Research on the Impact of Public Opinion on College Students under the Background of New Media

Xinjie Yu[1], Jinju Chen[2]

[1]Publicity Department, Wenzhou Polytechnic, Wenzhou, Zhejiang, 325035, China

[2]School of Marxism, Wenzhou Polytechnic, Wenzhou, Zhejiang, 325035, China

Abstract

In the network world, college students can be seen everywhere.College students have active thinking and strong information gathering ability. They can cause fierce debate and wide repercussions on the network through the use of a variety of new media, so as to promote the formation of "network public opinion field".The network provides a display platform for college students. They are enthusiastic and energetic on the network, actively explore new things, pay close attention to social changes and development, and can express their opinions and views on hot issues in the society in time.At the same time, network public opinion also reflects the overall quality of contemporary college students, reflects college students' world outlook, outlook on life and values, and plays an important role in the growth of college students.

Keywords

Network Public Opinion; Growth of College Students; Views and Opinions.

1. Introduction

With the rapid development of China's economy and the continuous progress of society, the operability and popularity of smart phones make the popularity of mobile phones higher and higher, and the number of media apps is also more and more, which widens the channels for people to obtain information, express themselves and express their opinions, and people's right to speak is further improved.In this environment, everyone among college students is a "News Publisher" and everyone is a "news critic". This transformation from "online media" to "self media" has brought new challenges and opportunities to contemporary college students, and will also have an impact on their study and life.

2. The Positive Influence of Network Public Opinion on College Students in the New Media Era

2.1. It is Conducive to Expand the Channels for College Students to Obtain Information

In the network environment of the new media era, the channels for college students to obtain information resources are more diversified. To some extent, Internet public opinion provides a channel for college students to tell each other, eliminate troubles and share each other's happiness. If people want to develop, they must learn. Only through learning can people develop their ability and improve their personality.If using the traditional learning methods in the past, college students have to spend a lot of time collecting relevant materials from libraries and bookstores. The emergence of network public opinion not only frees up more free time for college students, but also creates a different development space for college students.By participating in online public opinion on the Internet, college students can easily obtain relevant information and save a lot of time.At the same time, in the process of network public

opinion communication, the openness of network information greatly reduces the cost of College Students' access to information and widens students' cognitive channels. The network public opinion in the new media era, with the help of various social software, further shortens the distance between information and college students, and knowledge becomes "within reach". To some extent, this simplifies the procedure for college students to obtain information, improves cognitive efficiency, and then improves their learning ability.

2.2. It is Conducive to the Release of College Students&Apos; Negative Emotions

In today's society, college students are a group with heavy psychological burden. They are not only facing academic pressure, such as curriculum examination, but also facing the pressure of job choice in the future.At the same time, the development of self personality, love and sex also deeply perplex college students.In the new media era, network public opinion has built an emotional counseling platform for college students to a certain extent.After the emergence of Internet related events, comments under major apps such as microblog, post bar and Zhihu provide an opportunity for emotional communication among college students. Effectively help college students break through the limitations of geographical conditions, establish a dialogue with college students all over the country, greatly meet the communication wishes of college students, and also help college students vent their long suppressed bad emotions. Every outbreak of Internet public opinion is the release of social emotions. Although China continues to improve the petition system at the institutional level to dredge people' s emotions and avoid social risks, there are inevitably many systemic problems in the process of rapid social transformation, such as high house prices, large gap between the rich and the poor, difficult employment and so on. For these problems, college students are also dissatisfied. College students can vent their dissatisfaction and anxiety through Internet public opinion. In the process of network public opinion communication, college students can freely express their views and positions, refute ideas that do not conform to their values, give full play to their subjective initiative, dare to break through social prejudices and barriers, and dare to be themselves.

2.3. It is Conducive to the Development of College Students&Apos; Independent Personality

Independence is one of the important characteristics of personality. It is the ability characteristic of a person to achieve his life goal by relying on his own strength.In the new media era, the spread of network public opinion paves a broad highway for the development of College Students' independent personality.The complexity of the network world creates conditions and opportunities for the development of College Students' autonomous ability.The positive effect of network public opinion on College Students' personality development is mainly reflected in promoting the development of College Students' independent personality.In real life, college students depend on their parents at home and teachers at school.However, in the dissemination of Internet public opinion, everyone is equal. This equality is reflected in the equal status of Internet users. In this case, college students break through the constraints of family and school and weaken their dependence on parents and teachers to a certain extent.Regardless of the status and wealth of college students in the real world, the status of network participants is equal. There is no distinction between high and low. The two sides of the dialogue have the same status and can communicate on the premise of mutual respect.In this equal communication, the personality of college students has been developed equally.After the outbreak of network public opinion, because the network has the characteristics of concealment, college students can express their real feelings with less scruples, which provides a broad space for the independent development of College Students ' personality.At the same time, in the free and hidden network environment, college

students, as social individuals, are always in an active position, can choose, judge, evaluate and think independently, and promote the autonomy of personality.

2.4. It is Helpful for College Students to Deepen Their Self-awareness

The period of college students is the most important growth period in one's life. During this period, college students' world outlook, outlook on life and values tend to form and have great plasticity. Therefore, healthy and positive network public opinion can provide college students with an opportunity to know themselves and understand themselves.During the University, the University emphasizes students' self-management and autonomous learning. In addition to classroom teachers imparting knowledge to students, there is relatively little contact between teachers and students, and there is a lack of communication and exchange.College students who lack the recognition of teachers for a long time are often confused and lack self-awareness.However, the network public opinion environment full of positive energy gives college students an opportunity for self-awareness, self positioning and self-development.Network public opinion is full of various cases of college students. College students can accurately analyze, locate and evaluate themselves by participating in network public opinion and combining their own life development stage, and formulate reasonable goals, so as to realize their life value to the greatest extent.In the process of network public opinion communication, college students will find many groups or individuals with the same views on public opinion, so as to enhance their psychological identity, obtain self-confidence, improve their understanding of themselves and society, strengthen their adaptability to society, and complete the seamless connection from graduation to employment.

3. The Negative Influence of Network Public Opinion on College Students in the New Media Era

3.1. It is Easy to Cause College Students&Apos; Psychological Cognitive Deviation

In the new media era, the diversity of network information is easy to deviate college students' cognitive ability and identification ability. In the past, people's experience basically came from personal experience. In the new media era, excessive participation in network public opinion made college students' cognition of things more single.As a result, the direct experience obtained from real interpersonal communication gives way to all kinds of words and emoticons in the network world.Long term immersion in network public opinion will lead to the cognitive distortion of college students and make college students have more real ideas than reality. By participating in online public opinion, college students will bring a sense of security on the surface. Compared with telling their troubles to the surrounding students and teachers, college students prefer to open their hearts to strangers and dispel their dissatisfaction in the process of participating in online public opinion.If college students face the pure world of their hearts, only communicate on the Internet and only pay attention to network hot events, they may mistakenly think that the network is extremely free, which automatically shields the heaviness and hypocrisy in real life and produces world weariness.When participating in online public opinion, college students are often very excited to participate in comments and forwarding, but once they encounter problems in real life, they will choose to escape and refuse to reveal their real thoughts, which makes college students depressed, anxious, depressed and depressed in their daily life,This phenomenon has a very adverse impact on the mental health growth of college students and the emotional stability between them.

3.2. It is Easy to Lead to the Decline of College Students&Apos; Moral Behavior

From the perspective of real life, moral behavior is the external expression of social life movement under the influence of network morality. It is the externalization of moral knowledge and moral emotion. The deviation of moral cognition and the loss of moral emotion will inevitably lead to the error of moral behavior.From this point of view, the virtual information field lacks the traditional ethical chain of network activities and fuzzy network ethics, and can not measure people's moral foundation in network activities.College students with self-control ability are more inclined to strengthen their position under the influence of social ideological trend, but if college students' emotional experience in social ideological trend is restrained or exaggerated, their control ability will change, or firm acceptance of social ideological trend, or give up acceptance of social ideological trend.But from a macro point of view, college students' cognition in the practice of network activities often inadvertently deviates from the track.

3.3. It is Easy to Lead to the Indifference of College Students&Apos; Real Interpersonal Relationship

Because of the lack of effective control in the network world, it will bring college students a sense of "invisibility", so they can run freely to various network virtual worlds, which also leads to the lack of supervision of their sense of responsibility and obligation.In this environment, people's various potential consciousness is indulged in the basic form, and the sense of social responsibility and social moral consciousness will gradually weaken.Therefore, what they have no courage to say and do in real life will be released in the virtual world, which is also a severe challenge for college students' Ideological and political education.Some college students often avoid face-to-face direct communication and choose cold virtual social networking. The online world is a digital virtual world. When college students participate in the dissemination of online public opinion, it is easy to produce the virtualization of personality.When college students comment on social hot issues on microblog, circle of friends, Zhihu and other new media platforms, college students tend to portray themselves as a virtual character disconnected from the real world.Being in this illusion for a long time is easy to make college students form self virtual personality, which leads to the separation of self and social relationship.However, in real life, human nature is the sum of various social relations, and human growth and practical experience come from social practice.When college students blindly participate in the dissemination of online public opinion, can not take away the identity of the virtual world, only communicate with netizens, and do not communicate face-to-face with real teachers and students, their social ability is seriously reduced.Even face-to-face communication seems to weaken the communication methods. In the long run, it will lead to indifference in interpersonal relations and lack of sense of social responsibility and collective identity.

4. Epilogue

With the enhancement of College Students' sense of social ownership and social responsibility, they are eager to express their views and opinions on the focus events and social hot issues at home and abroad. Therefore, the convenient network has become their platform for "free speech" and "inspiring words".Because college students are in a critical period of physical and mental growth and an embarrassing period of longing for independence but lack of experience, they pay attention to social hot issues, but lack a deep understanding of the essence of social problems, can not deeply analyze problems, are prone to cognitive bias, and are vulnerable to external public opinion.Therefore, the decision-makers of the management departments of colleges and universities should strengthen the research on the network public opinion of colleges and Universities under the background of we media, pay attention to the

analysis and guidance of campus public opinion information, and make the Internet become the front position for colleges and universities to spread positive information and an effective platform to provide public cultural services, so as to make better use of the network public opinion and promote the healthy development of college students.

References

[1] Guan Shixin. Research on the legal boundary of news information dissemination in our media [J]. News research guide, 2017 (10).

[2] Dong Wenbo. Research on network public opinion guidance and stability maintenance mechanism in Colleges and universities from the perspective of we media [J]. School party construction and ideological education, 2015 (6).

[3] Luo Yicheng, Wang Danyi. Research on Internet users' speech expression and action in the context of new media empowerment [J]. Contemporary communication, 2016(2).

[4] Xing Wenxue. Research on the response of Internet public opinion in Colleges and universities in the era of we media [D]. Hunan University, 2014.

[5] Wu Juan. Research on "public opinion coercion" mechanism and coping strategies in the era of we media [J]. News research guide, 2017 (10).