

Research on the Psychological Mechanism of College Students' Network Behavior and Its Countermeasures

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Abstract: In the network society, all kinds of behaviors are often carried out in virtual situations, lacking emotional connection, which easily leads to the weakening of interpersonal feelings among classmates. Excessive use of the Internet for communication can easily lead to autism. Accurately grasping the network behavior of college students and taking scientific educational countermeasures have become an important issue that college students' ideological and political educators must seriously study and properly solve. This paper studies the psychological mechanism of college students' network behavior and its countermeasures. On the basis of sampling survey of college students' online situation, this paper analyzes the online situation and network behavior of college students, and discusses the psychological mechanism of college students' network behavior, so as to put forward the countermeasures to guide college students' network behavior: cultivating healthy online mode, cultivating healthy personality, guiding and supervising, improving college students' self-restraint ability and constructing college students' online mental health education mechanism.

1. Introduction

Since the development of the Internet, information technology has developed rapidly, and the establishment of information network provides extremely convenient conditions for information management and dissemination. College students are pioneers of information audiences, and contemporary college students also grow up with the growth of the network, which has a profound impact on college students [1]. At the same time, the network attracts more and more college students because of its virtuality, non-centrality, interactivity and immersion. Internet access has become the fashion of college students' study and life, and network communication has increasingly become an irreplaceable new communication mode for college students [2].

Accurately grasping the network behavior of college students and taking scientific educational countermeasures have become an important issue that college students' ideological and political educators must seriously study and properly solve. This paper studies the psychological mechanism of college students' network behavior and its countermeasures.

2. An analysis of college students' online situation

The author conducted a sampling survey on the Internet access of college students. The respondents randomly selected 200 students from different grades, disciplines and majors to fill out the Questionnaire on Internet Access of College Students, and collected more than 200 questionnaires. Based on this, the online situation of college students is analyzed.

Among the 200 students surveyed, 30.30% often surf the Internet. 55.27% students don't surf the Internet frequently; 12.9% students surf the Internet occasionally, and 1.6% students never surf the Internet (Figure 1).

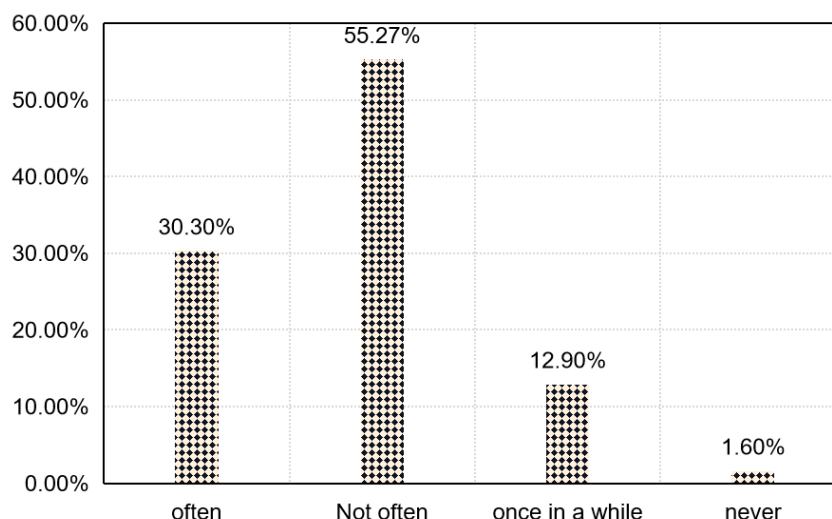


Figure 1 Investigation results of college students' internet access

The network-based learning method has not been fully popularized. The survey found that not all college students regularly use the Internet to study, and 15.0% students seldom or even rarely use the Internet in their studies. College students' network information retrieval ability needs to be improved. Most students keep online shopping once or twice a month, and online consumption is more rational. But this only shows that the basic situation is good, and it does not rule out the existence of online shopping addicts. The content of online shopping is mainly material consumption. 80.6% of college students' online shopping products are clothing, and 73.1% of college students will choose to buy shoes, bags and accessories. 33.7% of college students will choose to buy books and audio-visual products.

Among college students, 58.3% had direct or indirect contact with unhealthy websites, 38.4% had no contact with unhealthy websites at all, among which women accounted for more than 90% of the latter, and only a few of them frequently contacted unhealthy websites, accounting for 3.3% of the surveyed population. More than one third of the respondents think it is necessary to use advanced technology to build and maintain websites. It can be seen that the essence of optimizing the network environment and standardizing the network behavior of college students lies in ideological construction. Only by optimizing the "software" of netizens' thoughts can the toxins in the network environment have nowhere to live.

3. Psychological mechanism analysis of college students' network behavior

3.1. Network dependence

Active online learning and interpersonal communication can enable college students to gain rich knowledge, get emotional support, realize some personal values and promote their better growth. Unhealthy network behavior will have a negative impact on college students' moral formation, interpersonal communication, ideological personality and personality development, and physical and mental health, and even make them have some network psychological problems [3-4]. Internet addiction mainly includes: pornography addiction, internet addiction, compulsive information collection addiction, and game addiction. These network behaviors have greatly damaged students' physiology and psychology, and affected their normal study, work, life and social interaction.

Some college students have a strong dependence on the Internet, and they lose confidence and interest in other things. Their life circle is getting smaller and smaller, and they can't extricate themselves from the virtual world every day, but the interpersonal relationship in real life becomes indifferent. Individual students are forced to drop out of school because of their long-term addiction to the internet, resulting in network psychological obstacles; Very few people have also embarked on the road of illegal crimes.

The main manifestation of Internet addiction is psychological dependence on computer networks,

and its main cause is that computers are easy to produce special psychological satisfaction [5]. Its basic mechanism is that some inherent characteristics of computer network enable people, especially college students, to realize their self-worth and care for others. It is hard to get in the real society. In the real network era, the endless game resources on the Internet make it easier for college students to realize their virtual self, and they can also strengthen and expand their self-identity by making personal homepages and establishing websites. Therefore, quite a few people will eventually develop from network communication to real communication. It is these special advantages of network communication that make college students prone to psychological dependence on computer networks, which is another main reason why young universities suffer from internet addiction.

3.2. Interpersonal communication disorder

In the network society, all kinds of behaviors are often carried out in a "virtual" situation, and the lack of emotional connection easily leads to the gradual weakening of interpersonal feelings among students [6]. Excessive use of the Internet for communication can easily lead to autism. This kind of mechanical communication with keyboard and mouse makes people have a strong dependence, lose their original interest in normal social interaction, and their ability to communicate with people will gradually decrease. Long-term internet access has blocked the personal social and emotional experience of college students. They are addicted to the virtual world and infected by the values spread on the internet, which will inevitably lead to psychological anxiety and dissatisfaction and mental fatigue. Will alienate them from their families, teachers and classmates; On the contrary, college students are very close to strangers who are far away from this world. Seriously affect their healthy physical and mental growth, and even difficult to integrate into society.

3.3. Erosion of physical and mental health

The network makes a large amount of information of different natures enter the cognitive space of college students, which is not in the form of binary opposition, but more in the form of mixed authenticity. This kind of information exists in a very obvious conflict with traditional cultural ethics [7-8]. Network information has both essence and dross. There are many bad information about pornography, violence, murder, terror, etc., which are easy to mislead college students' thoughts and behaviors and damage their physical and mental health; If college students indulge in these yellow junk information, it will do great harm to their physical and mental health, and those who are light will delay their studies, and those who are heavy will be confused and even embark on the road of illegal crimes.

4. Countermeasures for the guidance of college students' network behavior

4.1. Cultivate a healthy online mode

College students should browse the content you need purposefully and selectively on the Internet to avoid blindness and randomness. Make clear the motivation of surfing the internet, use the internet correctly and prevent unhealthy surfing the internet; Control your online time, and don't use the internet as a tool to escape from real life problems or negative emotions; For freshmen who have just entered the school, we should carry out online knowledge education, online ethics education and online discipline education. From the beginning, help students establish a correct network view and online cognition. Control the downloading of network resources in the campus, control the entry of junk information, increase the capital investment in campus software and hardware, and create a good network information environment for the university campus.

4.2. Cultivate healthy personality

In addition to learning to learn, it is also very important for college students to learn to be human and adapt to the miniature society of the university so as to integrate into the complex and rich real society more quickly. We should correctly handle the interpersonal communication process of parents, teachers, relatives and friends in real life. Starting from the positive psychological

characteristics of college students, help them set up lofty goals and cultivate their noble sentiments [9]. For example, schools often carry out various cultural and sports activities and host various interest groups for a long time. Schools should create various conditions so that every student can have a stage to show their talents, so that they can fully experience their sense of value and pride, and thus feel that life is meaningful.

Universities can encourage students to participate in various scientific and technological events and attract their attention by carrying out healthy campus cultural and scientific activities. In view of the tendency of some students to escape from reality by surfing the Internet, the campus amateur cultural life with various forms and novel contents is organized, which makes them get rid of the virtual world, face the reality bravely, actively participate in social practice and treat the virtual world and the real world correctly.

4.3. Guide and supervise to improve college students' self-restraint ability

The relevant departments of the school should actively explore the characteristics and laws of network mental health education, give students correct education guidance, such as strengthening the in-depth education of network knowledge, telling them the advantages of the network, and at the same time letting them know the potential threats of the network [10].

On the one hand, in order to prevent college students from being misled by information that is contrary to mainstream values on the Internet, educators should improve their ability to guide public opinion, make full use of the network platform, vigorously publicize mainstream culture, and guide college students to keep a rational mind and adhere to correct values in the complex and diverse network information.

On the other hand, we should strengthen network self-discipline education. College students attach importance to interpersonal communication in real life, establish a healthy social circle and promote the healthy development of college students' body and mind. In the process of media literacy education, we should pay attention to improving college students' self-discipline ability and preventing internet addiction. Fourth, we should strengthen the self-discipline education of college students, improve their awareness of network morality, and let them regulate their own network behavior and consciously understand and abide by the law.

4.4. Construct a network mental health education mechanism for college students

Under the influence of "internet plus", to build a network mental health education mechanism, it is necessary to coordinate all aspects of ideas and set up a coordination center, so that the network psychological education mechanism for college students can operate well. At the same time, set up a working group on college students' online mental health, strengthen humanistic care and guide students to use the internet for learning. At the same time, the school conducts more lectures, interviews, psychological counseling, etc. about college students to establish correct ideals and beliefs, and encourages college students to actively participate in collective activities in schools and classes. Educate students to control their online time with a rational attitude and improve their immunity to bad online stimuli. Students with psychological barriers had better not go online to seek comfort, but should seek help from psychologists. Students who find network psychological barriers must be corrected as soon as possible.

The establishment of coordination center can provide organizational guarantee for the construction of college students' online psychological education mechanism. A strong team of teachers is the basis of building a network mental health education mechanism for college students. Pay attention to the subject of online education and improve the real-time quality of education. In various forms, such as lectures by experts and professors, discussions among students, etc., we will strengthen college students' online moral education, advocate honesty, trustworthiness, respect for others' rights, safeguard public information security, reject and resist unhealthy moral concepts and behaviors such as improper or negative information, and rebuild and standardize their online moral standards. Counselors often care about students, find out their network psychological problems in time, help ease psychological obstacles and guide them out of psychological difficulties.

5. Conclusions

With its virtuality, non-centrality, interactivity and immersion, the network attracts more and more college students. Internet has become the fashion of college students' study and life, and network communication has increasingly become an irreplaceable new way of communication for college students. Active online learning and interpersonal communication can enable college students to gain rich knowledge, get emotional support, realize some personal values and promote their better growth. Unhealthy network behavior will have a negative impact on college students' moral formation, interpersonal communication, ideological personality and personality development and physical and mental health. Network has become an important teaching aid in the process of education. Guiding college students to use the network rationally is an important event related to the vital interests of teachers, parents and students. We should work together to build a civilized and rational network environment and publish healthy, rational and constructive voices on the Internet.

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