Study on the Psychological and Behavioral Patterns of College Students under the New Social Media

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Abstract: It is not only a theoretical problem, but also a practical problem to study the behavior of college students in social networks and the countermeasures of Ideological and political education. At present, the development of Internet and mobile communication technology for the birth of a new social media has become a contains a variety of social and cultural dissemination and communication, social psychology, group social groups living lifestyle and interpersonal relationships complex semantics of new media and social ecological network and information communication become more real-time, intuitive, convenient and widely, which also makes the subject consciousness and constantly enhance the contemporary college students, from the way of thinking to value orientation, from the aesthetic taste to the life etiquette is becoming more and more personalized and diversified, the choice of space is more broad. All these bring new opportunities and challenges to the ideological and political education in colleges and universities.

With the development of the Internet social network and the popularity of smart phones, as young students more likely to try and accept new things, more and more college students to join the ranks of social networking users. In Microblogs, Webchat and other new media network platform to flourish, these new social media in the information at the same time, but also become an important platform for college students to express their own ideas and exchanges. In the "Several opinions of the Ministry of education to strengthen the ideological and political education work into the network" has made it clear that "according to changes in the environment and object of education, make full use of network means to expand the vision of Ideological and political education, correct, positive and healthy ideology and culture occupy the position of network". As a new carrier of College Students' network activity, social network has an important impact on college students. It is worth to pay attention to the ideological and political education work.

Introduction

In recent years, the domestic colleges and universities have begun to realize that the Internet has brought great changes to people's lives, and gradually open up the network as an important position of ideological and political education in colleges and universities. But the change and development of Internet technology and applications is so rapid, it’s urgent for colleges and universities to be guided how carry out more effective ideological and political education of college students from a more long-term perspective with more systematic theory under the new social media platforms.
First, the new social media in information presentation and dissemination showed huge diversified and personalized features, and the formation of a specific cultural phenomenon, with strong tolerance, the impact of authority and order is quite large, penetration in the real and virtual space is very strong. And our educators are still lack of adequate understanding of this phenomenon, still take the traditional approach, only focus on the grand theme, the mainstream of thought and the mainstream of people's communication and education. This kind of education is very important and necessary to carry forward the main melody and to establish the socialist mainstream ideology guided by Marx, but in the present situation, its effect is not ideal.

Secondly, a major feature of the new social media is its virtual. Although the real name system for network and mobile applications has gradually begun to force the popularity, but through the network and mobile applications social activities is still a relatively virtual network of living space. With practical social activities, the biggest difference lies in: through this space activities, participants need to bear the speech and behavior of responsibility sense are much weaker, even in the midst of a collective anonymous Carnival state, and all these are seriously interfere with the mainstream status of Ideological and political education.

Third, the popularity of the new social media benefits from the development of Internet technology, and technology has always been a double-edged sword. New media technology in fast bring vast amounts of information at the same time, also provides for a wide variety of spam and reactionary, pornography, violence information space, confusing the public; based on new media technology with the terminal of the communication form new opening, but also unsafe, integrity factor also steep natural increase and harm national and public safety, also harms the physical and mental health of young students. Characteristics of "double-edged sword" of network, especially the negative influence factors of flood, the new media environment of Ideological and political education to face much more complex environment than the traditional ideological and political education, the influence of the ideological and political education by the severe impact.

Finally, the mobility of the mobile phone can greatly improve the college students of social network use frequency, college students pay more attention on new social media news instead of on the practical affairs, the relationship between students become more and more distant, the network consumes the college students are more and more spare time, so first of all, they have lost their a lot of time to learn, reading and the opportunities of training their skills; secondly, they are more preference provided by virtual communication distance sense and anonymous interaction, and of interaction between people in real life is becoming less and less interested in. They put their closed in the media of the "self", extremely easy to cause psychological dislocation, then escape the real interpersonal, unchecked, social network for college students to bring all kinds of negative influence is far greater than the convenience it brings, the College Ideological and political education has brought new opportunities and challenges.

Therefore, research of new social media trends and characteristics in the application, grasp the college students under the new social media environment way of thinking and behavior habits, according to different types of college students establish for psychological counseling and behavioral strategies to guide, has become an urgent and serious ideological and political education subject, has very important meanings to the new environment of the ideological and political education theory development and college students' ideological education practice.
The Impact of New Social Media on Contemporary College Students' Psychological and Social Behavior and the Countermeasures

The Impact of New Social Media on Contemporary College Students' Psychological and Social Behavior

First, social networks meet the college students' interpersonal needs, after investigation, the social networking site to attract the most of the function of the student is "can be linked to the old classmate, old friend," and the "browse, share with friends of the fresh thing". At the same time, most of the students involved in social networking activities through social networks to expand the circle of friends, know a lot of or some friends. His inner loneliness was somewhat reduced with the social network of powerful released state, a log, upload photos, published comments, some students think oneself and friend communication level and quality (frequency, breadth and depth) increased, and some students think to participate in social network.

Second, the social network for college students to show themselves open space, to meet the different aspects of the psychological needs of College students. Through the survey, college students are willing to use social networks as the stage to express their own emotions, to share their daily routines and ideas. All of the college students have used the social network in the release state function, a part of college students will change once or several times a day. The vast majority of college students upload their photos on social networks every week and every month. In the social network in college students looking for self, through status updates, a log, the message chat language to talk and express their true feelings, so as to reduce the inner stress and tension, so that their emotional adjustment to steady state, maintaining psychological balance.

Third, the new social media to a large extent reduce the cost of communication and exchange. The new social media operators according to the contemporary university student's social needs and social habits and social psychological expected, launched a variety of, for and interest in the business, the majority of new social media in the form of a novel fashion, with a sense of beauty, in addition to the basic communication function, also has payment, shopping and other functions. Contemporary college students can pay the cost of network generated by the new social media, and the new social media exchange costs are lower, in the scope of the payment of College students. Compared with correspondence, telephone communication, such as the traditional social way, new social media social way to shorten the time and reduce the cost of social behavior, in line with the needs of social behavior of contemporary college students.

Fourth, the information is mixed in social network, "gray information" is easy to spread, affecting the value of College students. Through investigation, we can see that half of the students said in social networks see user publication does not conform to the social mainstream view or extreme views or comment, they feel interesting but does not participate in, and minority students said that they face such information will be up to coax, and give support. Most college students believe that friends in the social network of speech will have an impact on their perception of things, there will be a certain subtle effect. Social networks of occult characteristics enhanced the university social networking groups set up regulate the difficulty of that part of social networks of college students exist excessive emphasis on self consciousness, the unlimited expansion of their speech and freedom of action, is also easy to make college students' social network group members Zi liberalism tendency, so as to lead to the spread of anarchism.
Fifth, college students are addicted to the social network, which leads to the problem of the psychological dependence of the social network. Through the author's survey, more than half of college students visit social networking sites every day, and even some students will visit a number of times a day, and some college students to visit social networking sites for more than 3 hours each time. If they do not visit the social network for a period of time, do not view the phone will have a different degree of discomfort, addiction and dependence on social networking, has affected the learning and life of College students. In the survey, some college students used their mobile phones to visit social networking sites, which affected the efficiency and quality of the study.

**New Countermeasures of Ideological and Political Education in the New Social Media Environment**

Firstly, strengthening the research on the theoretical system of Ideological and political education in the context of social network will help to strengthen the scientific nature of the ideological and political education of social network. Marx's theory of human nature is the most comprehensive, accurate and scientific theory in many theories, including human nature theory and human's all round development theory. Social networks in the various functions to meet the students' interpersonal and self-expression, curiosity and demand. Therefore, research on Ideological and political education of the social network can properly use the theory, analysis of college students psychological needs of social network, take positive and effective to attract the students' attention social network ideological and political education method, propagation of study of social networks and improve the effectiveness of network ideological and political education of social.

Second, the new social media in real time to grasp the ideological trends of College students. Long term engaged in College Ideological and political education workers are faced with one of the problems is poor information. Currently, social networks of college students has become an important expression of channels, expression of college students in social networks, the topic of discussion are diversity, or about the domestic and international social hot discussion, or is a discussion of the campus life, or is the expression of personal questions, and a review of, truly expressed their thoughts and mental state. Therefore, ideological and political education workers should conform to the requirements of the development of the Internet era, active registered students often visit social networking sites, understand the students concerned about the hot issues, grasp their ideological trends, timely find problems and hidden troubles existing in students, through the original information directly determine the ideological change in the situation of students, as a first hand about the ideological and political work in Colleges and universities.

Third, the use of social networks, opening up a new position of network public opinion guidance. The work of public opinion is an important task of Ideological and political work, and it is the work of the party and the country's future and destiny. Dissemination of information about the social network and the formation of public opinion, on College Students' behavior, the idea and the value orientation is playing more and more profound influence, not only that, groups of college students self realization demand more intense, on whether to obtain the respect and understanding also more sensitive. Therefore, to achieve the good results of public opinion guidance on College Students' social network, we must accurately grasp the positioning and strategy of College Students' social network public opinion guidance work.
Fourth, improve the quality of Ideological and political education workers, pay attention to the effectiveness of Ideological and political education in the new social media. Educators to effectively carry out ideological and political education of college students social network, must have the basic quality and the ability to use social networks to carry out ideological and political education. Ideological and political education in Colleges and universities must have excellent political quality, high moral quality, profound knowledge and good physical and psychological quality.

Fifth, strengthen the legal and technical supervision, improve the social network behavior control and management. In the face of the new things of social network, strengthen management, standardize the network behavior is a systematic project, need to cooperate with and use a variety of means to achieve results. Mainly include: (1) the legal supervision, law is an important means to adjust people's behavior, but also regulate an important way of social networking behavior, only in the law under the premise of dominant discipline to promote network moral self-discipline, in order to ensure the social network of a civilized and healthy development, and guide students to form good consciousness of network morality, consciously restrain their own social network behavior. (2) technical control. By social network of Ideological and political education and moral, legal and perfect is can't solve all the drawbacks of the current social network information dissemination, the law is not a panacea, it needs to be combined with the corresponding technique. Social network security is not just a problem of legislation, it must have technical means of law enforcement, so the role of technical control in social networks, the more important, is essential.

Conclusion

New social media from generation to now has more than 10 years of development, early on new media and social networks to the user and user behavior analysis research mostly from the point of view of the media, public opinion guide of research, and the relative lack of users actively participate in social activities in the study, specifically limited to the relationship between Ideological and political education and social media as the object of study is less and less. In recent years, researchers have paid more and more attention to the tremendous impact of social network on College Students' special groups, from different perspectives to examine this issue. Therefore, the author believes that in the long run, the new social media under the environment of College Students' thinking characteristics and behavior, according to the ideological and political education and the great research space and the trend of the future will be to new social media as the carrier of education, the integration of multi discipline research achievements, development theory of Ideological and political education, update education model, to further strengthen the effectiveness of education.

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