



STUDY ON EFFECTS OF NEW MEDIA ON THE LIVES OF MODERN YOUTH

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ABSTRACT

Given the widespread effects of the Bilibili website crash and the considerable media attention it attracted, it is easy to understand the significant influence that new media applications have had on today's youth. This essay focuses on the effects of the quick development of new media applications on the lives of young people. In-depth research is being done on the specific effects of new media on young people as part of this paper's research methodology, which includes gathering data on how young people use new media. The primary study tool is a questionnaire, which is distributed to the youth population, which is primarily made up of college students, in order to gather data on how frequently, when, and how young people like to use new media. This study analyzes the ease of new media in communication, work, and enjoyment as well as its detrimental effects on young people's way of life, social life, ability, and thought after summarizing the data gathered by the questionnaire.

Keywords: *New media, Mobile app, Internet user, Youth.*

1. INTRODUCTION

The Bilibili server is thought to have abruptly crashed on the evening of July 13, 2021, rendering the website, applications, and small programs unusable. Nevertheless, it gradually returned to normal after a few hours, and the in charge also stated that it was brought on by a power outage in the structure. Many website visitors made the transfer to other platforms at this time. Due to the load, the servers of the other two platforms also crashed, and the subject platform had more than 6,000 page views on this event in a single hour. The rapid demise of the largest bullet-screen video network in China, Bilibili, within hours had a significant impact on other new media platforms, showing how widely used new media is—especially among younger demographics. Additionally, it

has a significant effect on the audience. The right use of new media's benefits while avoiding its drawbacks is crucial for the better development of today's youth. Understanding how new media affects young people's lives and understanding how to do so is crucial. In order to comprehend how new media affects the majority of youth groups, this article primarily uses contemporary youth as the research subject. Analyze the existing environment and elements that affect how young people use new media to give a foundation for teaching them how to do so responsibly. to better develop young people and assist them avoid the negative effects of new media.

2. SURVEY ON YOUNG PEOPLE'S USE OF NEW MEDIA

2.1 Data Collection

It is vital to look into how young people use new media and the particular circumstances in which they use it in order to research the effects of new media on young people's lives. In order to collect data, the study chose a group of young people made up primarily of college students (a total of 180 valid questionnaires were distributed, including 78 boys and 102 girls). Only 1.11% of the population in the data set had little to no engagement with new media.

2.2 Data Description

In the survey data, 56.11% of the people use new media applications every day, about a quarter of them use them three to four days a week, and only 5% of them use them two or less days a week. ("Figure 1") Most users (58.33%) spent 1-3 hours a day, 13.33% spent less than 1 hour. 22.78% and 5.56% spent 3-5 hours and more than 5 hours a day respectively ("Figure 2"). For the *user preference*, the most popular content types of young people are film and television, variety show and food, with 77.22% and 70% of the audience loving these two types of content respectively ("Figure 3").

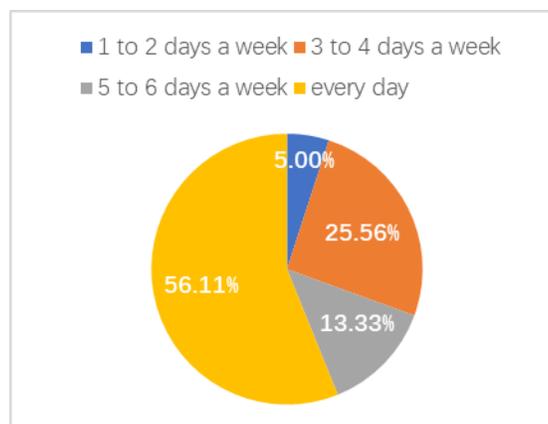


Figure 1 Situation of weekly usage.

Figure 2 Situation of daily usage

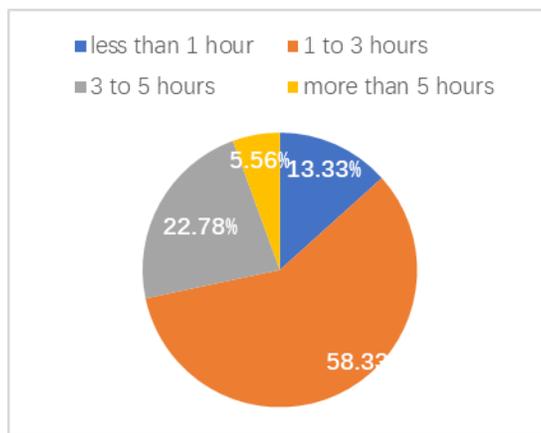
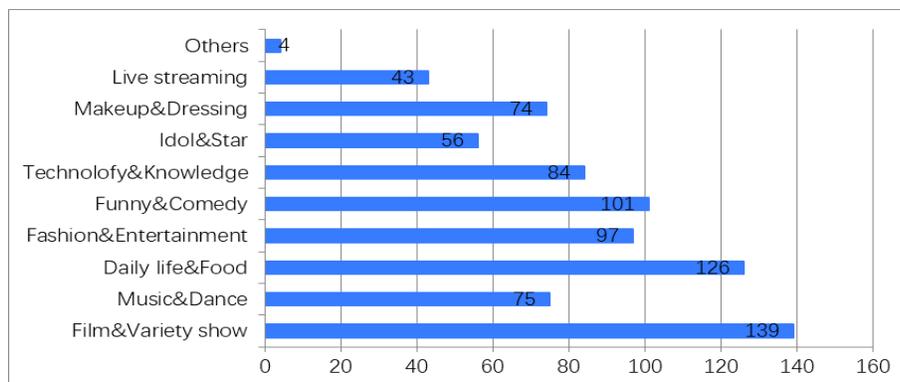


Figure 3 Situation of user preference.

Besides, 87.22% of people use new media applications to relax and relieve pressure. 61.67% people want to acquire new knowledge through new media applications, 53.33% people choose to use new media to pass the time, while 52.22% and 51.11% people use new media applications to obtain food tutorials, travel strategies and other methods and obtain interesting ideas, respectively ("Figure 4"). In all data, 77.22% of the people will use new media applications at the end of their study or work, and 48.33% choose to use them when commuting and dining. In particular, the proportion of people who choose to use it before going to bed is as high as 61.11% ("Figure 5") This paper mainly investigates the negative impact of new media. In all the survey data, only 16.67% of young people think that the use of new media has no obvious impact on their lives. Two thirds



of the people think that using new media will take up some time of study and work, and 59.44% think that using new media causes problems in life such as staying up late. ("Figure 6")

In addition, in the questionnaire, the situation of young people choosing new media application as their work was investigated. About 46.47% of young people have uploaded some content or live broadcast on new media applications. ("Figure 7") Among them, 54.1% were due to their interests, 19.67% chose to upload in order to earn money as a job, and 26.23% wanted to get fans' attention. In other words, one in five young people wants to make new media their job. ("Figure 8")

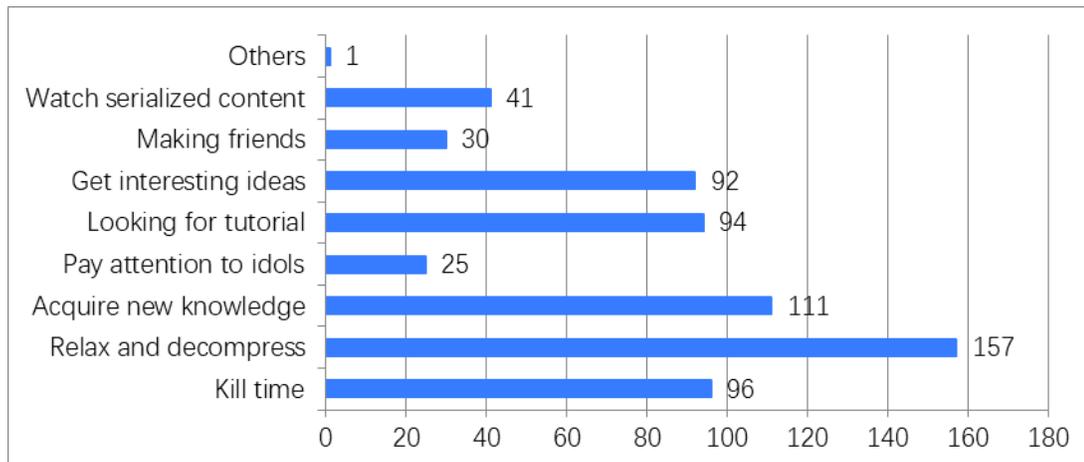


Figure 4 Situation of motivation.

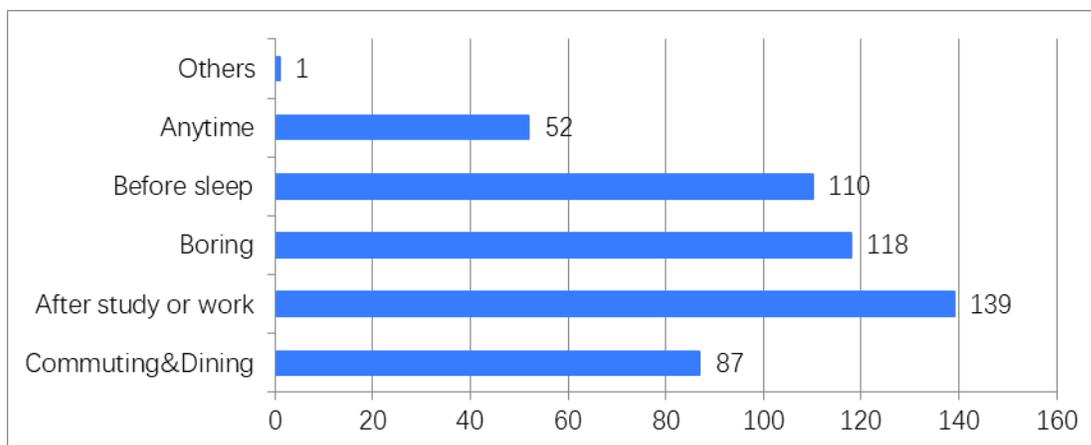


Figure 5 Situation of using time.

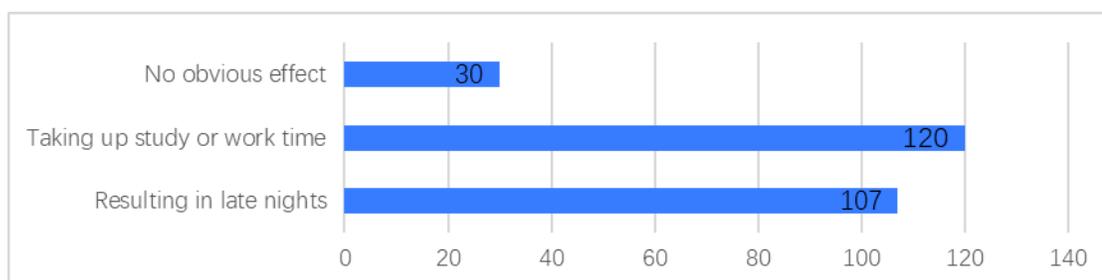


Figure 6 Situation of influence.

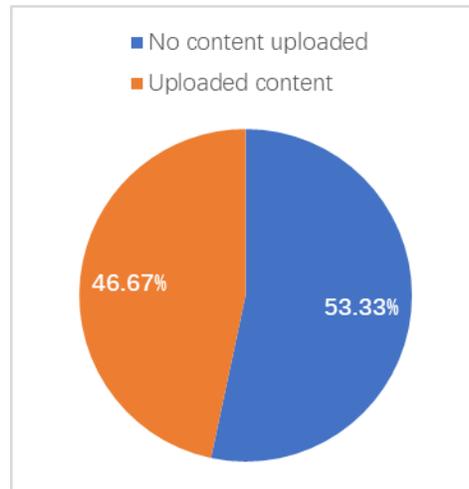
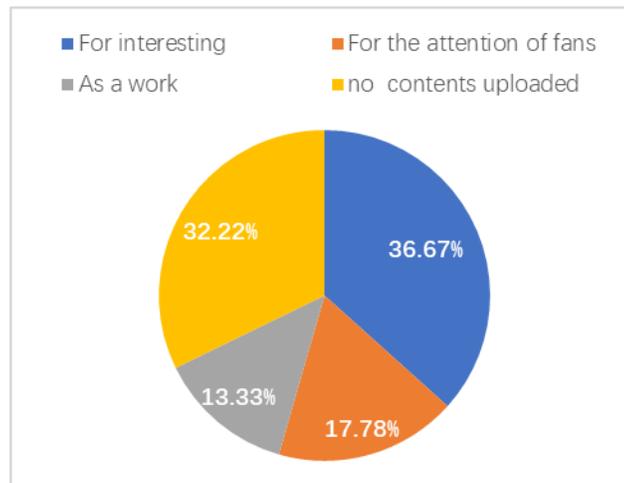


Figure 7 Situation of content-uploading.



1. RESULT AND ANALYSIS

According to the above analysis, the connection between new media application and young people's life is more and more close. More than half of young people use it every day, and most of them use it for about three hours. Combined with their preferences and motivations, it can be concluded that most young people use new media applications as a way to relieve pressure and cultivate interests. It is worth noting that the proportion of people who choose to use new media applications before going to bed is very high, which also corresponds to the phenomenon that nearly three fifths of people stay up late. Finally, it can be seen that for most young people, the negative impact of the application of new media mainly lies in its dispersion of normal life time, such as work, study, and even sleep.

3. ANALYSIS OF THE INFLUENCE OF NEW MEDIA

3.1 Positive Influence

3.1.1 Way of Communication

The rapid development of social media applications has greatly changed the way billions of people contact each other on the Internet. Various social media platforms have created a new mode of online dating, which enables contemporary youth to connect with people all over the world on the Internet[1]. At the same time, the increase of contact also broadens the access to information, people can get more comprehensive and reliable information more quickly and conveniently. Using these advantages properly could improve youth's professional level and cultivate their hobbies.

3.1.2 Way of Working

The development of live media has brought new ways of working. Since 2015, the live broadcasting industry has risen and developed rapidly. In 2017, the live broadcasting e-commerce platform with goods began to rise. In 2019, the live broadcasting e-commerce has become the mainstream of e-commerce development. According to statistics, about 70.41% of the people who pay attention to live broadcasting with goods are young people aged 18-30, becoming the largest audience of live broadcasting platform[2], which also helps more and more young people tend to combine their work with new media. Not only live with goods, each platform has more and more full-time bloggers. It's a good way to combine work with hobbies.

3.1.3 Way of Entertainment

many new forms of entertainment also emerge because of the development of new media. Video websites that reprint variety shows, movies and TV plays were popular about ten years ago and are still popular with many young people today. However, although the preference of video website is high, the choice rate of short video platform is little different from that of video website. Topic website, blog, lifestyle platform, shopping website and other new models are more and more popular among young people. These new media methods not only make the lifestyle of contemporary youth in all aspects more high-quality and convenient, but also enrich their entertainment methods.

3.2 Negative Influence

3.2.1 Influence on Lifestyle

Nowadays, almost all young people use smart phones. It is obvious that the essence of young people's dependence on smart phones is their dependence on new media applications on their phones. In public transportation, it is often found that almost everyone uses new media applications in the whole process of commuting. This also gives rise to a new vocabulary - bow head clan.[3]

According to the survey, more than half of the youth associations choose to use new media applications before going to bed which greatly aggravates the problem of staying up late. This will affect not only their physical health, but also the mental state of the next day. Coupled with the lack of self-control of young people, it is easy to be occupied by these new media applications in their study and learning time. In the long run, it is easy to create a vicious circle

3.2.2 Influence on Social

The development of new media will weaken young people's interpersonal skills to a certain extent. Online social media generally convey information and mood through words and emoticons, which also makes users unable to directly feel each other's expressions and words transmission of emotion inefficient. Young people's interpersonal communication is limited to the mobile phone screen which causes the frequency of taking the initiative to talk with people around them is reduced.

With the rapid development of new media game platform, young people may be addicted to violent crime games for a long time. In addition, the legal and moral supervision system in the network world is lack of mature measures. It will make the young people gradually form the awareness and behavior of crimes endangering social security, and lead to the occurrence of deviant behavior.

3.2.3 Influence on Ability

The development of new media not only facilitates the life of young people, but also makes them lose some basic abilities. For example, the rise of smart phones has popularized the use of electronic keyboards. This just makes the young people's writing ability slowly become poor[4]. Especially in college students, paperless learning has gradually replaced the traditional way of learning, so that college students often use handwriting in the final exam and always feel uncomfortable when they write.

Besides, the use of electronic navigation reduces the situation that drivers go wrong. On the contrary, it also makes many young drivers rely heavily on navigation, so that they don't know the road even they have passed without navigation.

3.2.4 Influence on Thought

The information transmitted by new media applications is timely and diverse. Young people with insufficient knowledge will frequently use new media to obtain information. But at the same time, this trend is slowly engulfing young people's innovative thinking and autonomous learning. At the same time, the information exchange of new media is anonymous, which will breed criminals to spread fraud information, create rumors and information smoke.[5] This kind of Internet public opinion can easily make young people deliberately believe, make wrong judgments and lose themselves.

In addition, young people are vulnerable to the influence of Internet Celebrities, stars and peers, blindly following the trend. With tiktok and other social software rising rapidly, all kinds of information are transmitted among young people. At the same time, the wearing articles and other information of stars and net celebrities are also focused by young people. For example, when some anchors recommend a product in the live broadcast room and mention that the product is the same model with a certain star or co branded with a certain brand, it will stimulate young people's consumption desire to make them want to buy to show their love for a certain star or loyalty to a certain brand. When peers buy famous brands, some young people will blindly compare to meet their vanity[6].

4. CONCLUSION

Young people are significantly impacted by the development of new media because they are the primary audience for new media applications. On one hand, it increases young people's access to knowledge, gives them a fresh method to work, like live streaming, and improves their quality of life and fun. On the other hand, it also has a detrimental effect on young people's thought, ability, social, and lifestyle. Modern youth should follow current trends, make excellent use of the benefits of the Internet, and allow it become a tool to help them improve themselves. This is especially important as new media applications grow more and more popular and network

platforms continue to get better. However, it's also important to develop self-control and use modern media sensibly in order to prevent many of the detrimental consequences that they have on daily life. There are still some issues with this paper's general scenario, such as the fact that there aren't enough survey samples and that the results lean more toward theory. The survey population needs to be increased in order to gather more accurate data for future studies. The following line of inquiry will also concentrate on issues of application, such as how to minimize the negative effects of new media on adolescents and how to make wise use of their benefits.

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