

# Exploring the Path to Enhance the Socialization Ability of College Students——Based on the New Media Field

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**Abstract**— Human beings are "socialized animals", and the improvement of socialization ability has a sustained impact on individual experiences. In the era of new media, the main venues for socialized skill acquisition and diversified information acquisition have undergone a transformation. For college students who are in a critical period of growth and social identity transformation, the new media field not only provides an open and free online space for socialized activities, but also brings new problems, challenges, and risks to the cultivation and improvement of their socialization abilities. Therefore, in the field of new media, how to continuously promote the socialization education of college students and systematically enhance their socialization ability has become an urgent practical problem to be solved. The solution to this problem requires all stakeholders to unite and explore practical paths to cultivate and improve the socialization ability of college students.

**Keywords**— College Students, New Media Field, Socialization Ability, Improvement Path.

## I. SOCIALIZATION ABILITY ACQUISITION - A COMPULSORY COURSE FOR COLLEGE STUDENTS

Marx pointed out in his "Outline of Feuerbach" that "the essence of human beings is not an inherent abstract object of a single person. In its reality, it is the sum of all social relationships." Anyone is a person in society and is in a certain social relationship. The process of a person's growth is the process of continuously establishing and enriching social relationships, and continuing socialization. The process of human transformation from a biological individual to a member of a social collective is not only a process of acquiring social skills, but also a process of internalizing and practicing social norms, adapting to social collective life, and successfully realizing the construction of social membership.

Socialization ability refers to the relevant social skills and abilities that individuals acquire and gradually internalize and practice social norms during the process of socialization, and form positive interactions with other members of society. It mainly includes the ability of individuals to adapt to the social environment, communicate and interact with others, regulate and balance the relationships between social members, and effectively engage in various social activities. The process of socialization has the characteristics of compulsion, agency, continuity, and interactivity. Anyone must go through a certain socialization process, and the socialization ability developed by individuals during the socialization process has a sustained impact on their life journey. Therefore, the improvement of socialization ability has extremely important practical significance for individuals to build a complete social membership and integrate into social collective life.

The university stage is the last stage for college students to engage in systematic learning and also the last buffer zone for entering social life. The university period is a critical period for students to acquire social skills and adapt to the transformation into a "social person" identity. College students need to

smoothly enter society, enter the workplace, and become qualified members of society. During their university years, they must complete certain socialization tasks and possess and improve the socialization ability to adapt to lifelong development and social development needs. French scholar Durkheim believes that "education is the systematic socialization of the younger generation." Young students are the most dynamic reserve force in promoting social development and the young force of the Party and the country in promoting socialist modernization. Improving the socialization ability of young students, especially those who are about to enter society, is an inevitable choice and urgent requirement to meet the demand for composite higher talents in modernization construction.

## II. SOCIAL SPACE SHIFT - NEW MEDIA FIELD

In the era of big data, new media has become the main platform for attracting social hotspots and collecting and distributing data information. It is marked by the development of computer information communication and internet technology, and is a digital media form that combines real-time and interactivity. New media has the characteristics of openness, selectivity, focus, and concealment (anonymity). Based on the development of big data, new media has the characteristics of massive, fragmented, and mixed information, essentially a new form of mass media and information production and dissemination mode. Unlike traditional media information dissemination methods that are unidirectional and singular, new media information dissemination subjects, dissemination content, audience groups, etc. all present a diversified pattern, and the dissemination mode presents characteristics of virtualization and flattening.

The new media field, as the main space for college students to participate in online interactions, express opinions, videos, and other data information, has the function of building virtual interpersonal relationships and virtual interpersonal

interactions. It has gradually become an important place for college students to carry out socialization and improve their own socialization ability. The characteristics of openness, liberalization, real-time, and interactivity possessed by new media have a promoting effect on the formation of diverse social identity cognition and the construction of good social relationships among college students. However, at the same time, the inherent characteristics of virtual, hidden, selective, and focused nature of new media have an undeniable negative impact on promoting the positive socialization and enhancing the socialization ability of college students. Therefore, for all stakeholders, fully utilizing the field of new media, leveraging the advantages of new media information and data dissemination, and regulating the behavior and network order of new media netizens are crucial for promoting the socialization of college students and improving their socialization ability.

### III. REFLECTION ON SOCIALIZATION ISSUES - NEW FIELDS AND CHALLENGES

As the most active online platform for information exchange, viewpoint sharing, speech expression, and virtual interaction among various online entities, new media can greatly promote the improvement of college students' own socialization ability. However, at the same time, the main space for socializing activities turning to new media has also brought many new problems and challenges to the cultivation and improvement of college students' socialization ability. These issues and challenges cannot be ignored in the process of exploring and improving the socialization ability of college students.

#### (1) *Virtual Socialization*

New media has the characteristics of interactivity and liberalization, allowing college students active in the online space to freely choose and set up virtual social scenarios, establish diverse social relationships, engage in social interactions and interactions with other online entities. In this process, college students can acquire various social skills, acquire social knowledge, and form social cognition and concepts about interpersonal relationships and communication methods through a series of online social activities. Therefore, a series of virtual activities in the new media field are conducive to cultivating and improving college students' own socialization abilities.

But at the same time, the characteristics of virtualization in new media have also brought new problems and challenges to the improvement of college students' socialization ability. Due to the virtual field provided by new media for college students' social activities, although the social skills learned by college students through the internet can be partially applied to real life, this socialization process is still essentially a virtual socialization process. Once the social cognition and social communication skills acquired by college students in virtual space cannot be smoothly applied in their real social activities and daily interactions, resulting in deviations between the social relationships and concepts established in the virtual world and the real society, the tension between virtual socialization and

real socialization (or physical socialization) will become prominent, which is not conducive to the formation of a relationship between virtual and reality. The correct understanding of ideals and the present presents obstacles to social identity in reality, which hinder the improvement of college students' ability to socialize in reality. Meanwhile, due to the fact that college students have acquired some social skills and completed certain socialization tasks by building social relationships and engaging in social interaction in the field of new media, the further socialization of college students in real life is a form of repetitive socialization, which is not conducive to the formation of a stable worldview, outlook on life, and values for college students, and is consistent in establishing and internalizing them. Systematically coherent social cognition has adverse effects.

#### (2) *Social Identity Cognitive Impairment*

The individual's grasp of their social identity cannot be separated from their cognition of other social member identities. Through social interaction with others in the same social relationship system, college students can form a social member identity cognition based on a complex social environment. The social identities of different individuals active in real society are closely related to their social environment, social status, and professional identity. Therefore, college students can comprehensively grasp various individual social identities and establish different social relationships with these individuals in real social activities. Conduct diverse communication and interaction to form a systematic understanding of one's social membership and improve one's socialization ability.

However, in the field of new media, due to the characteristics of concealment and anonymity in the dissemination of new media information, individuals active in the new media cyberspace cannot understand the social identity composition of other individuals. For college students active in the new media cyberspace, the shielding of identity information by new information dissemination methods can easily lead to college students being unable to accurately evaluate the identity and background of individuals who engage in social interaction with them. Furthermore, it is difficult to form a correct understanding of social identity. The socialization ability, especially the ability to communicate and communicate with other members of society, is always inseparable from a clear understanding and comprehensive grasp of the complex social identity and professional background of the interaction object. Therefore, the inherent hidden and anonymous characteristics of social interaction in the new media field are not conducive to cultivating and improving the socialization ability of college students to handle complex and diverse interpersonal relationships in real society. It hinders the formation of correct individual social identity cognition among college students.

#### (3) *Wrong Ideology and Negative Cultural Erosion*

The new media field is an open platform for information exchange and dissemination, which accommodates and transmits a vast amount of information with diverse and diverse characteristics. The socialization of virtual space has almost no

boundary restrictions, and the exchange of data and information is free and open. The socialization activities of college students in the new media field can be extended to different regions within the country or even overseas, which makes them very susceptible to the influence and erosion of erroneous ideologies and negative cultures, resulting in erroneous perceptions of social reality and hindering the cultivation and improvement of their socialization abilities.

At the same time, a large amount of data and information in the field of new media is rampant and highly mixed. For college students who are systematically forming worldviews, outlooks on life, values, and learning various social knowledge and skills, due to their lack of the ability to accurately distinguish and identify various types of online information, they are prone to being guided by bad information, standing in the wrong public opinion, and forming a wrong understanding of the real society. Some college students, due to their inability to resist the infiltration of Western consciousness, make erroneous statements that harm national interests and are not conducive to social stability and harmony. Some college students, on the other hand, have been eroded by various network subcultures and degenerated into negative forces in society. For example, the prevailing culture of "lying flat" has sparked a negative atmosphere of continuous "flaunting" among college students in their studies and daily lives, in order to breed laziness. Refusing to pursue progress provides excuses and opportunities, seriously affecting the construction and shaping of a positive and positive image of youth among college students. The openness of the new media field poses new challenges and risks for college students to correctly construct their social identity cognition, shape a positive and striving social image, and cultivate and improve their socialization ability.

#### *(4) The Proliferation of Non Mainstream Ideologies*

Before the emergence of new media, traditional media, especially traditional mainstream media, held the leading role in spreading mainstream ideology and played a major role in promoting the positive socialization of college students, cultivating and improving their socialization abilities. In the era of new media, its flattened information dissemination model weakens the dominant and authoritative one-way communication of traditional media (especially traditional mainstream media), greatly depriving mainstream media of their discourse power, which is not conducive to the construction and dissemination of mainstream ideology and values, but also has a very negative impact on the cultivation and improvement of college students' socialization ability.

In the current new media online space, there is a large amount of mixed data and information, with a large proportion of non mainstream ideologies. Many so-called "human consciousness" non mainstream ideological viewpoints "carry private goods", gradually shaking the dominant position of mainstream ideologies, while also eroding the thoughts of college students and affecting their mental health. On some new media platforms, articles, videos, and audios that spread and exchange negative energy viewpoints are rampant. Some content stirs up gender opposition under the banner of gender

equality, some information advocates historical nihilism and national nihilism in the name of revealing historical truth and restoring historical facts, and some articles promote negative energy remarks such as "reading is useless". "Title Party" and "Cover Party" are also emerging one after another. The rampant spread of these phenomena seriously affects the dissemination of mainstream ideology and positive energy mainstream values, hinders the establishment of healthy and positive struggle consciousness among college students, hinders mainstream media from promoting positive socialization of college students, and cultivates and improves their socialization ability.

#### *(5) Reverse Socialization*

In the past, socialized education for college students was mainly a one-way and positive socialization with schools, parents, traditional media, etc. as the main subjects of education, college students were always the ones who were educated and shaped. The improvement of college students' socialization ability was mainly led by teachers, parents, seniors, etc. In the era of big data, new media provides college students with a platform to freely and proactively choose and understand various information resources. College students are no longer just passive in social activities, but have mastered a certain degree of initiative, can fully exert their subjective initiative, actively access and learn relevant social skills, and improve their socialization ability.

The university stage is a crucial stage for students to receive socialized education. During this stage, students have strong information acceptance and digestion abilities. The diverse and diverse mass of information in the new media field greatly meets the socialization needs of college students. Students can learn more diverse information in the new media network space than teachers, parents, and other elders, and understand and digest this information faster. This allows college students to always have access to the latest social skills and cutting-edge social perspectives before teachers and parents. The social education model of one-way transmission of social information and skills from the implementer to the recipient has been greatly reversed, resulting in the phenomenon of anti socialization. For college students who have not yet formed a stable social cognition, anti socialization often brings a series of problems, such as promoting their rebellious emotions and making them "adult children", which is not conducive to cultivating and improving their socialization ability.

#### IV. SOCIALIZATION PATH SELECTION - CONSOLIDATE THE JOINT EFFORTS OF ALL PARTIES

The socialization education of college students is a systematic project aimed at cultivating and improving their socialization ability through the joint efforts of all parties, helping them to achieve their own social identity recognition and the construction of healthy and good social relationships, and enabling them to better adapt to and integrate into social collective life.

Therefore, promoting the socialization education of college students and enhancing their socialization ability require the joint efforts of universities, party and youth organizations,

teachers, parents, mainstream media, network regulatory departments, and college students themselves.

### *(1) Family-school Collaboration, Teacher-student Collaboration*

Schools, teachers, and parents are important entities in promoting the socialization education of college students, and cultivating and improving their socialization abilities cannot be separated from the close cooperation of these three parties.

Strengthen family school collaboration, schools should reach a basic consensus with parents on socialized education for college students, encourage parents to actively cooperate, provide students with practical places to establish diversified social relationships, systematically learn socialized knowledge and skills, and comprehensively improve socialized abilities, cultivate students' good social interaction ability, and jointly create a good environment to promote the socialization of college students; At the same time, parents should also communicate and provide feedback to the school in a timely manner to form an educational synergy that promotes student socialization.

Strengthen school local cooperation, especially by fully utilizing the Communist Youth League organizations and various student organizations in universities, leveraging the appeal of the league organizations, actively organizing college students to participate in community job training, and engaging in social practice at the grassroots level, providing practical and application venues for promoting students to transform the socialized knowledge learned in the classroom into practical actions, and enabling students to effectively improve their socialized abilities in real-life social activities.

Teachers shoulder the mission of cultivating morality and cultivating talents, among which socialized education for students is an important teaching content for all teachers. In addition to systematically imparting socialized knowledge and skills to students in the classroom, university teachers, especially ideological and political course teachers, should also provide opportunities for students to take on roles in teaching, and promote students to form a positive and proactive socialized understanding. University teachers must attach great importance to cultivating students' correct worldviews, outlooks on life, and values, pay attention to students' mental health, fully leverage the teacher's expectation effect, timely guide students to complete positive socialization tasks, and systematically enhance their socialization abilities.

### *(2) Party and Youth League Joint Promotion and System Building*

In response to the new problems and challenges brought about by the shift of socialized space towards new media fields, the Party and its youth organizations must take relevant measures, improve relevant systems, and actively respond to the multiple risks of improving the socialization ability of college students.

Ideology is related to national security and social harmony and stability. In the field of new media, various ideological risks are intertwined. The Party must firmly grasp the leadership of ideological work, defend important ideological positions,

timely predict and prevent ideological risks, and be vigilant against ideological infiltration and negative cultural invasion; As a youth organization of the Party, the Communist Youth League must fully leverage its organizational advantages, carry out various forms of group activities, and enable young students to establish correct values through ideological learning and practical insights, complete positive socialization tasks, and enhance socialization abilities; Cadres at all levels of the Youth League should take the initiative to take on responsibilities, actively take action, closely monitor the ideological dynamics of students within the League, promptly identify and reflect problems, and assist in the socialization education of college students.

Promoting the socialization of college students in the field of new media cannot do without the construction of a network environment. Relevant legislative and network regulatory departments should promptly establish and improve conventions on the management of new media information publishers and netizens, regulate the opinions and behaviors of information publishers and netizens, eliminate the unhealthy and unhealthy tendencies in the new media network space, and maintain a good order of the operation of new media. To create a free and orderly virtual environment for comprehensively enhancing the socialization ability of college students in the new field.

Cultivating the socialization ability of college students in the field of new media is also inseparable from the construction of a positive public opinion environment. To this end, major mainstream media must promptly follow up on social hot topics, pay attention to the psychological needs and interests of college students, and improve the discourse power, dominant power, and authority of mainstream media; Youth organizations at all levels should make full use of the advantages of new media, create accounts on major new media platforms, actively organize online learning of mainstream values education and other social education for college students, enhance the leadership of mainstream ideology, actively promote positive energy, form positive public opinion guidance, use the power of role models to guide college students to complete positive socialization tasks, and promote healthy social cognition among college students in a positive public opinion environment. Comprehensively improve one's socialization ability.

### *(3) Systematic Learning, Active Participation*

In the field of new media, college students, as recipients of socialized education, have achieved a transformation in their identity. They are no longer only passively receiving socialized education, but can actively choose and access socialized information and learn socialized skills during the process of socialization. Therefore, college students must correctly exert their subjective initiative and comprehensively enhance their socialization ability in the process of socialization.

Young students are a fresh force in promoting the development of socialist modernization. College students must stand firm in their political stance, improve their political stance, be vigilant against the infiltration of ideology and negative culture, promote mainstream ideology, and be



steadfast inheritors and promoters of excellent traditional Chinese culture and advanced socialist culture; College students should establish critical thinking, improve their ability to discern information, consciously screen out various false information on new media platforms, actively report online information that is seriously harmful to the country and society, do not believe or spread rumors, do not release any unverified information, and consciously abide by the behavioral norms of netizens and new media network conventions, maintain good network order and a clean and upright network atmosphere.

The new media cyberspace provides full freedom for various subjects, but freedom does not mean disorder. Only freedom and order can ensure that all subjects enjoy a long-term and sustainable open space. Therefore, college students should handle the relationship between freedom and order, freely engage in social interaction while adhering to the rules of online activities, correctly understand the relationship between virtual and reality, and avoid blindly substituting the consciousness of the virtual world into the real society; Actively participate in the construction of real social relationships and interpersonal communication, while fully utilizing the advantages of new media interactivity, anonymity, and openness to improve communication and interaction skills, enhance the identification and sense of participation in real social activities, actively adapt to and integrate into real social life, and improve one's own socialization ability.

Marx believed that "the history of people's society is always only the history of their individual development, regardless of whether they are aware of it or not", and individual development cannot be separated from social development. Only by engaging in diverse practical activities in groups can people become truly human beings. The cultivation and

enhancement of socialization education and socialization ability for college students is a long-standing undertaking that requires continuous efforts to improve the methods and level of socialization education for college students. Only in this way can we truly promote the improvement of college students' socialization ability and achieve a comprehensive transformation from college students to "social beings".

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