

Analysis of the Influence of Emotionalization on Social Media on Objective Judgment of College Students

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Abstract: With the continuous development of information technology, social media has an increasing impact on the daily lives of college students. The development of social media has its positive factors, but at the same time, the emotional nature of social media has also begun to have an impact on college students' emotions, rational thinking, and objective judgment. With the increasingly close integration of virtual space and real space, for college students' ideological and political education workers, the key is to leverage the positive role of social media emotional nature in ideological and political education and avoid its negative factors, Help college students develop a lifestyle that is more adaptable to the current dual spatial rational thinking parallel.

Keywords: Social Media; College Students' Emotions; Virtual Space; Political Education Workers

Introduction

With the continuous development of modern media technology, the impact of socialized media on campus life in universities is also increasing. Social media has played a great role in information discovery, integration, and communication, but we should also recognize that excessive reliance on social media can lead to many psychological problems. In today's society, college students are not only the "indigenous people" of social media, but also the "main force" of social media. The use of social media has become a new mode of survival, and even formed a new normal. How to correctly guide social media, maximize the positive effects of social media, and avoid the negative effects of social media? The emotional impact of social media on college students' emotions, rational thinking, and objective judgment is a question worth exploring. The article analyzes the impact of social media emotionalization on the psychology and behavior of college students through the use of social media, and provides objective judgments and corresponding countermeasures and suggestions.

1. The Essence of Emotionalization in Social Media and the Role of College Students in Media

Emotionalization of social media has expanded the scope and ability of human communication, so it has developed rapidly since its emergence. It has become an important tool and information source for people to establish and maintain connections with society, thereby affecting people's cognition of the real world and their behavior in the real world.

1.1 The concept and specific forms of emotional media in social media

On this basis, this article proposes a new media concept based on information technology, namely social media emotional media based on information technology. Supported by web2.0, in social media emotionalization, it can fully reflect and develop the decentralized, massive, interactive and other characteristics of the internet. On this basis, social media emotionalization also has the characteristics of information openness, massive information, and community-based communication platforms. Diversification of communication subjects, diversification of communication demands, and equalization of communication methods; Through fragmentation of information production and other characteristics, users are encouraged to actively make contributions and feedback, and build new relationships on this basis, or let the real interpersonal network get more expansion.

1.2 The increasing impact of social media emotionalization on campus life of college students

Social media has played a great role in information discovery, integration, and communication, but we should also recognize that excessive reliance on social media can lead to many psychological problems. In today's society, college students are not only the emotional "indigenous" of social media, but also the "main force" of social media. The use of social media has become a new survival mode, and even a new normal has been formed. How to guide social media correctly, maximize the positive effects of social media, and avoid the negative effects of social media is a problem worth exploring. The article analyzes the impact of social media on the psychology and behavior of college students through its use, and provides corresponding countermeasures and suggestions.

2. The essence and role of social media

Social media has expanded the scope and ability of human communication, so it has developed rapidly since its emergence. It has become an important tool and information source for people to establish and maintain connections with society, thereby affecting people's perception of the real world and their behavior in the real world.

The concept and specific forms of social media. On this basis, this article proposes a new media concept based on information technology, that is, social media based on information technology. Supported by web 2.0, it can fully reflect and develop the decentralized, massive, and interactive characteristics of the internet on social media. On this basis, social media also has the characteristics of information openness, massive information, and community-based communication platforms. Diversification of communication subjects, diversification of communication demands, and equalization of communication methods; Through fragmentation of information production and other characteristics, users are encouraged to actively make contributions and feedback, and build new relationships on this basis, or let the real interpersonal network get more expansion.

3. The impact of social media emotions on the spirit and behavior of young students

Due to the different carriers of technology, people's behavior in the internet can also take many forms, but according to the way of communication, it can be divided into three levels: human-machine communication level, individual psychological level, and social psychological level. This article focuses on exploring the impact and changes of social media on the psychological behavior of college students from three aspects: impression psychology, self-awareness, and online interpersonal relationships, starting from the personal and social psychological levels. Social media has become an important tool for college students to obtain information, establish and maintain social relationships, and has brought significant changes to their psychological behavior. In this context, in order to leverage the positive role of social media emotionalization, ideological and political educators need to play the four roles of pioneers, peers, guides, and guides, combining problem-solving with practical problems, studying the changes and impacts that social media brings to college students in learning, life, employment, and other aspects, and guiding them to use social media for self inspiration and independent education according to the situation, Continuously improve the mechanism of complementarity and promotion between self-discipline and heteronomy.

3.1 Emotionalization on social media, playing a pioneering role, and enhancing the effectiveness of students' ideological work

Social media has become the main platform that college students can use. Therefore, ideological and political workers should not only not lack their own position, but also actively learn cutting-edge technologies and emerging platforms in the shortest time, so that they can become the pioneers in social media. Only in this way can they turn it into their own strength, eliminate it, and take its essence. One of the main features of social media is the integration and sharing of resources, which provides convenience for ideological and political workers in their work, enabling them to effectively carry out information dissemination, ideological guidance, and other work.

3.2 Become a 'companion' for students in their daily lives and studies, and enhance their 'affinity' for ideological and political work.

Social media makes communication between classmates more convenient, but it also adds some uncertainty. Ideological and political personnel should fully utilize their convenience, avoid their uncertainty, provide positive guidance, be their "mentor and friend", and be their companions on the path of growth. Firstly, the "human-machine communication" of social media is a private behavior, and its object, content, time, and other information are only known to the recipient themselves. In face-to-face communication, human behavior and behavior must be adjusted according to specific social relationships, and in communication, human behavior and behavior must be constrained by social relationship norms, and social media communication greatly breaks this limitation; Intermittent communication is also allowed.

3.3 Guide for Young Students to Advance and Enhance Their Motivation

Social media emotions are an important way for young individuals to shape their own images, which enhances their self-awareness and attention. However, we should also see that young people nowadays are still in the mature stage of their worldview and values, which requires ideological and political workers to become guides on their journey, provide them with correct guidance, and not excessively lose themselves. Social service media represented by WeChat and QQ have become the mainstream in the daily lives of Chinese university students. These media exhibit a "quasi virtual" characteristic, with users' real friends highly overlapping with online friends, thereby affecting the learning and well-being of university students. In social media, they can showcase themselves together through the internet and real-life friends.

3.4 In terms of media quality

Providing guidance on media quality and strengthening media promotion and publicity. In college life, as the main body of learning, how can college students fully utilize social media while avoiding its negative effects? The fundamental reason and focus should be on themselves. As the saying goes, "Teaching people to fish is better than teaching them to fish." This aims to improve the media literacy of college students, cultivate their independent information filtering ability, establish a true and three-dimensional social image, and have a correct understanding of the social media environment. The improvement of media literacy among college students is of great significance for the formation of their values and thinking habits, as well as for the formation of their behavioral patterns. This requires politicians to start from the source, tailor the medicine to the situation, and become a guide for young students in media literacy. According to relevant surveys, young people have strong social needs during their university years, and there is currently a lack of education in relevant aspects of schools.

4. Conclusion

At the same time, social media emotionalization holds an increasingly high position in the daily lives of college students. For example, communication with relevant personnel during job hunting and internships is carried out through email and other forms of social media emotional expression. The personal image presented by social media emotions is gradually becoming an important component of comprehensive judgment of a person. So whether from the perspective of avoiding passive addiction to social networks, or from the perspective of daily communication and job hunting, today's college students should understand and master the rules and expression skills of online communication, learn to use three-dimensional expression methods on the internet appropriately to build an image and personality, showcase oneself, and establish a healthy and good interpersonal network. Therefore, it is necessary to strengthen the targeted education work, actively improve the media literacy of young college students, guide students to correctly understand social media while using it, such as building self-image, maintaining emotions with others or work groups, establishing and consolidating interpersonal relationships, and balancing the rational and objective social skills of online socializing.

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