

# A Brief Discussion on the Impact of New Social Media on College Students' Behavioral Habits and Guidance Strategies

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## ABSTRACT

The widespread popularity of new social media has a huge impact on college students' life, study, social behavior, and physical and mental health, and has also posed new challenges to the ideological and political education work in colleges and universities. By analyzing the impact of new social media on college students' behavioral habits, this paper explores and proposes strategies to guide college students to form correct new social media behavioral habits.

## 1. Introduction

Relying on the rapid development of network technology and digital technology, new social media represented by Weibo and WeChat have become the main carriers for the public to obtain information and achieve social interaction. As the main force of the use of new social media, college students, on the one hand, enjoy the convenience and speed brought by it, enriching their learning and social life; on the other hand, they are also affected by the negative impact of new social media, which brings troubles to their own learning and life, and even affects the formation of college students' outlook on life and values, bringing new challenges to the ideological and political work of colleges and universities. Therefore, objectively and comprehensively analyzing the impact of new social

media on college students' behavioral habits, using new media to actively carry out media literacy education, creating a good network media environment, and cultivating college students to form correct new social media behavioral habits are new challenges facing the ideological and political work of colleges and universities.

## 2. Overview of New Social Media

Social media, also known as social media, refers to a website and technology that allows users to communicate, share, freely discuss and evaluate, and other social interactive activities with the help of such tools and platforms. With the rapid development of media technology, the form of social media has evolved from traditional forms such as social networks, forums, and blogs to new forms

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of social media such as Weibo and WeChat, changing and influencing people's lives and ways of communication. It has the characteristics of extensiveness and convenience, interactivity and functionality, timeliness and originality.

### **3. The impact of new social media on college students' behavior habits**

#### **3.1 Positive Impact**

(1) Convenient access to all kinds of information is conducive to enhancing personal knowledge reserves. College students can obtain information about current political and social hot spots, laws and regulations, cutting-edge knowledge in academic fields, and campus life through the Weibo and WeChat public accounts of governments at all levels, enterprises, institutions, universities, social groups, etc., as well as the personal Weibo and WeChat accounts of celebrities, scientists, professors, and university teachers in various fields of society. They can also use new media technology to obtain various MOOC resources through the Internet and clients to help consolidate the professional knowledge they have learned, enhance their personal knowledge reserves, and improve their scientific and cultural literacy.

(2) Broaden the social circle and improve social interaction skills. The low cost of using new social media, convenience, wide influence, and fast transmission speed have greatly reduced the cost and threshold for college students to participate in social interaction, and built a convenient and efficient platform for college students to make friends. Especially in social media such as WeChat, various functional APP clients, and QQ, college students do not need to consider differences in gender, age, and status, and can easily achieve the purpose of making friends and expanding their social circle.<sup>[2-1]</sup>

(3) Providing a display platform for personalized development and enriching campus culture. The virtuality of the Internet and the diversity, flexibility, and convenience of new media provide college students with a personalized platform for diversified self-display. College students can use WeChat Moments to post pictures, texts, audio, and videos that record their personal lives, show their life dynamics, express their personal views, and explain their attitudes towards life, society, learning, and life. Colleges and universities can open various WeChat public accounts to timely release information on scientific research, teaching, cultural and sports activities, innovation and entrepreneurship, psychological counseling, etc., provide various fresh information, enrich the connotation and form of campus culture, integrate ideological and political work

throughout, cultivate and practice the core socialist values, and achieve full-process education, full-staff education, and all-round education.

#### **3.2 Negative impact**

(1) The tendency to rely on social media is serious, which affects academic performance. If college students use new social media improperly, it will have a negative impact. On the one hand, when they encounter problems in their studies, they no longer think actively, but rely too much on the Internet to find answers, which reduces their initiative in learning. On the other hand, college students pay too much attention to fragmented and meaningless information on online media platforms. At the same time, in order to gain more attention, they spend and occupy their spare time and even class time to update their personal dynamics and circle of friends, which seriously affects their personal studies.

(2) Excessive exposure of personal information and false information that harms college students. Since most new social media require real-name authentication or registration of personal information, when network security technology or network supervision measures are not in place, college students' personal privacy and personal information are easily leaked, providing criminals with opportunities to commit crimes. In addition, college students are inexperienced and lack personal and social experience, so false information, online fraud, and other incidents that harm the personal and property safety of college students occur frequently.

(3) Excessive addiction to the Internet affects the healthy development of one's physical and mental health and interpersonal relationships. "Head-down tribe" and "mobile phone tribe" have become the norm on university campuses.

It is a common phenomenon that students can be seen playing with their mobile phones in classrooms, campuses, and dormitories. This not only takes up a lot of study time, but also affects students' normal routines. Playing with mobile phones for a long time will cause various health problems. At the same time, various negative information in online media will also have a negative impact on college students' mental health. In addition, the development of online virtual dating platforms has caused some college students to have conflicts between their real self and virtual personality, and their interpersonal communication skills in real life have declined, and they have interpersonal communication barriers.<sup>[5]</sup>

## **4. Guiding strategies for college students to use new social media**

### **4.1 Further establish and improve relevant laws and regulations, and increase publicity and education efforts**

In order to more effectively strengthen the supervision of online media and protect the vital interests of college students, we should further establish and improve laws and regulations, and create a good network environment and social order through legal and institutional construction. On the premise of existing laws and regulations such as the "Regulations on the Protection of Information Network Communication Rights" and the "Information Purification Law", we should establish and improve relevant new social media security regulations for college students, increase publicity and education efforts, enhance college students' legal awareness, self-discipline awareness and sense of responsibility on social media, resist all kinds of interference from bad information, and protect the legitimate rights and interests of college students with the authority of the law.

### **4.2 Focus on campus cultural construction and enrich the campus cultural life of college students**

The campus culture of colleges and universities is the manifestation and condensation of the unique spiritual temperament of colleges and universities. A good campus cultural environment is conducive to the healthy growth of college students and the cultivation of good social qualities. First, colleges and universities should make full use of various new media resources to promote network security knowledge to college students through campus radio, Weibo, and WeChat platforms. At the same time, they should strengthen the construction and supervision of campus new media platforms, strengthen public opinion monitoring, purify the campus network environment, and provide college students with a healthy and positive network information dissemination environment. Second, carry out a variety of cultural and sports, scientific research competitions, innovation and entrepreneurship, psychological education and other activities to create a healthy and harmonious campus atmosphere, cultivate the physical and mental health of college students, and build a platform for healthy social interaction.

### **4.3 Give full play to the main channel role of classroom teaching, guide college students to actively enhance their network ethics awareness and improve their media literacy level**

First, we should strengthen the construction of ideo-

logical and political theory courses, organically combine media literacy education with ideological and political education, and offer media social literacy courses and special lectures to help college students systematically, normatively and scientifically receive media literacy education, and further improve their cognitive level and moral cultivation.<sup>[8]</sup> Second, we should guide college students to actively participate in the study and practice of media knowledge, continuously improve their ability to use media, use new media as a platform to acquire and increase knowledge, and consciously resist bad information in the process of using new media information, continuously improve their ability to identify information, cultivate good social character, and improve their level of media literacy.

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