The Digital Labor of "Generation Z" : The Behavior of Contemporary College Students Using Online Media Platforms from the Perspective based on Communication Political Economy

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ABSTRACT

"Generation Z" is a generation growing up in the environment of digital media and network. Under the influence of network, they gradually establish their own values and world outlook, and seek for self-identity in the vast world constructed by digital construction. Political economy of communication is a branch of communication, which is different from the empirical research path of other communication studies. It focuses on the influence of communication as an economic force on society and the control of communication activities by social political and economic authorities. From this perspective, every behavior of people hides its connotation of economics and a deeper level of criticism. It is from this perspective, this paper chose the Z generation this special group, contemporary college students as the research object, through the survey method to explore the basic characteristics of contemporary college students online media platform using behavior and objective law, trying to understand the psychological demands of related behavior behind its understanding of the behavior and for the recognition of the number of labor, Furthermore, the media literacy education of college students will be promoted faster and better, and the media literacy of college students will be comprehensively improved to help them use media in a better way.

Keywords *Generation Z, Digital Labor, and Digital Labor Prosumers Communication Political Economy Media Literacy Education for College Students*

1. THE INTRODUCTION

With the continuous progress of science and technology, new media has gradually entered thousands of households, and its emerging multi-media form has also become a place for every new generation to re-establish their self-identity. The characteristics of new media communication include individualization of communication platform, diversification of communication mode and change of communication mode. [1] In the process of using new media, many communication theories of the last century still play an indelible role behind various social phenomena. Erving Goffman put forward the concept of "self-presentation" in his 1959 book "The Presentation of Self in Everyday Life" [2], at the same time, it also points out that in the book, in daily life, whether it is statistically, or from the scientific point of view, in fact we all can't completely fine local decided to your life, achieve their purpose. We

live by reasoning. The projection of interpersonal relations in real life makes the individuals hidden behind the network gradually return to reality in social media. They are exposed to the network as their real identities in real life, and even are noticed and understood by others unconsciously. [3] The concept of digital labor originates from the perspective of western communication political economy. It tears apart the essence of Internet use behavior like peeling an onion, and reaches to the essence of things. It reconstructs the world outlook and methodology of people's observation and understanding of things from the perspective of critical thinking. The word "digital labor" directly shows the clear stand and attitude of communication political economy for people's Internet use behavior.

College students are heavy users of network media platform, the network media platform for a lot of time and money, they have in the Internet and other crowd behavior characteristics of different age levels, "young"

Internet addiction "ring network center" and other new words once became a hot issue network, to the negative self-talk and directs all social groups for the attention of the college students' Internet use behavior. In addition to the surface usage habits, the psychology behind college students' use of network media platforms has also been a subject of much discussion in the academic circle. The motivation of college students' use of network media and their performance in the Internet environment deserve further exploration and discussion.

2. LITERATURE REVIEW

Xia Bingqing from School of Communication of East China Normal University published an article in 2020, which integrated the concepts, schools and subjectivity of digital labor in China and the West for the first time, and further clarified the two major directions of current digital labor research: professional digital labor and productive consumer digital labor. On the basis of this analysis, he proposed that digital labor research should return to the study of the construction of laborers' subjectivity. [4] of south China university of technology, school of journalism &communication Jiang Ying is discussed in the article Web3.0 time users are constantly improve the independent creative ability in the Internet, a gradual trend "labor is changed", innovative summarizes the three types of emotional labor, namely performance regulation, act in an opera in indirect bootstrap class, plays, reveals the present Internet industry will be achieving the user's emotional along with work achievement commercialization, exploitation of netizens, emotional expression regulation users to achieve the basic purpose of capital accumulation, and the dialectical admitted that the social value of emotional labor. [5] From the perspective of digital labor, Zhou Xiaoyu of Nankai University explored the digital labor patterns of users in different social platforms, so as to reveal the information exploitation mechanism of capital on the audience. [6] Without exception, these scholars talked about the concept, function and influence of digital labor in the new media environment, but at the same time, we can see through these studies that there are still few studies on the "digital labor" behavior of Generation Z college students. The purpose of media literacy education for contemporary college students is to improve their ability

to use media and identify media information, and to guide college students to correctly understand and accumulate media information.[7]

3. RESEARCH METHOD

The social fact studied by sociology is the phenomenon of non-dualistic social historical relations, and the sociological explanation of this phenomenon is itself such a social fact. [8] As a major branch of social science, communication studies follow research methods similar to those of sociological studies.

The author mainly adopts the investigation method and interview method two methods for Z generation students groups was sampling research, on the premise of have not yet learned the questionnaire and interviews on the part of the college students' questionnaires and interviews, real-time some quantitative results are obtained, and also laid a qualitative analysis of the research. The author mainly adopts the investigation method of Z generation students groups was sampling research, on the premise of have not yet learned the questionnaire content of part of the questionnaire survey of college students, some quantitative results are obtained, and also laid a qualitative analysis of this research may, on the psychological factors behind the behavior of a certain extent.

4. DATA ANALYSIS
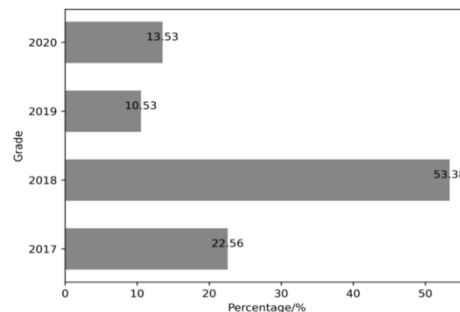
Fig.1 The distribution of grades

Among the 200 students who participated in the survey, it can be seen that college students of all grades are involved, but the students who participated in the questionnaire are mainly millennials.
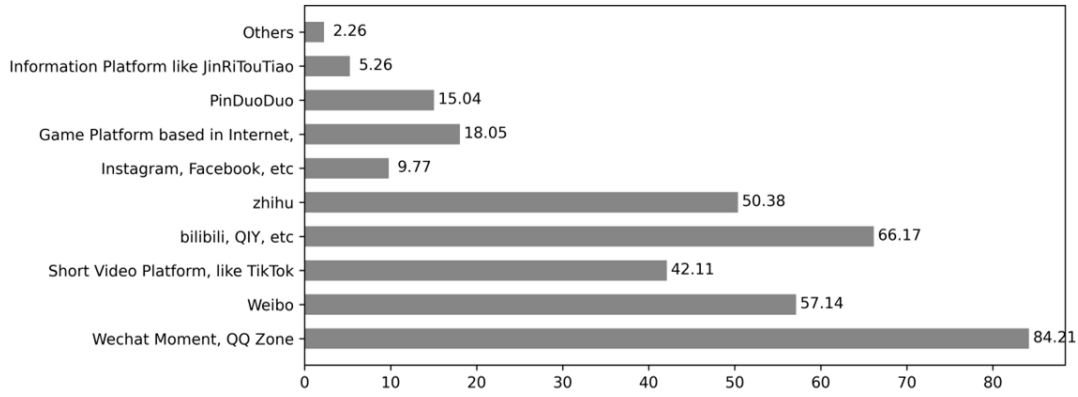
Fig.2 The distribution of Internet media

In terms of their preferences for using online media, online media platforms with domestic social networking as the main function and video communication as the main function occupy a place. Secondly, knowledge-based media platforms also have a high frequency of use.
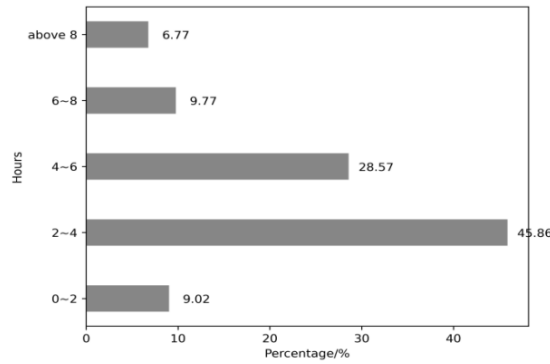

Fig.3 The distribution of using time

In time on the use of network media platforms, we can see most of the students surveyed the use time of network media platform focused on the 2 ~ 6 hours, but should not be neglected is part of the students use the Internet media platform for more than 6 hours, more a part of students as a user, the depth of the network media platform using the use of the network media platform they one day time up to 8 hours.
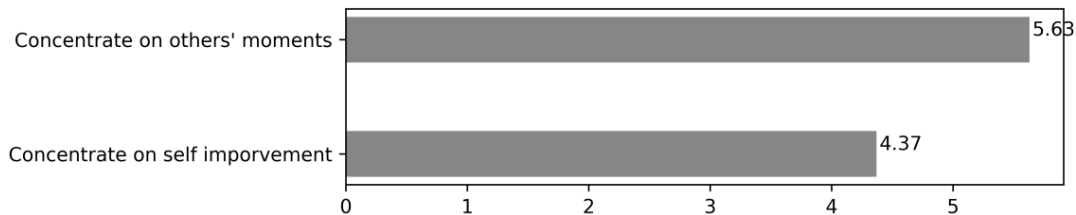

Fig.4 The distribution of what they are concentrating on(10 as the full score)

For most students, attention to the dynamics of others occupies more usage than attention to their own content shaping, which must also reflect that the behavior of college students in using online media platforms can be summarized as paying more attention to others than to themselves.

Based on the self-presentation theory proposed by Erving Goffman, when people pay attention to their own content shaping, they will show a side that is different from or completely contrary to the completely real self, and the material they finally present also becomes the exquisite human design shaped by people on the virtual platform of the Internet. People rearrange their self-image and put it into a virtual glass window for others to view and admire or criticize. At this time, people have become unknowingly on the Internet producers and sellers.

In contrast, when paying attention to the dynamics of others, people are more calm in their psychological state, so people are more likely to show a state of out-of-control control of time. Unbeknownst to people who spend their time and energy freely indulging in someone else's well-groped self-image, there is a bigger problem behind this compulsion to browse.

Through the investigation of college students' money

investment in online media platforms, we find that a large number of students are involved in this kind of

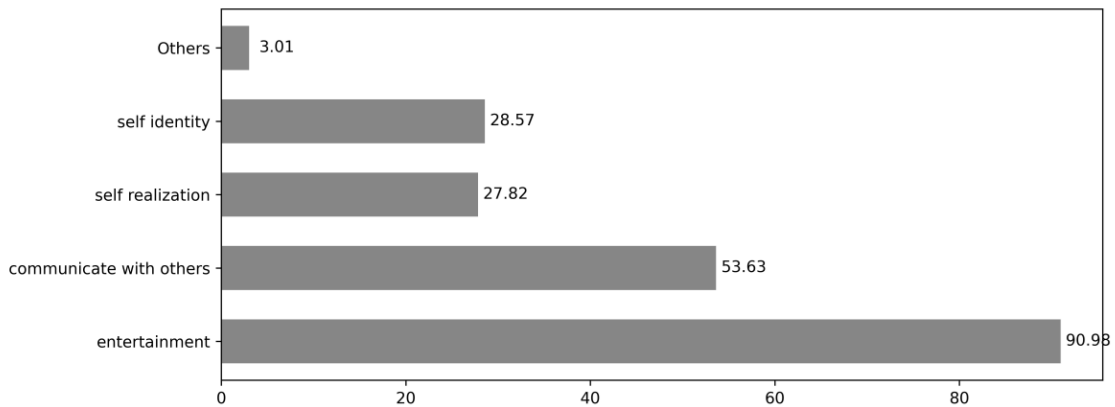superficial labor with commodity nature, which is direct.

Fig.5 Use motivation based on self-experience

The direct work also brings students intuitive psychological feelings, from which we can see that their psychological factors of using network media platform are very pure. But related to the use of long problems,

we can not help but think, a long time behind the operation of entertainment and relaxation can play a much positive and positive effect on people's body and mind.
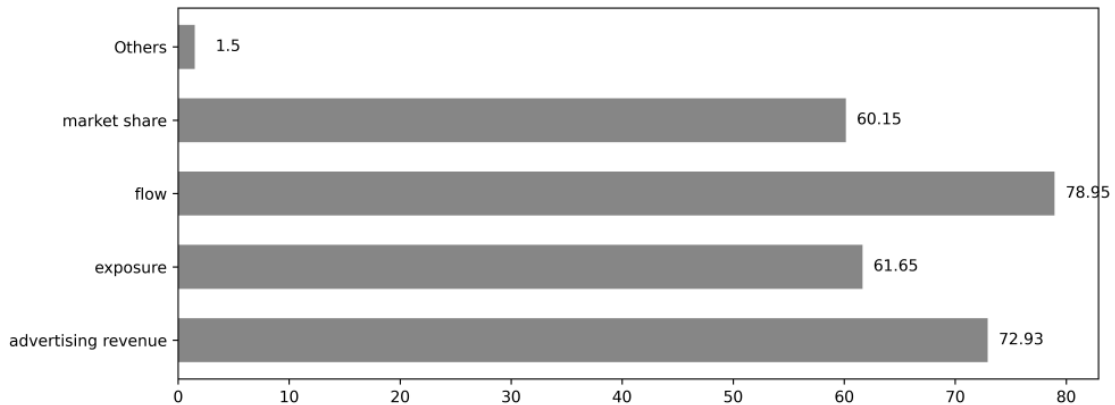
Fig.6 Use motivation based on the Internet media

Then explore the problem from another critical Angle, to change the perspective of the research question, we again conducted the corresponding survey, that is, what do you think your series of actions on the network media platform have brought to the platform itself. It can be seen from the survey results that many students choose traffic and advertising revenue, which are really very intuitive parameters. However, most of the students have not thought deeply about the economic and traffic benefits brought to the platform by users.

We know about college students whether the concept of "digital labor" were investigated, the results not surprisingly, nearly half of the students don't know what is a "digital labor", for "digital labor" "digital labor" concept of the "production" fully understand students accounted for only 9.02% of all the surveyed students, it let us contact to Z generation of college students "digital labor" is actually spread political economics perspective of capital to its deeper, solid economic exploitation.
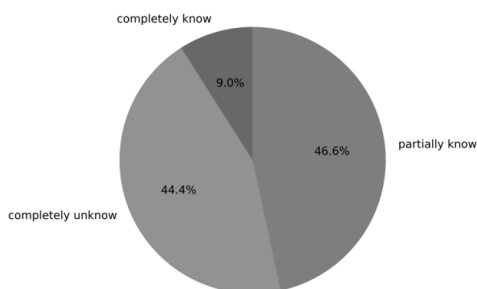
College students are the direct participants of online public opinion, and the media literacy of this group directly affects the trend of online public opinion. The advent of the media era puts forward new requirements for the media literacy of college students, such as information integration, selection and evaluation, and self-reconstruction. [9]

Behind this exploitation feast is a game between college students who lack media literacy knowledge and entertain themselves on their own and network media platforms that make a lot of money because college students unconditionally work for them for a long time

Fig.7 The awareness of the concept of digital labor

with high density digital labor.

5. CONCLUSION

The lack of media literacy education for college students makes them the objects of hidden manipulation by Internet media platforms in the era of new media. Digital labor and labor behind, invest time and energy are numerous university students unconditionally as a platform for output, ignorant of the communication of knowledge production and marketing of the young become a platform to continue under the environment of Internet competition against other main force platform, and how to attract more users a similar number of labor, also seems to be the major platform to the survival of the public policy. Thus it can be seen that implementation of media literacy education among college students is very necessary, and with the booming online world, the future and the road should be how to walk, how to guide students to make better use of media, how to better let the media used for oneself, it is left to the higher education practitioners of a big, but it is also a problem worth thinking about.

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