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Research on the Negative Influence of WeChat Official Account Chaos on College Students' Cognition

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Abstract: *With the popularization and development of the mobile Internet, the traditional media's "unified" pattern of information dissemination has been shaken by the new media. The personalized and diversified information in the network has gradually transformed the audience into information disseminators and content producers. Among them, tencent launched WeChat public account as a we-media carrier for information transmission, which has exerted a subtle influence on the lives of all kinds of people, especially college students. Therefore, this paper, from the perspective of college students, classifies the public account chaos system and analyzes the reasons for its formation, and puts forward the countermeasures for the public account chaos.*

Keywords: *New media chaos; We media governance; Media literacy of college students*

Introduction

In the age of self-media, the main body of communication is gradually becoming more popular, and some content producers lack media literacy. In recent years, self-media products represented by WeChat official accounts have become chaotic and too "hot". A large number of official accounts have been used for eye-catching, abandoning a neutral and objective perspective, and have become a carnival feast for venting emotions (Jiang, Xu & Yan, 2019). Nowadays, there is "a hundred schools of thought" on the Internet, the Internet is overloaded with information, and we media workers urgently need to "cool down." This article will start from the perspective of college students and talk about how college students should view such problems.

Research Focus

The development of the Internet provides a more efficient distribution platform for information dissemination. Today, users rely on the Internet to obtain more diversified and niche content, which makes it easier for WeChat official accounts to provide users with more accurate content services. Tencent users can apply for personal or corporate official accounts on the WeChat public platform, which facilitates in-depth communication and exchanges between users and specific groups through texts, pictures, languages, and videos.

On November 11, 2018, the WeChat official account platform banned more than 180,000 vulgar accounts for

bad content and deleted more than 310,000 related articles. For this reason, studying the impact of the chaos caused by WeChat official accounts will help WeChat official accounts to develop in a positive direction. This article mainly analyzes the definition and causes of WeChat official account chaos and proposes solutions to minimize the negative impact of official account chaos on college students, thus calling on college students to focus on improving media literacy.

Literature Review

At present, research on self-media has become a hot topic. Unlike paper media, which is mostly the mouthpiece of government agencies, Internet companies are the main positions for incubating self-media, includingTik Tok,Toutiao and sina weibo, of which Tencent's WeChat official account is also a self-media product, and has a large number of users and extensive information content. Sina Weibo has become the "two micro" and is one of the important platforms for self-media .

In recent years, the number of research papers on self-media chaos has gradually increased. As of June 2020, 17,056 research articles on self-media have been retrieved, and 64 articles on self-media chaos management. However, there are not many studies on the influence of self-media chaos on a certain group, and discussions on the influence of college students are even more blank (Xue, 2017). University students are not only the audience of the official account, but may also be the future practitioners of the WeChat official account platform. Strengthening the ability of college students to identify chaos in the official account will help them face the self-media industry and improve media literacy.

Methods

This article mainly analyzes the new chaos of official accounts that have appeared in recent years, and adopts documentary analysis and case studies. Taking the influence of WeChat official account chaos on college students as a starting point, combining the comparison of research results in the literature to find and analyze the characteristics and causes of self-media chaos, and put forward ideas to solve the problem. Analyze and sort out the existing literature to strengthen pertinence. Through the analysis of public accounts such as "Mi Meng" and "Huang Tai Chi in New York" with records of bad content and the controversial "Gan Chai Lie Huo" manuscript washing incidents, deepen the understanding of self-media chaos.

Connotation and Classification of Chaos in WeChat Official Accounts

Definition of WeChat Official Account

Instant messaging has become the main "battlefield" for information exchange on the Internet. Tencent launched WeChat after launching the QQ communication software. WeChat is different from QQ,Both the interface and operation methods are more simplified and smooth. Now active WeChat users are gradually equal to QQ users. In August 2012, Tencent launched the WeChat public account business. This article defines the connotation of the WeChat official account as: "We-media tools that individuals, companies or governments based on WeChat platform use self-media to produce information." As of August 2018, the

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monthly active accounts of WeChat official accounts reached 889 million, a 28% increase from 2017 (Wang, 2015). More users use it to produce content. The WeChat official account uses content to retain users and active users, convert page views into data, and use online advertising, value-added services, and payment for content to obtain revenue.

Definition of the Chaos of WeChat Public Account

This article defines the connotation of WeChat official account chaos as: "Due to the different abilities and perspectives of practitioners, a series of mixed content has been produced, resulting in a series of negative consequences such as spreading rumors and selling anxiety" (Crawley, 2018). The chaotic content of the WeChat official account also involves politics, economy, culture, education, and society.

WeChat Public Account Chaotic Classification

(1) Vulgar content, "yellow storm" news

"Er Geng Canteen" used to be an excellent representative of the public account. It was finally due to the article "Thanks to you, the driver who killed the flight attendant, who was lying at home counting money" in the "Hitchhiking in the middle of the night" (Bi, 2017). Killing the details surprises readers. Disregarding the faces of the deceased and the emotions of the families of the victims, the article was written in a vulgar, exaggerated and even pornographic way. The Ergeng Canteen uses "yellow news" to attract a large number of users to read. Driven by traffic, vulgar content becomes an eye-catching weapon. We media makes it easier for users to express free opinions, and allows multiple values to clash on the Internet. The content of the official account itself is also the epitome of news. Its core is to disseminate the objective facts of information. It should not be "cancerized" or "deformed" due to free opinions.

(2) Distorting facts and scare-monger

In 2019, as the "top" of the official content company, Mi Meng frequently appeared on Weibo hot searches. The reason is that its "Limited Talents Youth" official account used the emotional needs of users to sell anxiety and was criticized by readers (Li, 2019). The death of a champion who was born in a poor family", "exploded" the circle of friends on January 29, 2019. The article compares the different life trends of the author and the tragedy protagonist Zhou Youze with a two-line narrative. The article deliberately uses a large number of words that stimulate the reader, such as "unfavorable, champion, laughingstock, incompatibility" and other words, making the readers sigh. The article uses a fictitious method to explain a non-existent story, but it advertises that the real existence has a bad social impact. The article further allows readers to reflect on the values of modern society, which brings pressure and impetuosity to readers. On the contrary, Famimon has obtained considerable economic benefits through this method, but it ignores the sense of social responsibility.

(3) Quote out of context and spread rumors

At the end of 2019, a public account of "Huang Tai Chi in New York" published an article "Lu Xun who is greedy for money", describing Lu Xun as a profit-only businessman, and explaining Lu Xun's experience of opening Sanxian bookstores, wild cursive bookstores and other publishing houses as making money. The article also quoted Mr. Lu Xun's "Hometown" to talk about making money. After ridiculing Lu Xun as a well-deserved winner in life, the author began to sell financial management classes as soon. The fabricated information of the official account has already involved serious plots of slandering or slandering others. Such articles often advertise "spreading the truth", but in reality they are spreading rumors, not only disregarding common sense, but also speculating on unnecessary events, making the truth even more confusing.

(4) Exaggeration, headline party

In December 2018, an article on the WeChat public account hugo was titled "The 10th day of banning Huawei, and the network was paralyzed in 11 countries." The article received more than 100,000 readings, but the content of the article is overstated. The main reason for the network failure in 11 countries is because of a problem with the system of one of the international communication operators "Ericsson", but the author has ulterior motives to block Huawei Linked to the network paralysis of various countries, readers mistakenly believe that Huawei has caused network paralysis in 11 countries. These types of official accounts have common features. One is the use of exclamation marks to attract users, and the other is that they just want to catch the user's eyeballs and show up. The rise of the self-media industry has made some "outsiders" jealous, misunderstanding the situation of "the one who gets the title gets the world", and deliberately deliberately cares about the title without thinking about the content of the article, making the article not correct or even inflammatory and inducing.

(5) Infringement and plagiarism

In January 2019, an article on "Gan Chai Bad Huo" published on the WeChat public account "Youyou Luming" received widespread attention. The public account is about the double-opening of the former "Fire Secretary" in Wuwei, Gansu. The article selected a large number of public reports and indicated the source. The cited article included an interview with Caixin.com reporter Wang Heyan. At the beginning of the article, the author Yoyo Luming wrote, "All the information in this article comes from official sources recognized by domestic authorities and can be trusted" (Peng & Chen, 2019). However, reporter Wang Heyan expressed his opinion on this matter. He believes that Yoyo Luming did not participate in the interview and directly refers to Yoyo Luming's public account. A large number of reports are quoted without the source and reporter. It is not uncommon for official accounts to infringe and wash manuscripts. The threshold for writing official accounts is low. Some practitioners do not know enough about the professional norms of news, and problems of plagiarism, infringement and manuscript washing are prone to occur.

The Negative Impact of Chaos in Public Accounts on College Students

As some disseminators and content producers did not check the news beforehand, it greatly affected the public opinion ecology of the new media, which had a negative impact on college students that could not be ignored.

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Misleading College Students' Judgment on Life

First of all, because the threshold of WeChat official account content publishers is too low, articles are likely to cause subjective or objective distortions of facts, making articles misleading. Public account articles can easily mislead college students' judgments on things, produce mood swings, and are not conducive to forming a correct understanding of life. Secondly, there are exaggerated content in official accounts. In the data survey, 54% of college students yearn to become "net celebrities" because the contents of the official accounts overly portray the lives of internet celebrities, which makes college students addicted to fantasy and are unwilling to self-reliance.

Just as Lazarsfield believes that mass communication will have an "anaesthetic effect" on the audience, the WeChat public account is like a dream-making army, and a large number of "poisonous chicken soup" makes contemporary college students paralyzed by the status quo of life. It makes them deeply believe in the content of the public account, resulting in media dependence, and will indulge in "entertainment to death" and become unable to extricate themselves, causing errors in college students' judgments of life.

Inducing College Students to Produce Media Trials

Although the WeChat official account is a free market for opinions, its content is too complex, and many public opinion directions are biased. It is easy to "media trial" before the truth is seen. In 2019, many official accounts reported on the "Li Xincao falling into the water". As news facts have not yet been fully discovered, the official account was blindly rushed, which later formed reverse news. During this process, some college student readers criticized Li Xincao's family and colleagues. College students have received higher education and have strong empathy for the ability to use the Internet. The above reasons make college students staged a stage of "media trial".

Compared with traditional press and publishing, Internet users are more likely to have extreme views on things due to their anonymity and huge scale, causing public opinion guidance bias. The book "The Crowd" argues that "groups are not good at reasoning, but are eager to take action." The "cooperation" between the Internet and the We-media provides a new outlet for college students to "media trial" things.

Cause College Students to Have Prejudice Against the Self-media Industry

Some WeChat accounts are internet celebritiea because they have a huge fan base, they take out of context or spread rumors to keep fans (Ding, 2018). This is not only detrimental to the development of official accounts, but also reduces the credibility of the We Media, and causes damage to the image of the entire We Media industry. In addition, wechat staff often plagiarize, because the platform does not assess their professionalism, which makes it difficult to keep their copyrights for original high-quality content. The above phenomena will cause the prejudice of college students towards the self-media industry.

In 2020, due to the epidemic, various industries around the world are entering a cold winter. Facing the impact, some official accounts have launched offline services or provided health knowledge for official

account fans when creating high-quality content, and shouldered social responsibilities. However, some of the official accounts have revealed their original form through the "monster mirror" of the epidemic, publishing false content or taking the opportunity to make a fortune. This undoubtedly allows users to have a clearer understanding of the disadvantages caused by the generalization of the media industry.

Thinking About the Chaos of WeChat Public Account

The chaos of WeChat official accounts is endless, and the phenomenon of "high fever" from the media is not uncommon. Optimizing the top-level design is extremely urgent, and practitioners and platforms should also establish long-term effective regulatory rules (Li, n.d.). Colleges and universities should also strengthen students' media literacy, help college students improve their discrimination ability, and consciously resist the chaos of public accounts.

Seek Governance Measures from the Social Level

(1) Government optimizes top-level design

The government is obliged to select and strengthen the professionalism and expertise of self-media practitioners, and it should supervise the platform to establish a long-term monitoring mechanism. In addition, the government should help official account practitioners resist the difficult problems of self-media chaos. For example, the scope of content infringement and plagiarism of official accounts is defined. If this problem is not resolved, the high-quality content of WeChat official accounts will not be protected, which will condone content plagiarism. The government should also clarify the scope of official account chaos (Qian & Wu, 2017).

Finally, the government should attach importance to the dissemination of self-media content, and constantly update relevant regulations and restrictions on self-media content. Promote the vigorous development of positive energy content that conforms to the core values of socialism, and gradually control self-media chaos to a minimum.

(2) Public account practitioners strengthen learning

The scope of application of official accounts is not limited to governments and enterprises. There are also a large number of personal official accounts. The main reasons for the chaos in the official account can be divided into two parts, one is the lack of professionalism deliberately, and the other is the lack of professional knowledge unintentionally. At present, referring to self-media content is more about the problem of information overload, and a large amount of information will not "drown" the audience, while the pale information in the past will "starve" us. Allowing practitioners to improve their creative level is not to discourage creation, and to encourage creation is not to encourage unthinking creation.

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Strengthen Character Education from the Level of Colleges and Universities

From a macro perspective, we can be divided into the government, public platforms, and practitioners to seek ways to control the chaos of public accounts. This paper focuses on the impact of official account chaos on college students, so we can compare the current literature on how to deal with official account chaos from the school level. The school level can be divided into two types, one is the school and the middle and senior leaders of the school. The other is the grassroots teachers.

(1) Strengthen character education in universities

As the main place for college students to study and live, school affects college students' perception of surrounding things. According to incomplete statistics, more than 80% of colleges and universities have launched official accounts, which shows that campus official accounts also undertake the task of spreading campus news. Public account articles cover all aspects of life, thought, and entertainment. Campus public accounts should lead by example as high-quality public accounts and provide high-quality content for college students. At present, the academic industry is discussing issues such as artificial intelligence and self-media chaos. College education should lead the trend and not be out of touch with the times. Faced with the lack of college students' media literacy lesson, we should promptly check the gaps.

(2) Teachers develop students' media literacy

As a guide for the professional knowledge and ideas of college students, the teacher should have good media literacy. At the same time, it should help college students to learn, including the ability to acquire, analyze, evaluate, and transmit various forms of information, so that college students understand self-media products and understand professional news knowledge. Teachers can also offer lectures or independent elective courses, and provide a learning platform for students who are interested in We-media (especially WeChat public accounts) to cultivate professional qualities. Teachers should lead by example, do a good job of leading the spirit, create a good learning environment, and promote the cultivation of college students' media literacy.

Improve Media Literacy from the Student Level

Contemporary college students are a generation that has grown up with the development of the Internet and have a strong dependence on the Internet. As the main audience of the content of the official account, college students should help the society resist the chaos of self-media. In addition, college students have strong learning ability and strong Internet application ability, and they may become the owner of the official account. To this end, efforts should be made to improve their own media literacy and professional knowledge.

(1) College students should consciously enhance their ability to distinguish

Youth, educated youth, and college students have always been the support groups of freshmen's cultural style. From the New Culture Movement to the May Fourth Movement, college students have shown a high level of cultural literacy and social responsibility. Now we media has also brought about a revolution in content and

communication forms. We media content can be regarded as a "majestic river." Facing the occasional "flood discharge phenomenon", college students should face the problem squarely and should not go against the trend.

As the audience of WeChat official accounts, college students should resist vulgar and bad content and actively participate in the net-cleaning activities initiated by the WeChat official account platform, so that official accounts that disseminate bad content have no foothold. Various forms of false advertisements are attached to the WeChat official account, which should be identified and verified not to be easily deceived. When you are unable to make correct judgments about things or are affected by the chaos of self-media, you should seek help from schools, teachers, and classmates to actively resist the chaos of public accounts.

(2) College students should publish positive energy public account content

From the popular Mimeng company to the short-lived Douyin internet celebrity "Wenwan", hype marketing and profiteering are not the best choice for the long-term development of self-media professionals. On the contrary, WeChat public accounts such as People's Daily and Xia Kedao are based on content construction, and they have won traffic and applause. Therefore, college students who choose to engage in self-media-related careers have to make quality content as their responsibility.Combine social responsibility with content to create a high-quality WeChat official account.

Conclusion

The traditional news pattern has become a thing of the past. Instead, it is the era of personal communication, which is based on modernization and electronic delivery of standardized or non-standardized media to the non-targeted majority and individuals. All major self-media platforms have entered a dividend period and have good development prospects. At the same time, it is a new era of mass media in which "everyone can show their talents", providing more possibilities for college students to obtain content or start a business.

Taking advantage of the momentum of Internet+, the WeChat public account enriches the content and brightens the development prospects. The "Market Demand Forecast and Investment Future Development Trend Report of China's WeChat Marketing Industry from 2020 to 2026" published by Zhiyan Consulting conducted a research on the potential of WeChat official accounts. As of 2019, China's WeChat official accounts have exceeded 12 million, an increase of 46.2% compared to 2018. In the process of the vigorous development of official accounts, a series of chaotic phenomena such as the above-mentioned infringement, bad content, spreading rumors, and sales anxiety will occur. However, the trend of Internet+ is irreversible. Facing the chaos of WeChat official accounts, we should rise to the challenge and actively mitigate the negative impact of the chaos of WeChat official accounts on college students.

This article only puts forward a relatively simple view. I hope that the academic circles in the industry can pay attention to optimize the content quality of WeChat official accounts, strengthen the control of We-media information technology, and minimize the negative impact of WeChat official accounts.

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