Educational Guidance Strategies for College Students' Network Subculture Phenomenon

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Abstract: With the rapid development of the Internet, network subculture, as a new cultural form, has a profound impact on college students' physical and mental health, academic achievements, values, interpersonal relationships and action choices. These subcultural forms, characterized by their low threshold, strong curiosity, high emotions, and wide audience, are challenging the dominant position of mainstream culture, while also weakening its guiding function for ideological education of college students. In response to the negative impact of online subcultures on college students, this article delves into the reasons for their negative effects and proposes educational guidance strategies for college students' online subcultures from four aspects: establishing a multidimensional collaborative education mechanism, exploring new media education platforms, cultivating rational and analytical media literacy, and leveraging practical education functions. This will effectively resist the negative effects of online subcultures and promote the healthy growth of college students.

Keywords: Network Subculture; College Students; Leading Strategy; University; Education

1. Introduction

In recent years, the popularity and rapid development of the Internet has provided young college students with more diversified entertainment, social networking, learning and other channels, which also makes the network subculture phenomenon a part of college students' daily life. The subculture of the internet is loved by a large number of college students for its diversity, personalization, and interactivity, becoming an important way for them to express themselves, obtain information, and establish social networks. However, the network subculture phenomenon focuses on entertainment first, which has hindered the formation of college students' correct values to a certain extent. Therefore, college students should use rational thinking to interpret its essence, select its essence, remove its dregs, and find a space suitable for its development direction [1].

2. Content Representation of College Students' Network Subculture Phenomenon

2.1. Definition of Internet Subculture

Zhang Xuanwei believes that internet subcultures are a form of marginal culture located in the virtual space of the internet [2]. Xie Jingxian believes that internet subculture is a new generation culture that has emerged with the revolution of internet communication, characterized by a combination of images and text, as well as the coexistence of sound and sight. Its interactive and penetrating features have a wide impact on young students [3]. This article believes that online subcultures refer to communities formed on the internet with specific characteristics and cultural symbols, which are usually composed of specific interests, beliefs, values, and so on. Cyber subcultures usually maintain their special cultural awareness by communicating, sharing and interacting on specific social media, games, forums and other platforms, and continue to emerge as people use and increase on the Internet. They often use unique identifiers and meme features, including music, images, internet slang, specific clothing and accessories, etc. Network subculture is an important part of today's Internet culture, and also a way to express people's personalized and unique needs [4].

2.2 Main Manifestations of College Students' Network Subculture Phenomenon

College students are one of the main forces in the Internet era. They are both consumers and

participants of the Internet, and there are some unique network subcultures among them. These network subcultures can provide a free, innovative and interactive space for college students, so that they can show their personality and talent in the Internet era. Its main manifestations include the following five aspects. Firstly, internet language. Network language is a special language on the Internet, which contains a large number of abbreviations and network catchwords. College students are more familiar with the Internet. At the same time, network language is a language way of high-frequency interpersonal communication, so they use network language more naturally to interact with friends. Second, the anime culture. The anime culture is a network subculture phenomenon that includes animation, games, voice actors, paintings and other contents, and its followers are mostly the post-90s and post-00s. Many anime works are taken from Japanese animation and comics, blurring the boundary between the virtual and the real, allowing followers to realize the infinite expansion of the imaginary world. Thirdly, online movies, web dramas, and variety shows are popular. Online movies, web dramas, and variety shows are broadcasted through the internet, with program content that is close to young audiences. Through advanced broadcasting, elite investment, celebrity performances, and other forms, they attract a wide range of young audiences, preferring themes of youth freedom and idol marketing methods. Fourth, live streaming on the internet. College students are more inclined to gain pleasure by following internet celebrities and bloggers through live streaming on the internet. The traffic of live streaming platforms has gradually become a stage for fans to go viral, attracting their attention through methods such as reality shows, live singing, live games, and reality shows. Fifth, social platforms such as WeChat official account, Weibo, Tiktok, etc. Social platforms such as WeChat official account, Weibo and Tiktok belong to the social way highly concerned by college students in the information age. The content on the platform covers life, entertainment, health, fashion, technology and other aspects. By relying on the characteristics of frequent updates, diverse content, and zero distance interaction with readers, it has stimulated the discussion and interaction of young audiences.

2.3 Characteristics of Internet Subculture Phenomenon Among College Students

Firstly, there is a massive amount of information resources. The phenomenon of online subcultures is filled with a massive amount of information resources, which inspire college students' desire for knowledge exploration and jointly construct a context and atmosphere of the college student world. Secondly, the shaping of knowledge structure. The phenomenon of network subculture permeates the knowledge structure of college students and shapes their concepts, values, and ideas. This shaping method often uses information, humor, and symbols as carriers. College students can not only acquire knowledge and information through this method, but also use it as a way to express their cultural identity. Thirdly, independent thinking and value transmission. The phenomenon of subcultures in the internet emphasizes independent thinking, allowing college students to discuss topics that are not in the mainstream and can still be self consistent. Because this culture adopts the perspective and needs of consumers to shape the cultural products they need, it is not easily controlled by traditional taboos and power institutions. Fourth, safety and interactivity. The phenomenon of online subcultures provides a safe and interactive platform for college students to find groups that match their interests and hobbies, share their ideas and experiences with like-minded people, and communicate and explore with each other. This interactivity enables college students to establish a broader social network, expand their social circle, and find their own value community. Fifth, creative expression and innovation. The phenomenon of internet subculture provides a stage for college students to express and innovate. They can use their creativity and imagination to create content, design identifiers and memes, showcasing their unique artistic talents. This can not only stimulate the creative potential of college students, but also promote the development and innovation of related fields. Sixth, cultural choices that are against the mainstream and marginalized. The phenomenon of college students' online subculture often manifests as a criticism and resistance to mainstream culture. College students tend to pursue unique cultural choices and lifestyles, and express their individuality and uniqueness through online subcultures, seeking social and self-identity.

This anti mainstream and marginalized cultural choice have become an important way for college students to find a sense of belonging and identity on online platforms. Seventh, constantly evolving and extending. The phenomenon of college students' online subculture has the characteristics of continuous evolution and extension. With the continuous innovation and development of network technology and social media, new network subculture phenomena continue to emerge, and old network subculture phenomena are constantly changing and upgrading. In this rapidly developing environment, college students constantly adapt and innovate, which promotes the development and evolution of network subculture phenomenon.

3. Examination of the Problem of College Students' Network Subculture Phenomenon

3.1 The Negative Impact of Online Subcultures on College Students

Network subculture is an important way for college students to interact and exchange in the Internet era, and its vivid and rich content has attracted a large number of young people to participate in it. However, besides bringing cultural and entertainment value, internet subcultures can also have negative impacts.

Firstly, it affects physical and mental health. College students' addiction to online subcultures can easily lead to time waste. Because the content in online subcultures is too rich and colorful, it is easy for college students to forget self-control, and long-term online use has a negative impact on vision and physical health. Being addicted to online subcultures may lead to insomnia, stress accumulation, and trigger psychological problems such as depression and anxiety. In addition, college students often sit in front of computers and lack exercise for a long time, which also affects their physical health.

Secondly, it affects academic performance. The content of online subcultures is rich, and once college students become addicted, they are easily trapped in it and cannot extricate themselves, ignoring their actual life and studies, losing their focus and motivation for learning. Once too much time is spent browsing, communicating, and entertaining online, it can lead to insufficient study time, lack of concentration, and failure to complete academic tasks on time. Over time, academic performance and effectiveness will be greatly affected.

Thirdly, it affects values. There are some negative and extreme phenomena in online subcultures that distort and subvert moral and cultural views, which can easily transform into the dissemination of distorted views on life and values, leading college students onto the wrong path. The emerging "idol culture" on the internet has made some college students regard idol worship as an important goal in life. The words, actions, and behaviors of idol fans may have a profound impact on them, forming various negative behaviors and attitudes, especially psychological barriers, and even guiding college students to embark on rebellious, immoral, and decadent paths. Such as aestheticism, materialism, consumerism, etc. can lead to excessive emphasis on material pursuits among college students, neglecting other important values in life such as morality, family, friendship, etc.

Fourthly, it affects interpersonal relationships. Although online subcultures may increase common topics and interests among college students, they may also promote self-expression and self-identity among college students. However, some remarks and behaviors in online subcultures may cause controversy and conflict, leading to tense and distant interpersonal relationships. The subculture of the internet may also exacerbate college students' dependence on the virtual world, leading to weakened social skills and difficulty in establishing stable and healthy interpersonal relationships with real life. College students may be more willing to seek recognition and feedback in virtual social circles, while neglecting communication and interaction with their family, friends, and classmates in real life.

Fifth, foster online violence. In online subcultures, various forms of online violence such as defamation, harassment, verbal abuse, and intimidation may occur. These remarks and behaviors often present a disorderly and difficult to control situation due to the anonymity and concealment of the internet, directly affecting the mental health, personal dignity, and sense of security of college students, and seriously violating the norms, ethics, and laws of online social interaction.

Sixth, privacy and security face challenges. College students often share personal information and experience on the Internet, generating a large amount of personal

information and data, such as social media materials, online shopping records, etc. These data may be obtained by criminals for commercial purposes or illegal activities. College students' personal privacy is facing unprecedented threats, as well as security issues such as online fraud and personal information leakage. They are easily targeted by online fraud and crime, and are also vulnerable to attacks such as phishing emails, fake websites, and online extortion, resulting in property or personal information losses.

3.2 Reasons for the Negative Impact of Online Subcultures on College Students

The reasons for the negative impact of online subcultures on college students are multifaceted. Exploring these reasons can help college students recognize the influence of online subcultures and provide educators with ideas and methods to solve problems.

Firstly, highly entertaining. The subculture of the internet attracts the attention of college students with its rich and diverse content and entertainment nature. The internet is filled with various interesting, humorous, and stimulating videos, jokes, pictures, etc., attracting a large number of people to browse and participate. It is also easy for college students to become addicted to it, spending a lot of time on online subcultures and neglecting normal learning and life.

Secondly, group identity. The subculture of the internet provides a platform for college students to communicate and express themselves, and has formed various specific groups and communities. By joining these groups, college students can gain a sense of belonging and identity. However, this sense of group identity can easily lead to college students' dependence on online subcultures, and they may begin to imitate and follow the values, behavior patterns, etc. within the group, which in turn affects their learning and life.

Thirdly, emotional release and escape from reality. College students like to use online subcultures as a channel for emotional release, by sharing their joys, sorrows, and happiness to gain the attention and response of others. In addition, some online subcultures are set against the backdrop of a virtual world, providing a place to escape reality. Although it can temporarily relieve the pressure and frustration of real life, it is easy for college students to neglect their studies and life.

Fourth, social needs and anxiety. As a social platform, online subcultures provide college students with a low-risk and low-stress way of socializing. College students often expand their social circle and communicate with others through online subcultures to meet their social needs. However, some college students with real-life social anxiety are more likely to rely on online socializing, spending a lot of time and energy on online subcultures and ignoring the importance of real-life socializing.

Fifth, consumerism orientation. In the subculture of the internet, content related to consumption and fashion such as bags, cosmetics, and celebrity endorsements often appear, which creates a great psychological temptation for college students to spend more time and money on pursuing vanity and material enjoyment, further deepening their pursuit of material possessions and utilitarian thinking, seriously affecting their outlook on life and values.

4. Guiding Strategies for College Students' Network Subculture Phenomenon

The guiding strategy for the phenomenon of online subcultures among college students is an important task that requires the joint efforts of schools, families, society, and individuals to form a collaborative force for cultivation. By utilizing online propaganda platforms, we can cultivate the media literacy of rational analysis among college students. At the same time, we can continuously innovate educational models and play a practical role in educating students, in order to promote their rational and healthy use and participation in online subcultures.

4.1 Establish a Multidimensional Collaborative Education Mechanism

Establish a multidimensional collaborative education mechanism to integrate various forces such as education, family, and society, and jointly guide college students to form correct online values and healthy online usage habits.

Firstly, strengthen the main responsibility of education. Firstly, formulate relevant policies. The education department should formulate relevant policies, clarify the importance of online subculture education, and stipulate its inclusion in the higher education system and strict implementation. Secondly, strengthen teacher training. Universities should regularly organize teachers to participate in online

subculture education training, so that they have relevant educational theories and implementation skills, and can effectively guide students to face online subculture correctly. Once again, carry out online subculture education activities. Universities should organize various online subculture education activities such as network literacy training, themed lectures, competitions, and club activities to comprehensively improve students' network literacy and awareness.

Secondly, integrate family education. On the one hand, parents actively participate. Parents should actively understand the phenomenon of online subcultures, learn and discuss with their children, and provide correct guidance and support. Parent child communication and family education activities are crucial in establishing a good family network subculture education environment. On the other hand, guide healthy use of the internet. Parents should help their children establish reasonable internet usage rules, supervise their online time and content, guide them to cultivate healthy interests and hobbies, actively participate in outdoor activities, sports, and cultural arts, and reduce their dependence on internet subcultures.

Thirdly, enhance social responsibility awareness. On the one hand, the Internet industry should strengthen self-discipline. The Internet industry should strengthen self-management and supervision, establish a sound content review and filtering mechanism, actively introduce positive online subcultural content, provide diversified and high-quality Internet cultural resources, and shield and eliminate bad content. On the other hand, social organizations should actively participate. Social organizations can conduct online subculture education activities to the public through lectures, symposiums, and consultation activities, in order to enhance the awareness and risk awareness of online subcultures among college students and parents.

Fourth, enhance self-discipline and social interaction skills. Self planning and self-restraint are necessary. College students should consciously engage in self planning and time management, arrange their study, life, and entertainment time reasonably, establish correct values, and participate in active and healthy online subcultures. Secondly, it is necessary to participate in diverse campus activities and social interactions. College students should actively participate in diverse campus activities and social interactions, expand their social circles, and enrich their personal experiences. Reduce the tendency to overly rely on online subcultures through interaction with real life.

4.2 Develop New Media Education Platforms

As the main battlefield for online promotion, new media education platforms can provide college students with richer and more valuable online subculture education resources, guiding them to actively participate in and enjoy positive online culture. Therefore, it is necessary to firmly grasp the channel of various new media platforms and occupy a dominant position in public opinion.

Firstly, provide a diverse and progressive subculture of the internet. The new media education platform should provide diversified, professional and authoritative educational content such as online courses, educational videos, simulation experiments and mental health education, promote a positive Internet culture to meet the needs of college students for online entertainment, and help them broaden their horizons, learn more valuable information and knowledge, so as to better understand, evaluate and participate in the network subculture.

Secondly, emphasize information security and network literacy education. The new media education platform should strengthen the education of information security, network security and network quality, guide college students how to protect personal privacy, teach the code of conduct and ethics of network culture and the correct use of network resources and Internet information, cultivate their good network security awareness and information identification ability, and help them regulate their network behavior and develop good use habits.

Thirdly, leverage social platforms and interactive functions. Using social media platforms to hold online academic forums, organizing student project collaborations, and leveraging the interactive features of discussion forums, students can share learning experiences, exchange opinions and viewpoints, and jointly explore topics related to online subcultures, thereby promoting communication and interaction between each other.

Fourth, encourage creative participation. Universities should encourage students to actively participate in creative online subcultural

activities such as creative competitions, photography competitions, writing competitions, etc. and share their creativity and talents through sexual media education platforms to unleash their creativity and expression abilities, thereby enhancing their media literacy and creative thinking skills.

Fifth, carry out collaborative integration. Universities can collaborate and integrate with media companies, online platforms, and technology companies to promote positive subcultural content and guide college students to interact with positive information. Universities can also utilize their authoritative educational resources and professional knowledge to provide rich and diverse educational content and learning opportunities for college students, helping them better understand and respond to the new trends and developments of online subcultures.

4.3 Cultivate Media Literacy for Rational Analysis

Having good media literacy can help college students face and evaluate online subcultures more rationally, thereby reducing the likelihood of being negatively influenced.

Firstly, cultivate critical thinking skills. Universities should cultivate the ability of college students to analyze and evaluate media content, as well as learn to question and discern the authenticity, reliability, and accuracy of information through education and training, and not blindly follow and trust all information. Encourage students to develop critical thinking and guide them to think about the true meaning, potential impact, and limitations behind information, in order to reduce irrational blind obedience and excessive consumption.

Secondly, enhance the ability to discern information. Universities should guide college students on how to distinguish false, inaccurate information and biased views, help them understand the techniques and strategies of information manipulation, understand how media uses emotions, language and images to influence their thinking, and encourage students to actively seek diverse and authoritative sources of information, compare and evaluate different viewpoints.

Thirdly, emphasize media literacy education. Universities should carry out media literacy education to enhance students' positive energy cognition of online subcultures, learn to interpret

and understand the characteristics and influences of media culture, understand the laws of media language and communication methods, master the basic skills and methods of media operation, in order to better evaluate and respond to the impact of online subcultures.

Fourthly, cultivate self-regulation and emotional management abilities. Students need to cultivate self-regulation and emotional management abilities to resist the negative impact of online subcultures, and learn to remain calm and rational when facing stimulating and emotional content, avoiding excessive participation and dependence on online subcultures. At the same time, students can also choose diversified media content to cultivate a wide range of interests and hobbies, in order to enrich their media experience.

Fifth, cultivate global media citizenship awareness. Emphasize global media citizenship awareness and make college students aware of their roles and responsibilities in the media environment. They should understand the influence of the media in shaping social attitudes and values, as well as their personal initiative and participation. Encourage students to actively participate in media related social activities to promote the practice and application of media literacy.

4.4 Give Full Play to the Function of Practical Education

Through practical activities, college students can personally experience and feel the influence of online subcultures, and gradually cultivate healthy online behaviors and values through practice.

Firstly, organize social practice projects. Universities and social organizations can jointly organize social practice projects related to online subcultures, such as themed activities, social surveys, and visits, to enable students to personally experience and understand the actual situation and impact of online subcultures, in order to better understand the multifaceted nature of online subcultures and enhance their rational thinking and judgment abilities.

Secondly, carry out research and innovation projects. Universities should encourage students to carry out research and innovation projects, explore the development trends and impact mechanisms of online subcultures, discover the laws and problems behind online subcultures, and propose corresponding solutions to cultivate

students' critical thinking and innovation abilities, making them more capable of coping with the negative effects of online subcultures.

Thirdly, offer practical courses and organize club activities. Universities can offer practical courses on online media, allowing students to participate in online media production and management, and cultivating their media literacy and creativity. In addition, universities can also organize online subculture seminars, film and television sharing sessions, and other club activities to stimulate students' interest in learning, promote their ideological exchange and interaction.

Fourth, engage in social practice and volunteer service. Universities should encourage students to actively participate in social practice and volunteer service activities, deeply observe and reflect on the impact of online subcultures on individuals and society, and broaden their horizons and ways of thinking through interaction with different social groups. Meanwhile, participating in volunteer service activities is also a process of shaping the subculture of the internet, which can cultivate college students' sense of responsibility and citizenship.

5. Conclusion

The influence of college students' online subculture phenomenon has both positive and negative aspects. The phenomenon of online subcultures provides a broad communication platform for college students, strengthening the establishment and expansion of social networks. At the same time, it also provides a way for college students to entertain and relax, enhancing their creativity and expression abilities. However, the phenomenon of online subcultures may also affect the physical and mental health, academic performance, values, interpersonal relationships, privacy and safety of college students, as well as the proliferation of online violence and other issues. Therefore, universities and families need to adopt corresponding guidance strategies to guide college students to maintain an objective and rational attitude, choose healthy and beneficial online subculture content, and participate in it reasonably. At the same time, college students should also enhance their own judgment and self-guidance awareness. I believe that through multi-party collaboration and efforts, the phenomenon of online subcultures will provide richer and more beneficial experiences for the growth of college students.

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