Bar essence: a research on the formation mechanism of irrational expression behavior of network public opinion

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Abstract: As an irrational expression of network public opinion, from the beginning of the network to become a common network culture form, to make others unhappy for fun, leading to the frequent scold war in the network space, and even destroy the order of the network space. It reflects the problems of social communication, personality psychology and so on. This paper analyzes the characteristics of the phenomenon and its formation mechanism through questionnaire survey method and in-depth interview method.
Keywords:bar essence;irrational expression behavior;network public opinion

1 Introduction

Since China entered the Internet era in the 1990s, Internet information and public opinion expression have been accompanied. With the popularization of the Internet and the improvement of citizen participation, the rapid development of new media platforms and the rapid development of we-media, the boundary between the public domain and private space is becoming more and more blurred. In this context, the destruction of rules and consensus, namely, the bar essence began to appear, they take the bar as the main way of expression, to vent emotions as one of the main purposes. We wonder: why there are often a lot of people on the Internet, and full of anger. But is that's not the case in reality? Why are Internet users more likely to become the bar elite on the Internet? What is the psychological mechanism of this phenomenon?

2 The literature review

2.1 Literature review of sperm phenomenon

The term "bar essence" was used in "Three Micro terminal" (Weibo, wechat, micro video, APP mobile client), which quickly became popular on the Internet and was included in the "Top ten Internet terms of 2018" by the National Language Resources Monitoring and Research Center. The phenomenon of bar essence has caused the study of many academic perspectives. Foreign scholars keith sanstein from the network of the phenomenon of the overall analysis, points out that the current network spread especially the mobile Internet gradually presents the characteristics of the spread, Internet users can choose purport in a open space of the same group, quickly form a

circle for group identity and expand their influence.

Domestic Fan Rong scholars are based on the theory of "anti-silence spiral", and analyze the performance and causes of network "bar essence" from the specific presentation of "bar essence". Its research shows that the emergence of "barjing" is essentially consistent with the expression of "anti-silence spiral". According to the two propagation paths of "anti-silence spiral", the type of "bar essence" is divided into rational and irrational "bar essence". And analyzes the causes of bar essence from the subject consciousness of "bar essence" as internal factor and the media environment as external factor. However, domestic Xiang Wei scholars observed and analyzed the current characteristics of antagonistic expression, discussed the causes from both subjective and objective aspects, and tried to find the method of returning to rational expression. It has been studied in much more detail.

However, although these studies have studied the performance, characteristics and causes of the essence, they ignore the formation mechanism of the irrational expression behavior of the network public opinion, and why the essence is more active in the virtual network world and less exposed to real life. At present, the academic circle has not applied the theory of interactive ritual chain theory and group infection theory to explain the practical phenomenon of bar essence.

2.2 Literature review of the interactive ritual chain theory

The interactive ritual chain is a theory developed by the American sociologist Randall Collins. This theory mainly focuses on the dynamic mechanism of individuals when walking through the dimension of social experience. Collins notes that each interaction is a ritual that can be placed in a position within the continuum of ritual intensity. Since then, the theory has attracted great attention from scholars at home and abroad, and has achieved many research results.

Foreign scholar JenkinsH has expanded the connotation of the theory by studying the phenomenon of TV fans in the field of participatory culture. Foreign scholar Summers-Effler supplemented the theory of ritual in the study of emotional sociology phenomena in the field of sociology. Foreign scholars Whiteman and N have supplemented the theory by studying the phenomenon of online fan community.

Domestic scholars Han Lu is China's mobile social media ——WeChat actual phenomenon and interactive ceremony chain, the combination of theory, put forward the user in the micro situation in interactive communication of interactive elements, and think the user of the use of mobile social media essence is in the true situation "emotional energy" and the process of symbolic capital. Domestic scholars Pan Vision and Zhang Yuqi is the actual phenomenon of the network fans community and interactive ritual chain, the theory of combination, put forward the Internet live is the important ceremony of TV fans community, real-time discussion is the basis of mutual emotional connection and network fans community, have the unique cohesion, organization and execution. Domestic scholars Zhu Ying and Ding Jie combined the actual phenomenon of e-government in China with this theory, and found that at the present stage, government wechat did not give full play to the leading power, and there were still problems such as lack of physical presence, dislocation of focus setting and insufficient emotional sharing, and put forward corresponding suggestions.

However, these studies did not study the phenomenon from the perspective of the interactive ritual chain, so they do not answer the questions about the irrational expression of online public opinion.

2.3 Literature review of the population infection theory

Group infection is a special transmission mechanism of collective behavior. Le Pen put forward the theory of infection in The masses. He believed that the collective behavior is the result of people's emotional infection, and the characteristics of the masses are the disappearance of conscious personality, and the unconscious personality. According to the dominant position, the infectious suggestion of emotion and concept makes the public psychology develop in a specific direction, and at the same time also has the tendency to change the implied idea into action.

In his book The Extreme Population: The Psychology of Group Behavior, the foreign scholar Sanstein supplemented the theory of network group polarization by studying the psychological phenomenon of network group. Foreign scholars Stanley Barrand and Dennis Davis believe in the field of mass communication that " the new media form changes our experience of ourselves and society, and this influence is ultimately more important than the content of the specific message it conveys."

Nie Liang, a domestic scholar, combined the phenomenon of network violence with the theory of group infection, analyzed the formation mechanism of network public opinion violence from six aspects and discussed the solution to the phenomenon of network public opinion violence. Domestic scholars Zeng Qingxiang and li wei is the type of information events and media reports, combined with the theory, put forward the vent mass events is divided into: group running-in, group excitement and social infection and corresponding to each stage of information transmission characteristics of such events and media reports of two kinds of framework: "witch" and "instigated" framework, social conflict. Li Xuemei, a domestic scholar, combines the practical phenomenon of "group loneliness" with the theory, summarizes the internal relationship between social media, "group loneliness" and the two, and explains the complex causes of "group loneliness" in the social media environment.

2.3 Questions are raised

Therefore, this article will start from the interactive ritual chain and group infection theory, and try to answer the following questions: Why is it easier for netizens to become the bar elite on the Internet? What is the psychological mechanism of this phenomenon?

3 Research methods

3.1 Questionnaire survey method

3.1.1 Assumption Establishment

Based on the above questions, the corresponding assumptions are proposed here:

H1: The higher the contact frequency of microblog content with aggressive color, the more emotional.

H2: The stronger the herd mentality of netizens, the stronger the tendency to publish aggressive content on Weibo.

To prove the hypothesis, this study used a questionnaire survey, sampled the population, and produced questionnaires.

3.1.2 Sampling method

This hypothesis corresponds to the subject microblog users. First of all, we conducted a representative sampling of this group, and selected the microblog user group of college students who had been exposed to excessive content as the overall research group. This survey completed the data collection, collation and analysis process on April 9,2023. The survey is mainly about open and closed questions, and the main contents are:

(1) Confirmation of basic information: including age, gender and educational background.

(2) Part of the dimension reduction statement of the independent variable X

(3) The dimension reduction statement part of the dependent variable Y.

This questionnaire contains 16 questions, including 9 single choice, 1 multiple choice and 2 scales. It is distributed both online and offline through Wechat Moments, QQ space, questionnaire star sample library and offline.

3.2 In-depth interview method

3.2.1 Making of the interview outline

The interview questions were mainly divided into three main parts. The first part mainly involves the basic information of the interviewees x. In the second part, the dimension of the research question is reduced to the interview question. Including its views on emotional expression, specific xx strategy and xx way. The third part, the preparation mainly involves the possibility of deep digging problems. During the interview and study, the investigator tried to avoid the four ethical issues and violations highlighted by scholar Alan Breghman (Alan Bryman): (1) causing damage to study participants; (2) failing to use informed consent licensing documents or materials; (3) violating the privacy of study participants; and (4) deceiving study participants. If the interviewees have any questions or dissatisfaction that they do not want to answer during the interview, they can remain silent or quit midway. The interview materials that the respondents stated they did not want to disclose were not included and cited in this study.

3.1.2 Selection of interviewees

In this study, 10 interviewers active in weibo platform conducted semi-structured in-depth

interviews for about 20 minutes. The interviews began in early April 2023 and ended at the end of April 2023. According to the maximum sampling principle of qualitative research methods, when the 10th respondent was collected, all the interview content was enough to answer the research questions, and the sample collection was closed. The respondents varied in age, occupation, education level and region, with low degree of homogeneity.

Interviews were conducted in online interviews and face-to-face interviews. The interview results were compiled into verbatim manuscripts, with a total number of 3,568 words. The processing process of the interview content is completed by the author himself.

4 Research findings and discussion points

4.1 Description of the structural analysis results

A total of 212 questionnaires were collected in this questionnaire survey, among which 212 respondents have been exposed to exaggerated content on Weibo, and 103 respondents have published exaggerated content on Weibo. Through descriptive analysis, it was found that the majority of respondents used microblogs for less than 1 hour per day, accounting for more than 60%. The frequency of users browsing the content on Weibo is relatively moderate, with 40 percent of respondents choosing "often" and "always". Users post aggressive less frequently on Weibo, with more than half of respondents saying they only occasionally post aggressive content on Weibo.

Through Pearson's correlation analysis, it is found that there is no significant correlation between the contact frequency of the aggressive microblog content and the emotional degree of microblog use ($r=0.119$, $P> 0.05$), so the study hypothesis H1 is not supported. There is a significant positive correlation between users' conformity psychology and their tendency to publish aggressive content on Weibo ($r=0.333$, $P <0.05$), so the study assumes that H2 is supported: the stronger the conformity psychology of netizens, the stronger the tendency to publish aggressive content on Weibo.

4.2 Description of the interview results

When I target " what kind of emotions do you have when you browse weibo?"," Will your comments on the Internet be more emotional?"When we conducted further in-depth interviews and tried to get the answers, we were pleasantly surprised to find that the relevant attitude towards the irrational expression of the network public opinion, and the answers of the interviewees supported my idea:

"When I see one, two or even more people, I will feel that 'it is the trend to fight together and we have a sense of belonging'."

"For example, when an event is mixed but pending, I have a strong urge to argue."

"I am not a person with exposed emotions in real life, but emotions need to be vent. In addition, now everyone is "We Media", so I enjoy the freedom of speech on the Internet and am

willing to expose my negative emotions on the Internet, so I will express my views with obvious negative emotions on the Internet."

"I don't usually try to argue without seeing the incident because I think it's irresponsible and brings unnecessary misunderstandings to friends who love in the comments section."

"I'm a fan in the comments section because I think my mouth is stupid, and some people are my Internet mouth. If I see something I think is wonderful, I will forward it. At this time of forwarding, I will forget the view of the event itself, and simply agree with others to help fight."

4.2.1 Concrowd mental oriented restraint

Conformity is also known as "following the trend" or "following the crowd", which refers to the phenomenon that their own ideas and behaviors are consistent with the most people around them due to the guidance or pressure of the group. In the group situation and interacting effectively with the rest of the group, the group motivation is formed. The ering is often to express some kind of unconventional view, but this "seeking" is often driven by the unconscious herd mentality. This motivation will make the group have a certain pressure in the behavioral performance, under which the group will often choose to imitate the behavior of others, so as to alleviate it. When many netizens browse information on the Internet, if they often find the behavior of leverage, they will choose to directly join the army of leverage. In many cases, they are not questioning and criticizing a certain point of view, but just a kind of imitation of others. The overwhelming similar lifting behavior in the network will make people have an illusion —— think that lifting is a collective appeal, and the behavior of lifting is also given the network sense of security, network, sense of belonging and meaning by the herd mentality.

4.2.2 pathological vector-oriented leverage

In today's Internet era, the prevalence of short videos and weibo makes the content fragmented, making it difficult for people to calm down to browse the news and pay attention to the causes and consequences of events."Traffic is king" replaces "content is king", in order to attract attention and earn traffic, ordinary headlines are replaced with extreme personality titles —— headlines are popular; common but reasonable comments are rare, creative but cognitive dissonance comments become common. All kinds of emojis formed by imitating "leverage", buzzwords, etc., have become a fashion.

Mainstream culture has suffered a huge impact, and the boundary with the subculture has become increasingly blurred. A large number of netizens expressed their different views on the event through "criticism", and this expression gradually formed a trend. In the situation when everyone can be "we media" and the same content is full of the Internet, it is not easy to get lasting attention. Instead, they choose to raise arguments, make different views, attract others' attention through ridicule and gain a sense of identity, which promotes the occurrence of raising behavior.

4.2.3 The leverage of circle layer confrontation steering

With the improvement of social openness, the Internet provides convenient conditions, people can exchange views in time, participate in the discussion of social issues, and increase the ability of controversial social issues. But at the same time, the mainstream media and the mass media believe and convey the views about social issues are not necessarily exactly the same, and even sometimes antagonistic. When different voices appear, there will be antagonistic interpretations to each other, and strive to make their views be listened to and adopted. As the discussion deepens and the dispute continues, people tend not to care whether their own views are really correct, but to be content to win the upper hand in the circle confrontation. Therefore, "essence" will not only appear in the controversial social hot discussion area, but also appear in the scattered and diversified network ecological structure.

5 Summarize and reflect

This paper makes a theoretical study on the phenomenon of " Bar essence" in microblog, through questionnaire survey and content analysis, trying to answer: why are netizens more likely to become microblog essence on the Internet? What is the psychological mechanism of this phenomenon? The problem of. Through research, it is found that the higher the contact frequency of microblog content, the more serious the emotion. And the stronger the herd mentality of netizens, the stronger the tendency to publish aggressive content on Weibo. This study proposes the formation mechanism of the irrational expression behavior of the network public opinion."Bar" often represents the "non-mainstream", which will disrupt the order of the network to a certain extent. However, it is worth noting that this study also found that the phenomenon of essence will bring some practical significance. Some "experts" are not completely irrational, but only critical thinking is prominent and should not be overlabeled. This is worth reflecting on.

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