

# Analysis of the Impact of the Application of New Media Technology on the Values of College Students

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The widespread use of new media technology has brought changes to the technological environment of ideological and political education in colleges and universities, mainly manifested in the quantification of information dissemination, the virtualization of interpersonal relationships, and the diversification of educational platforms. These are also subtly affecting the values of contemporary college students. The positive effects are mainly manifested in the cultivation of the awareness of “network democracy”, the enhancement of the subject consciousness, and the strengthening of the sense of openness. The negative effects are mainly manifested in the disorder of value orientation, low moral sentiment, self-ification of values, and weakening of national identity.

*Keywords:* new media technology, college students, technological environment, values

Human society in the 21st century has entered the era of new media. Information dissemination has become smooth and fast due to new media, adapting to the needs of modern social development. New media has been rooted in social economy, politics, culture, and life. The application of new media technology has changed the technical environment of ideological and political education in colleges and universities. As the most widely used and active group of new media technology, the university student group has its value orientation, behavior style, and interpersonal communication also in the new media technology environment. Under the influence, there is an unprecedented diversification tendency. In the context of the new media era, new media is increasingly integrated into the field of study and life of college students in diversified forms, and subtly affects the food, clothing, housing, and transportation of college students. New media presents “equality, authenticity, real-time, quickness, sharing, flexibility, integration, novelty, etc.” (Gu & Wang, 2019, p. 132), which not only affects the food, clothing, housing, and transportation of college students, but also expands the field of communication for college students. However, while new media has enriched the lives of college students and brought more convenience, it also caused certain problems.

## Changes in the Technological Environment of Ideological and Political Education in Colleges and Universities

### Quantification of Information Dissemination

Generally speaking, traditional media’s information channels are relatively single, the amount of information is small, and the scope of information is relatively narrow. However, new media can better solve these problems, that is, with the support of high-tech, a comprehensive coverage and coverage area has been

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constructed. The wide network system can not only receive and transmit large amounts of information, but also speed up the information update. In the context of the new media era, it is very convenient for educators to obtain information resources. Although the rapid dissemination of quantitative information has brought great convenience to the audience's information acquisition, seascape information has its own particularities, and the audience is easily confused when facing it, and it is difficult to distinguish the authenticity of the information.

### **Interpersonal Relationship Virtualization**

At this stage, new media technology has been widely used in all areas of life. Everyone can be a communication carrier or an audience. However, both the communication role and the audience role are basically virtual. Therefore, new media information is becoming more complicated and interpersonal, increasingly virtualized. Although this kind of virtualization enhances the freedom of information, it is undoubtedly a good opportunity for ideological and political education in colleges and universities. It can guide college students to pour out their own latitude, boredom, and hesitation; it can strengthen the sincere communication between the two sides of education. Express your suggestions and opinions, and truly express your opinions. At the same time, under the background of the new media era, the technological environment created by the new media has brought certain challenges to the modern ideological and political education methods of colleges and universities. The virtual world is increasingly popular with college students. It is difficult for students to clearly distinguish the boundary between the virtual world and the real world. To a certain extent, a form of "virtual space-time" has been formed, and this "virtual space-time" has a subtle influence on college students. The rationality will gradually decrease.

### **Diversified Education Platforms**

The traditional platform of ideological and political education in colleges and universities focuses on classroom education, and the educational methods are relatively simple, while new media technology has brought new platforms to ideological and political educators in colleges and universities. In terms of communication channels, the new media has transformed from a single dimension to multiple angles, and a single dimension to multiple dimensions; in terms of communication content, new media has transformed simple forms into multiple forms, so that information dissemination is no longer limited. Due to the inherent mode, both information reception and information application are more convenient, which fundamentally breaks away from the constraints of time and space of traditional ideological and political education, and overcomes the shortcomings of information loss and feedback distortion. Although the rapid development of new media technology has enriched the education platform, it has also brought difficulties to network management. In the case of mobile phone networks, the main groups that use the Internet and use mobile phones to access the Internet are college students. In recent years, mobile phone networks have developed rapidly, and the interaction between the Internet and mobile phones has a certain potential, which undoubtedly increases the network. It is difficult for the supervision and management departments to consult the source of information and identify the authenticity of the information, which increases the difficulty of controlling the public opinion guidance of ideological and political education of college students, thereby increasing the difficulty of guiding public opinion on ideological and political education by the state, universities, and the society.

## **Positive Influence on the Values of College Students**

### **Cultivated the Consciousness of “Internet Democracy”**

Internet democracy is not only a product of the new media era, but also a result of the effective combination of Internet technology and the potential requirements of political democratization. “Internet democracy” was first proposed by the famous American scholar Mark Sloka in 1995. Therefore, the effective integration of democracy and the Internet has become a new way to explore democratic forms in the new media era. This new form prevents people from being in the real world. Through some unequal treatments, such as distinctions between noble and inferior, distinctions between superior and inferior, etc., people can communicate freely without being restricted by their status, system, and status right. The application of new media technology is conducive to college students forming a rich self. New media has a wide space and rich information resources, providing college students with a new world, and giving them opportunities and space to develop their personality. It can be said that “new media has enhanced the ability of college students to obtain information, and has played a positive role in entering society and rapid growth” (Gao, 2019, p. 91). It not only adapts to the psychological needs of college students to pursue new things, but also stimulates their thirst for knowledge. It also broadens the thinking and mental potential of college students.

### **Enhanced Subject Consciousness**

The use of new media technology has expanded the discourse space of college students. Because this discourse space has the characteristics of openness, autonomy, and virtuality, it also enriches the expression methods of college students. At present, most forums and spaces are already overflowing in the Internet. Based on the new media environment, college students have become masters. Everyone can freely choose their identity, and use this identity to pay attention to relevant political events in a way that interests them. Express your thoughts and freely speak your thoughts. In the era of new media, platforms and channels for people to express opinions and suggestions have been opened, involving mobile phone text messages, QQ, forums, and other tools. Based on these tools, college students can express their opinions on topics of interest at any time and make corresponding suggestions. This undoubtedly enables college students to fully express and publicize themselves. It can be said that new media technology provides a good opportunity and platform for college students to pour out, vent and transfer their negative emotions. Based on this method, college students can better vent their negative emotions, relax their emotions, and make them no longer depressed in mental stress, so as to lay a good foundation for the physical and mental health of college students.

### **Strengthened the Sense of Openness**

The application of new media technology has shortened the distance between human regions and realized the “terrestrial nature”. In the context of the new media era, when modern people think about problems, they are no longer limited to thinking about a series of problems in their own region, but thinking about population, ecological, and resource problems with global concepts and international consciousness. Constantly expand the area of thinking about problems. As a special group of college students, it is very easy to accept and master new ideas and concepts. The platform created by new media has got rid of the drawbacks of one-way communication and is not limited to the inherent mode. Therefore, this platform helps college students to broaden their horizons and establish correct values, master world culture, express one’s own thoughts, and enhance one’s own openness. The use of new media technology and the interconnectedness of information

dissemination is conducive to helping college students to have a deeper understanding of the world, understand the world, think about the world, and promote the formation of global thinking.

### **The Negative Impact of New Media on the Values of College Students**

#### **Disorder of Value Orientation**

In the context of the new media era, new media technology has injected new vitality into the dissemination, communication and development of culture, and has accelerated the speed of cultural dissemination and communication to the greatest extent. It is undeniable that although there are many positive cultures, they still exist some outdated concepts, etc., which have impacted the mainstream and traditional values of our country to a certain extent. The information disseminated by the new media is not only massive, but also colorful. College students have less social experience. Facing this information, they often seem overwhelmed. In addition, they are immersed in such a variety of information for a long time. College students are curious. The heart and excitement are increasingly attracted, and their emotions are easily affected by these information. Generally speaking, their emotions will change with the changes of the information, sometimes happy, sometimes confused, sometimes depressed, which can easily cause disorder of value orientation, and “Showing new trends and new characteristics such as diversification, life-oriented, modernization, and self-oriented” (Yang, 2017, p. 70).

#### **Low Morals**

At this stage, phenomena such as “Internet isolation”, “interpersonal crisis”, and “online dating” have become more common among college students. The main reasons why college students have these situations are: Firstly, most modern college students are only children, and they are loved by their parents and elders, and the environment they live in since childhood is relatively special; secondly, the new media not only provides for college students, it has created a colorful world and provided a relatively closed virtual environment for college students, which undoubtedly worsened the current situation of interaction between college students; finally, as time goes by, college students have become more and more dependent on the Internet, and have long been obsessed with the Internet. In the environment, it is difficult for some college students to grasp the clear boundary between “offline life” and “online life”; it hinders good communication between the virtual world and real life. What’s more, criminal cases on the Internet occur frequently at this stage, mainly involving “hacking” and “emotional deception”, and the age of crime is mainly between 18 and 40, with an average age of 23. It is undeniable and regrettable that there are indeed crimes committed by college students, which undoubtedly shows that the moral sentiment of college students needs to be improved.

#### **Self-ization of Values**

New media is more open and interactive, which is conducive to strengthening communication and exchanges between information disseminators and recipients, and facilitates the use of new media by college students. The non-linear characteristics of new media information layout meet the actual needs of college students to a certain extent, and modern college students have a strong self-awareness. The special advantages of new media itself, although it has brought a series of positive influences to college students, such as expanding students’ personalized expression methods, fully enhancing the student’s dominant position, enhancing students’ initiative, and reflecting students’ self-worth, etc., brought some negative effects. That is, first of all, the interactive system of new media has stimulated the subject ability of college students and

enhanced their desire for expression, which in turn affected the individual consciousness of college students, and it is increasingly expanding, starting to blindly pursue and yearn for personal freedom. Due to the inherent model, the individualistic thinking of college students has been strengthened to a certain extent; secondly, the propaganda of new media is stronger, especially the propaganda of the market economy system, which mainly involves interest encouragement and competition, etc., which affects to a certain extent. The striving for a balance between material value and spiritual value has affected the physical and mental health of college students, and their mentality has become increasingly impetuous, which has increased the difficulty of establishing correct values and life philosophy.

### **Weakening of National Identity**

The rapid development of new media technology has promoted the interaction and understanding between various ethnic groups. Whether it is cultural forms or ideological concepts, each ethnic group has both similarities and special features. Therefore, on the Internet, some of them blend with each other. Some conflict with each other, but in the new media, the status of English and American culture should not be ignored. To a certain extent, they have absorbed some outstanding cultures of other nations, making people's understanding and support of their own national identity blurred and weakened. For college students, the virtual world has a certain potential, which tends to weaken the sense of responsibility of some people. The freedom of the network not only breaks away from the limitations of regions and countries, but also creates a crisis of role recognition. Some college students began to forget about their role, age, body, etc. In addition, the hidden nature of the virtual world allows college students to adapt to false social identities, play various roles according to their own preferences, and interact with others as these roles. It can be seen that the freedom and concealment of the virtual world have to some extent indulged the behavior of some weak-willed college students, causing them to temporarily ignore their roles and status, and even their sense of social responsibility.

### **Conclusion**

The development and application of new media technology has brought a lot of information to people and greatly facilitated the communication between people. This is not only a revolution in new technology, but also a revolution in conceptual changes. For college ideological and political education, the involvement of new media is an inevitable trend, and the combination of new media and college ideological and political education is also a historical necessity. The use of new media technology "not only changed the way college students receive and express information, but also changed the basic pattern of ideological and political education in colleges and universities. It is urgent for college ideological and political workers to reform and respond" (Chen & Li, 2020, p. 120). College ideological and political education in the new media era is based on the scientific mastery of modern communication technology and means, through the production, dissemination, and control of network information, to guide college students to contact information objectively and rationally, select and absorb information correctly, reasonably, and accurately, and adopt flexible and diverse forms to impose on college students. Purpose, plan, organize influence and education, so that it will become a qualified builder and reliable successor of my country's socialist cause under the guidance of the core socialist values.

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