

# Analysis of College Students' Internet Media Dependence and Social Fear

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## Abstract

In recent years, with the development and popularization of Internet technology, the network has become an indispensable part of people's daily life, which greatly affects the behavior mode of college students. Relevant surveys show that among college students who use the Internet, there are generally different degrees of network dependence, and there is a significant positive correlation between College Students' network dependence and social fear. From the social aspect, network dependence is network social media dependence. This paper mainly analyzes college students' network media dependence and their social fear.

## Keywords

Network; Social phobia; Degree of dependence.

## 1. Introduction

In the context of the Internet age, college students' dependence on the Internet is deepening. As an important social communication medium in the mobile network era, social network makes the communication between people tend to be simple and convenient. In addition, with the popularity of smart phones and the diversification of mobile multimedia platforms, college students use social networks for a longer time and a higher frequency. Mobile social platforms such as QQ, wechat, and other user groups are large and increasing, and various online social apps are becoming more and more popular. These have a profound impact on people's lifestyle and social communication methods. In particular, a large number of college students express that they are more willing to interact with others through online ways, and hope to meet their psychological needs. It can be seen that they are highly dependent on online social media. This dependence often has a negative impact on social communication in real life and aggravates the formation of College Students' social fear to a certain extent.

## 2. The Connotation of Media Dependence

The concept of media dependence first appeared in the 1970s by Melvin, a famous communication scholar De Fleur and Sandra It mainly studies the relationship among mass media, audience system and social system. The basic idea of media dependence is to place the media in the social system, media system and media ecological environment composed of audience system, so as to form an inseparable system, so as to study the interdependence between the three systems and observe the dynamic relationship between the macro and micro of each system [2]. The core idea of media dependence is that the audience meets their own needs through all kinds of information on the media, and achieves the psychological demands of different audience groups. With the development of Internet information technology, the Internet not only brings convenience to people, but also makes many people have a strong psychological dependence on it.

The network media dependence studied in this paper refers to people's over dependence on fresh network media tools beyond their normal use habits, so that they can't extricate themselves. After leaving the network media, they often feel inexplicably uncomfortable and lonely. They prefer to focus on online activities and gradually alienate from real life, which will seriously even affect their work, study. Dependence on activities such as interpersonal communication.

### **3. Reasons for College Students' Dependence on Network Media**

#### **3.1. Access to Information**

In the era of big data, information is obtained rapidly and in various ways, and obtaining information through the Internet is the most simple and convenient way. Therefore, the network has become an information dissemination platform loved by the public. Taking Colleges and universities as an example, the vast majority of colleges and universities choose to communicate information in QQ, wechat and other places, which makes college students often pay attention to the news of these platforms in order to obtain information. In addition, they are gradually accustomed to the fragmented reading methods of microblog and other platforms, and the network use time and frequency naturally increase. A survey shows that the frequency of using the network every day can predict the degree of network dependence. The higher the frequency, the higher the degree of network dependence [3]. Therefore, the majority of college students increase the frequency of network use in order to obtain all kinds of information in time, and inadvertently deepen the degree of dependence on the network. For example, during the period of COVID-19, many college students had to attend classes and complete their homework on the Internet because of the delay in their schooling. During the period, more and more students expressed different levels of Internet dependence.

#### **3.2. For Positive Self Presentation**

According to the impression management theory, individuals often selectively show their idealized self-image in social networks, and usually carry out image management through certain impression finishing strategies. In the use of social networks, they obtain specific psychological needs through online positive self presentation, so as to obtain positive psychological experience [4]. Release the dynamics of showing their positive aspects on various network platforms, and the praise, response and positive comments gained from this can be used as an external support to effectively increase the sense of happiness and produce a continuous positive emotional experience in the heart. On the contrary, in order to obtain this positive emotional feedback, people will choose to further strengthen the network self-presentation behavior and produce dependence psychology, which has become a vicious circle.

#### **3.3. Relieve Loneliness**

Before the emergence of the "media dependence theory" of defler and balkiroch, Japanese scholar Yoshiro Lin once put forward the concept of "TV man", that is, a generation born and growing with the popularity of TV, who grew up in the sensory stimulation environment of TV picture and sound. This closed and lack of real social interaction environment leads most of them to develop a lonely and introverted character [5]. A large part of contemporary college students are what Lin xiongerlang called "TV people" or even "computer people", which is easy to produce a strong sense of loneliness and emptiness. However, due to the general environment, they have less opportunities for real communication in their daily life and rarely appear in social occasions, resulting in their general lack of experience and methods of real social communication, that is, their social ability is weak, So consciously or unconsciously, they avoid face-to-face communication and seek online social networking based on social network media.

### **3.4. Anxiety about the Entertainment of Online Content Leads to Media Dependence**

With the rapid development of internet entertainment content, especially short video in recent years, many college students are lost in this short entertainment while watching online entertainment content, and then lose their self perception ability. Taking the popular pan entertainment phenomenon in recent years as an example, the flooding of online popularity, live video and mischief on short videos are typical representatives of Pan entertainment culture. Many college students have followed suit, shooting short videos to expose their daily life, funny behavior and even private life on the Internet, so as to get attention. In addition, the positioning basis of short video platform is entertainment. Because short video is usually short, there must be enough explosion points to think about and seize users. Therefore, short video will be easier to touch the bottom line and red line of transmitting positive energy than other network forms, resulting in a more serious tendency of pan entertainment in society. After entering the University, many students lack the strict constraints of their families and teachers, have no clear goals and life planning, and feel confused about their future life. Therefore, they will be excessively immersed in this pan entertainment short video content, and finally form their dependence on network media.

## **4. Correlation Analysis Between College Students' Internet Dependence and Social fear**

### **4.1. Concept of Social Fear**

Social phobia is also known as social anxiety disorder. People with this disorder are afraid of social conditions, especially being monitored by strangers in public or social occasions, and may be afraid of making shameful behavior and being teased by others. People with social anxiety disorder will have obvious physical and behavioral reactions. In most cases, they will want to escape the immediate social dilemma as soon as possible. This kind of performance will have an impact on their social performance, and then form a vicious circle. In addition, people with social phobia often have autonomic symptoms. Although they also know that there will be no excessive or dangerous situations in social occasions, they will still feel fear unconsciously [6]. In terms of age, college students in China are in adolescence. They generally pay great attention to their own image, have the need to establish good interpersonal relationships, and are eager to get a sense of belonging in the group. However, according to the practical survey and research statistics, 80% of the social phobias are caused by college students. If they are not cured for a long time, they may have a series of negative effects on college students themselves and others.

### **4.2. Correlation Between College Students' Network Dependence and Social Fear**

There is a great correlation between College Students' social fear and Internet media dependence. Before entering the University, many students actually have relatively clear life plans and goals. For example, after college exercise, they hope to obtain good interpersonal relationships, learn solid professional knowledge, make some good friends during college, exercise a good figure and so on. However, in the actual college career, we will encounter one setback or another. In addition, many college students are not really mature psychologically, so it is easy to spend a lot of time, energy and even money on the Internet, hoping to escape the crying and trouble of reality with the help of online games and online chat. Because only in the virtual network environment, they can fully vent the depressed negative emotions and express the emotions suppressed in the depths of their hearts. At the same time, all the dissatisfaction and dissatisfaction in real life can be met in the network. Over time, their interpersonal

relationships in real life become indifferent, and they fall into deeper and deeper loneliness, forming social fear.

In addition, it is not conducive to the maintenance of facial expression and non verbal communication, because it is not easy to misunderstand the expression of facial expression and non verbal communication, which is not conducive to the process of communication. For college students who are not good at face-to-face social activities, online social networking can not see the expression. They can think carefully and then respond, which can really make themselves more cautious and calm. However, most interpersonal relationships will not always stay in the stage of online communication and only carry out social activities online. What we need to understand is that what everyone ultimately wants to show to each other is their true self. Otherwise, the gap between the personal image and the real image in real life displayed only through network communication or network platform, is likely to have side effects on interpersonal relationships. At the same time, it is easy to make college students blur the accuracy of their image cognition, which is not conducive to the treatment of real social relations and the rapid development of personality.

## **5. Countermeasures to Alleviate College Students' Internet Dependence and Social Fear**

### **5.1. Strengthen Target Management and Help College Students Formulate Reasonable Career Planning**

Emptiness and lack of sense of purpose are the common characteristics of many Internet media dependent groups. In most cases, these people habitually indulge in the illusory cyberspace to find vent and stimulation. Through goal management, we can help college students make scientific and rational life planning, establish goals and implementation measures in the short, medium and long-term stages, so that they can realize their value in the real world, find the direction and goal to strive for, and finally achieve success. As university teachers, we should help college students formulate reasonable career planning, establish a correct outlook on life, gradually establish a standardized life, help them reasonably arrange their online time, and take career planning as the core development direction to prevent college students from network dependence due to lost goals, emptiness and loneliness. In addition, teachers should also remind students to clarify their goals before surfing the Internet, to "think twice before you act", browse information targeted, and avoid being a "lost lamb on the Internet".

### **5.2. Strengthen the Psychological Counseling of College Students**

The reasons for college students' social fear mainly come from the psychological level. They indulge in the online world and can't extricate themselves. Over time, they lead to cold interpersonal relations and excessive dependence on online life. Therefore, a series of group psychological counseling activities can be carried out to help college students return from the aimless online world to real life, reasonably arrange online time, and rationally apply network channels to alleviate mental pressure. Secondly, the school can establish a cooperative relationship with the psychological counseling studio in the society, introduce it into the campus to carry out psychological counseling, help college students solve their own problems more effectively, harmonize their interpersonal relationship with others, and cultivate college students' good psychological quality, so as to better face the future life. In addition, colleges and universities can also regularly hold mental health lectures, mental health consultation and other activities in the school. Through the popularization of daily knowledge, they can improve the mental health awareness and health knowledge of each student, improve the self-awareness level of college students, prevent the occurrence of psychological problems and mental diseases, reduce inner contradictions and conflicts, and eliminate their worries.

### **5.3. Strengthen Schoolwork Guidance and Daily Management, and Strengthen Network Behavior Norms**

Colleges and universities should strengthen the enrollment education of college students, help college students complete the psychological transformation process from high school to university, cultivate college students' love and interest in college professional courses through professional education, guide college students to devote their main energy to learning, and avoid college students from indulging in the online world to seek themselves because they lose their motivation and interest in learning. In addition, colleges and universities should also strengthen the classroom management of teachers, strengthen the normative role of counselors in the daily behavior of college students, improve the behavior consciousness of college students, and try their best to create a university learning and living environment that does not take the Internet as the main content of life.

### **5.4. Enhance the Appeal of Extracurricular Activities and Create An Environment for College Students' Interpersonal Skills**

Extracurricular activities are an important carrier for college students to carry out interpersonal communication and cultivate their communication ability. Colleges and universities should constantly strengthen the construction of campus culture. College students' extracurricular activities have the characteristics of independent participation, diverse forms and independence. Through extracurricular activities to create a good campus atmosphere, improve activity facilities, cultivate student associations and establish extracurricular activity mechanism, we can help college students establish their sense of autonomy, develop their potential and improve their social communication skills such as organization, coordination and communication, It can also broaden the level of students' social communication. Colleges and universities should actively carry out attractive and appealing high-quality extracurricular activities, such as the "three walks" movement organized by some colleges and universities, which is very popular and supported by college students; For example, the student union or the Youth League Committee organizes and establishes a "Student Psychological Association" with expert guidance to carry out member training, expert lectures, psychological tests, employment counseling, film and television broadcasting and other activities; Such as carrying out mental health knowledge publicity activities and positive online education activities. Through the development of such activities, we will vigorously mobilize students' enthusiasm for participation, make it the basis for college students to contact and integrate into society, and create a good atmosphere and environment for college students to improve their practical communication ability.

## **6. Conclusion**

Since entering the new century, the rapid development of Internet information technology has enabled people to obtain information more conveniently and efficiently. At the same time, it is also changing people's traditional habits from the aspects of life, study, reading, rest and so on. For the public, in the era of information explosion, a large amount of information is coming, coupled with the rapid rise of various apps and short videos, which has greatly enriched people's spare time and leisure time. As the backbone of the motherland and the successor of socialist construction, college students shoulder the important task of the times. At this stage, many college students face many problems, such as Internet media addiction, excessive dependence and social phobia, which should be considered not only by major colleges and universities in China, but also by the whole society.

For college students, if they can reasonably use network media, they can not only enrich their social circle and strengthen interpersonal relationships, but also learn professional knowledge

more efficiently. However, college students are in puberty and have many characteristics, such as immature personality, strong curiosity, lack of self-discipline and so on, which makes them prone to deviation in network communication and fall into the situation of network dependence of interpersonal communication, which will lead to some students' academic influence due to network communication, alienation of real interpersonal relationship and some pathological symptoms. These problems of network communication dependence have also become a difficult problem for college students themselves, parents, schools and society. It is hoped that through this research, more people can pay attention to the healthy growth of college students and their interpersonal relationship in the network era.

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