

"La La Land": "Music + Light Social Interaction" Mode and Psychology Research of Contemporary College Students—— Take Netease Cloud Music as an Example

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Abstract: With the diversified development of social media, young people not only like to listen to music, but also gradually love "social music". Many mobile music industries are based on platforms, which try to build independent, collaborative and relatively pure social fields. Based on the concept of "light social interaction", this paper takes the cloud community of Netease Cloud Music as an example, exploring the mode of college students and analyzing the motivation through literature reading, questionnaire survey and in-depth interview. Finally, the author tries to analyze the inner psychology of contemporary college students who join in "light social interaction" activities relying on the network platform.

Keyword: Music; Light Social Interaction; College Students; Netease Cloud Music

1. Research background and literature review

According to data from the State Internet Information Center, the number of online music users in China had reached 658 million in 2020, accounting for 66.6 percent of China's total Internet users. In addition to listening to music, the increasing number of young users have a higher demand for online interaction. These demands have stimulated the development of online social functions. Many social functions such as "listening to music together" and "hug online" have emerged and set the trend of "light social interaction".

The concept of "music social" comes from Drew Lamer, the American Music Streaming Software Rdio CEO, who put forward "the social music" refers to the user social interaction for connection. And it really helps users achieve music consumption and enjoyment.

"Light social interaction" is a "light social mode that breaks through time and space restrictions to use fragmented time to share life, which simplifies the complicated traditional social networking and places users in a fresh and pure social environment". Different from WeChat, QQ with a strong relationship of social mode, Netease cloud music social created mediation social space through song thumb up, comments, forwarding, direct messages, listening together and other functions. At the same time, it isolates complex social relations and allows users to choose social ways they like.

In recent years academic study of social music focus on Collins "ritual interaction theory", terness "spiritual community theory" for perspective, which includes the function analysis of music social software, the marketing strategy of user communication platform. At present, there are relatively few studies to explore the phenomenon of "light social interaction", the modes of the cloud social interaction of college students and the motivation of college students.

Based on the above, this study tries to answer the following three questions: What are the functions and modes of Netease Cloud Music that focus on "light social interaction"? What are the motivation of contemporary college students who like Netease Cloud Social networking? What state does "light social interaction" reflect in young people today?

2. Research technique

2.1 Literature reading method

Consulting the literature related to music social networking and analyzing the music social function, user's self-expression and

social network characteristics in Netease Cloud Music from multiple perspectives.

2.2 Questionnaire survey method

The questionnaire used anonymous survey for college students who had used Netease Cloud Music. A total of 91 questionnaires were distributed and 91 valid questionnaires were issued.

The questionnaire questions consisted of three parts. Part one: Personal basic information. Part two: The use of various social functions of Netease Cloud Music. The third part: Netease Cloud social mode and psychological exploration.

2.3 In-depth interview

Interview outline:

- (1) Basic information of netease cloud user account number.
- (2) Use mode, frequency, object and other conditions of social functions.
- (3) Social stories that happened in netease Cloud.
- (4) Views on the netease cloud social networking mode of college students.

A total of five people were interviewed, all of whom are senior users who use Netease Cloud Music every day.

| Basic information of the respondents | | | | |
|--------------------------------------|-------|-----|---|--|
| Name | Sex | Age | Music Types | Social Functions |
| Elaine | man | 19 | Japanese music, city-pop music | Comment,private messages,send news |
| Lumiere | woman | 19 | Pop music, Hong Kong and Taiwan old songs | Comment,listen to music together,chat live |
| Jay | woman | 20 | Western Music | Thumb up,comment,listen to the music together |
| Victoria | woman | 18 | Pop music,folk music | Share,listen to music together,chat in real time |
| Jerry | man | 19 | Absolute music | Like,collect,comment |

3. Research content and thinking

3.1 Netease cloud "light social networking" mode

3.1.1 Mobile social model

Manuel Castor pointed out in the Rise of the Network Society that the spatial characteristic of the network society is the flowing space, which is composed of nodes and cores. These nodes and cores not only determine the specific means and forms of interaction, but also determine the mode of people's relationship. Questionnaire shows the Netease Cloud Music users have different habits:65.93% create their own Netease Cloud playlist, 21.12% like comments, 37.76% share netease cloud songs with their own WeChat,QQ,weibo friends.Songs can flow to different spaces, making the whole music social network present scattered distribution.

3.1.2 Shared social space

Recently, the popular function of Netease Cloud is "listening to music together", which is not only a magic weapon for lovers, but also a channel for strangers to socialize. One-fifth of the respondents used the "listening to music together" function daily and 25.63% said they are willing to use this function with strangers.Through the function of "listening to music together",users can share the same music space. Lumiere has listened to music for more than 2000 hours with her best friend and the longest time between Elaine and her girlfriend was 266 hours. At the same time, its positioning function can let them know thousands of miles apart from each other, so that

the users can have a proper understanding of each other's position and status.

3.2 The motivation and psychology behind the "light social interaction"

3.2.1 Emotional expression of the music itself

Music, as the core medium for college students to light social interaction, not only gathers users who are in different nodes, but also builds a certain safe music space and isolates the strong social relationship between the two sides. "Music does not mean this or that individual, a certain joy, but means joy, depression, pain, horror, joy, peace of mind and so on." When the user hears a song, he will automatically connect with the personal experience of the lyrics, and then feel the emotions and sorrows in the rich music world. Music, as a medium, connects to the same emotions of different users, making social networks firmly connected.

3.2.2 The desire for pure social interaction

Giddens proposed "pure relationships", stressing that "there is a transformation of intimate relationships between local and global interactions. People begin to pursue a pure relationship, and trust emerges only through the process of opening individuals to each other." College students have just broken away from the pure social environment of high school, and are deep in the anxiety about joining in a diverse social network. They are in an awkward situation so that they are eager to the pure intimate relationships. According to Elanie, who spends more social time online than in the reality, "People interact through music and often don't have so many social concerns." Looking at the Netease Cloud dynamic and the comments section, which is different from Weibo, Douban and other social platforms, it gives college students a pure auditory feeling, and filters the irrelevant miscellaneous remarks. In this process, college students temporarily return to "pure music lovers" from "social people", completing the feedback of the traditional and complex social relations.

3.3 Break the core contradiction of college students' social relations

A quarter of the users in the questionnaire said, "Why are college students more and more like Netease Cloud Music social networking?" The response mentioned the word "loneliness", as Shirerry Teker said in "Group Solitude": "People often feel lonely, but afraid of being bound by intimacy and want to be accompanied without having to pay friendship." The pure musical social space has faded the social identities of individuals and avoids the sense of oppression brought by the real social connection. It successfully breaks the contradiction between their own loneliness and the desire for social connection.

4. Reflection and summary

Of course, Netease Cloud Music also exists a lot of worrying situation. When negative comments like "I was born, I'm sorry" are frequently issued, and even violate the real victims of depression. We can't help reflecting on whether highly concentrated social comments can hurt others. On the other hand, light social interaction depends on the virtual space of the network. Under such an underlying logic, the relationship pursued is the virtual relationship, and the pure pursuit may be the pure of nothingness. When asked if they knew whether the relationship was stable and trustworthy, the answers were mostly uncertain. The sincere relationship is suspended by the platform. There is probably a question mark over whether the suspended friendship can give people real comfort.

Admittedly, the phenomenon of light social interaction among college students has not only occurred on Netease Cloud Music platform, but also the other online platforms with various social functions. The phenomenon of non-directional social interaction on the network platform reflects the social interaction mode with the group image of "group loneliness". Perhaps, in the rising wave of online social networking among college students, we are inevitably involved, but in this process, we constantly change our relationships and constantly reshape ourselves.

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