

Dependence and Alienation: A Study of Online Social Anxiety Among College Students Under the New Media Perspective

Huanxiao Gao, Liwen Jia

Xi'an Peihua University, Xi'an 710199, China

Abstract: With the rapid change of Internet technology, new media has been deeply integrated into people's daily life and become an indispensable and important element, especially for the group of college students, new media is the main platform for them to obtain information and communicate and interact. However, in the virtual world of online social networking, the anonymity and virtuality of online social networking make them prone to uncertainty and insecurity in their interactions, and college students are faced with unprecedented social pressure and anxiety, which can easily make them fall into self-doubt and anxiety. Therefore, this study explores the causes of college students' online social anxiety under the threshold of new media and the influence of social media dependence on social media self-presentation, with a view to alleviating college students' group online social anxiety.

Keywords: Online social anxiety; Online socialization; College student population; Media dependency theory

Against the backdrop of "when the youth are strong, the nation is strong", how to effectively deal with the physical and mental health of young people is a major issue facing our country at present. In the new media environment of survival in the digital age, "online socialization" has gradually become an important mode of social interaction for people, especially college students, which is also prone to the formation of negative emotions such as alienation, social anxiety or isolation, which exacerbates individual online social anxiety and triggers a series of social and interpersonal relationship problems. Therefore, further research is needed on the causes and effects of social anxiety among college students.

1. Analysis of the current situation of college students' online social anxiety

This survey takes college students, who are the main users of online social networking, as the research object, and adopts online random sampling to distribute the questionnaires. The sample size of the questionnaire is 500, and the effective sample size is 442. The questionnaire design is divided into three parts: basic information of the respondents, social media use, and biased survey of online social anxiety, so as to explore the current situation of online social anxiety in college students' groups.

1.1 Network socialization: strong relationship software is more likely to generate a sense of dependence

According to the research and analysis of college students' media usage habits, most of them are used to using microblogging, WeChat and QQ. only a small number of them prefer to use forums, forums and other chatting methods for communication. Compared with public domain social platforms, which are more often used to express their opinions, short videos are more for sharing. Everyday social software, such as WeChat, is considered the "most commonly used social medium on the Internet" because of its everyday social attributes. Compared to the properties of exchanging ideas and sharing content, everyday social software provides a means of communication for strongly relational social behaviors. For example, WeChat prefers chatting and the circle of friends as its content, chatting and sharing among friends, emphasizing privacy and social connections, and there are some subscription and public numbers that allow users to obtain information and messages, which makes it easier for users to rely on it. Very often, people use this kind of social software for work, or for living. In contrast, users of online media social platforms whose main purpose is to exchange ideas and share content rarely develop a strong dependency, and their habit of using them is more of an entertaining social necessity.

1.2 Online socialization: entertainment content breeds a sense of demand

Through the research on the social media usage time and purpose of college students on the Internet, it is found that more than half of them use the Internet for 4-6 hours, and "killing time with boredom" has become the main purpose of social media usage. In the current process of online social networking, the purpose of social networking is relatively simple, they do not have a specific purpose to carry out online

social networking, just out of the reality of the environment, or for their own situation to consider, to carry out online social networking behavior. The process of spending a lot of time on online social media platforms to "kill time with boredom" is also the process of acquiring entertainment needs on social media platforms. Scholar Liu Zhensheng believes that college students with relatively strong information and social needs can easily become highly dependent users of online social software, and a large number of microblogging dependents spend time on microblogging whenever they have time, suffering from "thumb compulsion" to "swipe microblogging" with their cell phones, and always wanting to put their hands in their pockets. They always want to reach into their pockets for their cell phones. Therefore, in the era of developed online social media platforms, the creation of online social media dependence is under the joint effect of the media characteristics of social software and the media contact habits of college students, and the creation of online social media dependence often leads to the occurrence of online social anxiety.

1.3 Online socialization bias: negative evaluation increases anxiety

The survey data shows that most college students are choosing the question that they have negative evaluation anxiety, which is less than privacy anxiety, interaction anxiety and content sharing anxiety. That is to say, the survey data shows the college student group's bias towards online social anxiety is more inclined to negative evaluation anxiety. College student groups live in a very developed online environment with a large number of online social media, and they rely more on social media to carry out social activities, accompanied by a higher level of self-identity construction and the gradual strengthening of the consciousness of self-presentation of each communication subject. Users can build their own image, publish their own speech and share their own content through various social media platforms. In today's Internet era, online social media platforms provide people with a large number of ways of self-expression, and compared with face-to-face social interaction, online society tends to be more of a "virtual society", which allows for smoother expression of critical content, and therefore, in the course of self-expression, it is inevitable that people will be met with negative comments, which can make them feel anxious. Therefore, it is inevitable to encounter some negative comments on self-expression, which can make people feel anxious and uneasy.

2. The causes of college students' online social anxiety under the threshold of new media

2.1 Media supply: unsatisfied demand

College students use social media for a variety of purposes, which means that they want to obtain a variety of needs from online social networking. The process of spending a lot of time on online social media platforms to "kill time with boredom" is also the process of obtaining entertainment needs on social media platforms. According to the theory of media dependence, people's dependence on media stems from the basic needs of human beings, such as information needs, social needs, entertainment needs and so on. These needs motivate people to continuously obtain information from the media to satisfy their needs. When people's needs are not satisfied, it often causes online social anxiety. Under the study of scholar Liu Zhensheng, it is said that social media dependence is the behavior of actively seeking satisfaction. From the active aspect, microblogging dependents are more willing to share their daily life on social media to get people's likes and comments so as to get self-satisfaction; in terms of interpersonal communication, dependents are happy to expand their social circle on microblogging, and are more willing to spend time to maintain interpersonal relationship on the network, which is a typical social personality trait and psychosocial trait behind the media demand. This kind of media use is functional, reflecting the inevitability of social media dependence. Often, when these needs are not satisfied, their media-dependent psychology will contribute to the occurrence of online anxiety. Social comparison is one of the important factors leading to college students' online social anxiety.

2.2 Media illusion: cognitive bias in idealized self

College students are prone to media illusions in virtual social environments. New media provide a platform where everyone can be a publisher and presenter, and college students can construct their own images on the Internet through carefully selected photos, texts and videos. This construction is often colored by idealization, and individuals tend to show their best side and even exaggerate their achievements and abilities. Over time, this idealized self-presentation may lead to deviations in individuals' perceptions of themselves, and they begin to view their virtual images on the Internet as their real selves, while they have difficulty in meeting such idealized standards in real life. This cognitive bias can trigger social anxiety when college students encounter frustration in real life or feel a gap between themselves and their ideal selves. They may worry that they will not be able to live up to others' expectations of them in social situations or that others will see them as that idealized self on the Internet.

2.3 Media behavior: Influencing human behavior changes

Social media is the main channel for college students' group to get information, through TV, newspaper, internet and other media, people can learn all kinds of information about domestic and foreign news, politics, economy, culture and so on. At the same time, the media is also an important tool for knowledge dissemination, a variety of educational programs, documentaries, academic articles, etc., through the media

dissemination, so that people continue to expand their knowledge and improve their own quality. The content of media communication often reflects specific values and behavioral concepts, such as TV programs, movies, advertisements, Internet information, etc., which convey different values and lifestyles through the portrayal of various characters, and then adjust their behavior.

3. The effect of social media dependence on social media self-presentation

3.1 Creating a "communication gap"

The emergence of the "communication gap" refers to the differences between individuals, groups, and generations due to special interests values, ideologies, cultures, etc., which affects the normal activities of both sides of the communication and greatly impedes them. Among the negative effects of online social anxiety, this obstacle is reflected in the fact that people are grouped together before posting a friend's circle, unconsciously eliminating some people from the list of recipients of the messages he delivers, narrowing the otherwise wide range of social interactions. Such behavior, in the long run, will make it difficult for those who have been impeded by the communication barrier to have an objective personal impression of the subject of the communication, thus creating a gap in their understanding, which is equivalent to the difference in interest values, ideologies and cultures in the communication gap, thus further exacerbating the communication barrier.

3.2 Leads to interpersonal emotional detachment

Individuals in the process of interacting with other individuals, groups, society, due to changes in the normal relationship, resulting in the individual to other individuals, groups, society, resulting in a sense of isolation, a sense of uncontrollability, a sense of significance, a sense of oppression and other negative emotions, thus leading to interpersonal emotional detachment. Not conducive to the further development of social relationships, but also not conducive to the formation of intimate social relationships, for example: the circle of friends blocking others, and when others find out, the other party will be suspicious of the subject of communication, which will have an impact on the relationship between the two people.

3.3 Social Media Fatigue

Social media burnout, or social fatigue, stems from a variety of factors, of which information anxiety is particularly critical. In the context of the flood of information on online social media platforms, the effort required to sift through information increases dramatically, while the redundant information received also increases the burden of choice. This anxiety accumulates and affects real life, leading users to reduce or withdraw from social media use to alleviate their anxiety. In addition, users' performative self-presentation on social media exacerbates this burnout, and the stress and exhaustion associated with long-term performance and maintaining a false image cannot be ignored. As a result, the phenomenon of online anxiety and social media use burnout due to information anxiety has become increasingly prominent.

4. Measures to cope with social anxiety phenomenon in college student groups

4.1 Improve media literacy and reduce communication gap

The media should make efforts to improve the public's media literacy, so as to help college students better understand and interpret the information disseminated, which can also be realized through education, training and public awareness activities, so as to enable them to think critically and deal with the information they receive. At the same time, the media can provide a platform for communication and understanding among the university community by reporting on multicultural content, thus reducing the gap caused by cultural differences. In addition, information transparency should be strengthened to ensure openness, transparency and accuracy, and an effective feedback mechanism should be established to enable audiences to express their views and feelings about the content of communication. This will help communicators to understand the needs and expectations of their audiences, so that they can better adjust their communication strategies and reduce the gap.

4.2 Strengthening guidance and education to relieve interpersonal anxiety

College students are in the critical period of cultivating good social skills, and if they want to deal with interpersonal relationships well, they have to improve their interpersonal skills and set up a correct view of interpersonal communication. The Internet is a tool for college students to carry out interpersonal communication, and what kind of role or influence it can play on college students is actually determined by the way they use it, and the major media platforms have the responsibility to guide college students' concepts of Internet communication, so that college students can use the Internet to carry out social activities in a reasonable way. In general, as the main body of social media, college students should also realize their own use habits and needs, reasonably arrange the time of use, and avoid over-reliance and over-use in order to maintain a good state of mental health.

4.3 Intelligent optimization of content to improve social experience

First, managers can reduce the amount of useless information received by users and improve the quality and relevance of information by optimizing the information recommendation algorithm. Also, they can enhance the interaction between users by increasing user participa-

tion, such as organizing online and offline activities, to improve users' sense of social value. In addition, social platforms can also improve the user experience by improving the user interface design and reduce the operational burden of users, thus reducing their sense of burnout. At the same time, it should focus on protecting user privacy, avoiding the abuse of user information and increasing user trust in the platform.

5. Conclusion

With the development of mediated society, the problem of "online social anxiety" has become more and more prominent, which is mainly manifested in privacy anxiety, interaction anxiety, content sharing anxiety, negative evaluation anxiety, etc., which aggravates group loneliness in the Internet era. Based on the media dependence theory and the perspective of new media, this study chooses the group of contemporary college students as the research object, aiming to analyze the current situation of online social anxiety of college students and explore the new forms of online social anxiety, so as to alleviate the online social anxiety of college students and provide a healthier online social environment for their online social life.

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Acknowledgements: I would like to acknowledge the support of the project "Dependence and Alienation: A Study of College Students' Online Social Anxiety under the Perspective of Media Communication" (Project number: PHKT2337).