

# An Analysis of the Group Effect of Internet Communication Based on Audience's Psychology

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**Abstract:** The wave of new media is not only a technological revolution, but also a change of human thinking. From the perspective of communication, it has derived new media, innovated the content of communication, produced the role and psychological changes of communicators and audiences, and consolidated or dispelled some communication effects to a certain extent. Studying the audience psychology in the new media era is an important way to carry out effective communication and even maintain communication order. With the deepening of reform and opening-up, the social situation has become more complicated, and various hidden contradictions have gradually become apparent, leading to frequent mass incidents. As an efficient information dissemination platform, the Internet plays an important role in the field of media communication, forming a typical network communication group effect. We should correctly look at the social influence of network communication group effect and apply it scientifically and reasonably. Based on the audience psychology, this paper analyzes and interprets the group effect of network communication.

## 1. Introduction

China has entered an information society. With its characteristics of cross-temporal communication, free and open, instant interaction, and anonymity, the Internet has penetrated into all aspects of social life and has become the main platform for the public to obtain information, express opinions, and maintain interests [1]. At the same time, with the deepening of reform and opening up, the social situation has become more complicated, and various hidden contradictions have gradually become manifest, leading to frequent occurrence of mass incidents [2]. Our country is in a critical period of social transformation and economic system transformation. This is a period of frequent mass incidents [3]. Network public opinion is a form of social public opinion, especially the influential views expressed by the public on social hot spots and focus issues, and the public's political attitude towards social group events. In group events, network public opinion has the characteristics of complexity, freedom, documentary, emotional and irrational, which finally leads to the difficulty of network public opinion management and monitoring. At the same time, we should also see the positive factors of network public opinion in promoting the development of group events. We have entered the era of network microphone. Based on the background of such a network era, the discourse power of groups has been fully released through the network. Under the background of the new era, group events show new characteristics. Analyzing the psychology of group events participating in groups will help us to carry out effective network public opinion guidance. Just as the famous scholar Neil Postman said 'When the caterpillar removes you from its habitat, you get not a simple environment minus the caterpillar, but a new environment. You reconstruct the living conditions. The new technology is not the increase or decrease of profits and losses of anything. It changes everything. 'The traditional media is the caterpillar. It is decreasing, and the new media technology will change the existing environment. We should pay attention to the role of network media and make the most of mass media to promote the correct world outlook and values.

In the Chinese political context, the description of mass incidents always has a derogatory and negative color. On a realistic level, network mass incidents do pose a new challenge to the government's social management, and do have obvious negative effects on the authority of public

power [4]. In fact, as one of the types of mass incidents, network mass incidents also follow the universal formation mechanism, and the network as an important variable plays a new role in each link of the mechanism. This is exactly the study of network mass incidents. Where the value lies, through this type of research, we can see in more depth what kind of changes the network has brought to society [5]. At present, real mass incidents trigger large-scale online public opinion; conversely, it has become a normal phenomenon that the widespread dissemination of online public opinion can promote the development of real mass incidents. In-depth analysis of the evolutionary elements, life cycle, and communication effects of mass incidents online public opinion is an important prerequisite for effective guidance of online public opinion and effective response to mass incidents [6]. In the process of information network dissemination, based on the audience's psychology, the network explosion expansion effect, the network group deviation effect and the network fan failure response have been formed. The network is a double-edged sword, and the group effect of network communication has a profound impact on social life, and we should apply it scientifically and reasonably [7].

## **2. Group effect of network communication**

"Group polarization" was originally a concept in social psychology, which refers to the phenomenon that the pre-existing tendency of group members has been strengthened, so that a viewpoint or attitude has been strengthened from the original average level of the group to a dominant position. The explosive expansion effect of the network means that once the sensitive issues of the audience are reported on the network, they will be known to many audiences in a short time and reprinted with each other, and then spread throughout the Internet with lightning speed, causing widespread social repercussions. The spread of information on the Internet is difficult to block, but blocking reports are more likely to stimulate the spread of information. The formation of network expansion effect is based on objective conditions and rooted in audience psychology [8]. In recent years, network mass incidents are showing a trend of increasing year by year. The behavior of netizens follows a new non-institutional form of social conflict resolution: conflict occurrence-network public opinion-media intervention-public opinion escalation-government concern-conflict resolution. In this non-institutional practice, network mass incidents have produced "demonstration effect", and participants have embodied "network optimal selection strategy". The audience's curiosity, seeking advantages and avoiding disadvantages, self-satisfaction and other people's satisfaction psychology play a leading role in the formation of network explosion effect. First of all, curiosity makes people maintain an instinctive desire to explore unknown things. Driven by it, people show great interest in abnormal situations, and try every means to obtain relevant information to satisfy their own desire for knowledge. Generally speaking, the public event information that reflects the public value and interest expression demands is the easiest to stand out, causing heated discussion among netizens, thus causing online public opinion. Public events that reflect public interest demands usually include two types [9]. The first is the events related to national interests and national interests. The second is the events related to the realization or maintenance of people's own interests. From the point of view of group psychology, the priority or first-mover advantage of information acquisition enables the audience individual to gain the identity recognition of a kind of information source in the group, and the attention of other members of the group is helpful to consolidate the individual's position in the group and strengthen its influence on the group. Being concerned and respected by others is a psychological need of members, which we call the satisfaction of others.

Internet users include four components: grassroots, network information porters, network opinion leaders and network promoters. Grassroots express the original public opinion, network information porters transfer and amplify the information, network opinion leaders control the public opinion, and network promoters process the public opinion guidance. Common experience is the precondition for netizens' subjects to resonate, which means that netizens' subjects have the same or similar cognition of certain events, figures and institutions in their hearts [10]. The network is a two-way network communication with strong issue derivation ability. The real-time interaction and

participation of network communication enable the audience feedback to participate in the process of information communication in time, so as to have an impact on the development and evolution of topics and continuously expand topics. Because different netizens pay different attention to different angles, the influence of explaining topics is different. Through the continuous interaction, discussion and even heated debate of netizens, a topic often evolves into many topics. The network age has provided unprecedented conditions and platforms for topic transformation and accelerated the change of topics.

In addition, online topic diffusion also has the characteristics of spontaneity, which means that anyone can provide information for people on the Internet and unconsciously act as a gatekeeper. This kind of communication is spontaneous, without the guidance or regulation of the media, and the network media undertakes the responsibility of providing information to the public. Different from the traditional media, the weakening or even disappearance of the gatekeeper status of the network media in this process makes the public obtain enough discourse power. In the process of the spread of network issues, it also reflects the new connotation of audience psychology. That is, in addition to the traditional six psychological characteristics: cognitive psychology, curiosity psychology, conformity psychology, performance psychology, empathy psychology and rebellious psychology, the psychology of actively exploring information is highlighted. The psychology of actively exploring information is common before the advent of the network age. After learning a certain amount of information, people tend to use their own conditions to find other unknown information. This is determined by people's desire for information. This psychology exists in any era, but it has been strengthened and amplified in the network era. The explosive expansion effect of network, the effect of network group migration and the effect of network loss are closely related to each other, as shown in Figure 1.

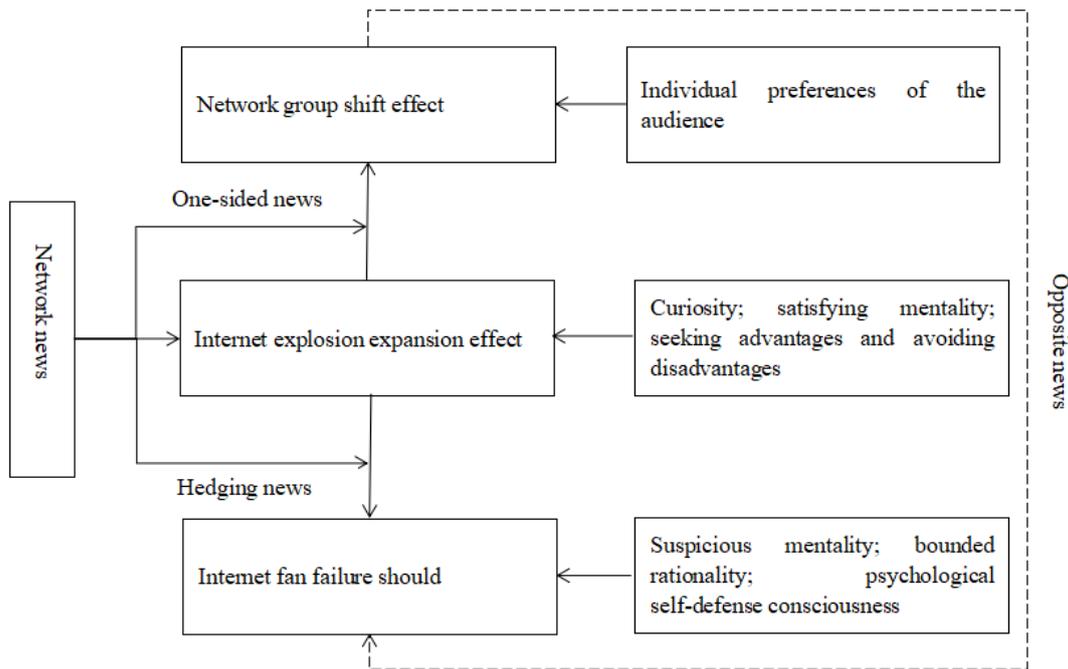


Figure 1 Network communication group effect structure system

Network explosion and expansion effect is the basic premise of network group deviation effect and network loss effect. Network group shift effect and network loss effect are two results of the same thing based on different conditions. The interaction between network group shift effect and network loss effect.

### 3. Audience: Consumers and promoters of the product

The ultimate consumer of virtual spiritual products is the audience. However, in the process of consumption, the role of the audience is not only the consumer of such products, but also the

promoter of such products. After mass incidents occur, the circulation of information from the occurrence end to the receiving end needs a certain carrier, and the mass media is like a megaphone, which spreads the occurrence and progress of the incidents in time.

In the network society, when a single isolated individual swims alone in the network, even if thousands of netizens gather in a discussion area, they can't become a network group. Second, under the influence of some violent feelings, thousands of isolated individuals can acquire the characteristics of a psychological group. In this case, an accident will make them gather together, so as to immediately obtain the unique attributes of group behavior. When group members in real life are commenting on something, individuals themselves will react and act accordingly according to their own situation. Especially when an individual disagrees with many others, there will be fear of loneliness. Therefore, when the group members around us or the opinion leaders in the network are discussing something together or forming a relatively stable discourse direction for things, in order to prevent this situation that may be isolated, we need to try our best to accept and form new opinions and opinions to meet the social needs.

The occurrence of network polarization has a certain social and psychological basis. Through the research on the phenomenon of polarization of Internet groups, we can see some specific psychological and psychological characteristics of the online audience in China today, which reflects some problems of Chinese society today. In a network spectacle, what is important is not intensive cultivation of traditional spiritual consumption products, but how to make good use of network media resources, extend it to traditional media through its own cultural adaptability, and make it integrate and interact with various cultures. In this way, we can absorb a wider audience and participate in the dissemination and consumption of media products.

#### **4. Social influence and practical significance of group effect of network communication**

Social hot issues have attracted the attention of the majority of audiences. Such as political insider, official integrity, major changes, social and moral issues, racial issues and so on. For some reason, many problems are often closed to the audience, and the interested parties of the problems strictly block the news. However, in network communication, this practice has gradually become weak and even counterproductive. After a brief silence, the blocked news erupted strongly in the network world with an irresistible trend, and quickly filled all corners of social life in the form of cluster explosion, stimulating a strong social response, which is the most direct social impact of the expansion effect of network explosion. In the network society with massive information gathering, events with heat source factors can be abstracted quickly to form issues and form network public opinion. Heat source factor refers to the power that makes the event get public attention, trigger public discussion, increase its attention heat, maintain a continuous constant temperature for a period of time, and promote the event to trigger network public opinion. It is an abstract factor based on specific events. On the surface, the network explosion expansion effect is the rapid dissemination of information, and its essence lies in the universal social response it stimulates in a short time.

Compared with other ways in the past, the Internet seems to be an important way for growing Chinese citizens to seek the reform of resource distribution system and the readjustment of interest structure. Whether it is the "storm of public opinion" input of anomie network group events or the public practice adopted by normative network group events, it can attract the attention of the government and trigger institutional touch. Influenced by the common cultural and social environment, the psychological characteristics of the audience are consistent to a great extent. This consistency makes the audience group have a preference convergence in the cognition of things. It is easy for group members to establish a consensus and resonate emotionally. Discrete audience individuals gather together to produce strong cohesion. The powerful power of audience groups has been fully demonstrated more than once in history. Group polarization refers to that group discussion makes the conservative or radical tendency of the group more extreme. According to the spiral theory of silence, in group events, due to the spread of rumors and the complexity of Internet users, rational voices are easy to be submerged or polarized by irrational voices, so that network

public opinion is in danger of getting out of control.

We should correctly view the social impact of network communication group effect and apply it scientifically and reasonably. As an official subject, we should not only consider the group effect of domestic audience, but also take into account the international public opinion and influence, make full use of the communication characteristics of the network, and make a reasonable balance between policy and communication effect. Where there is a network, there is news. Blocking news channels often can not achieve good results in solving problems. Instead, a certain way of news communication control is used to express the basic position, so as to guide the public opinion guidance of the audience, and let the audience realize that the position and attitude that speech should hold is the real utility of network control.

## 5. Conclusions

With the rapid development of the Internet, the audience's psychological acceptance and thinking mode are constantly changing. In this process of development, people can acquire a lot of information and resources more independently, but at the same time, they are also passively consuming. Social hot issues have attracted the attention of the broad audience. As one of the types of group events, network group events follow the universal formation mechanism, and the network as an important variable plays a new role in all aspects of the mechanism. An in-depth analysis of the evolution elements, life cycle and communication effects of online public opinion of mass incidents is an important prerequisite for effectively guiding online public opinion and efficiently responding to mass incidents. Public events, Internet users and mass media are the basic elements of the evolution of network public opinion of mass events. As an efficient information dissemination platform, the Internet plays an important role in the field of media communication, forming a typical network communication group effect. We should correctly look at the social influence of network communication group effect and apply it scientifically and reasonably. It is of great significance and value to deeply study the psychological characteristics of the audience and its group effect under the Internet condition.

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