

Research on the Present Situation of College Students Against the Background of New Media*

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Abstract—New media has become the main tool and means of information communication and interpersonal communication. It transmits a large amount of information in different fields such as study, life, entertainment and consumption of college students, and exerts a subtle influence on various aspects of students' life and social behaviors. Analyzing the ideological status quo and behavior of college students against the background of new media is not only the focus of our research and analysis of the negative impact of relevant media on college students, but also the theoretical basis of helping college students make proper and reasonable use of social media.

Keywords—new media; college students; thoughts; analysis of current situation

I. INTRODUCTION

As a special group, college students are supposed to live in a quiet "ivory tower", study and research seriously. However, as new media has broken the bottleneck of the traditional education model, an increasing number of students get to be well informed and know the society through it, which has a great impact on traditional media and teaching.

II. BASIC SITUATION OF COLLEGE STUDENTS' UTILIZATION OF NEW MEDIA

With the rapid development of new media era, people can obtain information through various channels, not just traditional ways of newspapers, periodicals, television and radio etc., but also new media. The author has conducted a sample survey of some college students and made a statistical analysis of their status of surfing the Internet. The results of the survey on "your main source of information" are as follows:

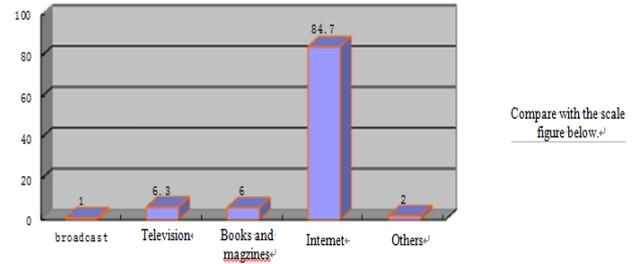


Fig. 1. The results of the survey on "your main source of information".

Radio accounts for 1%; television accounts for 6.3%; others accounts for 2%; books and magazines accounts for 6%; network for 84.7%. (see "Fig. 1")

As the main channel for students to obtain information, to what extent do students really utilize the new media? So some surveys were conducted on the content that students are engaged in when using new media. It has been found that (as shown in "Fig. 2") only 15.86% of the activities of them were for study; 21.73% for playing games, 35.67% for online games for boys especially; 52.96% for social media like online chat, weibo and blogs, etc. ; 9.45% for shopping, and the ratio on area is expanding.

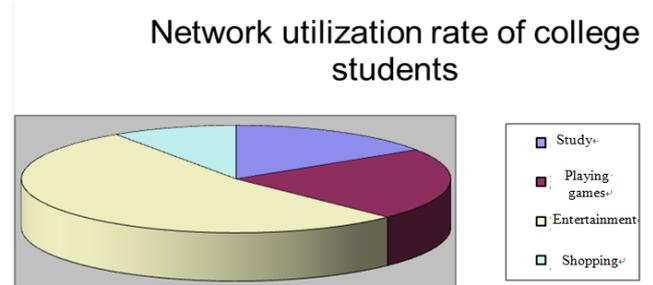


Fig. 2. The content that students are engaged in when using new media.

Similarly, it was found in the survey that the extensive use of mobile phones among the interviewed students further improved the convenience and universality of social media. The ratio of students who use mobile phones in their spare time reaches 87%, and even 13.5% of students surf the Internet or have the desire of surfing the Internet during class. Among students, just 7.8 percent had been online for less than one year, 57 percent had been online for more than one year and 35.2 percent had been online for five years.

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Through data analysis, it can be seen that the probability of students using online learning is not high, and they are more likely to use social media for entertainment and chatting. Many students begin to skip classes, stay up late on the Internet, and become phubbers, which seriously affect their study. Some college students are even in lack and deviation of values because of the Internet. They cannot have a good understanding of some social problems, and suffer from physical diseases such as nausea, vomiting and mental malaise, as well as psychological diseases such as depression, and even the behavior of self-harm and hurting others.

On the other hand, new media plays an increasing positive role in promoting students. It is investigated that 21% of college students are keen to use the remaining monthly living expenses in online store marketing and self-employment, because the threshold of online marketing is very low, requiring only 595-1950 yuan to start a business. This is exactly in line with the characteristics of contemporary college students, such as imagination, eager for change, love for innovation and entrepreneurship, pursuit of self-reliance and independence, and strong curiosity.

Therefore, it must be clear that everything has two sides. On the one hand, the rapid development of science and technology will inevitably promote the continuous update of network technology to meet the needs of the growing population. New media enables students to break through the walls of knowledge acquisition from school and to use various new media platforms for communication. For example, they can use big data, cloud services, VR, AR, BBS, MOOC, QQ, post bar, space, micro blog and WeChat, etc. As a leader in the Internet era, the platform enables people to quickly learn to use the latest information tools, experience more novel and fashionable things, spend more time on online reading, entertainment and communication, learn more about people and things in the world, and strengthen the position of relying more on and trusting the using of Internet to acquire knowledge. On the other hand, due to excessive reliance on new media, college students only remember to use tools such as QQ, WeChat, tianya community and FaceBook to "flood the screen", but forget the rich and colorful world that they live in. Through "flooding the screen" the young generation loses the curiosity of familiar people or things around them, the concern between people, the interest in unknown things, and the basic trust in others and the society. At the same time, through "flooding the screen", students get indifferent to the family affection and the friendship between classmates, and ignore too much wonderful and touching things around them.

III. ANALYSIS OF COLLEGE STUDENTS' IDEOLOGICAL STATUS AGAINST THE BACKGROUND OF NEW MEDIA

Education experts have such a remark on college students of the post-90s generation: "using the network as the 'long tassel', to bind the 'lion' of their ideal; unprecedented environment, created an unprecedented generation."¹ But the author argues that this remark is more appropriate for the post-95s generation. Dramatic changes have taken place in their lifestyle, personality and environment. The impact and social responsibility of new media is a practical issue facing

every teacher and student. It is not just a matter of whether to use new media, but how to use it.

A. Sociological Analysis

Since the 1990s, new media have been rapidly updating, especially in recent years when there are changes almost every day. In addition, with the rapid improvement of economic development, the new media has become a hotbed for the increasing desire for economic and material enjoyment of people to be satisfied. According to the survey made by international media, China's post-1995 generation leaves the world with the impression that they are more knowledgeable, open-minded and self-reliant, but unwilling to endure hardship. They live on the Internet, pay attention to public affairs, speak out to the world, and tend to suffer from housing problems and emotional problems. In the material aspect, they have extravagant consumption idea with a strong tendency to worship money, empty and confused spirit, and lack the sense of security and correct values. At the same time, the students who grew up in this period also have a positive side. They are simple and lovely, not artificial, not over polite, advocate freedom, dilute authority, love to play and love life, get along with both Chinese and foreign and is a trustworthy group. Especially the development of new social media platforms has led to the strong desire of self-pursuit, the pursuit of space, the alternation and evolution of avant-garde thoughts and the right of speech.

B. Analysis from the Perspective of Economics

The rapid development of new media and the rapid promotion of social platforms make the information more mobile and more widely available. In the face of rampant materialism, the further widened gap between the rich and the poor, contradictions and conflicts have reached an unprecedented realistic environment. This generation of students attaches great importance to money. They are not only satisfied with the basic life, but also have a high demand for the quality of life. They pursue fashion brands and impulse consumption, overdraft consumption, and even loan consumption are common occurrences among them. Faced by the temptation of delicate pages of commodities with large discount and many gifts, they are getting less rational in consumption. This causes students to have the low requirements on themselves and fall to disorder consumption due to the failure of controlling themselves.

C. Analysis from the Perspective of Culture

With the rapid development of network technology and the promotion of network, there are more and more ways to spread culture. In particular, the large-scale application of new media such as mobile phone network, mobile TV and Internet shorten the distance between people. The whole world is like a village, which has enhanced the cultural exchange between people. Different values impact and merge with each other. However, at the same time, under the influence of bad culture, the phenomenon of "flash marriage and flash divorce" is on the rise in today's society. Problems within the family are also increasingly prominent, and the divorce rate increases. Many students are forced to feel the

pain of family disintegration at an early age, which is also one of the important factors for the formation of unsociable personality and mental deficiency of students.

Someone once made such a remark to describe this generation of college students: "there is a childishness called maturity; they never grow up or want to". With the improvement of economic level and the over-indulgence of parents, some students become addicted to the Internet and virtual space. In the virtual space they have built a lot of circles of friends the relation with who are neither close nor loose. They are self-advocating, unwilling to face or escape from reality, and reduce the communication with parents, teachers, classmates and friends, with relatively weak concept of family affection. They are unwilling to share with others. They lack the awareness of cooperation with others and tend to shirk responsibility with reluctance of facing difficulties. However, in the occasion of graduation, encounter of setbacks in the process of work, relationship or interpersonal communication, they will be all at sea, refuse to go to work and try to justify oneself as if they were flowers in the greenhouse.

D. Analysis from the Perspective of Psychology

College students' psychological cognition has reached a high level, but it is not sound enough and easy to be affected by external factors, especially the influence of network factors is the most obvious. Some students show inferiority, pleasure, stimulation, imbalance, indifference and other psychological diseases, and even negative behavior such as self-harm.

According to Freud's psychoanalytic theory, personality is divided into Id, ego, superego.² The id is a person's most basic and primitive needs, including the needs for learning and sex, and follows the principle of happiness. The ego belongs to the category of consciousness and rationality. It is between the individual's natural physiological need and the social behavior standard, uses the adjustment function and follows the reality principle. The superego is the result of the individual's pursuit of moral development and the yardstick of self-restraint, which belongs to the moral category. Due to the rapid development of network technology, students are addicted to the Internet. They are showing emotional and complicated ideological characteristics. Weak-willed, they are unable to overcome the adverse effects of the objective environment and subjective desire through self-control. In particular, a large amount of temptations and incorrect value guidance on the Internet lead to the minimized moral constraint of the superego, and the increasing demand of the id. Being indifferent to people and things, they only care about whether their needs are met. When the needs cannot be met, they will suffer from imbalances, pessimism, lack of self-confidence, depression and other psychological diseases.

IV. CONCLUSION

Only by studying and analyzing the ideological status quo and behavioral performance of college students against the background of new media can the researchers provide effective research basis for college education and teaching.

And only through correctly analyzing these data and understanding the specific ideological status quo and behavioral characteristics of college students, can effective and pertinent solutions be put forward to better serve students. It is of far-reaching significance to correctly use new media, innovate education mode and stimulate students' subjective initiative so as to fulfill the mission of teaching and educating people, and cultivate a large number of qualified applied talents for the society.

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