

Study of the Psychological Mechanisms by Which Immersive Indirect Ethnic Contact Affects Ethnic Identity

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Abstract: The purpose of this paper is to explore the psychological mechanism of immersive indirect contact in the process of promoting ethnic identity, especially in the current context of globalization, how to enhance individuals' sense of identity with the Chinese nation through culturally-mediated immersive experiences. Through a systematic review and comprehensive analysis of the existing literature, it can be found that although direct ethnic contact plays an important role in promoting cross-ethnic understanding and integration, immersive indirect ethnic contact (e.g., through cultural exhibitions, historical documentaries, online social networking platforms, and educational courses) can also profoundly influence individuals' ethnic identity. Based on Maslow's needs theory and social identity theory, and taking into account the current status of related research at home and abroad, this paper compares immersive indirect contact with non-immersive indirect contact, and concludes that immersive indirect contact has the unique advantage that it can significantly reduce an individual's stereotypical impression of other ethnic groups, thereby reducing intergroup anxiety and promoting more positive and open attitudes toward interethnic interactions. In this process, individuals' perceptions of themselves and others gradually become more balanced and diversified, and ethnic identity is no longer confined to a single cultural or ethnic boundary, but shows more inclusive and dynamic characteristics.

Keywords: Immersion, Indirect Ethnic Contact, National Identity.

1. Introduction

National identity is important for both the nation and the individual. From the individual level, social identity theory puts the individual's identification with the group at the core, arguing that individuals identify with their own group through social categorization and develop in-group preferences and out-group prejudices, and that individuals improve their self-esteem by realizing or maintaining positive social identities[1]. In Maslow's hierarchy of needs theory, "the need for belonging and love" is an important psychological need of human beings, and only when this need is satisfied, people can "self-actualization". And from the national level in the contact between the nationalities is a necessary prerequisite for the generation of Chinese national community consciousness[2]. The unification of the Chinese national identity and their own national identity can eliminate the original group boundaries, so that the group members look at the group from a larger group perspective, and promote the psychological integration of the nation[3]. Practical Paths to Help Strengthen the Interaction, Exchange and Integration of China's Nationalities[4]. Enhancing the sense of Chinese national identity of members of all nationalities has a crucial impact on strengthening national unity, enhancing the centripetal force of members of all nationalities towards the Chinese nation as a whole, and even the cohesion of the Chinese nation[5]. The key to forging a firm sense of Chinese national community lies in strengthening Chinese national identity[6]. And identity: the inherent requirement for the generation of Chinese national community consciousness[7]. Therefore, national identity has far-reaching significance to personal development and national wealth and strength, how to enhance national identity is also necessary to adhere to, and

ethnic contacts have a positive impact on individuals and the state to promote national identity.

Based on this, the research objective of this paper is to "explore the psychological mechanisms by which immersive indirect ethnic contact influences ethnic identity" to analyze the factors influencing ethnic identity through the literature, and to develop a basic theoretical explanation for the influence of indirect contact on ethnic identity. Based on the changes in the development of the Ethnic Identity Scale for college students, test the possibility that positive indirect contact may promote ethnic identity when immersive indirect contact is involved, and explore the differences between immersive indirect contact and non-immersive indirect contact in comparison. Propose strategies on how to promote ethnic identity. To ask the key questions: whether immersive intercultural indirect contact is more contagious than non-immersive indirect contact and whether immersive indirect contact contributes to the creation of a national identity.

2. Domestic and International Literature Review

Definition of the concept: National identity is a psychological process including emotion, cognition and behavior. When an individual has a strong sense of national identity, he will be close to the habits of the nation in behavior, emotionally dependent on the nation, and cognitively consistent with the cultural connotation of the nation[8].

Impact: Immersion indirectly contributes to the subjective experience of immersion, which in turn affects us psychologically. Indirect contact includes cultural products such as TV programs, the Internet, books, newspapers, magazines, movies and music. In different festivals and many public occasions, the output of national culture and

atmosphere is becoming more and more significant, and indirect contact is one of the most frequent ways[9] through the dissemination of culture and the shaping of national identity scenarios, and the initiation of universal language and cultural empathy[10], according to the explanation of Vezzali's attenuated conditioning model, to explore the possibility that, without direct contact, positive indirect contact may also promote the subjective feeling of the situation and thus influence our psychology[11]. positive indirect contact may also promote group empathy. Immersion is that the visual-auditory-sensory environment allows subjects to fill out questionnaires in the most natural state while being in the immersive environment compared to non-immersive ones[12]. In the article Comparison of attention restoration effect between immersive and non-immersive by Jingyi Li, Chejun Liu, and Hua Dong, it was concluded that the virtual natural environment in immersive media can make the viewer get more significant attention restoration effect. Therefore, this paper makes the assumption that immersive indirect contact is more infectious compared to non-immersive indirect contact.

The impact of indirect contact. Cross-ethnic friendship is a booster support for the construction of the common spiritual home of the Chinese nation[13], a bridge for high-quality inter-ethnic exchanges and exchanges and mingling, and promotes the construction of a sense of community. In the case of a close ethnic psychological distance, objective cultural differences will not be a barrier to communication, but rather will promote the formation of cross-ethnic friendship[14]. It is the deep and lasting patriotism psychology and behavior based on the psychological identification with the Chinese nation, the deep concern and conscious dimension for the survival, development and prosperity of the Chinese nation, and the national pride and national self-esteem that drive the continuous development and revitalization of the Chinese nation[15]. "Chinese national identity" is the inexhaustible spiritual impetus for the great rejuvenation of the Chinese nation, the great rejuvenation of the Chinese nation so that the cadres and masses of all ethnic groups "sympathetic resonance", the formation of a strong "sympathetic force"[16]. Emotional sharing or sharing is at the core of empathy, and visual and auditory sharing communication promotes emotional sharing between individuals and others[17]. From a micro perspective, creating soundscapes and appropriate brand extension, shaping the group atmosphere in guidance, stimulating the audience's sense of membership and empathy, and contributing to the audience's political and cultural identity[18].

3. Research Program

3.1. Research Design

This study utilized a one-way between-subjects design with the independent variable being indirect exposure (immersive vs. non-immersive). The dependent variable is the exploration of national identity; the subjects will be divided equally into 2 groups, using a situational experiment, one group will fill out the questionnaire after watching an uplifting patriotic movie in a classroom stacked with national elements for an immersive indirect contact experimental manipulation, and one group will fill out the questionnaire after watching a patriotic keyword in a classroom for a non-immersive indirect contact experimental manipulation. The final questionnaires will be collected and analyzed centrally. Independent samples

t-tests will be used to compare the effects of the two exposure methods and to compare the psychological effects of immersion and non-immersion on national identity.

3.2. Research Methodology:

Selection of subject material

Subjects: 56 college students were selected for this study, and among them, 4 were Zhuang, 5 were Uyghur, 3 were Haskan, 1 was Wa, and 1 was Bai; all subjects had normal naked or corrected vision and hearing, and were randomly divided into 2 groups to participate in different experimental manipulations according to the appropriate ethnic ratios. They were divided into 28 immersed and 28 non-immersed groups; finally, 24 valid questionnaires were recovered for immersed and 26 for non-immersed.

MATERIALS: Subjects were screened based on the Ethnic Identity Scale for College Students developed by Yan Yan Dong, Cheng Hai Gao, Baby Dang, Jie An, and Minggang Wan, which includes the possibility of comparing the status of members of different ethnic groups in terms of identification with the ethnic group to which they belong, and it can also be used to measure the ethnic identity of college students of different ethnic groups[19]. Through interviews and theoretical conceptualization, the questionnaire includes 3 dimensions, namely exploration, affirmation and confirmation. Exploration refers to an individual's active participation in understanding his or her ethnicity; affirmation represents the degree to which an individual feels and evaluates the group identity positively; and confirmation refers to an individual's meaning of ethnic identity and the sense of mission it brings. Sixteen items were developed, one of which was the subject's identification of the ethnicity to which he or she belongs, i.e., "My ethnicity is ...", which was not involved in the analysis of the data, and the rest of the items were scored on a 4-point scale ranging from 0 (Strongly Disagree) to 3 (Strongly Agree). For this experiment, the refinement and modification of the scale's questions about the situational feelings category. (Yanyan Dong et al.)

3.3. Data Collection and Analysis

Table 1. National Identity Test Three-Line Chart

Test environment	Number of cases	Mean value	Standard deviation	Mean standard error
non-immersion	24	1.8452	0.13919	0.02841
immerse	27	2.3280	0.22610	0.04351

Will spss analyze the group statistics non-immersion group as described in Table Iso: there were 24 samples with a mean score of 1.8452, a standard deviation of 0.13919, and a standard error mean of 0.02841. immersion group: there were 27 samples with a mean score of 2.3280, a standard deviation of 0.22610, and a standard error mean of 0.04351.

Table 2 shows that the Levene's test for equality of variances from the independent samples t-test has an F-value of 4.593 and a significance level (p-value) of 0.037. This indicates that the variances of the two groups are not equal at the 0.05 level of significance, so we need to use the "not assuming equal variances" result for the t-test.

Table 2. Results of the t-test for independent samples of national identity

	Levin's test for variance equality		Mean equivalence t test						
	F	significance	t	Degree of freedom	Sig (Double tail).	Mean difference	Standard error difference	Lower limit of 95% confidence interval	Upper limit
Assumed equal variance	4.593	.037	-9.043	49	.000	-.48280	.05339	-.59010	-.37551
Equivariance is not assumed			-9.291	43.879	.000	-.48280	.05197	-.58755	-.37806

Assuming equal variance: t-value: -9.043, degree of freedom 49, two-tailed significance (p-value) 0.000. this indicates that the difference in the mean scores of the two groups is significant under the assumption of equal variance. Difference in means: -0.48280, standard error difference of 0.05339, 95% confidence interval [-0.59010, -0.37551]. Without assuming equal variance: t-value: -9.291, degree of freedom 43.879, two-tailed significance (p-value) 0.000. this indicates that the difference in the mean scores of the two groups is equally significant without assuming equal variance. Difference in means: -0.48280, standard error difference of 0.05197, 95% confidence interval [-0.58755, -0.37806].

3.4. Results

The difference in mean scores between the two groups was significant ($p < 0.05$), whether or not equal variance was assumed. The immersion group had significantly higher mean scores than the non-immersion group. Since Levine's test of equivalence of variances showed unequal variances, we preferred to use the "no equal variance assumed" results. This means that the immersion environment may have a significant positive effect on improving performance, and that this result can distinguish the subjects' national identity well. Meanwhile, according to the score of the result, the closer the result is to 3, the more options there are for "confirming" the meaning of the individual's national identity and the sense of mission that it brings, which is in line with the definition of national identity, and thus the results of the result are more consistent with the definition of national identity. The definition of national identity, and the higher the score, the stronger the sense of national identity, can be concluded that the immersive environment has a significant impact on the improvement of performance.

4. Discussion

The findings support the positive impact of immersive indirect contact on the psychological mechanisms of national identity. Immersive environments enhance information gathering and sensory mobilization through integrated visual, auditory, and sensory experiences compared to flatter visual readings, thereby increasing national identity.

5. Conclusion

This study confirms the effectiveness of immersive indirect contact in promoting national identity. The significance of casting a firm sense of Chinese national identity is extraordinary, is for the multi-ethnic integration, all corners of the world of the Chinese people a warm belonging, so the article in the exploration of national identity under the choice of immersive indirect contact as a way, but also because of science and technology nowadays changing day by day to move forward, providing a more immersive platform. This

study compares the mean scores of immersive with scenarios combined with non-immersive textual forms, and then deduces that immersive indirect contact promotes a greater sense of national identity. This study also reinforces that future research can further explore the effects of immersive indirect contact in different cultural contexts and how this finding can be applied to actual ethnic integration and educational practices. In addition, there are some shortcomings in this study, the source of data are all college students, and the ethnic capacity of college students is relatively small, but the good thing is that the resulting significance is objective, which in turn can be introduced to the final conclusion.

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