The Characteristics of College Students' Interpersonal Relationship and the Countermeasures of Ideological and Political Education After the Age of Self Media

Yue He

The Guangzhou College of Commerce, 511363, Guangzhou, China

13825040331@139.com

Keywords: Self Media, Post-95, College Students, Interpersonal Relationship, Ideological and Political Education.

Abstract: With the further development of network media in China, self media has become an important figure of information communication. At present, self media has the characteristics of privatization and generalization, while college students have relatively strong ability to accept new things. Therefore, within the scope of college students, self-Media has been effectively promoted. Students can use self-Media to grasp the current events in society, and can also learn information such as postgraduate entrance examination and professional knowledge. However, due to the social function of self media, the social way and interpersonal relationship of contemporary college students have also changed. These changes will also have a certain impact on the ideological and political education in Colleges and universities. Therefore, it is of great significance for the development of higher education in China to study the characteristics of College Students' interpersonal relationship and the Countermeasures of Ideological and political education in the post-95 media era.

1. Introduction

At present, the content quality of our own media in various fields has been significantly improved, and the overall network environment is also developing in a better direction. At the same time, since the media operators have begun to pay attention to the optimization and improvement of readers' interactive experience, the social function of self media has become increasingly prominent. As for 95 later said, it often uses smart phones, tablets and other electronic products in its daily life, so there are relatively more opportunities to remove self media. Therefore, after 95, whether in the amount of information received or in the social mode, it will be affected by self media. In this era, colleges and universities need to deeply study the characteristics of interpersonal relationship of college students after 95 in the era of self media, and carry out targeted ideological and political education.

2. Development Status of Self Media

At present, the rise of wechat, microblog, Zhihu and other Internet platforms has greatly improved the real-time characteristics of the Internet, and also achieved the fission of information dissemination. Therefore, through the self media platform, the masses can know the current events in the society in time, and can also access many information that cannot be accessed in daily life and work. Therefore, no matter college students or ordinary people, they will get interesting information through the self media, so as to play a role in adjusting life. At the same time, many businesses also use self-Media as a product marketing platform to show the characteristics of the product through the information release function and live broadcast function of the self-Media platform itself, so as to promote the sales volume [1].

At the same time, the emergence of the self media also makes the right of freedom of speech of the masses stand out. Everyone can be the publisher and disseminator of information. However, by

summarizing the existing self media and its related contents, it is found that the information on the Internet is mixed with many false news and inflammatory information. The existence of these information will not only affect the judgment of students, but also disturb the social order, which is directly reflected in the change of College Students' interpersonal relationship mode [2].
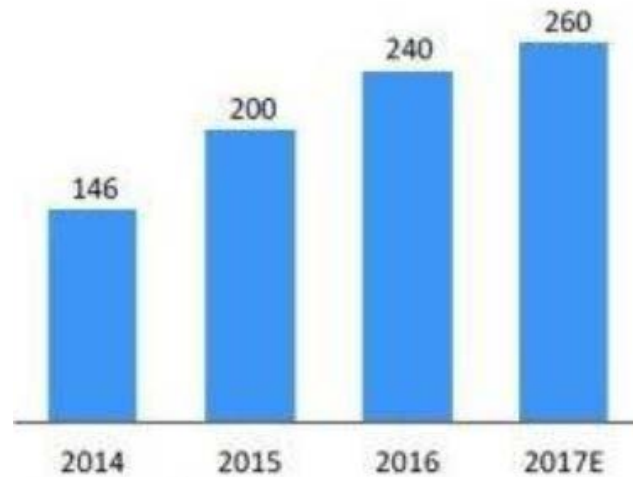

Figure 1 Scale change trend of self media practitioners

3. The Influence of Self Media on College Students' Social Behavior

3.1. Positive Influence

Maslow believes that human beings have five levels of needs: physiology, safety, love and belonging, respect and self realization, which are in turn from the lower level to the higher level. Some college students hope to gain other people's attention in the information display or the number of fans on social media, so as to make up for the lack of social reality. According to the survey, among the social tools used by college students, QQ accounts for about 73.79%, microblog 22.33%, blog 1.94%, Facebook and MSN are only 0.97%. Microblog exists as an important information sharing tool. "By forwarding and commenting, college students promote the fission propagation of relevant information. The butterfly effect generated by just 140 words catalyzes the transformation of relevant events from point to surface [3].

The convenience, originality and grassroots characteristics of microblog break the limitations of traditional social model, and enable more free and equal information exchange between users. Therefore, microblog has become an important platform for college students to carry forward their personality, make friends, get information, express emotions and participate in society. Besides, microblog users include a large number of stars and celebrities. In today's entertainment prevalent society, star topics can be seen everywhere. You can "watch" the star dynamics by focusing on them to meet your information needs. Therefore, microblog, a highly permeable and diversified media platform, not only enriches college students' social life, but also fully meets their social information needs [4].

Figure 2 Self media

The self media carried by the Internet promotes the communication between people. At the same time, due to the connectivity of the self media itself, individuals can form a connection through the self media platform and complete social activities. The six degree segmentation theory proposed by foreign scholars, that is, the distance between a person and any stranger, will not exceed five. Therefore, for making friends, through the use of self-Media attention, reply, forwarding and other functions can achieve relatively ideal social effects, students can establish a certain connection with strangers who have the same hobbies, and get social belonging management from it, the limitations of human-to-human communication are completely broken, and the human-computer communication ability of students can also be exercised.

3.2. Negative Influence

At present, many college students are addicted to the social world and pay too much attention to social networks. It has been drafted that many students' real world vision is too narrow to distinguish the true and false of social networks. At the same time, many self media have strong user stickiness, so it is easy to cause college students to rely on it, and form problems such as social escapism. In serious cases, it will lead students to confuse virtual social and real social. The specific performance is often lost in behavior, and indulged in the Internet world, students' social activity ability will gradually lose, and in a state of anesthesia. As the self-Media reduces the opportunities of face-to-face communication, it will lead to social loneliness and other problems, and lead to social barriers and other problems. In addition, in our daily life, we often need to register information on the network and other ways to handle various businesses, so information security has also become the main factor affecting students' social interaction, and then has a certain adverse impact on students [5].

4. Countermeasures of Ideological and Political Education for College Students in the Era of Self Media

4.1. Face Up to the Practical Role of Self Media and Guide Students

At present, there are still many high-quality self media platforms on the Internet. The contents of these platforms not only make students form a positive attitude towards life, but also enrich their knowledge reserve. Therefore, in the process of ideological education, teachers should actively enumerate the high-quality content in these self media, let students contact the high-quality self media in the way of guidance, and teach students how to distinguish the high-quality self media platform. At the same time, in real life, teachers can also encourage students to discuss and think about the content published on the self media platform, and promote the development of students' real communication. For the practical role of self-Media, teachers are also required to conduct extensive investigation and in-depth analysis, and take corresponding guidance measures according to the actual situation of education and teaching.

4.2. Actively Construct the Self Media Platform of Ideological and Political Education in Schools

The information dissemination function of self media itself is obvious, so ideological and political educators should actively study and use self media to carry out the corresponding ideological and political education work, which can effectively shorten the relationship between the school and students, and at the same time, can show the originally boring ideological and political education content in front of students in a vivid way. Students can also use the self media platform to comment, forward and other functions to discuss specific issues. The construction of the self media platform can also introduce the participation of students, so that students can have a deep understanding of the operation mode of self media, and let students communicate and discuss in the actual work, so as to improve the social ability of students. In the self media platform article writing work, teachers can start with the title first, because a good title can often play a finishing point role. So it can not only attract students to read, but also play a role in Ideological and political education.

Figure 3 Content compilation of self media account

4.3. Build Self Media Interest Groups and Let Students Organize and Carry out Relevant Educational Activities

Self media is still a new thing, so many students have a wide range of concerns about it. Schools can use students' interests and concerns in self media to encourage their organizations to build relevant communities, and give guidance to community activities, so that students can organize and carry out specific educational activities. In this way, ideological and political education activities can be better integrated into the community and students. The theme of community activities can be network security, how to face up to social networking and so on. And the contemporary college students have very rich imagination, the form of their community activities will be more diverse, so it will also provide new ideas for the future ideological and political work. In the process of preparing and carrying out the activities of the community, teachers need to guide and help the community properly to ensure that the content and form of the activities conform to the law of social development and meet the needs of students' growth. At the same time, teachers should also guide students to carry out active social activities through community activities, and obtain inner satisfaction and the ability to communicate with others from social activities.

5. Conclusion

For the ideological and political education personnel in Colleges and universities, it can promote the development of Ideological and political education to face up to the power of self-Media, actively carry out appropriate guidance, and actively try to build a platform of self-Media. While building a new media platform, ideological and political education personnel in Colleges and universities should also study the development trend of social public opinion, make clear the dynamic change form of students' thoughts, and carry out specific ideological and political education work in combination with the changes of the two. At the same time, the specific ideological and political education activities also need to be constantly optimized and adjusted, so as to attract students' attention in a new and interesting form of activities, so that students have a

strong interest in current hot issues, and under the guidance of activities, form a good idea.

Subject

The 13th Five-year Plan for the Devolopment of Philosophy and Social Sciences in Guangzhou in 2016. Subject Number:2016GZGJ86

References

[1] Kong, Fankun., Xia, Yewen. (2019). Based on the analysis of the test results of College Students' Mental Health Survey and the study of psychological education mechanism in the environment of self media. Contemporary education practice and teaching research, no. 20, pp. 1-2

[2] Wang, Wenbo. (2019). Innovation of mental health education for college students in the era of self media -- Comment on appreciation of cases of mental health education for college students. News and writing, no. 09, pp. 115

[3] Zhong, Yishu. (2019). Research on the current situation of interpersonal relationship among Chinese college students and the management of young and middle-aged employees in enterprises. Intelligence, no. 13, pp. 229-230

[4] Chen, Jian. (2018). Research on College Students' psychological crisis early warning and intervention innovation in the era of self media. Journal of Hunan Mass Media Vocational and technical college, vol. 18, no. 04, pp. 67-70

[5] Que, Ligang., Shen, Muye., pan, Hao., Zhang, Jingzhi., Zhang, Ming. (2018). "The influence of interpersonal relationship on psychological stress of college students after '95. Western quality education, vol. 4, no. 24, pp. 75-76

[6] Bao, Zhenglu. (2017). Narcissistic culture and college students' ideal and Belief Education. Jiangxi Normal University.