

Research on the Formation and Control of College Students' Social Anxiety in Virtual Community Situation

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Abstract: With the in-depth development of the Internet, online social interaction accounts for a large part of college students' total social interaction, and at the same time, it gives birth to online social anxiety. This paper aims to study the current online social anxiety of college students, speculate the main influencing factors and give corresponding control methods.

Keywords: Virtual community, College student socialization, Anxiety control.

1. Introduction

Social anxiety is a common negative psychological experience in the process of social interaction, which refers to the state caused by people's fear or anxiety when interacting with others or conducting negative evaluation and review with others in social environment [1]. With the in-depth development of the Internet, online network has had an important impact on college students' social life. Online social media is increasingly becoming a daily part of the social world, and the boundary between online and offline communication is gradually becoming blurred. The social compensation hypothesis holds that individuals with high social anxiety will choose to use the Internet as a compensatory social medium to reduce social anxiety. However, Davidson et al [2] found that the use of social media may also induce social anxiety, and proposed that the current environment is giving birth to a new form of anxiety-online social anxiety. That is, the interpersonal negative experiences such as tension and fear perceived by individuals in social media communication situations are mainly manifested in privacy concerns, communication anxiety and fear of negative evaluation [3]. Online social interaction and real social interaction share the same stressors, but there are still many differences between them. An in-depth analysis of the anxiety characteristics of college students in the use of social media is the preliminary foundation and necessary work to carry out the healthy use of social media and guide the behavior of social anxious people. Exploring the characteristics of college students' online social anxiety can guide college students to lead a more active and healthy life. This paper aims to study the distribution of online social anxiety among college students and the main influencing factors of college students' social anxiety.

Different from face-to-face communication situations, privacy concern is a kind of online social experience, which is manifested in distrust or fear of strangers in online social interaction. Research shows that online privacy concerns are related to social anxiety, and teenagers with high social anxiety tend to pay more attention to potential privacy risks (Liu,Ang,& Lwin,2013). According to the data, nearly 40% of college students often worry about their information being leaked on the Internet, while less than 10% don't worry about it at all. Concerns about privacy exist widely among users of different social media platforms, such as worrying about whether personal information is in the blog when posting [4],

frequently deleting Facebook news for fear that once negative information will be seen by strangers (Calancie et al. ,2017), and expressing the loss of privacy control to individuals who cannot be hidden (Fox & Moreland,2015).

Similar to real social anxiety, an important feature of online social anxiety is communication anxiety, which is the fear and tension that individuals have in the process of communicating with others in the virtual community situation, especially those who have just met. Communication anxiety is reflected in the whole process of online interaction: one is the anxiety of building relationships, which is manifested by the fear of being noticed by others and avoiding taking the initiative to speak in online group conversations. The second is the anxiety of maintaining the relationship. The visibility of social media at any time will not only aggravate the existing offline interpersonal conflicts, but also become the source of new conflicts. For example, some users say that some trivial conflicts will gradually enlarge on Facebook., resulting in irreparable interpersonal conflicts. The social pressure that requires dynamic and immediate feedback to friends can also make individuals feel uncomfortable. Third, it shows excessive concern for the results of communication. Many teenagers are particularly concerned about the number of "likes" they get, because it represents the recognition of their peers. Even if they admit that this positive emotion is short-lived and untrue, too few "likes" will make them feel overwhelmed.

Fear of negative evaluation is not only the core feature of social anxiety (Liu Yang, Zhang Dajun, 2010), but also widely exists in virtual community situations. On the one hand, individuals with high online social anxiety are very afraid that the updated dynamic will be negatively evaluated, that their published content will cause controversy or make others feel too naive and stupid [4], and that they will be bullied on the Internet. Studies have also shown that opposition on social media has a positive impact on psychological discomfort. On the other hand, online social anxiety is also manifested in the fear of no evaluation, because not getting feedback is equivalent to a negative evaluation for them, which means that others don't like what they publish, and further induces negative emotions such as anxiety.

2. Research Objects and Research Tools

2.1. Subjects

The online questionnaire was used to investigate the college students in Anhui province. After eliminating the invalid questionnaires (20 invalid questionnaires were deleted), a total of 185 valid questionnaires were collected, and the effective recovery rate was 90.29%. In Liu Shanwen's [5] and other studies on social anxiety, there is no obvious difference in gender, and there is no statistical significance, so this article will not discuss it.

2.2. Research tools

(1) Social Anxiety Scale of Social Media Users

Social Media Users' Social Anxiety Scale (SAS-SMU) revised by Chen Bizhong et al. [6] based on the scale compiled by Alkis et al. This scale includes three dimensions: evaluation fear, privacy worry and communication anxiety, with a total of 20 questions. Add words such as "online" to each question, such as "online, I'm afraid I'm embarrassing" and so on. Using a five-point scoring system, from 1 (strongly disagree) to 5 (strongly agree), the higher the total score, the higher the level of online social anxiety of individuals. Chinese SAS-SMU has good structural validity. The results of reliability analysis show that the α coefficient and combination reliability of the scale and all dimensions are above 0.8, and the retest reliability is above 0.75, which meets the requirements of psychometrics. In this study, Cronbach α coefficient of the scale is 0.919, and Cronbach α coefficient of each dimension is 0.888, 0.825 and 0.892 respectively. The value of KMO is 0.886.

3. Description and Analysis of Results

The three dimensions of communication anxiety, privacy anxiety and evaluation fear are analyzed by AHP, and the weight of each dimension influencing social anxiety is 12.601%, 41.606% and 45.793% respectively. And the consistency test result is passed.

Analytic hierarchy process results				
item	proper vector	Weight value (%)	Maximum characteristic root	CI value
Communication anxiety	0.437	12.601	3.009	0.005
Worry about privacy	1.442	41.606		
Evaluate fear	1.587	45.793		

Consistency test result				
Maximum characteristic root	CI value	RI value	CR value	Consistency test result
3.009	0.005	0.525	0.009	pass

The total scores of the three dimensions are weighted and averaged, and the highest score is 34.998, the lowest score is 9.915, and the average score is 21.99. Among all the scores, the proportion higher than the average score is 44.62%, which indicates that the proportion of college students with online

social anxiety is relatively high among college students.

variable name	Sample size	maximum	minimum value	average value
mark	185	34.998	9.915	21.99

The three dimensions of privacy concern, communication anxiety and evaluation fear were correlated with the final score, and the correlation coefficient of privacy concern, communication anxiety and evaluation fear was 0.767, 0.615 and 0.96 respectively. It shows that the influence of evaluation fear on online social anxiety is more direct than the other two factors.

4. Control Method

In the research of Li Jie [7], physical exercise reduces the dependence on mobile phones by reducing social anxiety, which shows that physical exercise can reduce social anxiety. Many physical exercises need group cooperation, such as basketball, football, etc. In the process of participating in group cooperation, on the one hand, opportunities for college students to communicate with others are increased, and on the other hand, interpersonal skills of college students are cultivated. College students may feel more social support from it, and social support is closely related to social anxiety, helping individuals to increase their psychological resources, thus alleviating social anxiety. As the real social anxiety is the root of online social anxiety, Caranci et al. [8] think that focus group interview is not only a research method to trace the source of online social anxiety, but also an intervention method. Teenagers can more freely narrate and exchange views among groups with some common characteristics, externalize inner contradictions and conflicts, and help them discover their irrational beliefs (such as "many people don't pay special attention to the specific information in your published content"), thus alleviating online social anxiety. In addition, the research points out that network cognitive behavioral therapy is an effective way to alleviate the real social anxiety disorder [Nord Green, GJ Estad, Andersson, Carl Bring, & Havik, 2018], and it is also a means to intervene online social anxiety. In a word, there are many overlaps in the treatment of real social anxiety and online social anxiety. Group counseling and online psychotherapy can be combined to alleviate individual online social anxiety. At the same time, attention should be paid to gradually transferring the maintenance of consultation content and consultation relationship to real life.

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