Network Group Psychological Education of College Students

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Abstract: Based on the perspective of psychology, this paper analyzes the causes and characteristics of college students' network mass incidents, explores the psychological factors of college students' network mass incidents, and puts forward the educational strategies to solve college students' network mass incidents: (1) Adhere to humanism and take appeals as the center; (2) To improve the campus network public opinion guidance mechanism under the guidance of relevant social cognition theories; (3) Strengthen communication and improve communication skills; (4) Promote information disclosure and transparency, and eliminate uncertainty and ambiguity.

Keywords: College students; Network group event; Psychological analysis; Education countermeasures

1 Introduction

In recent years, with the frequent occurrence of mass incidents and related reports in various parts of China, people pay more and more attention to network group events. With the popularization and application of the network, the network mass incidents of college students have become an important work to maintain the stability of the university.

But what is an online group event? How is it related to mass incidents? What are the similarities and differences? What is the psychological mechanism of college students' network group events? What can we do in the face of college students' network group events? This paper makes a summary of the related research on college students' network group events, and

discusses the research results and future development direction of this phenomenon.

The concept of network group incidents is a localization, there are also called network cluster behavior, network group events is formed under the background of a certain social network community is a social phenomenon and social issues of mutual interest focus in the discussion, through the network publishing, disseminating information and manufacturing network public opinion, make the development of social events conform to the collective behavior of his desire[1].

Correspondingly, we understand the network group behavior of college students as a collective behavior of campus problems and phenomena of common concern of college students, which is published and disseminated through the network, participates in the discussion, creates network public opinion, and makes the development of events conform to their own wishes.

This paper analyzes the causes and characteristics of network group events in colleges and universities from the perspective of psychology-related theories, and discusses the educational strategies of network group events in line with the psychological characteristics of contemporary college students.

2 Definition

In the database of China journal net, it is the work of university teachers and students or researchers engaged in news, communication, law, network and so on. Communication, sociology and politics are based on people's concern about public power in the period of social transition.

Although the search results of the major web portals and search engines have been experts, authoritative opinion voice in, but mainly reflect the position of all

Internet users and views.

To sum up, there are two main definitions of network group events:

2.1 The first definitions

"Click rate" is used as the expression form of network group events, and "hot issues on the Internet" are formed and participated in by clicking, posting, following, forwarding and voting, and "hot issues on the Internet", "network comments" and "expression of public opinion" are regarded as "network group events".

Their common characteristics are: millions of hits, netizens agree with the results of participation, far-reaching impact. Some researchers believe that the definition of hot public events as "network mass incidents" at least means that the managers do not regard network public opinions as the normal expression of public opinions, and they lack respect for real public opinions.

As long as a new perspective, the network public opinion hot spots as a normal expression of the public, the situation will change.

On the one hand, the event reflects the awakening of the people's awareness of rights, on the other hand, it also shows the enthusiasm of the people to participate in social governance, which is exactly what the society expects.

2.2 The second Definitions

Network group event is a special group event, which is the response of real group event on the network, or the embodiment of network's influence on group event.

This view is the appeal of the masses, which is reflected in the governance inquiry of the ruling party. It involves three kinds of incidents such as "involvement in corruption", "involvement in wealth" and "involvement in power" of public departments and public officials, emphasizing violence, destructiveness and negative influence.

Some researchers believe that network mass disturbance is a special form of group disturbance that some groups release and disseminate information on a large scale to vent their dissatisfaction and create public opinion in order to achieve a certain purpose.

Others believe network group incidents is a new kind of special form of mass incidents, it is to point to in a certain society under the background of formation of the Internet population for common interests or other related purpose, use of network organization, and in the real central normal gathered, disturb social order, and

may even occur crowd violence to social and political stability.

To give all people the opportunity and platform to express their opinions, and to promote social harmony through benign communication and communication, this paper only defines network group events as a special form of mass disturbance, and restricts network group events from four aspects, and regards them as a necessary but not sufficient condition for "public opinion hot spot", "speech expression" and "network public opinion" :

(1)The influence of the Internet on the incitement and organization of mass incidents;

(2)Information response in each stage of formation of network mass incidents;

(3)It emphasizes that the influence on mass incidents is caused by network groups, which leads to the formation or expansion of real groups;

(4)Internet users and real groups play a role in the occurrence of mass incidents.

To sum up, this paper defines college students' network group events as college students' use of the network platform to express appeals and exchange information on hot issues caused by reality or network events, and to form online or offline group gathering actions in a specific space and time.

3 The causes of network mass incidents among college students

3.1 There is a gap between school management services and students' needs, and the way of expressing students' opinions is missing or not smooth

Network group events are mostly related to students' vital interests, such as campus life, their own property, their own safety, resource ownership, health, etc. According to Maslow's hierarchy of needs theory, these needs are at a low level, but they are aspirations that everyone can strive to achieve.

When these basic conditions cannot be met, students will strive for them, but in reality, the way to achieve them is just missing or only exists in form.

3.2 The school's information management mechanism is not sound, and the release of information is not timely, objective and transparent

Students do not get the correct information and do not see the expected response. In the face of some

emergencies, colleges and universities tend to ignore the correct release of relevant instructions in the process of intervention, but take a relatively simple and crude approach.

For example, delete students' speeches and questions in online posts, criticize the education of students who post, lack of sincere explanation, and the school shows an attitude of evading or deliberately covering up, which intensifies the contradiction between students and the school.

3.3 College students have increasingly strong legal concepts, independent consciousness and awareness of safeguarding their rights, and they are well aware of the pressure effect of online public opinion in reversing events

College students are characterized by active thinking, rich knowledge and strong personality. When they find that what they are facing is contrary to their own knowledge or expectation, they tend to protect their individual rights from infringement and fight against authority.

They are the ones who go online a lot, and they tend to think that making a bigger impact will get more and higher level of attention, and the public opinion is usually in favor of the weak side.

They hope that the public opinion pressure will make the event in the direction of their expectations.

3.4 Because of the anonymity of the Internet, students' opinions and emotions can be expressed in a more real or extreme way

Although students are becoming more and more aware of safeguarding their rights, they will still be afraid when they express some opinions or emotions, fearing that their words and deeds will attract retaliation and even affect their studies.

In such a psychological state, the anonymity of the Internet provides an opportunity for its real expression of opinions or emotional support[2].

In addition, whether it is online posts or other similar BBS forums on campus, a user can apply for multiple accounts, which to some extent can provide students with the illusion of public support.

4 The characteristics of network mass incidents of college students

4.1 The network group events in colleges and universities have strong public opinion

orientation, fast propagation speed and sudden occurrence

Since the network is not limited and the use of smart phones makes it possible for students to surf the Internet anytime and anywhere, it also makes the information transmission and access convenient and fast.

In this way, students have limited access to information in limited cyberspace, and their emotions are easy to be incited to lead to mental imbalance, resulting in network violence.

4.2 Network events are related to the interests of the group and have great practical significance to the group

It is usually divided into two categories: one is related to the immediate interests of students, such as eating, drinking, using, learning and so on.

The other group is not directly related to the students involved in the online events, but they think they have the right to know.

For the former kind of problem, the purpose of network group behavior is to obtain its own favorable conditions;

For the latter type of problems, the purpose of network group behavior is to see what responsibility the school takes, what measures it takes, and what efforts it makes in this incident, so as to eliminate the inner sense of insecurity on the basis of understanding.

4.3 In network mass incidents, netizens are prone to deindividuation and their anger is easily incited and intensified

In the deindividuation situation, the behavior is regulated by external cues, the individual's self-awareness and sensitivity to evaluation are lower than the general situation, there is a stronger collective consistency, they will choose the more dangerous and unconventional behavior.

In the network environment, students are easy to be affected by the network speech, judgment decline, the ability of objective analysis is reduced, plus in the young age, the angry mood is very easy to be incited and intensified, and tend to follow the network speech group.

4.4 The group behavior of network mass incidents is the combination of rationality and irrationality

The development of the Internet provides a way for students to express their emotions and attitudes.

In network mass incidents, most students do not hold the psychology of hostility and destruction, but hope to express a reasonable appeal[3].

However, because students are still in the stage of mental maturity and emotional instability, they often mix more irrational factors due to lack of restraint, which leads to the extreme of uncontrolled emotional expression.

5 Involves problems and their psychological mechanisms

5.1 Internet users individual

The 37th statistical report on Internet development in China shows that by December 2015, the number of Chinese Internet users had reached 688 million, and half of the Chinese people were connected to the Internet.

The number of mobile Internet users has reached 620 million, and the usage rate of mobile Internet is 90.1%.

The majority of Chinese Internet users are from 10 to 39 years old, accounting for 75.1% of the total, among which 29.9% are from 20 to 29 years old.

In terms of occupational structure, the proportion of middle school students is up to 25.2%. It can be seen that college students are the main group of Internet users.

Some researchers point out that there is no code of conduct and cognitive distortion in the network virtual group of college students, such as cultural concept, educational management, moral behavior, interpersonal communication, self-cognition and network dependence.

The existing literature pays more attention to the psychological effect of netizens. The psychological effect is the phenomenon that most people produce similar psychological reactions under similar circumstances. The main psychological effects are as follows:

(1)Anonymity effect: anonymity makes netizens feel more secure than in reality, which also makes online speech more emotional and intense than in real life.

(2)Primacy effect and recency effect: the information seen first and recently has greater influence;

(3)Counter psychological effect: the psychological phenomenon that when people can't get something, they need it more and more.

The more deleted information, the more people want to see, they think there must be a problem behind this deleted post, so the Internet users spontaneously reprint behavior and the network post was deleted to form a confrontation;

(4)Psychological negative effect: people pay more attention to the negative information of others than the positive information, especially when the negative information is related to other people's values or character.

(5)Actor-observer effect: an attributional bias that attributes the behavior of others to more stable personality factors and the cause of one's own behavior to external factors.

When negative information is reported by the media, it will spread faster than positive information. Under the negative effect, people pay more attention to and trust negative information.

(6)Vent anger psychology: usually the accumulation of social dissatisfaction, or even vent personal dissatisfaction;

(7)Third party effect: the tendency of the audience to believe that the information disseminated by mass media has more influence on the attitudes and behaviors of others than on their own.

5.2 Network group

When each netizen starts to form a common concern to a certain thing, then forms the network group.

According to the literature review of group events, this paper holds that network group is a psychological group formed based on belief or opinion[4].

The influence of group psychology is as follows:

(1)Group polarization:

What conclusions the initial opinions of a group tend to reach are reinforced by group discussion.

Netizens communicate and discuss because of their similar views, and their views will be strengthened and become more extreme in form.

The cross-regional characteristics of network communication enable netizens with the same demands to quickly gather into a temporary interest group, which covers a wide range, spreads quickly and updates timely.

Once the emergence of network hot spots, all kinds of information interwoven together, public opinion waves overwhelming.

As long as it is in line with the emotions of Internet users, it can achieve the psychological resonance effect of one call to one hundred responses. In addition, due to the psychological need of group belonging, the group

discussion is influenced by psychological pressure to some extent and produces the phenomenon of conformity.

(2)Group opinion leaders:

The concept of opinion leader was first proposed by lazarsfeld. It refers to people who are active in interpersonal communication network and often provide information, opinions or Suggestions to others and exert influence on others. It is these people who influence the thoughts and emotions of the group.

The incitement of group leaders in online media is the direct cause of many online violence incidents in China.

As the vast majority of Internet users are relatively silent in the network and just passively accept the information, the opinion leader's opinion will become the final conclusion, while other Internet users will attach to this conclusion, accept the opinion leader's opinion or constantly revise their opinion according to the opinion leader.

(3)Group susceptibility, group unconsciousness:

As a battle of wits, groups in networks are impulsive, volatile and impatient, and anonymity reinforces the collective unconscious.

5.3 Network communication and event process

All network group events have a process of occurrence, development and disappearance, namely the so-called outbreak period and decline period. Network communication has a far-reaching impact on the event process. This paper summarizes the relevant research.

Some researchers believe that the communication motivation of college students' network group events has the characteristics of social public welfare purpose, self-expression, following suit and self-indulgence.

With the development of the society, college students' self-will is gradually strengthened, and they dare to express their own opinions, and their awareness of safeguarding their rights is also strengthened. Meanwhile, the network provides a space and a place for catharsis.

Some researchers also believe that emotional contagion and action mobilization are the driving forces for the development of network news events to network group events.

Some researchers used questionnaire to investigate college students' cognition, support degree and emotion towards network events. They believed that group effectiveness, group identification and anger had positive prediction effects on network mass incidents, while government trust and media attitude had negative prediction effects on network mass incidents.

The government's trust and the media's attitude have a negative predictive effect on the network mass incidents[1].

Internet anonymity and deindividuation affect individuals to participate in network mass incidents.

Some researchers believe that Internet rumors can lead to the network mass booing, and the spread of Internet rumors plays a psychological mobilization role in the occurrence of mass disturbances, gradually arousing the emotions of the participants in the mass disturbances, and the network rumors become an accelerant for the emotional fermentation of the participants and netizens.

5.4 The evolution process and mechanism of network group events

Some researchers believe that network identification mechanism, network diffusion integration mechanism, network mobilization mechanism and network counseling mechanism run through the whole network group event.

A few researchers mainly focus on the role of meaning construction in the formation of events. They believe that through the process of meaning construction, specific social events can be given a general meaning and recognized, and then aroused attention and heated discussion, and upgraded to network group events.

6 Existing problems and development direction

Based on the above discussion, this paper holds that the following problems still exist in the current research on college students' network group events:

6.1 Insufficient understanding of network events

The polarization of definitions can also easily lead to the recognition of attitudes towards events

The differentiation of knowledge affects our response to the university network events, so we should first form a more comprehensive and sincere understanding of them.

6.2 Empirical research on psychological mechanism needs to be refined

Based on the stability of colleges and the needs of college students' own growth, we should grasp the psychological process in the process of network

events more concretely, so as to guide them timely and effectively.

Therefore, further research is needed on the early warning, treatment and response of college students' network mass incidents.

7 Psychological analysis of college students in network mass incidents

7.1 College students' self-consciousness and self-realization

On the one hand, network group events are related to students' limited thinking and irrational judgment of self-worth.

In general, students at this age have a complete and unified self and a more accurate positioning of their identity. However, in the network environment, students' real self and virtual self will be intensified to different degrees, and students will have vague positioning of the real self role, lose the responsibility of the role, and their self will be completely released, so they will no longer be restrained by the superego, and they are prone to words and deeds that do not conform to the norms of the role.

On the other hand, Mallow's hierarchy of needs theory points out that people have the need of self-actualization, and it is the highest level of needs.

For students in school, there is a strong need for their individual ability to be recognized and their potential to be realized, and the Internet provides the possibility for them to realize this need.

Some students who are usually not good at verbal communication, have never been a student leader, and lack of successful experience find that releasing a campus event they have mastered through the Internet can attract the attention of Internet users, infect emotions, arouse resonance, and get support, from which they can gain confidence and hope that they have never gained in real life.

7.2 Attitude expression and emotional catharsis

Students in college network group events usually have a relatively consistent attitude[3]. They think the event is unreasonable or incomprehensible, and they think their own interests are damaged in the event, and they belong to a vulnerable group. They want to express their attitude and get change.

Their attitude may itself be the bias when the truth is unknown, but in the expression of bigotry and extreme and in the network shows attacks, abuses, exaggerations, deliberately incitement and so on.

Without rational control of their emotions, they tend to make things go to extremes and affect the harmony and stability of the campus.

7.3 Pressure and resistance

College students are under pressure from various aspects, such as economic pressure, interpersonal pressure, employment pressure, and so on. These pressures need a way to relieve.

At the same time, college students will regard some school requirements as oppression, they think it is necessary to resist, and the Internet provides them with an opportunity to relieve the pressure and resist.

The network lets them unscrupulous, at this time the function of the network for them is just like in the emotional catharsis room, they can hit at will, but what they use on the network is the text and speech as a catharsis tool.

Students are also looking for opportunities to use sudden events to create an online backlash against the school system.

7.4 Suggestion and conformity

Psychological theories suggest that under certain conditions, the personalities of members of a group tend to disappear, as if under the influence of a magnetic field, much like that of a hypnotist, in which the brain is paralysed and willpower and judgment are lost.

Under the action of suggestion, individuals are highly susceptible to the influence of the group and unconsciously exhibit some impulsive behaviors, which are enhanced by the mutual influence of group members.

In college network group events, ordinary students have a process from identification to problem internalization for network leaders.

In the process of participating in the event, the responsibility decentralization psychology exists in the herd mentality, and the network leader makes the participation of individual students not only have the support of the team, but also have the possibility of evading responsibility, which is also the psychological condition of the university network group event.

7.5 Stereotypes and stereotypes

In the case of limited information, people tend to explain things with their own thinking reasoning and

speculation;

And for a certain group or some people have already formed a general and fixed view, when the evaluation judgment will have a relatively strong subjective color.

The existence of stereotypes and stereotypes is one of the conditions for the outbreak of college network group events.

7.6 Hostility and indifference

In a college network group event, the event itself is not directly related to the fundamental interests of the event group, the participants just hold a kind of revenge, or they have suffered injustice from the school or teachers, hoping that the impact of the event will be expanded, the relevant personnel will be punished, and their inner needs will be satisfied.

Or he just treats the event as an entertainment event. He lacks understanding and empathy for the parties involved, and participates in the incident to stir up emotions online, just hoping to have fun in the chaos.

8 Education countermeasures

8.1 Adhere to humanism, appeal - centered

In college network group events, the administrators should change their ideas, not simply define the event as student trouble, but should recognize the rationality of the appeal of students in network group events.

In the face of the occurrence of the incident, we should not avoid and suppress the practice, and we should do perspective thinking, understand emotions, and face students' problems.

We have an in-depth understanding of the causes of the incident, put the legitimate rights and interests of students in the first place, actively deal with it, and win the recognition of the student community.

Researchers Zhang Shuwei and Wang Erping concluded that the predictive effect of group identity on mass disturbance has been proved in many fields.

Therefore, only by taking a sincere attitude can the school win the recognition of students and effectively prevent the frequent occurrence of online group events.

8.2 Guided by the theory of social cognition, we should improve the guidance mechanism of campus network public opinion

Nowadays, the psychological characteristics of college students determine that they are prone to cognitive bias in campus network public opinion.

After the occurrence of major campus events, if students have no channels to get the punishment they want, they will get information from online posts and other channels. These information itself is relatively one-sided, and students will make biased judgments on the events.

According to the cognitive characteristics of students in network group events, school education administrators should to the theory of social cognition, such as cognitive development theory, cognitive attribution theory, and the theory of cognitive dissonance and improve the mechanism of the campus network public opinion, to do classroom guidance and daily, let the students learn to analyze events behind their own state of mind, and healthy mindset, the right words and deeds to face problems.

8.3 Enhance communication and communication skills

Communication skills are very important in network group events. When conducting ideological and moral education after the event, we should pay attention to the negative emotion of students at the individual level.

Students in this age stage have a certain rebellious psychology towards the school. If they blindly focus on political education and ignore the students' psychology, it will be counterproductive to strengthen the rebellious psychology, which is not conducive to the control and resolution of the incident.

Therefore, managers should listen attentively and put themselves in others' shoes so that their intense emotions can be alleviated.

When the person concerned no longer faces the problem with emotion, the event has the possibility of solution.

8.4 Promote information transparency, eliminate uncertainty and ambiguity

An important condition for people to gain a sense of control is that they can explain what has happened and predict what will happen in the future.

In life, people are usually unwilling to tolerate uncertainty and ambiguity, and always strive to eliminate uncertainty.

In college network group events, students are eager to obtain information and dispel doubts.

If the information is concealed and the truth is covered up, it will often lead to suspicion, and the suspicion with clear tendency will often lead to the expansion of the negative impact of the event.

Therefore, it is necessary to make timely and

objective explanations of campus emergencies and promote the openness and transparency of information.

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