# Research on Network Positive Energy Communication Based on Positive Psychology

**Dai Ying**

Shandong University of Finance and Economics, School of Literature and Journalism, Jinan, 250000, China

**Abstract:** With the development of the Internet to the mobile Internet stage, the continuous updating of communication technologies and means has brought about the rapid expansion of new media forms and new media services. The spread of network positive energy is conducive to social cohesion and can provide spiritual strength for building a harmonious society. The network positive energy communication has great power in promoting positive subjective experience, building positive personality and good public opinion environment. Positive psychology is a psychological trend of thought that studies the positive aspects of human strength and virtue. It advocates studying the positive qualities of human beings, so as to promote the development of individuals and society and make human beings happy. This paper focuses on the importance and necessity of network positive energy communication, the problems encountered in the communication process and other aspects, and puts forward the communication strategy of network positive energy from the perspective of positive psychology.

## 1. Introduction

Positive psychology has always emphasized that in addition to having no mental illness, people should also have a positive psychological experience higher than this "disease-free level". They should not only have positive emotions, psychological immersion, investment experience, flow, meaning of life, positive interpersonal relationships, family relationships, etc. the same thinking can also be used in physical and mental health. Is there a state, That is, in addition to having no physical diseases, people should also have a physical health state higher than the "disease-free level". The answer is yes.The research content of positive psychology includes three levels: the first level is to study positive subjective experience, including happiness and satisfaction, happiness filling, positivity and optimism, etc. the research objects involve teenagers, teachers, medical workers, the elderly and other age groups and career directions, and have conducted empirical research on a large number of influencing factors; The second research level is the study of positive personality traits at the individual level, including the ability of love, virtue, creativity, tolerance, wisdom, attention to the future and other positive personality traits; The third level is the research on the positive social environment at the group level, which involves the construction of harmonious families, good community development, effective school development and so on, so as to cultivate citizens' virtues and make citizens have a sense of responsibility and altruism.The network not only facilitates people's life, but also brings new challenges to people. Because many netizens can not get recognition, respect, self-expression and good social and family relations in the real world, they shift their attention to the Internet, reconstruct their cognitive system on the Internet, and participate in online social networking with a new identity, which brings them great pleasure - this experience is often difficult to obtain in real life.

With the development of Internet technology, we have entered the new media era. Network news has become a form of news communication beyond paper news and TV news [1]. As the most important information communication media and public opinion communication platform in modern society, the network is constantly challenging the traditional social life and changing all aspects of modern people's life. In the network, people can know the major events at home and abroad, easily obtain information on politics, economy, culture, entertainment and sports, and meet their information needs [2]. With the rapid development of the Internet, it has become an important

platform to release the "positive energy" of society. However, because of it, China's network public opinion continues to show negative characteristics such as high noise, low ignition point and poor credibility [3]. The spread of network positive energy is conducive to strengthening social cohesion and providing spiritual strength for building a harmonious society. Network positive energy communication has more power in promoting positive subjective experience, building positive personality and good social public opinion environment [4]. We must recognize the necessity of spreading the positive energy of the network and find out the problems in the positive energy of the network, so that the Chinese government, the media and the public can cooperate with each other to solve the problems, and finally realize the social responsibility of the network for spreading the positive energy [5].

With the rapid development of science and technology and the continuous popularization of the Internet, the network has become the main way for people to obtain information. We can feel positive energy such as moving and inspirational from massive information every day. However, the network will also have negative energy, and these negative energy information will even become the guide of network public opinion [6]. New media has become an important media of news communication in today's society, but some network news will be false and unrealized. Positive psychology is a psychological trend of thought that studies the positive aspects of human strength and virtue, and advocates the study of human positive qualities, so as to promote the development of individuals and society and make human beings move towards happiness [7]. In order to ensure the positive energy of network news, we need to take some measures to stop the problems existing in the dissemination of network news. From the perspective of positive psychology, the study of network positive energy communication has logical self consistency, and can also enrich the research results in the field of network positive energy communication [8]. This paper focuses on the importance and necessity of network positive energy communication and the problems encountered in the communication process in the network era, and puts forward the communication strategy of network positive energy from the perspective of positive psychology.

## 2. The content of positive energy communication of network news

Network positive energy has become a symbolic symbol, providing spiritual strength and support for strengthening social cohesion and building a harmonious society. Starting with positive psychology, we can describe and understand the concrete schema of the influence of positive energy on the network. Positive energy is the energy that is healthy, optimistic and positive, conforms to the socialist core values, can promote the building of a socialist harmonious society and accelerate the realization of the great rejuvenation of the Chinese nation [9]. The positive energy dissemination of news on the Internet is to report positive energy news from the perspective of society and the public, transmit positive energy and find emotional resonance for the audience. According to the positive personality theory, there are two opposing negative and positive forces in each individual's heart. Which side is dominant in human nature depends on which side the individual is constantly injecting new power into. Figure 1 reflects the main body of cyberspace governance.

The spread of positive energy in online news can't be formalized, but the spirit of transmitting positive energy should be put into practice to make it easy for the audience to accept. Internet news practitioners should put the public interest in the first place, and can't create news that lacks authenticity in order to obtain page views. Only by making the truest report can they be recognized by the public and enhance the credibility of online news. By focusing and responding to social consensus including macro values and key issues of micro-social development, network positive energy can establish a better social mentality and build a more optimistic public opinion environment.
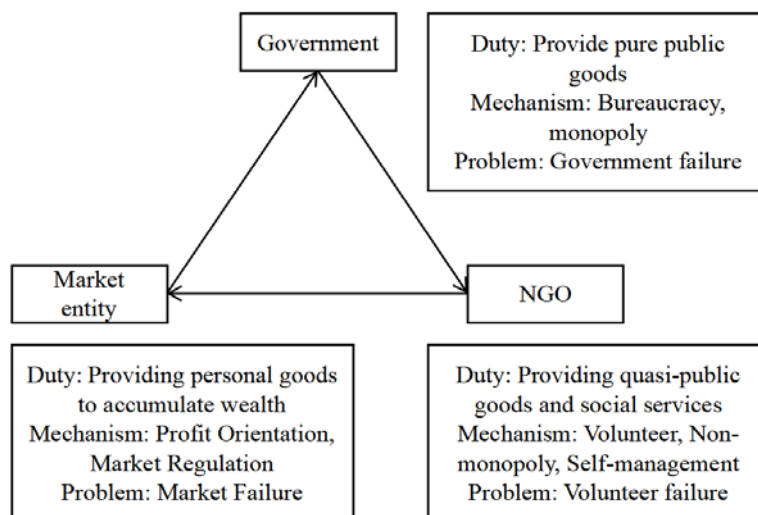
Figure 1 The main structure of cyberspace governance

## 3. The current situation of network positive energy transmission

### 3.1. News homogeneity and false information

At present, the homogenization of news not only appears in traditional news media reports, but also is more serious in online news media reports, and it is a serious problem in the news industry at present, which is widely concerned by academic circles and industry. Homogenization is a very serious problem, which not only attracts attention to copyright protection, but also because of the anonymity of the network, people's illegal cost is smaller and it is difficult to be responsible for a certain behavior, so it makes such behavior rampant. Many people also profit from it and give them more returns, and the difficulty of supervision has always been an aspect that needs to be strengthened.With the government and its related departments monitoring and grasping the network information, and the continuous improvement of the public quality of netizens, the positive energy information on the network information platform is gradually increasing. But this does not represent the whole. The negative energy of the network still has a serious negative impact on the positive energy transmission of the network. These negative network energies are either mixed with some deceptive, harmful and misleading information elements, or the harmful and toxic information elements contained in media information exceed the communication standard or moral bottom line, thus causing damage, destruction or other adverse effects on information resources, communication ecology and human physical and mental health.

### 3.2. Cyber violence

Due to insufficient supervision of the network, cyber violence often occurs.Due to the anonymity of the network, Internet users do not need to pay actual responsibility for their own evaluation or rumor forwarding, which further contributes to online violence. The network is not an extrajudicial place. Many people have suffered mental distress for a long time and even paid the price of life because of online violence. Some netizens often abuse online, spread false information, and even use human flesh search to invade others' privacy because of their different opinions and disagreement. After a positive news is reported, it will get good comments and applause from most audiences, and at the same time, there will be a few discordant voices. For example, some netizens will attach some extreme or negative remarks to the positive news report, which will generate a negative energy in society and pollute the network environment. With the increase of online rumors and online violence, the country's network control is constantly strengthening, which has caused some netizens' disputes that network control is an extension of some authority in the network, and the implementation of network control is restricting people's freedom of speech in disguise.

When people encounter cyber violence, there are the following copingstyle: First, fight back against each other, vent their negative emotions in the form of anger, replace the attacked negative

emotions with anger, and change their emotions emotionally. However, it is not easy to win in the war. It is likely to fall into the vicious circle of being scolded - low - fighting back - being scolded, which will consume a lot of energy to regulate their emotions.Second, fight with reason, convince people with reason, change emotions through behavior, and pursue victory in the debate to offset the negative emotions of being attacked. However, this victory is usually difficult to achieve. Refuting the criticism of many netizens by one's own power often forms a single shadow in the network society, and it is usually difficult to win.Third, ignore. Disregard is divided into positive disregard and negative disregard. Negative disregard is to make negative emotions disappear over time through escape, or use emotional energy to adjust, but it will still leave negative hints in the subconscious and affect the future personality. Positive disregard is to reconstruct and change emotions through cognition, obtain feasible methods through rational analysis, and use 3M principle to return to rationality and reality. By resolving risks to improve self-efficacy, we can not only exercise our ability, but also deal with current problems well.

## 3.3. Network Information Security

With the rise of emerging technologies such as cloud computing, Internet of things, big data and 5G, the boundary of network information security is weakening and the content of security protection is increasing, which not only poses great challenges to data security and information security, but also opens a new incremental space for the network information security market. Coupled with economic globalization, data security, privacy protection and other issues have been paid more and more attention, and the scale of network security market has maintained a growth trend. In recent years, China's network security incidents occur frequently, the information security threats at the national and individual levels are increasing, and the national network security policy is also intensively issued.

## 4. Countermeasures and suggestions of network positive energy communication from the perspective of positive psychology

## 4.1. Improve the supervision and guidance mechanism for the dissemination of positive energy

For the network news media itself, it is necessary to adhere to the morality of news dissemination, which mainly means that in the process of news dissemination, news that meets the interests of society, the state and the public should be used as the benchmark, and news that meets the requirements of truth, goodness and beauty should be disseminated on the basis of establishing correct values. The media should establish good professional ethics, adhere to the people's interests as the starting point, and spread the truth, goodness and beauty in the world on the basis of conforming to the socialist core values, so that people can form a correct outlook on life, values and world outlook, and resolutely resist ignorant and secular news [10]. Media workers should adhere to the bottom line and principles of professional ethics and resist a series of problems arising from personal interests. The booming of Internet and social media provides a larger platform and communication space for the construction of folk public opinion field. Internet users' comments, likes and forwarding in cyberspace and circle of friends constitute a special form of "public opinion distribution center". Truthfulness, objectivity and fairness are the most important requirements in online news reporting. Only by persisting in the implementation of this principle can we avoid the appearance of false news, form a healthy network atmosphere, avoid the negative impact of false news on society and enable people to get emotional comfort in a safe and healthy environment.The network information is mixed, which also makes it more difficult for netizens to distinguish and verify information. In recent years, the number of online fraud cases has been growing rapidly. Netizens urgently need to learn various methods to prevent online fraud and identify threats to network security. Network security must be valued by relevant departments for violating users' privacy and inducing risks such as network financial security.

## 4.2. Promote the positive energy transmission of folk public opinion field

In order to make the positive energy in online news spread well, a supervision and guidance mechanism outside the news media should be established. Perfecting the supervision and guidance mechanism of spreading positive energy means that the government should strengthen the supervision of the network environment, eliminate the bad information in the network environment, improve the access threshold of the network news media, and set up the corresponding supervision mechanism and punishment mechanism. Promoting the positive energy spread of the folk public opinion field is of great practical significance to the cultivation of core values and even the construction of the whole social values and belief community. In the era when everyone has a microphone, netizens should be encouraged to find positive energy around them and actively spread it. In order to ensure that online news spreads positive energy, it is necessary to establish a good supervision and management mechanism, and strengthen the supervision and management of the external environment while the online media itself supervises, that is, government departments should strengthen the supervision of online news to nip the bad information in the bud. It is also necessary to strengthen the audit of online news, correctly guide public opinion, give corresponding punishment to online violence and extreme phenomena, and urge online news to transmit positive information in a healthy communication environment.

## 5. Conclusions

The rapid development of the Internet has promoted the emergence of new online media, which in turn makes online news an extremely important way of news dissemination. The rapid development of Internet technology has promoted the development of network news industry, and network communication has become the main way to obtain social information today. However, due to the interests of the current network media and the incomplete supervision and management, it has created certain obstacles to the positive energy of network news communication. This also requires network news editors to clarify their responsibilities, strengthen industry self-discipline, and strictly accept the supervision and management of the state and the public, so that the role of positive energy news can be fully exerted. At the same time, netizens should discover and actively spread positive energy in time, gradually form a positive energy circle, and keep negative energy out of the circle. In such a virtuous circle, rumors will not be broken, and negative energy will not have room to live, so it will be broken up in discord. With the normalization of the protection mechanism of network positive energy and the institutionalization of operational protection measures for specific fields and platforms, the protection mechanism of network positive energy transmission is playing an increasingly important role in promoting socialist core values and building social consensus.

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