Research on the Influence Mechanism and Intervention of Internet Addiction among College Students in the Post-epidemic Era

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Abstract: To understand the current situation of Internet addiction among college students, to form an intervention mechanism to alleviate Internet addiction among college students, to provide a theoretical construction for Internet addiction, and to promote the healthy physical and mental development of college students. Through the analysis of the current situation of college students' Internet addiction in the post-epidemic era, we investigated the mechanism of the influence of college students' Internet addiction, so as to build an intervention mechanism to alleviate college students' Internet addiction. Internet addiction among college students is widespread and causes problems in physical health, mental health, learning and socialization, and lack of responsibility. The current situation of college students' Internet addiction can be alleviated by establishing ideal beliefs and planning for themselves and improving their discriminatory ability; by parents changing their education methods and conforming to the developmental changes of their children; by schools strengthening Internet education and guiding college students' self-development; and by society strengthening Internet supervision and purifying Internet information.

1. Introduction

With the development of science and technology and the Internet, the frequency of college students using the Internet has been increasing. In the post-epidemic era, the phenomenon of Internet addiction has emerged. Internet addiction (internet addiction) is a pathological internet use behavior or deviant behavior that refers to a chronic or cyclical state of obsession caused by an individual's repetitive use of the internet, accompanied by psychological symptoms of addiction such as increased tolerance and withdrawal reactions[1]. Numerous studies have shown that the formation of Internet addiction has multiple relationships with college students' selves and families, and Internet addiction can lead to mental health problems such as anxiety, depression, and loneliness[2,3]. This study attempts to investigate the study of the influence mechanism of internet addiction among college students in the post-epidemic era and to construct a study of the intervention mechanism to alleviate internet addiction among college students.

2. Analysis of the Current Situation of College Students' Internet Addiction

2.1. Internet Addiction among College Students is Widespread

Internet technology is changing rapidly and 5G technology is developing rapidly, which brings great convenience to people's life and changes people's life continuously. 2022 "The 51st Statistical Report on the Development of Internet in China" shows that as of December 2022, the size of Chinese Internet users reached 1.067 billion and the Internet penetration rate reached 75.6%. The popularity of the Internet has made it impossible for many people to leave their cell phones for a long time, and not being able to get a cell phone is like being "disconnected" from the world, like having "cell phone separation anxiety". Nowadays, most college students are post-00s, a generation that grows up with the Internet, and most of them can skillfully use various products related to the Internet. However, the college students who have just left the "ivory tower" of high school have not fully formed their values, outlook on life and worldview, and their minds are immature, so they are easily disturbed by the chaotic and complicated information in the Internet world, and it is difficult to distinguish the truth from the falsehood of the Internet information. After entering university, teachers encourage students to access information and broaden their knowledge through the convenient network, or to manage and assign homework through various convenient APPs, so cell phones, computers and other Internet tools become essential learning tools for college students.

At the same time, it is common for college students to play with cell phones in class, and some of them even often play with cell phones during class time, but some of them still think that excessive addiction to the Internet will affect their study, but due to the lack of self-control, they still cannot avoid the phenomenon of playing with cell phones in class.

2.2. College Students Cannot Correctly Understand the Harm of Internet Addiction

College students are at the stage of gradually forming their outlook on life, values and worldview, so they may not have a comprehensive understanding of the Internet and lack correct cognition of their own behavior. Some college students may have the behavior of playing cell phones for a long time, but they do not think they have the phenomenon of "Internet addiction", and even feel that their behavior is justified. The emergence of some undesirable information in the network world is very likely to influence college students' outlook on life, values and worldview, and even lead them to make mistakes and deviations, thus leading them to go astray.

2.3. There is a Difference in the Direction of Male and female Students in Internet Addiction

Compared with girls, male college students are more likely to be addicted to online games, and the violence and other feelings in online games bring boys the pleasure that they lack in real life, so that they can relax their suppressed emotions in real life. In contrast, girls tend to be more inclined to casual puzzle games in online games, and the cause phenomenon is not significant. However, girls' online addiction is more inclined to online socializing. Seeking close friendships on the Internet, virtual networks give women a sense of belonging and the ability to share their feelings and emotions in a private and convenient way[4]. Through WeChat, QQ and other related software to confide in the annoying things they encounter in their own lives or frequently share their daily routines, thus gaining pleasure and relieving their fatigue.

2.4. College Students' Preferences have Individual Differences

College students have individual differences in their addiction to the Internet world, and the

contents they are addicted to vary from student to student. For example, short online videos, TV series, online games, online dating, online celebrity hunting, online novels and so on. According to the 51st statistical report on the development of China's Internet, the scale of Chinese online video (including short video) users reached 1.031 billion, the scale of Chinese online game users reached 522 million, and the scale of Chinese online literature users reached 492 million. College students are quick to accept new things, so they are also easy to find their favorite contents in different Internet fields and devote a lot of time and energy to them.

3. The Adverse Effects of College Students' Internet Addiction in the Post-epidemic Era

3.1. Internet Addiction Causes Health Problems among College Students

The development of Internet technology makes the function of the Internet more and more developed, and the Internet brings more pleasure to college students, so college students spend a lot of time and energy on the Internet, which also leads to a series of physical health problems. Addiction to online games stimulates the brain nerves of college students to produce pleasure, which stimulates the brain to get more intense exhilaration and further deepens the network addiction[5]. The course schedule of college students is relatively easy, so some students are addicted to staying up late playing games, brushing videos, online novels and other entertainment activities, and even insist on playing cell phones in the dark after lights out at night, which may cause vision problems. At the same time, now "low head" in the subway, restaurants and other public places are common, long time low head and sedentary cause cervical problems. Prolonged late nights and irregular work and rest can also cause sleep deprivation. Continuous sleep deprivation may damage one's immune system, thus increasing one's vulnerability to various diseases[6]. Sleep problems and Internet addiction are high-risk factors for depression and anxiety among Chinese college students, and the more severe the sleep problems, the greater the degree of Internet addiction. Therefore, Internet addiction has a great impact on college students' health problems, while the emergence of health problems can also counteract Internet addiction.

3.2. Internet Addiction is Detrimental to the Development of College Students' Mental Health

Internet information is chaotic and complicated, and real and false information are interwoven, so college students are less able to distinguish between them and are easily confused by false information on the Internet and thus lose themselves. As one of the main users of the Internet, college students are comfortable with the use of the Internet, but they also face the problems brought by the Internet. The three views of college students have not yet been fully formed, and the bad information on the Internet is easy to mislead college students and make them produce indifference, depression, low self-esteem and other bad psychological conditions. Negative psychological state has a certain relationship with the formation of Internet addiction[7]. The bad psychological state as well as Internet addiction make the continuous depletion of their own resources and lead to the decrease of their own psychological quality of life. The appearance of psychological problems can cause a series of problems in various aspects of college students' lives, which can lead to the occurrence of adverse events.

3.3. Internet Addiction Causes Frequent Study Problems among College Students

College life is free and open, and college students have stronger autonomy during college compared with the stressful and depressing life in high school. Some college students also start to contact with various contents and information on the Internet, and unconsciously fall into the Internet

world and cannot extricate themselves. Once they fall into the network world, they will devote a lot of time and energy to the network, and their daily study life will definitely be adversely affected. The phenomenon of playing with cell phones in class is common in universities, and some students know that playing with cell phones in class is quite harmful to their studies, but they still cannot control themselves. The longer the time of being addicted to the Internet, the more problems created by college students[8]. They are distracted in class and devote their time to the Internet world after class, isolating themselves from real life communication. Their academic performance falls to the ground, and they have no motivation to strive for improvement and pursue self-worth.

3.4. Lack of Social Responsibility of College Students

College students are overly indulged in the Internet and will be influenced by the bad information on the Internet. With the rapid development of Internet technology, diversified information has impacted college students' concepts. The diversified information on the Internet makes some college students have serious individualism and disregard social values. And college students, as the future of the motherland and the successor of the society, if they cannot form a unity between their personal values and social values, the country will not flourish. At the same time, some foreign countries use the Internet for cultural infiltration, trying to disturb the national social order and propagate bad culture to college students. Under the influence of bad values, college students are very likely to develop money worship, comparison psychology and even revenge psychology.

3.5. Social Barriers Emerge among College Students

The Internet transcends the limitation of time and space so that people can contact each other, which seems to bring people closer, but also causes the alienation of interpersonal relationship in reality. The virtual nature of the online world makes college students think that online socializing is more free and casual, and has certain convenience compared with real interaction. College students are immersed in online socializing and enjoy the pleasure brought by the network, but they also face the problems brought by online socializing. Internet socialization reduces the face-to-face communication between people, and it is impossible to see the facial expressions and body movements of the people they talk to in the online world, which may cause college students to be afraid of face-to-face communication with people in real life, thus causing communication barriers and preventing them from communicating with teachers, classmates and parents. At the same time, Internet addiction is very likely to cause depression, agitation, restlessness and other bad emotions among college students, thus forming a withdrawn personality and making it difficult to adapt to the social environment, thus causing problems in real interpersonal communication.

4. Exploring the causes of College Students' Internet Addiction in the Post-epidemic Era

4.1. Self-factors

The immaturity of college students' minds may cause them to go astray and fall into the network. Although college students are already adults, their minds are not fully mature, and their values and outlook on life are not yet mature, so they are not very alert to the information in the Internet world that is hard to distinguish from the truth. As the information in the Internet world is chaotic and complicated, college students are easily addicted to the bad information in the Internet world and lose themselves. The need to develop their own uniqueness may cause college students to become addicted to the Internet. In real life, college students live in a collective state for a long time, so they will have the need for uniqueness. College students look for individual uniqueness in the Internet to achieve

their own satisfaction, and look for personal interest in the Internet to satisfy their psychological needs. As a vulnerable group on the Internet, college students may have psychological problems such as depression, irritability, and frustrated self-esteem if they cannot find a suitable channel for venting their emotions[9]. The sense of self-worth plays a great role in human development, and the lack of their own values will certainly produce a series of psychological problems. Students with a low sense of self-worth, because they cannot my sense of self-worth in real life, are prone to realize the recognition of self-worth through the Internet, not only can they obtain the self-confidence lost in real life through the virtual network world, but also can self-soothe and obtain spiritual solace through the Internet. Personal inertia may cause college students to continuously degenerate and become addicted to the Internet. The university course schedule is relatively less in quantity compared with junior and senior high school students, and college students have more autonomy in time arrangement. However, some college students do not have clear plans and goals for their personal development, and cannot make specific plans and management for their leisure time, thus causing college students to become more dependent on cell phones. The entertainment nature of cell phones and their powerful functions also provide college students with convenient entertainment tools in their leisure time. The differences in personality traits of college students cause college students to fall into Internet addiction. There are differences in personality traits among college students, and different personality traits also have differences in whether they lead to college students' Internet addiction. Extroverted and open personality traits are less likely to develop dependence on the Internet, emotional introverts use the Internet more frequently than emotional extroverts, and psychotic personalities have more negative emotions such as anxiety and depression due to environmental and other factors[10], so their emotional needs that are lacking in real life are transferred to the Internet to find online information that can make them feel relaxed.

4.2. Family Factors

The organizational structure of family members affects the psychological condition of college students. For students from single-parent and divorced families, some of them may have the problem of lack of care and education to manage themselves well compared with students with good family of origin. In the absence of proper guidance, college students are not able to have their own goals and directions, and are unable to balance their time for entertainment and study, resulting in the phenomenon of Internet addiction as they choose to get self-soothing and relax themselves in the Internet when they have nothing to do.

A bad family atmosphere may cause college students to seek comfort in the Internet and become addicted to the Internet. A good family atmosphere will reduce the probability of college students' Internet addiction, but some families have a cold relationship between family members and a disharmonious family atmosphere, and college students cannot get the warmth and love they should ask for from their families, lack communication with their parents and other family members, spend too much time on the Internet to reduce communication with their parents, and the ground reduces social relationships, increasing the possibility of loneliness and having stress[11]. This affects the psychological health of college students and causes them to have bad emotions such as loneliness and despondency. In the Internet, students make up for the warmth and love they should give in their families by getting things they are interested in or releasing their suppressed emotions through games. After a long time on the Internet, it is very likely that students will become addicted to the Internet, which increases the probability of Internet addiction.

Whether students are prone to Internet addiction or not has a lot to do with their parents' parenting style. Authoritarian parenting style predisposes children to cell phone dependence, while emotional warmth reduces cell phone dependence, and other studies have found that reducing stress and

increasing well-being may be associated with reducing levels of Internet and social media addiction through life satisfaction[12]. Excessive management is not conducive to positive feedback from children to their parents, instead, it can lead to children refusing to communicate with their parents and devoting more time and energy to the online world. At the same time, the inability to communicate smoothly with parents will aggravate the psychological problems of college students, thus aggravating the degree of college students' Internet addiction to a certain extent, which is not conducive to their healthy physical and mental development.

4.3. Social Factors

In the post-epidemic era, the economic development is in the recovery stage, and the employment of college students has become a hot spot and difficult point of social concern, which brings great pressure to college students. The number of jobs is difficult to match with the number of college students graduating every year, which leads to the psychological state of uncertainty among college students. In the state of having nothing to do, college students look for games or friends on the Internet to relieve their pressure, which easily leads to the formation of Internet addiction among college students.

College students are influenced by the diversity of social culture, which may cause a series of psychological problems. As China's economic development continues to grow and its international influence increases, foreign countries carry out cultural invasion and cultural penetration in the country, and the Internet as a medium of cultural transmission provides channels for foreign countries to carry out undesirable behaviors. College students are in the period of value formation and lack of social experience, so they are most likely to be influenced by bad culture. Western countries instill undesirable ideas to college students through different ways, such as money worship, extreme individualism, hedonism, etc., thus leading to the formation of undesirable personality of college students and their inability to adapt to social development. Secondly, the culture formed in the process of social development in China injects more pressure on college students, and people think that college students seem to have a very ideal "home" after completing their studies in college, and college students are groping in various directions such as examinations, contracting for jobs, etc. To a certain extent, this social culture also forms many invisible pressure.

At the same time, the lack of prevention and control in the network technology supervision department has led to the rampant of bad information on the Internet, which makes college students suffer from bad influence. With the increasing number of Internet users, the information on the Internet is constantly updated and developed. People also give full play to the right of freedom of speech and network freedom on the Internet, so it is inevitable that the network has some undesirable information. However, the Internet network supervision system is not yet sound, bad websites are sinking, and the relevant departments lack effective monitoring means, and bad information tempts college students, which may cause college students to become addicted to the Internet.

4.4. Network Factor

With the rapid development of the Internet, many industries have flooded into the Internet world, and the information on the network is chaotic and complicated, but the relevant enterprises and platforms have not made timely policy adjustments, thus making it difficult to manage. At the same time, the virtual and free nature of the Internet makes bad information appear all the time, and it is difficult for college students to distinguish right from wrong on the Internet. Even though the network technology keeps improving, a series of problems on the network still threaten the physical and mental health of college students. In the era of rapid development of the Internet, network problems are still popping up everywhere.

With the development of network technology, the convenience of network also makes college students access the Internet anytime and anywhere, which to a certain extent extends the time of college students to access the Internet, and college students put more energy into it at the same time. At the same time, the massive information contained in the developed network of network information technology is conveniently displayed on a cell phone or computer, and college students can get a series of information on the network anytime and anywhere.

5. Intervention Mechanism to Alleviate College Students' Internet Addiction

5.1. Strengthen Their Own Education and Distinguish the Relationship between the Online World and the Real World

Under the wave of Internet development, young college students inevitably have a lot of contact with the Internet, but in the process of Internet development, college students should still educate themselves and cut off the seeds of Internet addiction from themselves. For college students themselves, one improve their self-discrimination ability and establish the correct three views. The Internet should bring positive energy and mainstream values to young college students, but the Internet information is chaotic and complicated, so as young college students, they should always be vigilant and strengthen their ideological and political education. Arm yourself with advanced theories and knowledge, increase your self-discrimination ability, stay away from the "dross" of the network, and use the convenience of the network to bring more valuable information to yourself. Second, focus on cultivating their own interests and hobbies to enhance their sense of self-worth. Compared with being addicted to the Internet world, college students should use their leisure time to cultivate their hobbies or participate in school clubs and activities, cultivate their own sense of responsibility, enhance their sense of personal gain and value, and continuously promote all-round development. Thirdly, they should set up self-goals and strengthen self-planning. College students should set up necessary long-term and short-term goals for themselves, and plan for themselves under the motivation of goals. When they feel lost, they should actively seek help from their teachers, seniors or parents so that they can develop and grow better.

5.2. Play the Role of Family Education and Reasonably Respond to the Psychological Development Needs of College Students

Parental rejection can not only directly affect college students' Internet addiction, but also indirectly affect college students' Internet addiction through psychological resilience and depression. Parents have an important influence on the psychological health development of college students, and for their children's education, one should change their education methods and adapt to the developmental needs of their children. Parents and children should strengthen in-depth communication, understand students' psychological state, make appropriate guidance for students' developmental needs in various aspects, and enhance students' self-control ability. Two should help college students to establish a correct concept of love, fully respect the views of college students, provide constructive advice for college students to prevent college students from inadvertently going astray due to the bad problems brought about in love, thus causing adverse consequences. Three should focus on strengthening family communication and creating a harmonious atmosphere. Parents, as the core members of the family, should take the initiative to create a good atmosphere for their children and go to build a good family relationship. For example, through the organization of family gatherings, outdoor family activities, family members to participate in public welfare activities, etc., subconsciously provide good communication opportunities for family members to strengthen the positive communication of family members.

5.3. Conform to the Development of the Times and Provide Good Education Guidance for College Students

First of all, schools should strengthen Internet education and improve students' discernment awareness. With the social and economic development, schools should add courses related to the Internet to improve college students' ability to apply the Internet, and at the same time, educate college students to learn how to distinguish false information on the Internet, protect personal privacy and prevent self-addiction and other related knowledge. Secondly, education on ideals and beliefs should be strengthened and students should be guided to make good career planning. The school should do a good job in guiding the thoughts of college students to prevent them from having deviations in their thoughts and being addicted to bad information on the Internet. At the same time, college students should gradually start to carry out self-career planning and set up personal goals from their freshman year, and schools should train and absorb relevant teachers and establish relevant systems to provide a better channel for students' development. At the same time, the mental health education centers of each university should be used to give full play to the role of psychological education. Mental health education centers in our colleges and universities should be strengthened, the construction of teachers should be enhanced, sufficient funds should be invested, and a reasonable counseling system should be established. Continuously strengthen the role of propaganda and encourage college students to get relevant contact with the school mental health education center in time when they have psychological problems to ensure the timeliness and effectiveness of psychological education.

5.4. The Participation of Multiple Forces to Create A Clean and Upright Internet Environment

First of all, Internet enterprises should strengthen the supervision of network information and eliminate the root causes. In the process of college students gradually contacting the Internet in large quantities, the mixed information is easy to induce college students to go astray, so we should start to control from the root, from the audit of the network platform at all levels, and strive to stop the bad information from the source. At the same time, we should strengthen the purification of network information and enhance the propaganda and education role of mainstream media. When false or undesirable information appears, the network platform should promptly reduce the spread of harmful information. The network media should do a good job of propaganda and education, guide public opinion and promote positive culture, so that college students can correctly understand the role of the network and thus correctly use the network information.

6. Conclusion

In the post-epidemic era, the phenomenon of Internet addiction among college students is still prevalent under the Internet wave. It is important to guide good college students to self-regulate, while family, school and society form a joint effort to continuously reduce the phenomenon of Internet addiction among college students, create a positive living and learning environment, and promote the healthy physical and mental development of college students.

Acknowledgment

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