

The Reality Constraints and Enhancement Strategies of College Students' Network Social Mentalities

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Abstract:

In the digital age, college students, as an important group in the network society, the healthy development of their network society mentality has a far-reaching impact on personal growth, social stability and even the future of the country. Faced with a complex environment such as information explosion, network culture diversity and value collision, college students are prone to encounter challenges such as cognitive limitations, psychological imbalance, emotional fluctuations and value confusion in the network space. Therefore, this paper aims to explore a series of intervention strategies, aiming to optimize the online social mentality of college students and promote the formation of correct network cognition, healthy mental state, positive network behavior and a strong sense of social responsibility.

Keywords:

College students
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Strategy

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1. Introduction

With the rapid development of the Internet field, the network social mentality is increasingly highlighted as a key part of the overall social mentality. In essence, it is the concentrated embodiment of the psychological state and social emotion naturally revealed by netizens in the unique virtual environment of the Internet. As the core active group of the network society, college students' ideas, behavior patterns and social ways are being deeply shaped and influenced by the network culture. Network culture has provided unprecedented learning resources

and social platforms with its massive information, instant communication and rich entertainment forms for college students. However, this process is also accompanied by information overload, network violence, value conflict and other problems, which have a complex and far-reaching impact on the social mentality of college students. Network culture has played a positive role in promoting college students' self-awareness, and personalized development, and encouraging self-expression and innovation. However, at the same time, the cognitive load brought by the information explosion, the

violence and prejudice in cyberspace, and the confusion caused by the collision of multiple values can also easily lead to negative emotions such as anxiety, confusion and loneliness among college students. Therefore, the construction of college students' positive network social mentality of students is a key field that cannot be ignored in college education and talent cultivation and has inestimable value for maintaining the harmony and stability of students' mental health and promoting comprehensive development.

2. Multi-dimensional perspective of college students' network social mentality

Network society and real society coexist in mutual construction, network social mobility characteristics are more distinct, rapid response to real society, lead to the formation of network social mentality more complex, network social mentality is a multi-dimensional complex system, covers the network social cognition, emotions, values and behavior tendency and so on multiple levels.

In the network of social cognition, college students with widely accepted multicultural edification, skilled use of network technology, the further development of critical thinking and increasing social responsibility, show the complex network ecology and realistic society high insight and deep understanding, this cognition not only shaped the individual in cyberspace and positive attitude, but also inspired the social sense of responsibility and mission. Although college students are positive on the whole, some students are easy to be confused in the screening of network information, and they are vulnerable to rumors and negative information, leading to negative cognition, and thus failing to fully fulfill their social responsibilities in practical actions.

At the level of online social emotions, due to information overload, the anonymity of online social networking, the collision of multiple values and other reasons, college students experience the rapid transformation of various emotions from excitement to anxiety, from optimism to depression, from identity to confusion and so on, showing the complex and changeable emotional experience.

In terms of the construction of network social values,

given the deepening of education, the diversification of information access channels and the accumulation of social experience, college students show a high degree of self-restraint and moral consciousness, can maintain rational judgment in the complicated network events, and distinguish right from wrong, good and evil. However, in the process of transforming cognition and values into practical actions, there is still a large room for improvement, especially in terms of paying attention to online hot spots, participating in public welfare activities, and rationally dealing with network conflicts.

Therefore, although college students have shown high cognition and value maturity in the construction of network social mentality, they still need to make further efforts and improve when transforming these positive mentalities into practical actions. It is of great significance to comprehensively understand and deeply analyze the value implication and realistic dilemma of college students' network social mentality to cultivate their self-esteem, self-confidence, and rational, peaceful positive network social mentality.

3. Practical dilemmas and challenges

In the wave of the new era, college students, as the backbone of the network society, their healthy development of the network social mentality has a far-reaching impact on personal growth, social harmony and even the future of the country. However, college students are facing a series of practical difficulties and challenges in the mentality of network society.

3.1. The phenomenon of "cocoon room": The invisible shackles of college students' network social mentality

Under the background of highly development of modern information technology, the deep integration of algorithms and big data is profoundly changing the network information acquisition mode of college students. Although the wide application of personalized recommendation systems and information filtering mechanisms has greatly improved the convenience and pertinacity of information acquisition, it has virtually constructed an "information cocoon room," which closely covers college students in the narrow information

field closely related to their interests^[1]. This one-sided nature of information acquisition not only aggravates the limitation and misunderstanding of cognition, hinders the ability of college students to form a comprehensive and objective cognitive world, but also makes students tend to homogenize their values and lack of necessary diversified perspectives and inclusive mentality. At the same time, in the relatively closed network community, the phenomenon of network group polarization is becoming more intense, which increases the risk of extreme expression and behavior, and poses a threat to the healthy development of its network social mentality that cannot be ignored.

3.2. Life comparison and distorted perception of fairness: Psychological disequilibrium induced by online display

In today's digital age, social media and online platforms have been firmly integrated into individuals' daily lives, and have become an important carrier of information dissemination and social interaction. For college students, the network platform has become a window for them to share their lives and observe everything in the world. It not only connects individuals with the world but also becomes an important stage for shaping and displaying the "ideal self." Therefore, the life display of individuals on the network platform is often carefully planned and beautified, presenting an idealized life picture beyond reality. In this environment, college students tend to have a comparative mentality, comparing their own lives with the "perfect life" of others. However, this comparison is often one-sided and not objective. Some students are easy to have a sense of injustice and anxiety in the frequent comparison of online life. This distorted sense of fairness affects their objective self-evaluation system and the development of social cognition^[2].

3.3. Frailty of emotional management ability: Psychological challenges under the impact of negative information

College students are in a critical period of transition from emotional susceptibility to stability. Emotion shows distinct polarization characteristics, which are full of vitality and easy to fluctuate. In the massive and rapidly changing network information, college students tend to

adopt the "cultural fast food" learning method and quickly absorb a wide range of knowledge fragments. Although this breadth of learning improves students' knowledge, it often lacks depth. At the same time, these messages are filled with all kinds of emotional content, from fierce controversy to extreme speech, all of which test the emotional management ability of college students. Many college students, because the mind is not fully mature, in the face of negative information, is particularly fragile, it is difficult to effectively adjust their emotions, and they easily into mood swings, the emotional instability is not only easy to cause college students network addiction, anxiety, depression, and other psychological problems, also affect the emotional expression in real life and interpersonal processing^[3].

3.4. Confused network public opinion environment: Difficult to distinguish the authenticity of information and value-oriented confusion

The diversity and openness of the network public opinion field provide a broad platform for college students to exchange information, but at the same time, it also brings the problems of difficulty in distinguishing the authenticity of information and frequent conflicts of opinions. When college students participate in online discussions, they are often faced with a complex and changeable information environment. At the level of information screening, college students are often easily drawn by false information and bad public opinion due to the lack of sufficient identification ability and unconsciously become the disseminator of network rumors^[4]. At the same time, the interweaving of different views and voices also makes students feel confused, this confusion not only affects the judgment and decision-making ability of college students but also may harm the formation and stability of their values.

3.5. Lack of network literacy and responsibility: The weakness of social responsibility and security awareness

Under the influence of individualism, the trend of some college students have a vague cognition of social responsibility and lack the necessary spirit of responsibility and dedication. The Internet, as a platform

for young people to make a wide voice, interact and participate in multi-group discussions, has quietly spawned the “bystander effect,” that is, college students are keen on browsing, forwarding and commenting on all kinds of information in cyberspace, but rarely think about how to contribute their efforts to solve problems, let alone bear the risks or responsibilities that may bring. This lack of responsibility not only hinders the improvement of personal character and the improvement of social adaptability but also weakens the overall cohesion and centripetal force of the society. In terms of security awareness, college students for the protection of personal privacy and network fraud prevention, often fail to fully realize the complexity and danger of the network environment, lack of necessary vigilance, and self-protection awareness, making personal information security faces a serious threat ^[5].

3.6. Coping with the challenge mentality differentiation: Positive and negative psychological situation

In the face of uncertainties and many challenges in the network society, the mentality of college students shows an obvious trend of differentiation ^[6]. On the one hand, some students show a tenacious and positive attitude, dare to face difficulties, are good at looking for opportunities from challenges, and constantly improve their self-adaptability and internal motivation. On the other hand, some students lack effective coping strategies in the complex network society and fall into a state of negativity, escape or confusion. Some choose to “lie flat,” avoid all challenges and competition, and voluntarily give up the opportunity to grow. Some people fall into the “inner volume” anxiety, excessive pursuit of competition and achievement, ignoring the real needs of the heart and the balance of life. Still, others hold a “Buddha-system” attitude, seemingly indifferent to everything, and avoid facing the pressure and challenges of reality; What is more, they take the extreme way of “putting down” and completely give up their efforts, allowing their lives to fall into chaos and disorder.

The negative mentality derived from the network society not only becomes a stumbling block on the path of personal growth of college students, hindering the full play of their potential and the overall improvement of

their comprehensive quality but also produces negative effects that cannot be ignored on the surrounding students and even the entire social environment through the mutual influence between groups.

3.7. The gap between theory and practice: The lack and limitation of knowledge transformation ability

From the perspective of the participation of network behavior, the complexity of college students’ mentality is particularly significant when facing the dilemma of knowledge transformation. On the one hand, he actively devoted himself to every corner of the network society and is eager to show himself and contribute his value to the network platform. He shows a strong willingness and responsibility to participate in commenting on hot events, participating in public welfare activities, learning new knowledge, and rationally dealing with network conflicts. However, in the process of trying to transform theoretical knowledge into practical actions, due to the lack of necessary practical training and teamwork experience, it is difficult to effectively transform theoretical knowledge into the ability to solve practical problems, encountering frustration and powerlessness. This imbalance of mentality limits the development of college students’ ability and the excavation of their growth potential and affects the cultivation of their sense of social responsibility and mission.

4. Intervention strategies to optimize the network social mentality of college students

College students face many challenges in the network society, such as cognitive limitations, psychological imbalance, emotional fluctuations, value confusion, lack of social responsibility, mentality differentiation, and the disconnection between theory and practice. Therefore, optimizing the development of college students’ network mentality is the key task of network ideological and political education.

4.1. Break the information cocoon room and promote diversified communication

The school regularly recommends diversified information

platforms and resources to students, including but not limited to news websites, academic databases, and multi-viewpoint accounts on social media, guiding students to pay attention to information sources in different fields and with different viewpoints, reducing dependence on a single platform and avoiding the formation of information cocoons.

Cross-circle communication activities were organized through the combination of online and offline methods, interdisciplinary and cross-cultural communication activities are organized, so that students can have the opportunity to contact people and ideas in different fields, broaden their horizons, and enhance inclusiveness.

4.2. Build the true self and cultivate diversified cognition

(1) Establish a correct sense of self-awareness

College students are encouraged to know themselves in various ways, including self-reflection and participation in social practice. Help students build a self-evaluation system based on their actual situation, rather than just relying solely on comparisons on the Internet.

(2) Cultivate the consciousness of “virtual and real symbiosis”

To guide college students to realize the nature of interdependence and mutual influence between the online world and the real world, to understand the truth and fiction of the online display content, and to master the strategy of achieving a balance between the virtual and the real world.

4.3. Strengthen emotional management and psychological resilience training

(1) Build an emotion management education system

Emotional management should be incorporated into the university education curriculum system, and teaching should be carried out through professional courses, general courses or elective courses, and mental health education activities related to emotion management should be carried out to help students master effective emotional regulation methods and enhance their

psychological resilience.

(2) Establish a mental health support system

Focus on strengthening the professional construction of the school psychological counseling center, make full use of big data network psychological platform to monitor and analyze students ‘network emotional expression in real-time, and accurately grasp students’ psychological dynamics, to provide timely and personalized psychological support services, to ensure that student’s mental health is fully guaranteed

4.4. Enhance the information screening and critical thinking ability

(1) Strengthen critical thinking training

Through classroom discussion, case analysis, role-playing and other teaching methods, students are encouraged to develop the ability of independent thinking and independent judgment, avoid blindly following and drifting with the flow, to hold a prudent and rational attitude towards network information.

(2) Identify and cultivate college student opinion leaders in the network circle

Through data analysis, social network analysis and other means of accurate positioning, combined with online and offline ways to in-depth understanding of their value orientation and ideological dynamics, implement targeted ideological and political education and guidance, to ensure that their social mentality is highly unified with the mainstream social mentality. We will build a communication platform between opinion leaders and mainstream society and government agencies so that they can closely follow social hot spots and policy guidance, and better play a leading role.

4.5. Strengthen value education and strengthen network supervision

(1) Strengthen education and guidance on values

Colleges and universities should be socialist core values education as the core content of college students’ ideological and political education,

through classroom teaching, practice, campus culture, and other forms, guide students to set up the correct world outlook, the outlook on life and values, improve students' moral cognition and judgment ability, enhance their ability to distinguish right from wrong, good and evil, beauty and ugliness, to form a healthy social mentality to lay a solid foundation. Strengthen the network moral education, improve the self-restraint ability of college students' network behavior, reduce the negative impact of the group polarization phenomenon, and lay a solid foundation for the construction of a harmonious network space.

(2) Strengthen network supervision^[1]

Face network circles under the background of mainstream media construction, pay attention to the influence of the short video platform, production conform to the mainstream ideology and the content of popular with college students, and relying on the youth idol, youth leaders, in Weibo, WeChat, TikTok, etc., including education, employment, culture, strengthen the values of students navigation, from the source to curb bad social mentality, firmly grasp the public opinion main position, build a positive network environment for college students.

4.6. Strengthen the sense of social responsibility and the spirit of responsibility

(1) To carry out social practice activities

Organize students to participate in voluntary service, social surveys and other practical activities, so that students can feel the importance of social responsibility in practice, and cultivate their sense of social responsibility and sense of responsibility.

(2) Strengthen the sense of responsibility for education and publicity

Use campus media, network platforms and other communication channels to widely publicize the importance and significance of social responsibility, and guide college students to realize that their words and deeds in cyberspace are not only related to personal image but also related to social harmony and stability, to enhance their sense of network responsibility. Students are encouraged to actively participate in the governance and maintenance of online communities, such as reporting bad information and participating in online public welfare activities, to contribute to the construction of a clear cyberspace.

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