

Research on Current Situations and Countermeasures for Youth Network Culture

Shan Hu

College of Educational Science, Bohai University, Jinzhou, 121013, China

349645000@qq.com

Keywords: Youth; network culture; present situations; countermeasures

Abstract: Youth network culture is an emerging thing in the Internet age, with common characteristics of culture under the influence of the Internet. Youth network culture is combined with the latest technology and represents the latest development trend of youth culture and lifestyle. This study combines the method of literature study, interview and case analysis, etc, takes "the status quo of youth network culture, the cause analysis of youth network culture, and the countermeasures of youth network culture development" as the main line and main content of the research on youth network culture in the new era, and provides a new theoretical perspective and reference for the research on youth culture theoretically. In practice, it is feasible to provide a useful reference for the youth group's thinking and behavior guidance by understanding the mentality of the youth groups in a multicultural context.

1. Introduction

Network culture is a new culture that is born with the emergence of the Internet. The rapid development of network technology has had a huge impact on people's lives, especially for young people, who are the main users and controllers of the network. On February 28, 2019, China Internet Network Information Center (CNNIC) released the 43rd "Statistical Report on the Development of China's Internet Network". According to the "Report", as of December 2018, the number of Chinese netizens was 829 million, the number of netizens aged 10-39 accounted for 67.8%, and the group of users aged 20-29 accounted for 26.8%. The Internet penetration of teenagers is far greater than that of other age groups.

2. Abroad Research Status

The research and development of Internet culture by foreign scholars can be divided into three stages.

The first phase, the forecasting stage of the future development of the Internet. In the early 1990s, the Internet had just entered the public vision, and the development of network culture focused on the influence of news media, which is similar to the mass culture, and is a double-edged sword to influence people's lifestyle and values. In his book "Future Rebels", Xaar clearly opposed the Internet and believed that it would cause great harm to society. Others, such as Kevin Kelly, argued that the Internet's potential to transcend politics is a positive thing.

The second stage, the optimistic and positive stage of Internet attitude. In the mid-1990s, western countries conducted a new round of research and analysis on Internet culture, and researchers held an optimistic and positive attitude towards the Internet as a whole. The focus of this period focused on two areas: virtual communities and online identities. In his book *Virtual Community* (1993), Rygeld first proposed the concept of "virtual community". He believed that excessive addiction to the Internet can lead to various hazards, but the network could bring joy and understanding into real life and help rebuild the public domain. Shirley Turkel proposed the idea of "online identity." She argued that online users can escape and even improve real life by creating and using a new, online identity on the web.

The third stage, network culture research into a comprehensive research stage. Beginning in the late 1990s, foreign research on network culture has entered a more complex and diverse comprehensive research phase. The research at this stage can be roughly divided into four aspects: The first is to explore the social factors such as economy and culture in network interaction. The second is to examine and reveal the construction of the discourse system of cyberspace. The third is to pay attention to the impact of Internet users' racial, geographical, gender, age and other real factors on network access and participation. The fourth is to examine the impact of technology and design on netizens' behaviors and thinking patterns. At this stage, researchers tended to be objective, calm and rational towards the network, and were no longer inspired by the infinite potential of the network. Instead, they paid more and more attention to the influence of the network on real life and its huge influence on real life.

3. Domestic Research Status

The research on the Internet culture of Chinese youth began in 1997. As the publication of the Internet magazine online life, it symbolically opened the door of the Internet lifestyle in China. The study of network culture has gone through two stages of development. The research contents range from the spoof culture and grassroots culture based on traditional network technology at the beginning to the social network culture and fan culture based on mobile Internet and new video website.

The first stage, the traditional network technology stage. In 1997, Bu Wei's "People, Youth and Network" showed that young people are the mainstay of online users. In the same year, the "Internet Culture Series" published by Renmin University of China mainly introduced Internet technology, cyber hacking and changes in the human spirit lifestyle in the Internet age. In 2005, it was an important year for the development of domestic network culture. This year, Chinese netizens broke through 100 million. The explosive development of the Internet has not only spawned a series of online cultural events that have a wide impact on young people, but also made the youth culture itself the most active and vital cultural landscape in the Chinese online world. The network youth culture research work tries to approach the youth cultural groups and the culture they create with a more objective perspective. Ge Tao's "Research on the Virtual Community of Writers on the Internet" is positive for the unbiased and positive and objective research methods of youth culture. Wang Shuo's "The World of the Same: A Study of a Network of Niche Cultures" studies the domestic "family" group and uncovers a large ethnic group hidden deep in the virtual space of the network. Li li studied the "diaosi" phenomenon. Deng Xinxin finds that youth culture uses the Internet as a platform and seeks to establish self-identity belonging to young people in the resistance to mainstream culture.

Domestic research on network culture mostly follows the research paradigm of Birmingham school's subculture theory, and generally interprets network culture activities as a resistance to mainstream culture and elite culture, and holds a pessimistic attitude towards the future of network culture, believing that it will eventually be incorporated into mainstream culture.

The second phase, the mobile internet phase. Around 2010, with the explosive growth of smartphone users and the popularity of 4G technology, China's online culture has entered the mobile Internet stage. Research on network culture has also entered a new stage.

The China Youth Research Center and the Research Center for Youth Network Popular Culture of the New Media and Youth Culture Research Center of Suzhou University presented the current major youth network pop culture phenomenon, the characteristics of youth online pop culture, and the construction of youth health countermeasures and recommendations for online popular culture. Chen Yi, Cao Shengqi and Wang Wei study the subculture of the barrage network built around the barrage video website, and analyze the access mechanism, interactive mode, unique language system and member participation status of the subculture community. Su Yuhui studies the role played by online games in the formation of young subcultures at the bottom, and proposes the concept of "conditional subculture". Zheng Peng, Pu Yingjuan and Sun Yan conduct questionnaire surveys and interviews with 21 college students in Jiangsu Province, and obtain a research report on

the network youth subculture communication path. In 2011, Ma Zhonghong published "The Status and Reflection of Youth Network Culture Research in Domestic Networks", combing the evolution of domestic network youth subculture research objects, summarizing the results of domestic network youth subculture research, and pointing out the existence of network youth subculture research at that time. problem.

In short, the domestic research on the network youth subculture is diversified, but the lack of comprehensive systematic research, the theoretical discussion is not deep enough, and it is not placed in the scope of academic research. Combining relevant theories to conduct academic discussion on this cultural phenomenon is rare. It rarely systematically sorts out the classification and cultural characteristics of young subcultures in online media, and lacks a comprehensive and in-depth analysis of the root causes of classical theory.

4. Basic Research Methods

Literature method. Collect literature and materials related to the paper through periodical network, relevant websites, classic texts and other ways, and carefully screen, analyze and summarize relevant materials, on this basis for processing. In the process of data collection, the current situation and characteristics of the network youth culture are mainly collected and analyzed.

Interview method. Through in-depth communication with young network culture participants, they can intuitively and accurately grasp their attitude towards online culture, understand the real impact of network culture on them, and obtain a large number of vivid and real first-hand information. And read the relevant theories, combining theory and practice to try to explain the deep reasons for the formation of online youth culture in our context.

Case study method. An example of the classic phenomenon in the network youth culture, from different aspects, provides a rich example for this article, through the combination of network classics and hot events combined with sociology, psychology, communication and other theories, multidisciplinary cross-system analysis of network youth culture, trying to establish a corresponding theoretical framework

5. Overall Research Framework

The overall framework of the study is shown in Fig. 1.

6. Analysis of the Causes of Youth Network Culture in the New Era

Through in-depth communication of youth online culture participants, we can intuitively and accurately grasp their attitudes towards online culture, read relevant theories, combine theory with practice, and explain the deep reasons for the formation of online youth culture in the context of China. First, young people pursue unique and free characteristics. The niche and diversified nature of today's youth network culture style is consistent with the pursuit of individuality, uniqueness and freedom of youth, which is a unique way for young people to express their individuality; Second, the suppression of mainstream culture and elite discourse. The social stratum divides, the youth is in the weak group. The mainstream culture and elite groups with the right to speak suppress the discourse formed by the grassroots groups without the right to speak. As a result, young people who are depressed in reality have high enthusiasm to participate and expect to realize identity identification and equality on the Internet; Third, parents do not understand and do not support. Parents do not support or oppose youth online activities as a whole, and most parents will take control. The virtuality and concealment of network culture have just become a kind of avoidance for young people to face the adult world and their elders' formal education; Fourth, the development of consumer culture. In the 21st century, China's industrialization process exists almost simultaneously with informatization and consumer culture. In the wave of consumer culture sweeping the world, every culture is affected by consumer culture, youth network culture is no exception.

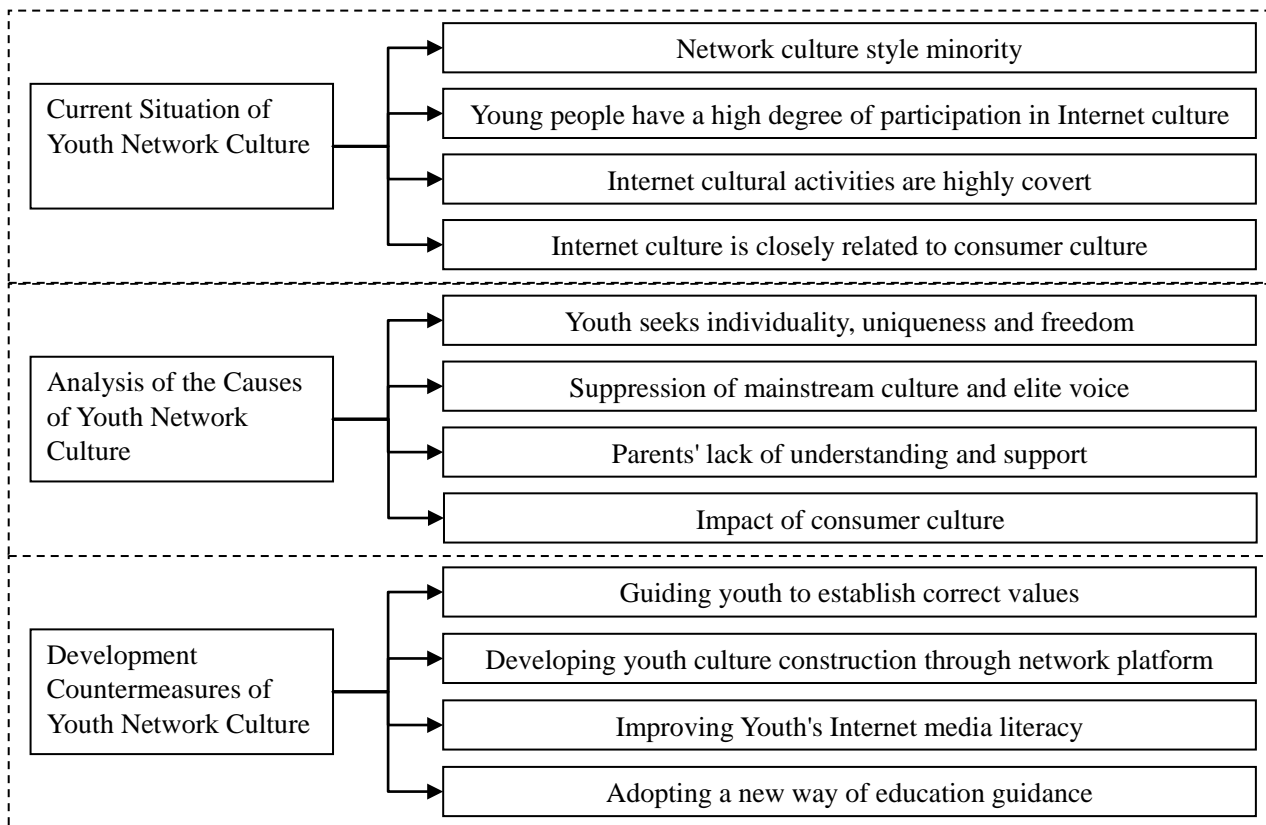


Fig. 1. Overall research framework on current situations and countermeasures for youth network culture

7. Development Countermeasure of Youth Network Culture in the New Era

On the basis of field research, through the network classics and hot events, combined with sociology, psychology and communication theory, this paper puts forward the relevant countermeasures for the development of youth network culture in the new era. First, we should guide young people to establish correct values. The media and schools should guide the development of network youth culture from the macro level, help the youth establish the correct value orientation, enhance the cultural connotation and foundation, and guide the youth to set up the correct ideal with the socialist core values; Second, through the network platform to carry out the construction of youth culture. To create a healthy and positive network environment conducive to the growth of young people and the development of network culture; Third, improve the youth network media literacy. The Internet is virtual, during which there is a large amount of miscellaneous information. It is necessary to strengthen the network media literacy education for young people, improve the ability of information screening and selection, and develop immunity to the negative network culture. Fourth, adopt new educational guidance. The Internet era has caused a revolution in education, and the old way of education can no longer bear the heavy responsibility alone. Schools, social media and education authorities should take the initiative to adapt to changes and change the way of education. We should actively understand the current situation of youth network culture, adapt to the changes of the times, adopt a more close to the youth, more easily accepted way.

Acknowledgement

This work is supported by Innovation and Entrepreneurship Project for College Students in Liaoning Province (201910167329).

References

- [1] X. X. Deng, "Deconstruction and Reconstruction of Youth's Subculture from the Perspective of Network," *Youth Exploration*, vol. 33, no. 4, pp. 16-21, 2015.
- [2] Y. H. Su, "Online Game and the Formation of the Subculture of the Underclass Youth," *Research on Social Development*, vol. 4, no. 1, pp. 126-147, 2017.
- [3] Z. H. Ma, "Current Research Situation and Reflection on the Subculture of Internet Youth in China," *Youth Exploration*, vol. 29, no. 4, pp. 5-11, 2011.
- [4] P. Zheng, Y. J. Pu, Y. Sun, "Research Report on Subculture Communication Path of Internet Youth," *Research on Chinese Youth*, vol. 25, no. 9, pp. 18-24, 2013.
- [5] X. Y. Zhang, "Research on the New Phenomenon of Chinese Youth Network Subculture," Master's degree of Party School of Jiangsu Provincial Party Committee of China, 2018.