

The Influence of Network Social Platform on College Students' Thoughts and Behaviors

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Abstract. With the rapid development of network information technology, network social platforms have become an important channel for college students to communicate. Network social platform is a “double-edged sword” that changes the learning and lifestyle of college students. In order to promote the correct use of network social platforms by college students, it is recommended that colleges and universities carry out ideal and belief education, social practice activities and strengthen network information supervision.

1. Introduction

With the rapid development of network information technology, network social platforms have become an important channel for college students to communicate. In China, network social platforms are increasingly popular among college students, and social applications such as Yi Ban[1], WeChat[2] and Vibrato short video[3] have appeared. Network social platform is a “double-edged sword” that changes the learning and lifestyle of college students[4]. This paper discusses the classification characteristics of network social platforms and their impact on college students' thoughts and behaviors, and explores effective ways to guide college students to correctly use network social platforms.

2. Classification and characteristics of network social platforms

2.1 Yi Ban

Yiban is a network virtual community with college teachers and students as the main target. Yiban has set up student workstations in colleges and universities, and has carried out a variety of campus cultural activities. It has become a well-known cultural brand in the national education system.

2.2 WeChat

WeChat is a free application launched by Tencent to provide instant messaging services for smart terminals. WeChat can group chat and provide functions such as public platform and circle of friends. At present, over one billion people are using WeChat, which has become a way of life for people.

2.3 Vibrato short video

Vibrato, is a music creative short video social software. The user performs the performance through the ready-made audio lines and scripts, and takes 15 seconds to form his own work. The vibrato reduces the cost of expression, increases the interest of the content, and spreads easily within the shooting.

3. Network social platform changes the thinking and behavior of college students

3.1 Positive aspects

3.1.1 Broaden the horizons of college students and expand access to knowledge

The network social platform has a large amount of information and the information exchange speed is very fast. Under the learning objectives, college students can quickly access relevant information

in the network teaching platform, and can also timely understand the world's news information and technology trends, regardless of time and space. Restrictions, this brings great convenience to the life and study of college students; traditional teacher teaching is to teach students face-to-face in the classroom, the quality of teaching has a great relationship with the overall quality of teachers; the network teaching platform integrates the world Through a variety of courses at universities around the country, college students can enjoy the high-quality teaching resources of other schools free of charge through the platform, and expand the knowledge field of college students. Because it is very convenient to access information on the online social platform, it greatly improves the motivation and efficiency of college students' learning.

3.1.2 Arouse the subjective consciousness of college students and promote personality development

In real life, every college student has a lot of talents or skills, but in the ordinary life, they are not willing to show, or there is no suitable opportunity to show. Some college students may not directly face other people to express their true self because of their personality; some may be afraid that their performance will be too strong and will leave a bad impression on others.

Contrary to real life, in the network social platform, college students can show their talents and express their own personal speech through various short videos. In the network social platform, even if the college students are so isolated, as long as they have certain strengths and performances, the netizens will support you. Many network social platforms and e-commerce companies are combined to attract college students to participate. The more user fans, the more rewards they will receive from the platform. Therefore, the network social platform has become an important way for many college students to express themselves and promote the personality development of college students.

3.1.3 Skilled in using network technology and improve their skills

The use of network social platforms relies on computer information technology. For college students who are proficient in using computers, on the network social platform, you can find information on all aspects of learning, living and entertainment. These are inexhaustible treasures of knowledge. With the advancement of technology, computer network technology has become a basic survival skill for people in the new century.

3.2 Negative aspect

3.2.1 Over-reliance on network social platforms

With the popularity of smart phones and the construction of network infrastructure, the students are accustomed to using short videos to express themselves. The online social platform such as vibrato, fast hand and volcano video is a short video created around the music MV and its own understanding. Although the mode is the same, but everyone's understanding is different, then the dance and makeup are presented, clothing and expressions have their own personality and highlights. Everyone is equal on the online social platform. Through online interaction, college students can get satisfaction and have a pleasant experience. The generation of contemporary college students' formal personality, with the satisfaction brought by the network social platform, college students will involuntarily use the network social platform, and can not effectively control the time. Therefore, college students are increasingly dependent on network social platform.

3.2.2 It is difficult to rationally understand the real world

The network social platform is a public platform for everyone, and everyone has their own space. Network social platform is virtual, and in many cases it is impossible to judge the authenticity of information based on its own experience. Due to the large amount of information on the network social platform, many information is fake, so there is a lot of spam; college students are in the period of world outlook, outlook on life and values. Because social experience is not rich, ideological cognition is immature and easy to get lost in some Vulgar spoof in the web video.

3.2.3 Lack of language skills

With the popularity of network social platforms, the way people interact with each other has changed. More and more college students are staying at home or in the bedroom, so you can experience the fun of network social platforms without going out. In the long run, the "interpersonal

circle” of college students is getting narrower and narrower, and the intersection between people is getting smaller and smaller. College students are over-reliant on network social platforms, and there will be no real friends and face-to-face communication in real life. The network social platform has a lot of emoticons, which can effectively alleviate the embarrassing atmosphere. However, in real-life interactions, people-to-person exchanges are face-to-face, and effective communication can only be achieved by using the correct language. The network language and expression packs on the network social platform weaken the language ability of college students.

4. Guide college students to use the online social platform correctly

4.1 Deepen the education of ideals and beliefs

Ideal belief determines the direction of college students' growth. Different ideals and beliefs determine the pursuit and realm of college students' understanding. Unhealthy videos appear on the social networking platform and are greatly praised. These unhealthy videos have a subtle influence on college students. Therefore, education guides college students, strengthens their ideals and beliefs, adheres to their correct core values, can improve their self-management ability; correctly use the network social platform, take the essence for my own use, in order to better achieve self.

4.2 Extensively carry out social practice activities

Colleges should extensively carry out social practice activities, which can enable college students to understand society and exercise their abilities. Social practice activities can provide fresh, fun and enjoyable experiences for college students, fostering their broad, healthy, and positive interests and hobbies so that their attention is removed from the network social platform. Marxist philosophy believes that rational understanding comes from perceptual knowledge. It is from the perceptual knowledge in the process of social practice that we can gain a deep rational understanding and help college students to establish a correct world view.

4.3 Comprehensively strengthen network information supervision

When college students encounter emotional crisis and academic crisis, they often resort to online social platforms to vent their emotions and escape from reality. Higher education should attach importance to the humanistic care of college students, enrich the campus culture, and let the college students take the right approach to solve when they are in trouble. The network social platform shows a variety of life styles, allowing college students to see different landscapes and enrich the spiritual world of college students, but it also has negative and negative information. Therefore, the government and schools should strengthen the supervision of network information to ensure the active and healthy development of the online social platform.

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