

A Study on the Influence of the use of Social media on College Students

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Abstract. The rise of social media has changed the traditional mode of communication among college students. On the social platform, college students have created the "mimic-self" in the virtual world by managing personal homepage and space to conduct self-disclosure modification, selective exposure and self-impression shaping ", through the "mimic-self "and" mimic-him ", students interact and get to know each other in order to acquire satisfaction on the psychological level. However, the virtual "mimic-self" does not mean "real-self", thus caused the "social media dependence" which makes students fall prey to narcissism, self-pity, vanity, loneliness and other phenomena, it has become a problem worthy of being taken seriously so that college students can achieve mental health. With social progress, the rapid development of science and technology, we can not prevent the development of the network and the popularization of social media, we can only conform to its development, on this basis, how to make full use of the advantages of social media, and bypass its weaknesses is, an important topic of research we should study nowadays.

Introduction

Social media, also known as social media, social media, refers to websites and technologies that allow people to write, evaluate, communicate, and share [1]. College students have a natural capacity and strong ability to use fresh media, to advance the applicability of the intelligent mobile phone also makes them than other groups will spend more time and energy in social networking, so students gradually become the most active groups in social media. Based on the UGC (user generated content) and CGM (consumer generated media) of these two types of key social media forms mainly include: micro-blog, WeChat, QQ and other instant messaging tools and blog, BBS, SNS and other social networking platform. According to data released on 2014 by Facebook, the number of monthly active users totaled 1 billion 280 million; the Tencent Inc's 2014 full year financial report, released on March 2015, showed that WeChat's monthly active accounts amounted to 500 million. The rise of social media has changed the traditional communication mode of college students, college students in the social platform, through the management of personal homepage, space, self disclosure, modification of selective exposure and self impression mold, created in the virtual world of "pseudo self", the students through the "pseudo me" and "mimicry" to each other cognition and interaction brings psychological satisfaction. Internal self expression, meet the needs; external instant communication, expand contacts. However, out of the virtual "pseudo self" is not equal to the "true self", the "social media addiction" to enable students to exhibit narcissistic self pity, vanity, loneliness and other phenomena, has become the college students mental health on the road must be considered is the problem . With the progress of society, the rapid development of science and technology, we can not stop the development of the Internet and the popularity of social media, we can only adapt to its development. So what are the incentives for more and more people to use the social media and are willing to spend a lot of time on this service? Especially for the young people accounted for more than most users in the face of today's society, this high pressure and challenges of the environment, is in the perfect period of their self identification, use of social media in the process of experiencing a kind of psychological experience? How to guide young people to develop healthy social networking habits? With these problems, we have carried out some special studies.

A survey of the current status of social media usage among College Students

In order to grasp the students' use of social media and understand its influence on College Students' daily life, social communication and so on, we focused on students in Colleges and universities in Heilongjiang province to carry out a survey of [2], brought about mainly from the use of social media, time, frequency and social media use in the process of psychological change and other aspects. Through face-to-face and online research methods were 1000 questionnaires, in order to understand the rapid development of the Internet today, intelligent mobile phone, tablet computer is highly popular in the university campus, the impact of social media on Contemporary College students. The survey started in the middle of 2016. 1000 questionnaires were issued and 976 valid questionnaires were collected.

Through the questionnaire sort, statistics and analysis. As can be seen from the result:

Among the students surveyed, the number has more than 3 kinds of social media accounts reached 706, the total number of survey of 72.34%, an average of 384 people per day to use social media for 3-4 hours, an average of 223 people per day to use social media for more than 4 hours. This ratio has been more than half of the total survey, students use social media to communicate with friends (84.94%), friends (29.30%), to share my life (38.93), browse news, collect information (64.86%), playing the game (35.45%) and other functions is increased, the use of social media has become a life style of college students, and with the development of the Internet era, more and more high viscosity viscosity and the life of College students.

In the survey of college students in social media, think about their daily life an important and very important number reached 85.14%, only 37 people think that is not important, and there are 83.61% students in the car, eating, toilet and other social media fragmentation of the time, many students obviously felt mobile phone dependence know take most of your spare time, but there is no way to give up. This kind of communication and browsing has become an integral part of the lives of students, and the use of social media has forced most students to spend their time aimlessly.

The survey shows that up to 94.88% of the college students' use of social media is using a mobile phone, with the rise of the PC client, mobile phone, tablet computer in social media and mobile client development rapidly, with the fragmentation of the time, a lot of university life so they tend to be fast, timely and convenient information communication, information browsing, the popularity of smart mobile phone, tablet computer and other tools to meet their various needs. In recent years, with the rapid development of mobile phone intelligence, WiFi and 4G+ communication technology, the "mobile" of social media has become the normal condition of people's life.

The positive impact of social media usage

The traditional media as the leader of communication has been going through for many years. With the audience's right to speak, the media has been changed year by year, and the social media has changed its position and weight. Today's college students personality is stronger, eager to sound more intense desire, they through social media comments, expressing emotion, expectations of good self show, most people can be respected, and the desire for more and more people with their own "like-minded", so as to implement desired in self expression.

From the perspective of Maslow's hierarchy of needs theory in contemporary college students, the basic physiological and safety needs have been fully meet the conditions, they began to seek higher levels of social value and self realization needs, the rapid development of social media, the social demands of College students. In this investigation, communication and making friends, sharing life has become the main function of College Students' use of social media, the social network through social activities and spiritual communication and realize the self value, capture students fashion psychology. As a result, the use of social media in university campuses has been increasing as social media functionality updates.

The client's popularity makes social media mobile, timeliness of information transfer is more obvious than the traditional media, its timeliness, commonality, fissionability increased it in college

students through the mobile phone APP in circulation, such as WeChat and QQ, the timely release of dynamic message, sharing time. As long as you can access the Internet, you can communicate with thousands of miles of friends, and this communication has been more than a form of text, video and voice can be achieved. With the rapid development of the social network of the moment, the formation of the traditional media environment in relation to geographical, blood group division is broken, people tend to start by interest into new social circle and meet new friends. They can not only through the nearby people search and meet the object, but also through the same hobby, in the major forums, community platform looking for bosom friend, the reality of the space distance is instantly by the network social media closer.

The traditional business model is based on actual store product sales. Emerging sales tools slowly implanted WeChat, QQ and so on, they sell friends through the release of products displayed in front of friends, to solve some time, space constrained crowd consumption problems. In recent years, new handheld shops, also makes some people without stocking, mail and other complex sales process, and easily become the shop owner, the social media platform construction, build entrepreneurial dream platform, the achievements of the micro business model.

The negative impact of social media use

For modern people, social media has been deeply infiltrated into people's daily life, a lot of people every day in the face of mobile phone, computer can not extricate themselves, this can not control themselves and not conscious of the excessive view of mobile terminal is called social media addiction. In the university campus, a large number of students have mobile phone dependence, they use their spare time, and even take class time, browse the web, fight online games, brush micro-blog, update the dynamic and so on. The first thing to do early in the morning is to pick up your cell phone and check your message. You still need to browse your cell phone before going to sleep, which has evolved into a habit for them. College students are the main force of the development of the times, in the social media environment of large area coverage, mobile phone and other media for their excessive use, must occupy the most of the time, this time should absorb knowledge in class, but spent browsing in mobile phone. You can't concentrate on good food while eating, which can lead to indigestion. You can't sleep well by visiting your cell phone at night. These have become a normal way for college students to coexist with mobile phones, which require users and researchers to raise their awareness.

Modern fast-paced urban life has fragmented private time, resulting in fragmentation of social media usage. People use their spare time to browse information, but because of the limited time, people can only selectively understand and memorize information. This kind of selectivity will also mix the thoughts of the individual and the subconscious. Thus, a complete message is evolved into a fragment of personal understanding, even though people are exposed to the same source, and ultimately different information points are left in personal impressions. This fragmented reading brings entertainment and game experience, it can provide many fresh news for you, but can't bring you the depth of reading experience, this mode is slowly deprived of the depth of your mind. Reading, it can provide a complete reading for you, put your attention and focus together, watching the edge to edge to edge, a book for your inner wealth slowly curdling. Fragmentation of information has become an irreversible model, we can not stop its development, but the awakening of deep reading has become what we have to do now.

The impact of social media dependence on College Students

The famous early political commentator Walter Leeman in "public opinion" a Book of "Pseudo Environment" concept, modern society social media era will deepen the concept of performance, it not only affects people's cognition of the external environment, but also affects people's cognitive. Human society through social media platform of their own to show one-sided presentation in front of the public, creating a "pseudo self", the presentation of self contained and virtual reality concept of the self, therefore, each individual display is filtered to present self, and do not want to be you

look the part will be hidden. Then, in this process, the young college students who are in the key period of self-identity construction are faced with many psychological influences.

Based on the "real self" initiation "pseudo self is self renewing and creating ideology, social network provides a platform for self display for the public, more students to create a stage show, in this controlled stage, young people will be" quality self "bared, through the display of tourism, delicacy friends, and talent show, meet the needs of self-expression. Many people in the survey took photos before eating, shopping, and sent to social networking sites, hoping to get the attention of fans and friends, which has slowly become a habit. However, this habit is not entirely harmless, and the high forwarding rate and high comment they expect will lead to a constant expansion of consciousness. In order to attract attention, constantly self affirmation, published content tends to novelty, vulgarization, vanity, conceit, pride and weakness was enlarged several times, the students' self identity construction will have incalculable consequences.

College students in social media self disclosure is not completely copy of real self, in order to create a perfect image, while they tend to show their more attractive, "selective exposure" to meet their desire to perform and vanity. In the information act of modern people, the Japanese scholar, wild shepherd, used the word "container man" as a description of human beings. It is pointed out that in today's mass communication environment, people's inner world is like an isolated, closed container. Communicate with others, the majority of people in order to change the state of desire however, the limitations of communication is very difficult to let the other people, the popularity of social networks just to meet this demand for them, half reality anonymous, feature lets users wish. It not only satisfies the desire for self expression, but also satisfies the desire to peep at others. In this survey, nearly 50% of the students said they encountered in the online chat very good but in real life, but to meet strangers, 11% of the students said long time use of social media, the real exchange will produce some obstacles. Anonymous, private online communication has created a protective umbrella for communication, and the expression in reality has removed this protection and made communication impossible in its own way. Open social media, self-confidence arises; closed social media, empty, lonely attack, at a loss.

Correctly guide college students to optimize the use of social media

The development of the network tide into thousands of households, with photo sharing as the main function of the Flickr, Facebook, Google+, has a strong media properties such as micro-blog, they grow rapidly and allow users to connect, interaction, cooperation, sharing, creating a new platform when [3] large communication media and information discovery. Data show that Facebook users spend 7.75 hours per month communicating with friends, posting 3 billion 200 million per day, Twitter posting 340 million per day, Flickr uploading more than 3000 photos per minute, [4]. The types and functions of social media are constantly updated. What we should consider is how we can develop the correct guidance of this network, play its advantages and reduce its disadvantages. The adverse effects of social media on college students depend on the government, software developers and users. Among them, the most important thing is to make the university students establish a correct view of media use, and to look at the difference between Virtuality and reality.

The anonymity of the network provides people with relatively wide freedom of behavior. In this environment, network rumors, Internet fraud and obscene information frequently occur, which seriously threaten the healthy development of China's internet. Some criminals through various channels to spread rumors to seek ill-gotten gains, these people hiding in the social media platform, so the platform should hold itself, in the dissemination of information prior to the fission mode rapid growth, to effectively curb the spread of malignant, avoid the adverse impact of the production. This requires social media institutions attach great importance to and strictly, and the Internet Security in an important position.

The network environment is just like the social environment. As for their supervision, the government has the bounden duty and responsibility. In real life, there are a few students leaving school because of Internet addiction. The party's eighteen proposed to promote the network in accordance with the law and orderly ", China is speeding up the Internet legislation process, so as to

provide legal protection for citizens to exercise their power in the network and protect the legitimate rights and interests, is conducive to government departments according to the management of network communication.

As a college campus plays an important role in daily life and study, is the cradle for the healthy growth of college students, how to make the students adapt to the rapid development of social science and technology and guide them to establish a correct and healthy outlook on life and values is the key to talent training in university. First of all, the major colleges and universities have opened the college students' mental health center, providing consultation platform for college students, to open the heart from the window; secondly, through a variety of student organizations to carry out useful social media use health activities in Colleges and universities should actively guide students to optimize the use of social media; finally, the university can also host a variety of outdoor sports, increase the reality the interaction between college students, reduce the use of virtual network, so that the students found the true social fun.

The amount of information, WeChat micro-blog and other social media giant, provides a good platform for students learning exchanges, many social media are carrying the popularization of knowledge, students can selectively focus their preferences, but the contemporary college students on the use of the vast majority of entertainment, tend to show themselves, only their own can to recognize the negative impact of social media on their mind and correct, to have the opportunity to realize social media "tool" change.

Epilogue

The application of social media features can make the Harvard University psychology professor Stanley Milgram of the "six degrees of separation" effect played most incisive, each individual's social circle can be superposed and amplified, and finally the formation of a large network of relationships. On the basis of the network media dependency theory, one depends on the media to meet their own needs, the media plays in the person's life in the role of the more important one, depending on the network media more of this person's influence is [5]. Nowadays, the lives of young people can hardly be separated from social networking. In 2015, the global research company Kai Group following the 2014 after the second release of "influence" China social media report, to conduct a longitudinal study of 52342 China city residents showed that compared with 2014, the use of social media city residents population proportion increased from 28% to 34.3%. With the increase in the number of users, more and more people began to worry about the negative impact of social networking, especially on the impact of college students [6]. Social network is a platform for individual self presentation, an auxiliary tool for building self identity, and a spiritual home for the subconscious to find its own destination. In the face of challenges and pressure in today's society more and more, is in self identity perfect period of young people, to understand the impact of network media on their own, exert its advantages and abandon its disadvantages, and make their own contribution to social development.

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