

Research on the Impact of New Technology Development on the Socialization of College Students Optimization Countermeasures among College Students

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Abstract

As Internet technology progresses rapidly, the development of new media has become an important factor affecting the socialization process of college students. It is favoured by students because of its unique value in the content, form, speed, and effect of communication. New media technology is a double-edged sword, which not only provides a colourful learning and living environment for college students but also impacts the socialization process of college students with its unique charm. In the process of socialization of college students, it not only has a positive impact but also has a negative impact. With the rapid development of mobile terminal technology, WeChat, Microblog, Tik Tok, KuaiShou and other new media applications are increasingly becoming a social factor, which influences the development of college students' moral cognition, values, social communication and personality characteristics. They have changed the way college students' study, life, communication, and thinking. As an important base of college students' education, schools should actively explore countermeasures to promote the benign development of college students' socialization.

Keywords: *New Media; Socialization; College Student*

1 INTRODUCTION

New media is a form of communication that refers to the use of information technology as a means to television, computer and mobile phone as the terminal, to provide users with video, audio, voice data services, distance education, and other interactive information and entertainment services (Fu & Wang, 2015). For example, digital magazine, digital newspaper, digital radio, mobile phone, mobile TV, digital TV, digital movie, portals, emails, search engines, virtual communities, online games, blogs, wikis, podcasts and so on. Some of them belong to new media forms, some belong to new media software, new media hardware, and new media service methods (Ming, Cao, & Tu, 2019).

From the perspective of space, new media is supported by digital compression and wireless network. It can cross geographical boundaries and spread information more profoundly by using its real-time, interactive, storage and other characteristics. From the perspective of technology, new media uses computer technology to edit and organize information more efficiently (Wang, 2020). From the perspective of information release, new media releases information on digital mobile platforms and mobile applications by using mobile internet devices, which makes the information disseminate faster. From the perspective of terminals, traditional media take newspapers, television, and radio as carriers; new media take digital television, digital newspapers, tablets, and mobile phones as the main output terminal, making information browsing more convenient. From the perspective of service, new media integrates information and entertainment services with video, audio, voice data service, interactive game, distance education, providing users with better visual experience through diversified forms of presentation.

There are some advantages to the new media in our daily life. Compared with newspapers, radio, television and other traditional media, new media can better meet the needs of people's fragmented learning of leisure and entertainment and meet the needs of interactive expression, entertainment and information anytime and anywhere (Shen, & Yuan, 2019). And the transmission and update speed is faster and the cost is lower. The advantages of new media are as follows:

First of all, it has various forms of presentation. New media break the barriers. It uses digital technology to integrate text, images, audio, and video, which makes the forms of information-rich and colourful. It implements information autonomy, real-time and expansibility of information content. The performance of new media is illustrated with rich graphics and video to make the content of information becomes more vivid to attract users. New media, which provides more resources and more choices, is changing the way college students live, study and work.

Secondly, it breaks the limitation of space and time. It breaks the geographical restrictions among countries, connecting worldwide internet communication. New media also combines with technologies such as wireless networks, application software systems, social network service, and digital television, which enable it to connect with the world at any place and at any time, posting messages and searching for information (Wang, 2019). In particular, the application of new media on mobile phones is very fast in publishing and searching for information, regardless of temporal and geographical restrictions. As long as there is a network provided, people can post and look up related information and interact with colleagues and friends, which cannot be achieved by traditional media such as newspapers, television, and radio.

Thirdly, it is the instantaneity and high speed of information dissemination. Compared with traditional media such as radio and television, new media no longer needs complicated editing and cumbersome post-production and typesetting. It can process and post information at any time, which realizes the real-time release and reception of information. It breaks the timing transmission of traditional media and breaks temporal and geographical limitations. New media information spreads very quickly, and users can post information quickly and receive information in time by smartphones, computers or other smart terminals (Xu, 2019). New media use powerful Apps and websites to present content, which makes 24-hour online a reality. At present, all portal websites can realize real-time transmission of video and audio.

Finally, there are some powerful forms of interactive communication. Due to technological reasons, almost all traditional media focus on public needs, and users just read or watch the same content passively. Under the new media environment, users can make feedback, comment and complementary to the information or interact with the information (Zhao, 2018). Moreover, they can customize the information they need and can also post or share the information they watch or their own.

2 LITERATURE REVIEW

2.1 Socialization Connotation Constructions of College Students

"The socialization of college students means that college students acquire various knowledge, skills, and norms, fulfil social norms and social roles, acquire social life qualifications and social roles according to their own physical and mental conditions and development needs, to continuously get accustomed to and participate in the process of social life." The socialization of college students can be understood as course learning, social practice, activities, etc. of undergraduates during their college life, by doing these students can form correct and scientific world view, sense of value and view of life and they, meanwhile, can master professional theoretical knowledge and operating ability, and contact and cognize the society, adapt to the society and integrate into the society through social practice. The university period is a preparation stage for developing college students' professional skills, competitiveness and designing their life path, which has a non-negligible significance on both college students' self-development and social progress.

2.2 Positive Effect of New Media Development on College Students' Socialization

The development of new media technologies promotes innovation in education methods and resource sharing (Wang, 2019). Openness and shareability are the basic characteristics of the new media era, which enrich the information

volume of new media. Besides, the information dissemination in new media is of greater timeliness. Publishers can send information to students through a microblog, QQ, WeChat and other platforms. The speed of communication has been greatly improved, and the learning efficiency of students has also been improved. Under the background of new media, the communication between teachers and students breaks the temporal and spatial limitations (Yao, 2020). Thus, instant communication turns into reality. Retrieval and dissemination of information become the most basic abilities and rights, which make teaching information sharing effective and the equality of education subject more obvious.

In addition, new media applications broaden social relationships, the communication space of college students, and the scope of social activities of college students, which contribute to establishing novel interpersonal relationships. Interpersonal communication is an essential behaviour for the growth and life of college students, and it is the premise of contacting, understanding and integrating into society. The application of digital new media is very popular among college students. Without good interpersonal relationships, there is no good learning and working environment. First of all, the use of new media technology eliminates the temporal and spatial limitations of university students' interactions and provides college students with comprehensive and multi-level data and information which further extends and develops the social activities of college students. Besides, Secondly, the emergence of new media technologies has changed the past ways of communication, and there are ways of "point-to-point", "point-to-face" and even all-round communication. Finally, the use of new media technologies has deepened the level of communication among college students. Due to the virtual network environment of new media, college students' communication through digital media is free of considering environmental factors such as social status, educational level, economic income, and age differences, thereby reducing the embarrassment of face-to-face contact and bringing communication to a higher level.

Additionally, the development of new media technology helps college students master better professional and technical knowledge. The data and information sharing function of new media helps college students' master professional knowledge and living skills to better participate in social activities. The traditional education model requires college students to accept professional knowledge, accumulate living skills and develop their socialized personality in specific ranges and groups. Personality development, psychological characteristics, and behaviours, which have salient regional characteristics, are influenced by the environment.

What is more, the whole new media resources construct a healthy and upward view of life and value (Tong, & Shen, 2018). The integration of new media applications has broadened the scope of people's acceptance of socialized education and has broken regional and temporal limitations. It disseminates human civilizations, scientific and technological achievements, values, moral standards, etc. by advanced technological means, making college students accept professional and social knowledge more easily. It improves the view of value and view of the life of college students by exposing them to multi-culture, which helps college students develop their beliefs, behaviours and moral standards in the right direction.

Besides, the virtual environment and role-playing can broaden the space of practice (Liu, 2020). After graduation, being able to meet the needs of society and play a certain role in the social environment, college students are required to strengthen role learning, role-playing, and role integration during their college life by doing role-playing or interaction under the premise of unclear identity, status, relationship, etc. in the virtual environment. In the virtual environment, college students can try to play the role of people who are working after graduation and put their future role in practice. They can also play different roles, experience various needs and understand different social role scales which serve the function of understanding the role correctly, relieving anxiety, and solving the conflicts between roles.

Finally, the development of new media technology enables college students to show initiative. The development of new media has expanded the social activities, social relations, and social space of college students. Meanwhile, college students can freely and unrestrainedly obtain knowledge and information. This greatly provides students with initiative in getting socialized. College students can conduct affairs independently, which helps to cultivate college students' personalities, sense of independence and ability to do things in social activities.

2.3 Negative Effect of New Media Development on College Students' Socialization

Western capitalist countries use new media to penetrate political ideology and encroach on culture (Su, 2018). The operating environment of new media is a global and open virtual environment. Western capitalist countries impose their value standards, ideology, social standards, foreign policies on Chinese college students through their control and influence of information dissemination. These standards and ideologies contradict the ideology and cultural values of Chinese college students, which influence students' social awareness and affect them to establish excellent traditional cultural concepts, patriotism, and nationalism, etc. And that may lead to changes in college students' political thinking. Online games are a good example. In online games, the binding of real-life behaviour norms is invalid. In online games, gamers can "drag", "fight", "marry", "gambling", "robbery", or even "Kill" without impunity. In order to attract players, some online games also made advertising slogans such as "Come on me if you are a brother" and "Cash ingots for cash". Over time, the abnormal values produced by "role-playing" in online games, such as money worship, hedonism, and extreme individualism, will be brought into real life by college students, which in turn will affect the actual behavioural norms.

On the other hand, the use of new media technology applications has also led to the widespread dissemination of various types of junk information, which has led to the deviation of ideology and morality of college students. The initial needs of college students to enter the virtual community are mainly entertainment, namely "passing time" and "getting happiness". However, due to its profitable nature, in order to enhance the user experience and increase user stickiness, the virtual community has set up a complex game mechanism in the game, which increases the interaction and continuity of the virtual community, so that college students in the virtual community gain a stronger sense of accomplishment, pursuing the "boss status" of the virtual community (Liu, Zhu, & Zhao, 2019). In the virtual community, college students can experience a completely different emotional experience from the real world through the virtual community and role-playing, thereby compensating for the lack of psychology and spirit in the real world. The virtual community has the characteristics of freedom and openness and anonymity. College students can freely choose the role they play in the virtual community and can be free from the constraints of real social behaviour norms. They become the "people" they want to be in the community, such as "Xia Ke" Roles such as "manager" and "commander" have set up different social mechanisms from the real world, such as "union", "union", "family" and "team", etc. College students disregard laws and regulations and disregard speech in interpersonal communication in virtual communities the disconnection of the real society lacks the division of labour in the real society and the sense of identity of the collective society.

College students are involved in the environment of new media applications where academic information, entertainment information, and economic information are mixed with all kinds of pornographic and violent information (Lin, & Wang, 2018). As a result, those college students who are weak in self-control search for pornographic and violent information, finally causing themselves personality disorder and a lack of social morality. In fact, college students rely on new media so excessively and indulge themselves in it that they fail to change their role between objective reality and virtual reality. Therefore, psychological dislocation and behavioural disorders were caused, leading to college students' psychological isolation and depression.

Meanwhile, the widespread use of new media technologies and the widespread application of virtual communities have triggered a psychological trust crisis among people. In a virtual environment, interpersonal communication ignores regulations and comments and the false claims which admit such interpersonal communication leads to real and virtual dislocations and influences normal interactions and development.

3 METHODOLOGY

Based on the research gap exists in the literature review, some research questions have been proposed as follows:

1. How dependent are contemporary college students on new media technologies?
2. Which new media technology is the most dependent on contemporary college students?
3. Whether new media technology will affect the daily learning behaviour of contemporary college students?

3.1 Participants

This research uses a questionnaire survey to conduct a research analysis. First of all, the questionnaire was distributed throughout the class by sending a QR code to the class informant among the undergraduates at Zhejiang Yuexiu University of Foreign Languages.

A total of 5,000 questionnaires were set, of which the male and female ratios were set as follows: men accounted for 30%, women accounted for 70%, and the age group was set from freshman to senior year, each accounting for 25%, and 2,500 foreign language and non-foreign language students.

3.2 Methods

The degree of dependence on new media technology mainly includes seven categories of problems: the type of new media, the length of time it is used, the frequency of use, the carrier of new media, the monthly subscription of traffic, the degree of dependence, and the degree of self-perception. The main purpose of this questionnaire is to understand the impact of new media technology development on contemporary college students. After the questionnaires were collected, BI tools were used for analysis.

3.3 Data Analysis

1) The time of using New Media (Figure 1)

According to Figure 1, it shows that college students use new media for 4-6 hours per day, accounting for 73.9%. For modern college students' study and living situation, it is basically within the normal range. The proportion of over 6 hours is 13.6%, which is a relatively high value for 24 hours a day.

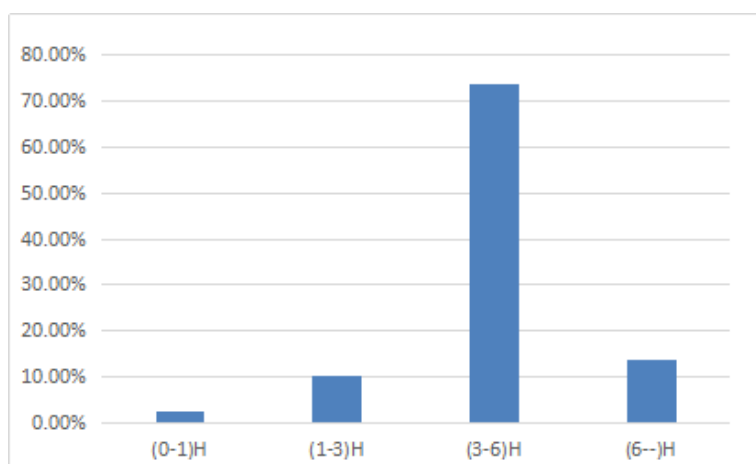


FIGURE 1 THE TIME OF USING NEW MEDIA

2) The Tools of Using New Media (Figure 2)

Based on Figure 2, it reveals that 75% of students use mobile phones as new media reading or using tools, and 23% of students use computers as new media reading or using tools. The use time is 40.9%, 20.4% before bedtime, after lunch, during class, between classes, and so on, 20.2%, 9.8%. In Figure 2, mobile phones are an important tool for the development of new media technologies. Thanks to the convenience of mobile phones to access the Internet, they can access the Internet anytime, anywhere, and read relevant materials through mobile phone applications, and use new media resources through mobile phones, laptops, and other tools. It is an important way for college students to learn and live, and it is also the best way for college students to avoid learning, which has greatly affected normal learning.

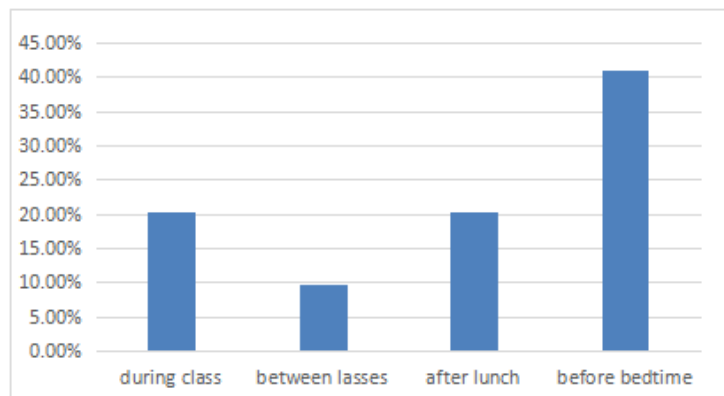


FIGURE 2 THE TOOLS OF USING NEW MEDIA

3) The Degree of College Students Dependent on New Media (Figure 3)

Perceived on their own new media resources indicate that the degree of dependence and the degree of very dependence are accounted for 85.1% and 10% respectively, and those who did not depend only accounted for 4.9%, which indicates that college students are more dependent on new media technology resources and it has become a common phenomenon.

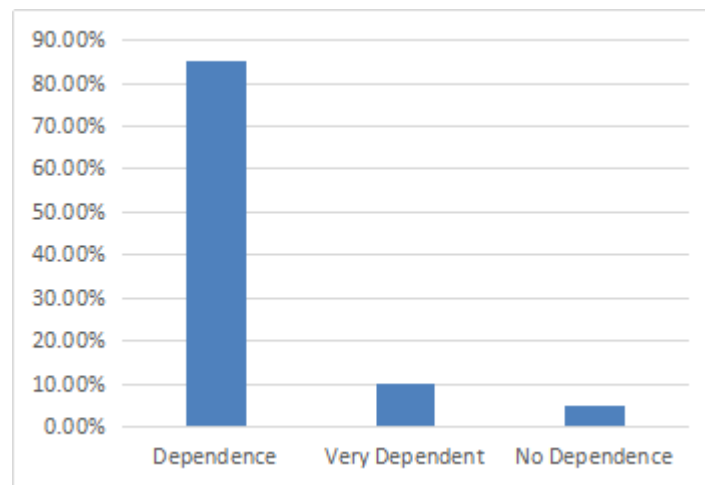


FIGURE 3 THE DEGREE OF COLLEGE STUDENTS DEPENDENT ON NEW MEDIA

4) The Behaviour of Using New Media (Figure 4)

The survey results show that the main purpose of contemporary college students using new media technologies is to query learning materials, social communication, online games, online audio and video appreciation, and webpage information browsing. The use of new media consulting on mobile phones or computers as carriers, with 87% of entertainment and social content, far ahead of other options, indicating that mobile phones and computers as carriers are becoming an important platform for college students' entertainment;

But only 10% of students use new media technology to study, which shows that there is still room for further improvement in our teaching reform. We must make full use of new media technology to serve teaching and learning. WeChat, Douyin, and QQ are the most important social networking software for college students, especially WeChat and QQ, with usage rates of 99.1% and 98%, respectively. The use of other social software such as Douyin and Kuaishou can reach more than 50%, which indicates that there are many types of social software and there are diversified choices. This is related to the rapid development of the Internet and market segmentation.

In the survey sample, the average daily use of new media technology was 28.6% in 1-3 hours, 48% in 3-6 hours, and 11.2% in 1 hour or less. In the survey sample, the average daily online game duration is 43.6% in 1-3 hours, 35.5% in 3-6 hours, and only 11.3% in few choices. For young students who are in the best period of learning knowledge and the critical period of physical and mental development, too much time spent immersed in social networking and

games will inevitably squeeze time for learning and other daily activities, and also replace real life with online life Is a more widespread problem.

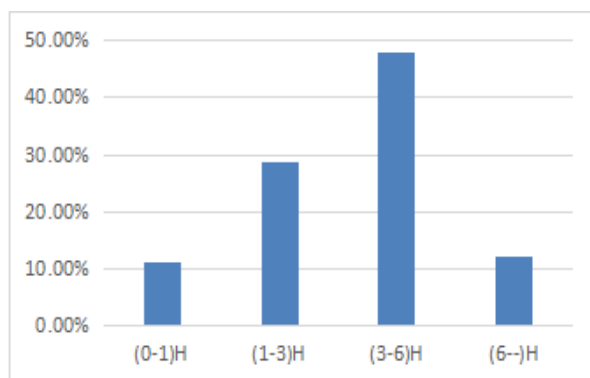


FIGURE 4 TIME SPENT USING NEW MEDIA TECHNOLOGY EVERY DAY

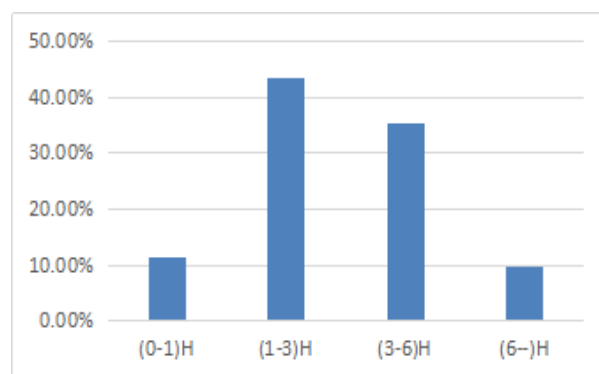


FIGURE 5 TIME SPENT PLAYING ONLINE GAMES EVERY DAY

On the other hand, most college students have experience in online shopping. The daily shopping time is less than 3 hours, accounting for 86.8%. The popularity of online shopping is high, which is a normal range. However, online information such as violence and pornography needs attention. In this survey, it was found that 10% of boys have visited or watched online information such as violence and pornography, which caused college students with less self-control to look for some pornographic and violent information out of curiosity or impulse, and finally led to personality disorders Lack of social morality, etc.

4 DISCUSSION

According to the above data analysis, some discussion has been proposed.

Firstly, the corresponding countermeasures are at the social level. Perfect regulations of the network environment and regulate online social behaviours. Due to the current situation of floods of harmful information, ineffective monitoring, and rampant crimes, regulations should be perfected to monitor harmful information, combating cybercrime. There must be laws to go by and lawbreakers must be prosecuted. Maintaining the security of information and making the relationship between Internet behaviours and Internet subjects clear. College students are required to be educated to be excellent students who consciously abide by the laws and regulations and resist actions of disseminating illegal information. Secondly, purify information on the Internet and create an internet environment that is good for college students' healthy growth. Making use of the powerful influence the new media possesses to establish a news website that has a clear political stand and correct views. Purifying the ideologies in the Internet environment is in line with the Marxist theoretical system, socialist value outlook, and other ideological weapons. Finally, strengthen the supervision of the new media network environment and create a healthy network culture atmosphere. Try to provide a satisfactory living space for college students by improving the control of the network and inspection of harmful information, cleaning online cultural garbage and regulating online behaviours.

Secondly, the campus culture has a subtle influence on the life, work, and study of college students. The campus

culture has a demonstrative role in college students' social activities so that affects the value orientation and life orientation of college students. Actively guide college students to participate in social activities, understand the society, improve college students' communicative ability and independent living ability, shorten the distance from social life, and improve college students' sense of mission and responsibility.

In other words, the corresponding countermeasures are at the school level. Firstly, to publicize the policies of the party and the government by establishing a website that devotes to ideological and political education. We should establish a database of positive ideological education. Developing a forum to discuss significant problems and heating issues (Li., & Liu, 2016). Educating and guiding students to form the correct view of life and sense of values. In addition, a psychological counselling hotline can be established. Secondly, Schools are required to establish an information management organization, which can strengthen the monitoring and management of network information, formulate the standard of behaviour and strengthen the management of the campus network. Real-name registration, a responsible administrator and weblog documents are required. Providing college students with a safe and healthy online campus by building a firewall and a filter network that serve the function of blocking harmful information. Finally, strengthen the construction of campus culture and guide college students to participate in social practice activities actively. The campus culture affects college students' life, work, and learning subconsciously. It has a demonstrative role in college students' social activities and affects their value orientation and life orientation. Schools are responsible for helping students know the society by guiding students to take part in social activities, then their communication competence and the ability to live independently can get developed, the distance between them and the society can get close, and their sense of mission and sense of responsibility get improved.

Finally, the corresponding countermeasures are at the college student level. Firstly, college students must establish the correct concept of the network; learn the laws and regulations of the network, and know-how to choose information. The Internet is an indispensable platform where college students can obtain knowledge and do learning. However, there is also plenty of harmful information hiding in the environment of the network. College students, therefore, must learn to choose information, improve their ability to distinguish, analyze information, and resist temptation. Meanwhile, college students must enhance law consciousness, political consciousness, and safety consciousness, and form good web-surfing habits. Secondly, college students must strengthen their online moral cultivation, get along with people equally, and be responsible for their speech and behaviour. College students are required to consciously maintain the cleanness and peace of online, strengthen the online moral idea and moral consciousness, be aware of the consequence of online behaviour.

5 CONCLUSIONS

The digital new media, which is based on information technology, is impacting and improving college students' life with its charm. New media provides college students with a more colourful living environment, broadens their cognition, changes the way of social interaction, and provides college students with more opportunity to practice roles, which is conducive to students' learning of cultural knowledge and life skills and the socialization of college students.

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