

Analysis of the Negative Impact of Internet Tweets on Readers' Values and the Positive Measures

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Abstract. As a new way of reading with the help of network media, network tweets not only cover most of the characteristics of traditional reading materials, but also show the characteristics of content liberalization, scope expansion and concept diversification. Different from the characteristics of traditional paper-based reading materials, such as high publishing threshold and inconvenient reading, the new era of network tweets has low creative threshold, confused creator identity and uneven ability, which brings many benefits to people's reading, at the same time, as a new thing, it also breeds some negative effects, such as misleading, virtual and general. It is of great significance to reduce the negative impact on readers' values and further play the positive role of network tweets by taking reasonable guidance measures, such as building a defense line from the platform, creators and the national level, carrying out systematic education for readers, and mobilizing the main role of readers in the field of network tweets.

Keywords: Web tweets, Values, New type of reading.

1. The Connotation of Internet Tweets and the Reasons for Its Influence

1.1. The Connotation of Internet Tweets

With the rapid development of the Internet era, electronic products have been popularized in people's lives, especially the upgrading of mobile phones and computers, which has given birth to many concomitant industries of the Internet, such as network video, games, novels and other new things emerge in endlessly, and profoundly affect and change people's way of life. With the help of the convenient conditions provided by the Internet, it also produces a form of online reading, which is different from traditional reading. With the help of various Internet tools, it relies on various online tweeting platforms, such as Baidu, headlines, micro-blogs and so on, to directly face readers and provide them with online articles, short comments and other text forms.

Internet tweets have an increasingly important impact on readers, first, because of the large number of Internet users in China and a large number of users of major network carriers. According to the statistics of the 50th Statistical Report on the Development of Internet in China, the number of Internet users in China has reached 1.051 billion, and the Internet penetration rate has reached 74.4%. Among them, the number of Internet news users directly related to Internet tweets reached 788 million, as shown in Table 1.

Table 1. Statistics on the number of users of various network carriers in China

Network carrier	Number of users (100 million)
Network video	9.62
Live webcast	7.16
Network News	7.88

The second reason is that Internet users spend a long time on the Internet, and the time is fragmented. As of June 2022, the average weekly online time of Chinese Internet users is 29.5 hours, and there is little change. Online time takes up more time for Internet users and remains stable, which makes it possible for online tweets to hurt readers' values [1]. As shown in Figure 1.

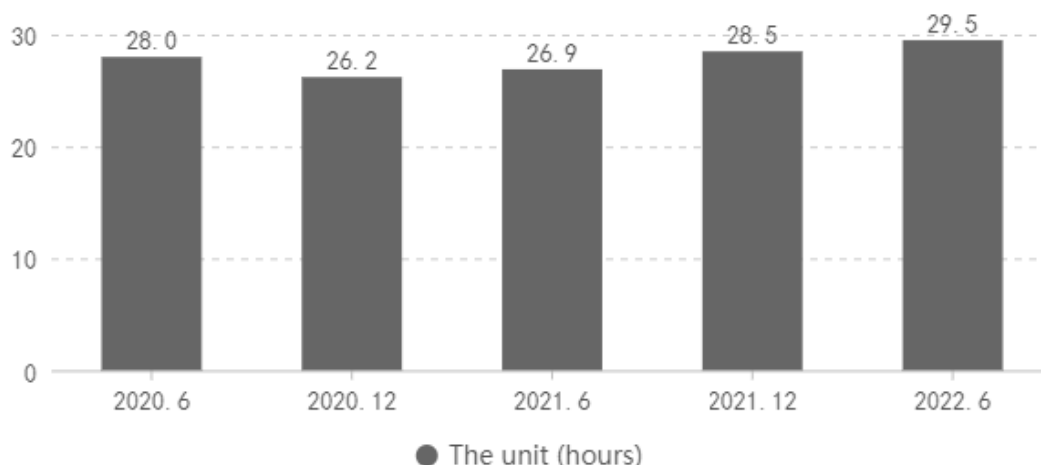


Figure 1. Average weekly online time of Chinese Internet users

1.2. Reasons for the Negative Impact of Internet Tweets on Readers' Values

Because of its characteristics and the remarkable characteristics of the Internet environment, network tweets inevitably have a negative tendency to guide readers' values in the early stage of development, which has a negative impact on readers.

(1) The purpose of creation is commercial.

With the help of the Internet platform, online tweets have a commercial nature that is hard to give up. Apart from some public welfare and national propaganda online tweets, most of the online tweets contain more or less the purpose of making profits. Strong profitability may drive creators to take risks and create eye-catching non-nutritional negative online tweets against the moral bottom line.

(2) The content of creation is subjective

As a product of subjective creation, network tweets inevitably carry the subjective ideas of the creators, and the more subjective the articles are, the stronger the subjective will of the creators they carry, which will exert a subtle influence on the orientation of readers' values, especially for younger readers, in the process of forming their values. Even extreme individual behaviour.

(3) The platform mechanism is limited.

On the one hand, due to the imperfection of the existing network auditing mechanism, some network tweets with negative value guidance tendencies may flow out and face readers, which will negatively guide readers' values, on the other hand, the network tweet recommendation mechanism is mechanized. The platform will mechanically recommend similar tweets with high click-through rates, which will make readers fall into the circle of solidified content of network tweets.

(4) Overflow of differences in content dissemination

Network tweets have many contents and involve a wide range, because of the large number of creators, network tweets will produce new content every day, and even for the same event, there will be hundreds of articles with different viewpoints, because network tweets can only understand part of the truth, even if the content of network tweets is excellent, due to the particularity of Internet communication, network. Internet tweets with positive guiding significance may also be used by criminals to produce negative guidance to readers' values.

2. The Negative Impact of Internet Tweets on Readers

As a new thing in the Internet era, the popularity of smartphones provides a convenient carrier for the large-scale dissemination of network tweets. Readers can see information about network tweets almost all the time, and a large number of network tweets emerge in front of readers. Although network tweets themselves have their own advantages, they have a positive impact on readers. However, due to the nature of online tweets, it is bound to have a variety of negative effects on readers.

2.1. Being out of touch with reality makes online tweets less useful

Contradictions have universality and particularity, everyone is an individual with contradictions, the creation of network tweets cannot cover all the particularities, and can only be concluded by universality, to guide the particularity by universality, on the one hand, divorced from reality, ignoring their reality, in the process of the practical application of the concept of network tweets to guide reality, many cognitive biases may occur. Complicate many simple things, such as "Baidu Doctor", "Online Weight Loss Class" and so on, to guide the particularity with universality, and cannot fundamentally solve the contradiction; On the other hand, the individual cases of network tweets have their particularities and many "success theory" network tweets divorced from reality are only individual cases, which infringe readers values in the form of "poisonous chicken soup" and are regarded as universal theories by readers, which guide the practical application of universality with particularities, for most people. It can even backfire [2].

2.2. "Network authority" conceals the reader's wrong values.

As a new thing, the network, while being actively used, also contains many new negative elements, such as "network authority" tweets, which generally refer to the tweets published by self-proclaimed "network authority experts" under the cover of the deviation of network information and the virtual nature of the network divorced from reality. If we use public numbers and other major media platforms to publish subjective popular science knowledge, some older readers will not only lead their values in the wrong direction but also become "network authority" because of their excessive belief in the "network authority" knowledge published by the network and use it to guide real life. Behaviours such as commenting and forwarding not only aggravate the possibility of wrong network knowledge dissemination but also provide a hotbed. For the development of network rumours [3].

2.3. One-sided recommendation solidifies the reader's comprehensive expansion of reading.

Network tweets have a clear classification, the existing major network platforms such as Baijiahao, Toutiaohao, Tencent News and so on, are distinguished by the content of creation, such as readers like to watch film reviews, network tweets will recommend a large number of similar contents, and even appear "uniform" film reviews network tweets. The generation of a large number of similar network tweets, on the one hand, there is a repetition of content, because the self-control ability of network readers is quite different, it is difficult to avoid the temptation of some low-quality network tweets by relying solely on readers' restraint, it is easy for readers to fall into the dilemma of ineffective reading, so that network tweets simply become a kind of self-relaxation for readers to entertain and waste time; On the other hand, the solidified reading habits not only cannot make the reader's reading develop comprehensively, but also narrow the reader's cognition, and a large number of "network garbage" content is full. Adverse to the long-term development of readers [4].

3. Reasonable Measures to Correct the Negative Impact of Internet Tweets

Network reading is different from traditional reading, with the help of the convenience of Internet dissemination, there will be more tweets flowing out to readers, even illegal and illegal information content breaking through the moral bottom line, readers with low self-consciousness are vulnerable to bad information, and it is difficult for readers to resist all kinds of bad content of network tweets only by themselves. Therefore, it is necessary to help readers develop a good habit of reading online tweets through various means. Solve the negative impact of network tweets, there are two main problems to be solved, one is a series of problems arising from the commercial creation of network tweets, including the need for creators to make profits, the need for platforms to make profits and how to prevent illegal elements from using network tweets for profit, and the other is the development of readers own values. Including how to improve the reader's ability to distinguish, how to systematically carry out the education of readers knowledge related to network tweets, and how to give full play to the positive role of readers as the main body of network reading.

3.1. Building "Three Lines of Defense" at the Platform, Creator and National Levels

The main purpose of the creators of online tweets, including the platform, is to make profits, but at the same time, neither the platform nor the creators can ignore their social responsibilities. First of all, as a platform, it should strengthen supervision, implement its own responsibility as the main body to supervise the quality of network tweets, and build the first line of defence to reduce negative network tweets [5]; As the creators of network tweets, as a group of people who may affect the values of readers, the content they create is for the readers, and the quality of the article directly determines what kind of impact it will bring to the readers. They should take the initiative to establish a high sense of social responsibility, assume their own social responsibility, and build a moral defence line for network tweets; Finally, in order to strengthen the binding force of responsibility, at the level of national legislation, we should keep the bottom line of network tweets through effective legal means, so that the creators of network tweets dare not take risks under compulsory constraints [6].

3.2. Use the main forces of all parties to carry out systematic education for Twitter readers.

First of all, given the reader's reading quality, the relevant departments should carry out systematic education and training, such as teachers in the ideological and political class during the student period can be used as a benign guide for online tweets [7] to help its network tweet readers develop good reading habits; Secondly, we should carry out various forms of systematic propaganda for network tweets, so that readers can understand the interests of network tweets so that readers can not blindly believe in network tweets [8], who have their value judgment and value selection ability; Finally, the systematic education of online tweets is a comprehensive process, including that the creators of online tweets can also educate readers through online tweets themselves. The platform should give corresponding support and rewards to such online tweets, and encourage online tweets with systematic educational value to better face readers, to correct the environment of online tweeting.

3.3. Fully mobilize the main role of readers themselves in the field of network tweets

Given the negative effects of network tweets, such as the lack of reality, the concealment of "network authority" to make readers' values wrong and the one-sided recommendation mechanism to solidify readers' thinking, in the final analysis, it is the readers themselves who cannot judge values, to get out of the misunderstanding, to identify the negative effects of network tweets, and to fully mobilize the readers themselves[9]. First of all, readers should take the initiative to improve their direct identification ability, and use various learning tools and external auxiliary forces to help themselves shape higher value judgment and value choice ability; Secondly, readers should be good at breaking the conventional thinking ability, can no longer be superstitious about network tweets like superstitious textbooks, should think dialectically, dare to deny themselves, treat network tweets comprehensively from various aspects and angles, clarify their writing significance, whether they contain the subjective cognition of the creator, whether they have negative value tendencies, and only think more. Only in this way can they gradually form a complete cognitive level of network tweets and consciously resist the infringement of negative network tweets on their values[10]; Finally, the readers of online tweets themselves are also an effective force to help other readers. We should magnify the guiding role of readers in the direction of online tweets. In the face of tweets with wrong values, readers should have the ability and ways to correct them, such as comment guidance[11], reporting to the platform or even alarming[12]. Only when the readers of network tweets consciously play their obligations as supervisors of network tweets, can the negative orientation of network tweets to readers' values be corrected to the greatest extent, so that the positive energy articles in line with the socialist core values can truly face the readers and play a positive guiding role[13].

4. Conclusion

Today, with the rapid development of the network, various related carriers of the network are bound to have an increasingly profound impact on people. Correcting the related network carriers,

including network tweets, is the only way to conform to the trend of the times and cope with the booming network environment, as well as to avoid the negative impact of various carriers of the network. It is necessary to give full play to its positive role in people. As for the negative impact of the network tweet carrier, it is essentially a stage problem in the rising stage of the development of new things. From the perspective of the development trend, after using various means to avoid the negative impact of network tweets, network tweets have great educational value. Proper use of its positive role can make it one of the core tools to disseminate mainstream values and culture in the new era of the Internet, and also make the educational potential of Internet tweets unlimited in the Internet era.

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