

AN INVESTIGATION INTO THE INFLUENCE OF MASS MEDIA ON THE PSYCHOLOGY AND BEHAVIOR OF TEENAGERS

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Abstract: In the Internet+ environment, mass media continues to have a significant impact on young people's values, worldview, and outlook on life. What impact will the mass media have on the psychology and behavior of young people? We conducted a survey on this through questionnaires and online surveys. After rigorous analysis of the methods and the data obtained, it can be concluded that without correct guidance, mass media will bring more negative effects. Therefore, this article mainly analyzes the impact of mass media on the behavior and psychology of young people. and hopes to lead young people to view mass media correctly and benefit from it.

Keywords: Mass media; Influence; Young People; Survey

1 INTRODUCTION

With the development of Internet+, a new social environment has been formed, and mass media serves as a very critical carrier[1]. It continuously provides a series of guiding social public values for the development and progress of the entire society, and then spreads a series of social public interests needed by the public in a wider social space. Therefore, the media environment is another very important social environmental factor after the economic environment, political environment, cultural environment and natural ecological environment. Among the various propositions for thinking about youth growth, the influence of contemporary media on youth has become very profound. At the same time, mass media is essentially a product of the commodity economy and cannot escape the control of market mechanisms. Managers often put their own interests first. The development of mass media will be more or less negatively affected, and the news it brings tends to be commercial[2]. The accuracy of information is greatly reduced, and the thoughts and behaviors of young people are vulgarized. The mass media loses its original intention and runs counter to the original concept of bringing beneficial influence to people[3].

2 ANALYSIS OF THE CURRENT SITUATION OF THE INFLUENCE OF MASS MEDIA ON TEENAGERS

2.1 Impact on Adolescents of Different Ages

Compared with adults, children have poor discernment and weak self-control, and are easily influenced by mass media. But children are more malleable and more sensitive to information. Teenagers in middle school and high school are more mature than children, but they still lack the ability to distinguish right from wrong. With the diversification of mass media, media information is mixed, and some vulgar and even wrong ideas are also spread throughout it. Young people can easily be misled into blind obedience and impulsive behavior[4]. For college students whose values are in the process of being formed, they have the characteristics of a group that is active in thinking and easy to accept new things, and they are full of curiosity about media culture. However, the information is diverse and complex, and the good and the bad are mixed. College students who are not deeply involved in the world cannot identify the truth, goodness and beauty in it in a timely and effective manner. Undoubtedly, the influence of popular culture on college students has two sides[5].

2.1.1 The influence of mass media on urban and rural teenagers

Through mass media, rural teenagers can learn more about urban culture, laying a good foundation for them to enter urban development. At present, the mass media is more willing to provide better information services to areas with prosperous economy and culture, and often ignores the information requirements of areas with general development. This leads to problems in rural and urban areas in terms of information dissemination speed, information content and number of public information platforms[6]. Certain differences. Urban teenagers obtain more information at a faster speed through mass media. However, rural teenagers have relatively narrow access to information and their information is lagging behind. Most rural teenagers often only understand the bustling and lively side of cities through the media due to differences in living areas; some superficial and false impressions can cause rural teenagers to have wrong perceptions and even lead them to establish wrong values and outlook on life. Therefore, mass media has a greater impact on rural teenagers[7].

2.1.2 Differences in the impact of different media on young people

Traditional media include: print media, broadcast media, television media, etc. Compared with new media, traditional media has less false information and has a certain degree of accuracy and professionalism. The information teenagers receive is more realistic and has positive meanings. As a new communication medium, the Internet is loved by teenagers because of its convenience and speed. However, there is a huge amount of information on the Internet, and they are faced with the problem of how to choose the information correctly[8]. There is a widespread lack of control over information on the Internet, such as a large amount of false information published by non-real-name website users. This false information will affect young people's views and judgments on things; it will make young people unwilling to think about problems and search for answers from the Internet, limiting their ability to imagination and logical thinking ability.

3 THE CORRECT ORIENTATION OF MASS MEDIA TO YOUNG PEOPLE

3.1 Mass Media has Become an Important Way for Young People to Cultivate and Develop their own Interests and Hobbies

3.1.1 In learning

Modern mass media can mobilize young people's eyes, ears, hands and brains to enhance learning. The audio-visual integrated communication media improves the learning efficiency of young people and achieves the best learning results. This is consistent with the lively and active character of teenagers. In the face of modern mass media, young people can choose the time, content and method of learning according to their own circumstances, further study the content they are interested in, and repeat the study of the content they do not understand. Freely control the learning progress and eliminate scruples and fears. Modern mass media will point out mistakes at any time, guide children to receive standardized training, and cultivate their ability to handle problems independently.

3.1.2 In the way of thinking

Modern media represented by the Internet+ have unique working principles and functions. Its use exercises the logical thinking ability of teenagers, forcing them to observe the information displayed by modern mass media from an overall perspective, and in a rigorous way Study and solve problems with a scientific attitude. On the other hand, the operating environment on the Internet is mostly English-based, which requires them to concentrate their efforts, comprehensively and meticulously observe and analyze the information changes reflected in modern mass media, and solve problems through different channels and methods. to the problem. This will go a long way in cultivating young people's spirit of continuous exploration and progress and overcoming difficulties.

3.1.3 Leisure and lifestyle

Modern mass media integrates watching, listening, and playing. Some complicated and difficult common sense of life can be vividly presented to young people through modern mass media; young people can enjoy various life services without leaving home, and the Internet also makes young people's lives more vivid. Communication has changed dramatically. For teenagers who are in a special period physically and mentally, making friends and chatting online is one of the main ways for them to relieve stress. Some experts pointed out that the design of the game integrates some advanced scientific and technological knowledge, and teenagers will be influenced by some subtle influences when playing games and learn some scientific knowledge. Therefore, teenagers must control a certain degree of online entertainment.

3.2 Education Departments use Mass Media to Improve the Quality of Education and Teaching

Diverse learning forms mobilize learners' enthusiasm and strengthen their initiative. However, the rapid increase in the amount of knowledge and the convenience and easy availability of information may also become hidden dangers in our education. The educated lack the ability to distinguish right from wrong and are easily confused by some unhealthy things. The easy availability of knowledge makes it easier for the educated to The students become tired of learning and do not want to make progress. The education department's response measures:

- (1) Change traditional educational ideas and absorb new educational concepts. Educators should innovate traditional education methods, express their own views and opinions, absorb successful experiences, and improve the quality of teaching.
- (2) Grasp the control of communication and be a good information agent. School education is the foundation of all education. The information sources of mass media are diversified. The education industry must do a good job in checking and have absolute control over communication in school education.
- (3) Make full use of changes in the mass media environment to provide us with conditions for developing new teaching models. We advocate research-based learning, so educational methods and models must have a good teaching situation.

4 CONCLUSION

With the further development of Internet+, the network system of mass media is not perfect enough to filter information. There are problems of varying degrees, and there are differences in the information obtained in different regions. Mass media come in various forms and have different effects on young people. They have two sides. Research needs to grasp the latest developments in real time, have a comprehensive and in-depth understanding, and explore effective ways to solve the impact of mass media on young people . Improve corresponding laws and regulations, and popularize and promote adaptation in daily life.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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