.96	542.504	.652	.962
A17	123.12	541.799	.690	.962
A18	122.75	547.530	.523	.963
A19	122.67	542.991	.698	.962
A20	122.83	548.673	.505	.963
A21	122.98	532.549	.853	.961
A22	123.00	548.703	.449	.963
A23	122.83	539.882	.693	.962
A24	123.13	537.301	.744	.962
A25	122.61	546.219	.657	.962
A26	122.80	546.313	.483	.963

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A27	122.76	545.327	.692	.962
A28	123.03	539.702	.602	.963
A29	122.92	540.401	.622	.963
A30	123.17	533.816	.746	.962
A31	122.67	542.200	.686	.962
A32	122.66	538.094	.766	.962
A33	122.88	540.656	.841	.962
A34	122.96	528.020	.806	.961
A35	123.05	535.481	.747	.962
A36	122.57	543.084	.685	.962
A37	123.05	531.920	.808	.961
A38	122.86	541.507	.709	.962
A39	122.91	543.465	.644	.962
A40	122.91	543.465	.644	.962







Appendix D  
A completed Opinionnaire



An Opinionnaire for the study of  
 “Counseling Services Performance of Shanxi University”

This opinionnaire is used to collect the Shanxi University counselors’ opinions. Most of those opinions are very valuable and advantageous for the academic research summary. The researcher will complete secrecy, promised not to put your opinions provided to anyone else (such as leadership, students and parents, etc.), will not have any adverse impact to you. Therefore, I request you to answer all items. This opinionnaire consists of 2 parts:

Part 1: The Respondents’ Status

Part 2: The Counseling Services Performance of Shanxi University

Thank you very much for your willingness and participation.

(Miss Li Xin)

An Acting Student of Master of Education (Educational Administration)

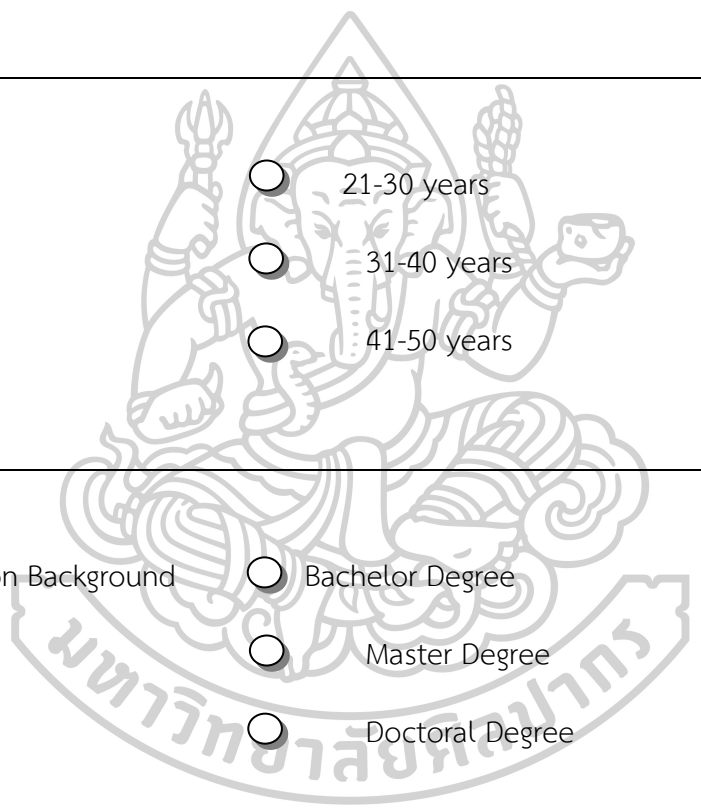
Department of Educational Administration,

Graduate School, Silpakorn University

**Part 1** : The Respondents' Status

**Direction** : Write the sign ✓ in  which according to your status.

1. Gender	<input type="radio"/> Male <input type="radio"/> Female
2. Age	<input type="radio"/> 21-30 years <input type="radio"/> 31-40 years <input type="radio"/> 41-50 years
3. Education Background	<input type="radio"/> Bachelor Degree <input type="radio"/> Master Degree <input type="radio"/> Doctoral Degree



**Part 2** : The Counseling Service Performance of Shanxi University.

**Direction** : Write the sign ✓ under the number 5, 4, 3, 2, or 1. In your opinion, which level is the counseling service performance of Shanxi University?

- 5 means Counseling service performance of Shanxi University is at the highest.
- 4 means Counseling service performance of Shanxi University is at the high.
- 3 means Counseling service performance of Shanxi University is at the moderate.
- 2 means Counseling service performance of Shanxi University is at the low.
- 1 means Counseling service performance of Shanxi University is at the lowest.

No	Counseling service performance of Shanxi University	Opinion Level				
		5	4	3	2	1
<b>1. Establishing a counseling relationship</b>						
1	Counselor introduce themselves to each other.					
2	Counselor explain the nature of counseling to each other.					
3	Counselor limits roles of counseling to each other.					
4	Counselor explain objectives of counseling to each other.					
5	Counselor explain special relationships of counseling to each other.					
6	Counselor visiting students with warm and courteous.					

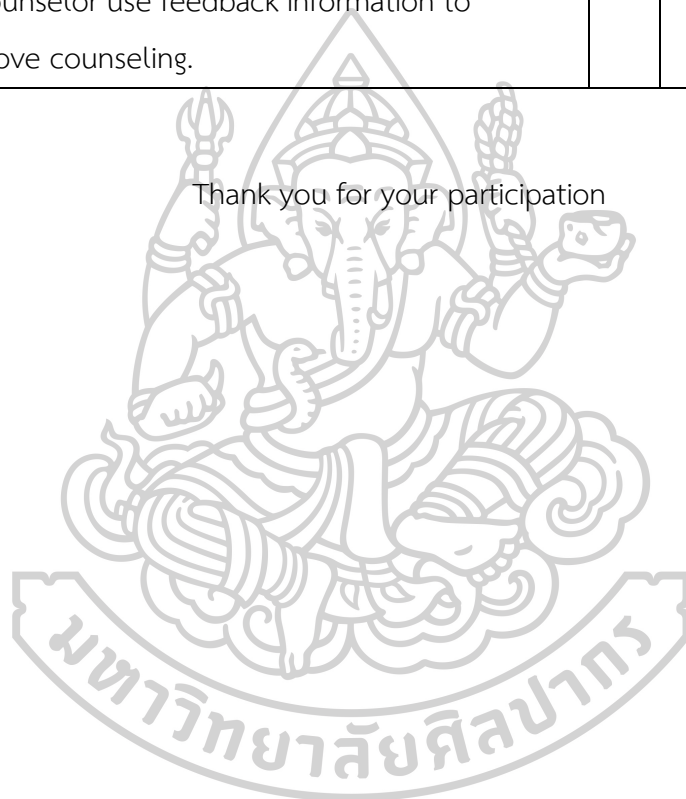
No	Counseling service performance of Shanxi University	Opinion Level				
		5	4	3	2	1
7	Counselor visiting students with patient and prudent behaviour. Counselor visiting students with neat and decent in dress and generous in behavior.					
<b>2. Collect information</b>						
8	Counselors through the conversation, understand the basic situation and existing psychological problems to each other.					
9	Counselors through the observation, understand the basic situation and existing psychological problems to each other.					
10	Counselors through the listening, understand the basic situation and existing psychological problems to each other.					
11	Counselors through psychological tests, understand the basic situation and existing psychological problems to each other.					
<b>3. Analysis and diagnosis</b>						
12	Through communication, counselors determine the types of psychological problems of visiting students.					
13	Through communication, counselors determine the nature of visiting students' psychological problems.					
14	Through communication, counselors determine the adaptability of visiting students to psychological counseling.					

No	Counseling service performance of Shanxi University	Opinion Level				
		5	4	3	2	1
15	Through communication, counselors analyze the degree of psychological problems of visiting students and treat them differently.					
16	Through communication, the counselor seeks the cause of the other's psychological problems.					
<b>4. Formulate counseling objectives</b>						
17	Counselor formulate of counseling objectives follow some basic principles.					
18	Counselor objectives shall be jointly formulated by both consultants					
19	Counselor ensure the pertinence of psychological counseling objectives.					
20	Counseling objectives of counselor the unity of intermediate goal and final goal.					
21	Counselor's intermediate goal is consistent with the ultimate goal.					
22	Counseling objectives of counselor is clear and feasible.					
<b>5. Selecting counseling Options</b>						
23	Counselor use the purpose of counseling methods to select counseling plan.					
24	The implementation requirements of counselor' counseling plan.					
25	Whether the counselor' counseling plan can achieve the expected purpose.					
26	Counselors tell visiting students to be patient during the counseling process.					
<b>6. Implement guidance and assistance</b>						

No	Counseling service performance of Shanxi University	Opinion Level				
		5	4	3	2	1
27	Counselors use different coaching methods during the coaching process.					
28	For visiting students' psychological problems, counselors will recommend different counseling methods.					
29	For visiting students' psychological problems, counselors use different coaching methods to help visiting students.					
30	The counselor assisted the students with different methods.					
<b>7. Consolidate the effect</b>						
31	Counselor point out the achievements and progress of the visiting students					
32	Counselor reviews and summarizes the visiting student's psychological problems with the visiting student.					
33	Counselor reviews and summarizes the visiting student's psychological problems with the visiting student					
34	Counselor reviews and summarizes the visiting student's counseling process with the visiting student.					
35	Counselor guide visiting students to consolidate their progress.					
36	Counselor encourage students to apply the lessons gained in counseling to their daily lives.					
<b>8. Tracking feedback</b>						
37	Counselor asked visiting students to fill out an					

No	Counseling service performance of Shanxi University	Opinion Level				
		5	4	3	2	1
	information feedback form.					
38	Counselor regularly invites visiting students for interviews.					
39	3. Counselors interview other people to get a sense of the students being interviewed.					
40	4. Counselor use feedback information to improve counseling.					

Thank you for your participation





## VITA

**NAME** MissLi XIN

**DATE OF BIRTH** 1996.1.18

**INSTITUTIONS ATTENDED** A.D. 2000 - 2006 Graduated from a primary/  
elementary school

A.D. 2006 - 2009 Graduated from a junior high school

A.D. 2009 - 2012 Graduated from a senior high school

A.D. 2012 - 2016 Graduated with a bachelor's degree  
in engineering.

A.D. 2019 - now Pursuing a master's degree  
in educational administration,  
educational administration department,  
Graduate school of Silpakorn University

**Working Experience**

A.D. 2016 - 2018 Business officer in the new media  
industry

A.D. 2022 Business officer in Science and  
technology server platform.

**HOME ADDRESS** Xinzhou City, Shanxi prov.China 034000

