

*Original Paper*

# An Analysis of College Students' Online Emotional Alienation and Intervention Strategies from the Perspective of Digital Socialization

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## **Abstract**

*The rapid development of digital social networking has changed the way of college students' emotional expression and communication, and also produced the problem of online emotional alienation, that is, distortion of emotional expression, extreme catharsis, numbness of emotional perception, etc., which has a negative impact on the formation of college students' mental health, interpersonal communication and values. This paper analyzes the specific manifestations and causes of college students' online emotional alienation, and puts forward corresponding intervention measures from three aspects: individual, university and platform, so as to provide reference for college students to rationally participate in digital social interaction, cultivate healthy emotional management ability and good network literacy.*

## **Keywords**

*digital social, college students, online emotions, emotional alienation, intervention strategies*

## **Introduction**

Digital social networking has become an indispensable part of college students' daily life. Digital media such as social media, short video platforms, and online communities provide convenience for college students' emotional catharsis and emotional communication. Exploring the phenomenon, causes and intervention measures of college students' online emotional alienation from the perspective of digital social networking has important practical significance for the physical and mental health development of college students and the purification of online social environment.

## 1. Analysis of the Causes of College Students' Online Emotional Alienation

### 1.1 Individual Level: Immature Psychological Development and Lack of Media Literacy

College students are in the transitional stage of psychological development. Their emotional regulation ability is weak, their self-cognition is not yet mature, and they are vulnerable to the external environment and have great emotional fluctuations. College students lack media literacy, and have not formed a clear understanding of the virtuality of digital social interaction and the one-sidedness of information. They are easily coerced by the extreme content and negative emotions pushed out by the platform, blindly follow the trend of expression, and lack rational judgment and emotional control.

### 1.2 Platform Level: Algorithm Push and Traffic Logic Induction

The operation mode of digital social platform with traffic as the focus of operation belongs to the key external factors that cause college students' online emotional alienation. In order to improve the stickiness of users, the platform algorithm tends to push emotional and controversial content. Emotional and extreme content is easier to obtain traffic tilt and communication exposure. The platform is relatively loose in content review, and lacks effective supervision over the expression of irrational emotions such as abuse and attack, which provides an opportunity for the wanton catharsis of negative emotions and further aggravates the problem of emotional alienation.

### 1.3 College Level: The Lack of Emotional Education and Network Guidance

There are some deficiencies in mental health education and network literacy education in colleges and universities, which can not guide college students to participate in digital social networking rationally. At present, most of the mental health education in colleges and universities focuses on the solution of offline psychological problems. There is less care and intervention for online emotional alienation and online psychological distress, and there is a lack of targeted emotional management and online social guidance courses. At the same time, colleges and universities do not pay enough attention to the guidance of students' network behavior, do not pay attention to the dynamic expression of students' emotions on social platforms in time, and lack timely intervention and normative guidance for irrational and extreme online emotional behaviors, which makes the problems accumulate slowly.

## 2. Intervention Strategies for College Students' Online Emotional Alienation

### 2.1 Individuals: Improve Emotional Management Ability and Network Literacy, Strengthen Rational Expression Awareness

College students should actively improve their own "emotion" and "media" literacy, and establish a correct digital social view. First of all, we should strengthen the understanding of self-emotion, learn to distinguish and accept our own positive and negative emotions, master reasonable methods to regulate emotions, and use realistic ways such as exercise, talk, and reading to ease negative emotions and reduce dependence on virtual social interaction. Secondly, improve the ability of media criticism, see the virtuality of digital social networking and the limitations of algorithm push, can not be influenced by extreme emotions, rational view of network information and other people's online display, do not

fall into the anxiety trap of peer comparison. Finally, standardize their own online words and deeds, establish a sense of network responsibility, respect the emotions of others, reject online violence and irrational catharsis, and express their emotions rationally and civilized.

### *2.2 Colleges and Universities: Improve the Education System, Strengthen Guidance and Intervention*

Colleges and universities should build an online and offline integrated education intervention system to help college students avoid the risk of online emotional alienation. On the one hand, it enriches the content of mental health education, adds courses on digital social emotional management, network literacy and other content, and uses case analysis, scenario simulation and other methods to help college students deeply understand the potential harm of online emotional alienation, and learn how to carry out rational expression and emotional regulation. On the other hand, it is to strengthen the guidance and monitoring of network behavior. Counselors and ideological and political teachers pay attention to the dynamics of students' social platforms, find out when students have extreme emotions, guide them in time, and criticize, educate and standardize irrational online behaviors.

### *2.3 Platform: Optimize the Algorithm Mechanism and Strengthen the Responsibility of Content Supervision*

Digital social platforms should shoulder social responsibilities, improve operational mechanisms, and create a good online emotional environment. Improve the algorithm push logic, reduce the flow of extreme and emotional network content, increase the push of positive, profound and rational information, break through the information cocoon, and lead college students to contact a variety of health information. Increase the emotional guidance function, develop emotional regulation, psychological science and other functional modules, provide college students with emotional counseling methods, and encourage students to express their emotions in a rational way.

### *2.4 Collaboration: Build a Multi-party Linkage Mechanism to Purify the Network Ecology*

The government, universities, network platforms, and families need to build a collaborative linkage mechanism and unite governance efforts to jointly intervene in the online emotional alienation of college students. Multiple parties work together to create a rational, civilized and healthy digital social environment, help college students form a positive and stable emotional state, and promote the development of physical and mental health.

## **Conclusion**

Digital social interaction has given college students a variety of ways to express their emotions, but it has also caused the alienation of emotional expression distortion, extreme catharsis, numb perception, and dependence on virtualization. These alienation phenomena originate from the interaction of multiple factors such as individuals, platforms, and universities. Colleges and universities should improve the education guidance system and strengthen the emotional counseling work online and offline ; the platform should improve its operation mechanism and assume the responsibility of content supervision ; the government and the family should work together to create a good digital social

environment, guide college students to express their emotions rationally and grow up healthily.

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