Research on the Stratification Characteristics and Guidance Strategies of College Students' Network Social Circles

Xiaocui Nie

Sichuan Normal University, Chengdu, Sichuan, China

Abstract: In the era of Internet aborigines per capita, college students are constantly integrated into various social circles by interests, backgrounds and ideas, and constantly receive single information recommended by algorithms, which creates the characteristics of closed information, homogenization of subjects and group polarization of ideas. At the same time, the social circles are intertwined horizontally and vertically, and there are multiple characteristics. The trend of network stratification has resulted in the separation of education subject and object, the weakening of mainstream ideology communication, the contusion of students' independent thinking ability and the neglect of education platform. Combined with the four major issues, four guiding strategies have been formulated, namely "breaking the information barrier and promoting cross-circle communication", "creating high-quality content and strengthening the positive guidance of the circle", "giving priority to improving the ability and paying attention to the effectiveness of the circle", "making good use of the education platform and recreating the dynamic circle". By adopting effective guiding strategies, we can solve the problem of stratification of network social circle and do a good job of escorting college students' study and life.

With the rapid development of the Internet, college students have become Internet aborigines, and the communication mode has changed from traditional face-to-face communication to online and offline mixed communication. Network social circle is everywhere, which affects the physical and mental development of college students to a certain extent. Therefore, ideological and political educators must deeply study the characteristics and guiding strategies of network social circle stratification, and point out the direction for better carrying out ideological and political education in the new era.

1. An overview of the stratification of network social circle

Virtual space communication based on the network platform has become the main way for students to socialize. Students can find a circle that they are interested in or need through the network, become one of them, and realize their social communication in all aspects. Circle is similar to a community, and has the same attributes as a community. Liao Luqin and Xie Ailin point out that the stratification phenomenon of network social circle means that interest, demand and the

same characteristics are the ties that connect with each other in the network, and a close network community is formed by transmitting information and communication, which indicates that circle is a specific state of network socialization[1]. Zhang Quanzhou also pointed out that people in the network information society will be driven by interest and value orientation and consciously or unconsciously into a certain circle, and live in a certain circle's way of thinking[2]. It can be seen that the stratification of network social circle is a remarkable embodiment of the trend of people choosing residence by circle in the network age. For college students, they have higher network dependence and stronger urgency to highlight their individuality, so they are in a more active state in the network social circle, forming various rich circles such as "digital circle", "wearing circle", "Hanfu circle", "animation circle", "cultural circle" and so on, "qq group", "WeChat group" and "Weibo Chaohua".

2. The characteristics of network social circle stratification

2.1 The closure of information

The information circulation in the network is limited to specific groups and platforms, and a certain circle layer will deliberately block out other non-local information, resulting in greater closure. In social networks, students are usually only exposed to the information integrated into the circle, and it is difficult to understand other information, which leads to their lack of understanding of the diverse views of the outside world, thus causing certain cognitive limitations. For example, using platforms such as Weibo or Tik Tok to focus on the content related to star culture, under the recommendation of big data algorithm, more and more such content will be received, which intensifies the singleness and closeness of information reception.

2.2 The main homogenization

College students have a stronger desire to seek identity and social belonging, so they tend to integrate into some online social circles from their hobbies, backgrounds and viewpoints, and the members of the circles have certain similarities in some aspects. Different members generally present similar attitudes and viewpoints when discussing topics. After long-term communication, they not only receive similar information, but also have similar ways of thinking and behaviors. Their personal characteristics become homogeneous, and their distinctive characteristics are weakened to some extent, such as fans with specific music styles and academic exchange groups with specific majors. Although members have made progress in specific fields in the process of interactive communication, they also bear the risk of homogenization, which leads to solidification of thinking.

2.3 Group polarization of ideas

Group polarization means that individuals tend to take more extreme positions and behaviors in group interaction than when they are alone. The phenomenon of group polarization of college students' ideas is further aggravated in the network social circle. On the one hand, college students rely more on the network to receive information, and the closed-loop push of information strengthens their original ideas; On the other hand, college students are in the period of forming values, and they lack the ability to judge extreme views and the courage to put forward opposing views, so they are more susceptible to group influence and further encourage extreme views. Therefore, when there are mass incidents or online public opinion, college students are more likely to follow suit blindly under the pressure of emotional contagion and the group, and behave more

extreme[3].

2.4 Multiplication of circles

Compared with the traditional community, the network social circle layer has multiple characteristics. First of all, pluralism is manifested in the level of circles, which are horizontally rich and varied, and vertically close and distant. Online social circles are not all parallel and equal circles. For example, class communities will pay more attention to students because they will regularly publish notices related to their own interests, and students will spend more time and energy in class groups than other groups. Secondly, pluralism is manifested in the unlimited social circle that a person can integrate into. Traditional offline communities need to spend a lot of time on the road and maintain face-to-face communication, while online social interaction can directly omit these. A person can pay attention to entertainment gossip circles, wearing laps and animation circles at the same time, reducing the effort and enhancing the experience.

3. The problems derived from the stratification of the network social circle

3.1 The subject and object of education are separated

Network stratification has brought many challenges to ideological and political education, the most obvious of which is the separation of subject and object of education. The closed social circle has formed a barrier between students and teachers. The views in the circle are in full swing, updated and iterated, and develop along various trends. Teachers outside the circle are blocked from understanding, which leads to the situation that they can't get the message across, can't stop the turn, can't guess what they want, and can't manage it well[4]. For example, the emerging vocabulary such as "lying", "Clown is myself", "YYDS (Forever God)" in the mouth, and other emerging vocabulary essences reflect the ideological state of students at a certain stage, and the ideological and political workers cannot know the meaning in time. It will be difficult to track the problems existing in the growth process of students, and it is also difficult to use the expression of ideas like college students to carry out ideological and political work, which greatly reduces the timeliness and accuracy of ideological and political work.

3.2 The spread of mainstream ideology has been weakened

In today's increasingly competitive society, "pan-entertainment" has become a social trend of thought[5]. The online social content tends to be more fragmented and entertaining. College students are willing to meet strangers from the Internet to develop relaxed and pleasant interpersonal communication or randomly match strangers to form a game alliance. Weibo, bilibili, Tik Tok and other platforms have also become the best carriers of entertainment-oriented fragmented information, occupying a lot of students' living space. Under the interweaving of entertainment information, the spread of mainstream ideology has been greatly hindered. The stratification of network information has impacted the dominant position of socialist core values.In this case, the discourse of ideological and political workers has been weakened and the ideological and political work has become more difficult.

3.3 Students' ability to think independently is bruised

Under the phenomenon of stratification, students' cognition of things becomes narrow, and their critical thinking and independent thinking ability are dampened. On the one hand, the

homogenization of the subject makes college students gradually lose their personal characteristics in the torrent of circles, and the consciousness of tapping their own bright spots gradually fades, and they think and do things with the specific thinking of a certain circle imperceptibly; On the other hand, the group polarization of ideas also encourages students' one-sided herd mentality. College students are afraid of making different voices and being suspected and criticized by others, so they lack sober judgment in the face of online public opinion and are more prone to irrational behavior of blindly following the crowd and violently attacking others. Therefore, cultivating students' independent thinking ability is the key to break the unfavorable characteristics of network social circle stratification.

3.4 The education platform has been neglected.

Diversified network social circles also weaken the main role of education platform to a certain extent. College students prefer to spend their spare time brushing fragmented entertainment videos and participating in non-nutritious social activities, instead of making full use of high-quality national education platforms or school and college education platforms to broaden their horizons. There are two main reasons for this: First, schools or teachers do not have enough publicity about the education platform, and they do not have a strong awareness of the construction of the education platform, and they do not pay enough attention to the leading role of the education platform for college students' learning and growth; Secondly, college students lack the consciousness of resisting being involved in meaningless social circles. Under the circumstance of all kinds of information, students usually unconsciously integrate into a certain circle, and the usual algorithm recommendation will constantly remind students to participate in it. The addicted closed-loop operation squeezes the main position of the education platform.

4. The guiding strategy of network social circle stratification

4.1 Breaking the information barrier and promoting cross-circle communication.

Breaking the information barrier and realizing the information circulation in different circles is the best way to improve students' cognitive narrowing in the network social circle and promote the connection between subject and object. In order to rescue students from the information island, ideological and political educators need to actively integrate into various network platforms, go deep into college students' groups, understand the characteristics and contents of different circles, build a platform carrier for spreading multiple information, and promote the interaction between different circles. At the school level, we should adhere to the guidance of "five educations" and hold joint sports competitions between different colleges, such as volleyball league, football league and school sports meeting league, so as to create opportunities for college students from different colleges to communicate and get along. Schools should broaden the academic horizons of college students by creating an interdisciplinary communication platform, for example, carrying out academic seminars integrating chemistry and biology, and holding a multi-cultural festival with the characteristics of many disciplines;By holding charity bazaar, community exchange month, voluntary service, social practice and other activities, we can promote college students to get out of a specific circle, actively build a social circle community, and further strengthen their comprehensive quality in the process of receiving multiple information. At the same time, we should also pay attention to the information exchange between campus and off-campus, improve the information docking mechanism between campus and off-campus, so that college students can keep abreast of the recent situation of social development and scientific and technological innovation, and play the value of cross-circle communication.

4.2 Create high-quality content and strengthen the positive guidance of the circle.

It is an urgent problem to strengthen the guidance of positive values in the network social circle. To promote the optimization of the circle content, we can start from three aspects: generating mechanism, strengthening publicity and improving supervision. First of all, it is necessary to create a mechanism for the production of high-quality content, give full play to the role of campus media and student organizations, turn campus media such as WeChat official account, Weibo Wechat and online forums into output channels of high-quality content, and stimulate the creative autonomy of teachers and students. We can promote the production of high-quality content by means of competitions and awards. Secondly, it is necessary to strengthen the propaganda and guidance of content, readjust the mainstream discourse power in the network social circle, use the expressions that college students like, combine the social hotspots that college students are interested in with the positive value guidance, make ideological and political work lively and thorough, and guide students to gradually reduce their prejudice against ideological and political education in online social activities. Finally, we should improve the supervision of high-quality content, set up a three-level supervision system of "ideological and political teacher-counselor-student backbone", pay close attention to all kinds of content in the network social circle of college students, and eliminate and optimize inappropriate

4.3 Give priority to improving the ability and pay attention to the effectiveness of the circle.

Necessary guidance and promotion of students' return to the real society is the basis of improving students' practical abilities. Therefore, in view of the phenomenon that the stratification of network social circle has dampened students' independent thinking ability, we can adopt two measures: training guidance and turning to practice. Through the establishment of training courses to improve students' network literacy, students' network communication skills are improved, students are guided to understand the advantages and disadvantages of online social activities, and the perspective of objective and rational analysis of things is cultivated by relying on social hotspots and major public opinions, so as to strengthen students' critical thinking and independent thinking ability. At the same time, it is necessary to guide students to reduce their addiction in the virtual network world, use the network only as a tool, transform virtual community communication into practical practice, create opportunities for students to practice in summer and winter, internship, academic practice and public welfare practice, formulate practical practical goals, wonderful and substantial practice processes and improve the scientific practice evaluation index system, stimulate students' enthusiasm for participating in practice, enhance students' sense of experience and gain in practice, and let students increase their operational ability and contact in personal participation.

4.4 Make good use of the education platform and rebuild the vitality circle.

As ideological and political workers, we should make good use of the education platform, the mainstream network information carrier for college students' growth. First of all, we should actively publicize national education platforms, such as lifelong education platform, National Digital Library, China University MOOC (massive open online course), learning power, etc., so that students can get in touch with more high-quality online social circles and independently use high-quality educational resources to improve their quality. Secondly, it is necessary to build a school-level and college-level education platform, such as creating an online forum with comprehensive content, clear classification and convenient operation. Students can locate what they want to know through search, or exchange and discuss with students of different majors and grades in the comment area. Other students can also watch the relevant content of the exchange and discussion and receive more

information beneficial to their own development. Finally, it is necessary to promote the cooperation between different educational platforms, such as strengthening the communication between the school online forum and the easy-shift workstation, presenting the special activities organized by the easy-shift workstation in the school online forum in the form of special columns, further improving the utilization rate of educational resources and expanding the influence of the educational network social circle.

5. Conclusion

The network plays an increasingly important role in the growth of college students, and the stratification of the network social circle has become an inevitable development trend, and the negative impact of the stratification of the network social circle on college students is also constantly prominent, with the characteristics of closed information, homogenization of subjects, polarization of concept groups and multiple circles. Many problems have arisen, such as the separation of the subject and object of education, the weakening of the spread of mainstream ideology, the contusion of students' independent thinking ability, and the neglect of the educational platform. We should face up to the problems, break the information barrier, create high-quality content, give priority to the improvement of students' ability, make good use of the educational platform, turn the biggest variable of the network into the biggest increment, and activate and empower the effective ideological and political work in colleges and universities.

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