

# Exploring the Influence of the "Title Party" on the Psychology of College Students in the Post Epidemic Era

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## Abstract

In the era of epidemic, the exaggerated titles of the "title party" are rampant. The relationship between the frequency of the "title party" and the audience group of college students is getting more and more attention from researchers. Although the research on the relationship between the frequency of the "title party" and the audience of college students is still quite lacking at home and abroad, based on the local cultural background of China, this research explores the frequency of the "title party" and the anxiety of the audience of college students, so as to enrich the research on the exaggerated title of the "title party".

## Keywords

Post Epidemic Era; "Title Party"; College Student; Social Audience.

## 1. Introduction

### 1.1. Research Background Formatting the Title

In the face of the sudden outbreak of the novel coronavirus epidemic, all mankind were unprepared. The epidemic not only restricts people's travel, but also affects our lives to varying degrees. In the online world, there has also been an upsurge of "anxiety" about the epidemic. Many "title party" have used people's unease about the epidemic to publish many exaggerated or directional headlines. In order to further study the impact of the "title party" on the social audience of a certain age, this paper takes college students as the research object to study the impact of the "title party" title on college students' anxiety, whether college students' attitude towards the "title party" and the frequency of college students' exposure to exaggerated titles will have an impact on college students.

### 1.2. Research Significance

At present, there have been studies on the "title party", but few of them have studied the impact of the "title party" on college students' psychology in the post epidemic era under the conditions of dramatic changes in the era environment. This paper ponders how the speech of the "title party" will affect the public in the general environment of the epidemic and puts forward relevant suggestions to help the public better identify the exaggerated speech of the "title party".

With the rapid development of the Internet world in recent years, the popularity of the "Title Party" has been soaring. At the same time, in the context of the global epidemic, the "title party" has once again been pushed to the forefront of the topic. In daily life, we can often see some exaggerated headlines, such as "Amazing! The number of confirmed cases in a short period of time is more than one thousand", which brings some anxiety to the social audience and makes them think that the epidemic seems uncontrollable. Therefore, in recent years, domestic research on the "title party" has focused more on the epidemic background.

Compared with domestic research, foreign research on the "title party" focuses more on the social entertainment public opinion and political public opinion research on the impact of the "title party" on the social audience.

## 2. Literature Review

### 2.1. Post Epidemic Era

#### 2.1.1. Definition of Post Epidemic Era

After the outbreak of novel coronavirus, it has different degrees of impact on the economy, culture, politics and other aspects of the world. Therefore, many scholars believe that a new era has emerged after the outbreak of novel coronavirus in 2019. Many scholars call this new era "Post Pandemic". Klaus Schwab and Tieri Malley [1] first proposed the "post epidemic era" in the Post epidemic Era - Great Reconstruction. They believed that after the epidemic, countries are interdependent and help each other to overcome the negative impact of the epidemic. At the same time, the international situation is also rapidly changing and complex, and the contradictions between countries are intensifying, laying a fuse for future disputes.

Wang Zhuli, a domestic scholar, also defined the "post epidemic era". He believed that after the outbreak of the epidemic, our lives could not return to the past state. [2] The epidemic could only be relatively controlled and could not be completely eliminated. Therefore, appropriate transformation should be made to adapt to environmental changes. Therefore, he took the "post epidemic era" as the key word and put forward corresponding suggestions on the reform of education methods.

In the post epidemic era, the outbreak of the epidemic has great uncertainty, and every city is in danger of outbreaks at any time. In life, people are always on tenterhooks. When they hear or see the signs of an epidemic outbreak, they quickly make corresponding coping strategies. Therefore, the "title party" caught people's fear and tried to attract people's attention with exaggerated headlines. Driven by fear, people constantly pay attention to the news with exaggerated headlines and increase the attention of "title party" headlines.

### 2.2. "Title Party"

#### 2.2.1. Definition of Post Epidemic Era

The term "title party" came into being in the 1920s of the last centuries. In that turbulent era, newspapers were a good way for people to understand the world. Therefore, in order to attract people's attention, various media exaggerated some ordinary or minor events, causing fear or anxiety. Li Li believed that the "title party" is the behavior of some online groups that increase the number of hits by spreading exaggerated facts. [3] They usually use an eye-catching way to increase people's attention to them. Zhang Rang and Zhou Hong believed that "title party" was the general name of a group consisting of journalists, website managers, netizens, etc. They would make headlines that were quite different from the content to increase the number of hits. [4]

#### 2.2.2. Reasons for "Title Party"

The reasons leading to the emergence of the title of the "title party" are diverse. Wang Chenyao and Jin Liang believed that the emergence of the "title party" was influenced by the "eyeball effect", as well as by the way of the separation of titles and texts on the web page. [5] After entering the network interface, the title presented first attracted our attention. Only by clicking on the title can we understand the content of the article, resulting in the lack of integrity of most social audiences' understanding of the event. Pan Jiayun conducted a systematic study on the anomie of network language from three dimensions: objective, subjective and objective cultural environment. [6] It can be concluded that the phenomenon of social anomie is influenced by the

social environment, the internal requirements of social foundation and the characteristics of system management.

### 2.3. Social Audience

#### 2.3.1. Definition of Social Audience

The definition of social audience will change with the changes of the times, and different times have different definitions of social audience. The traditional audience research puts the social audience in the social environment to understand the relationship between society and the audience. McGuire's research on social audience is the most representative, and summarizes the traditional social audience research into the following three points: First, he thinks that the traditional research on social audience focuses on the media system and social system; Second, behavioral research tradition is used to emphasizing motivation, choice behavior and reaction; The third is the tradition of socio-cultural research that emphasizes the social and cultural context in which the audience is located, and the way to evaluate and give meaning to media choices. [7] Through the analysis of the traditional social audience, it is believed that these three points are interlinked. Although the social audience group has instability and uncertainty, it can also be regarded as a relatively stable group.

## 3. Research Content and Design

### 3.1. Research Ideas

The research is mainly divided into four parts: First, explore how many levels of the "Title Party" affect the social audience of college students; Second, explore the frequency of the emergence of the " title party ", the understanding of the social audience of college students on the exaggerated title of the " title party ", the attitude of college students' audience groups towards the " title party ", and whether college students' audience groups will publish exaggerated titles in their social circles; Third, explore the relationship between group identity and parent group immorality; Fourth, explore the relationship between group identity, inner group preference and parent group immorality; Fifth, explore the relationship between group identity, moral deduction and the immoral behavior of the parent group; Sixth, explore the relationship between moral identity in group identity, moral deduction and immoral behavior of the parent group.

### 3.2. Conceptual Model

The overall concept of this study is as follows:

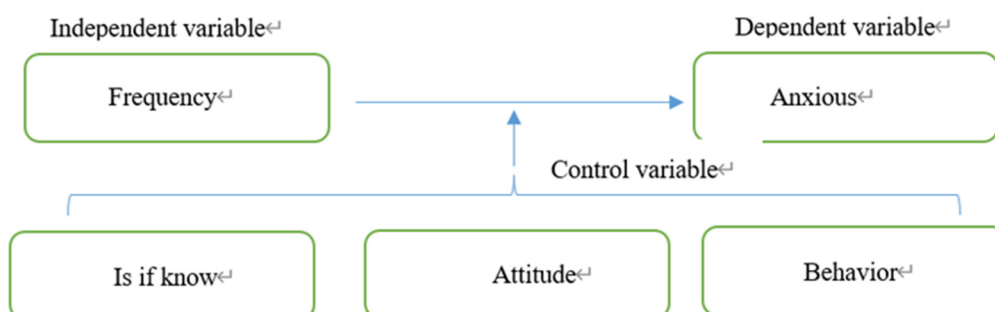


Figure 1. Overall Structure Framework of the Study

The independent variable of this study is the influence of the frequency of the "title party" on the anxiety of the dependent variable college student audience. Under the epidemic environment, whether the college student audience group knows the " title party ", their

attitude towards the "title party" and whether the college student audience group will publish exaggerated titles similar to the "title party" on the social platform are the control variables. (As figure 1 shown)

## 4. Research Process and Results

### 4.1. Research Objects and Methods

The study used convenient sampling to distribute online questionnaires on microblog, WeChat friends circle and other platforms. All measurements were conducted with electronic questionnaires and collected on the spot. A total of 85 questionnaires were distributed, 85 were returned, and 85 were valid, with an effective rate of 100%. This questionnaire adopts the self-designed questionnaire for exploring the influence of "Title Party" on college students' audience anxiety: the questionnaire for the influence of "Title Party" on college students' audience anxiety developed in the above research is used, which is a single dimension with 5 items in total. The subjects were asked to read each item of the scale carefully and point out their agreement with the items. The scale adopts Likert 5-point scoring method, from 1 (always) to 5 (rarely). I used the statistical software SPSS20.0 to conduct the corresponding correlation analysis, regression analysis and path analysis.

### 4.2. Research Results and Analysis

#### 4.2.1. Descriptive Statistical Analysis of Data

A total of 85 subjects participated in this study. There are 42 boys and 43 girls; Junior one students accounted for 15.3%, junior two students 38.2%, senior one students 19.2%, senior two students 27.3%.(as table 1 shown)

**Table 1.** Descriptive Statistics of Subjects (N=490)

Variable	Category	Number of people	Proportion %
Gender	Men	42	49.41%
	Women	43	50.59%
Grade	First year college	22	25.88%
	Sophomore	20	23.53%
	Junior	20	23.53%
	Senior	23	27.06%

#### 4.2.2. Analysis of Experimental Results

The five variables of the frequency of the "title party", whether the college student audience group knows the "title party", the attitude of the college student audience group towards the "title party", whether the college student audience group will publish exaggerated headlines to the social circle after reading the exaggerated topic of the "title party", and whether the "title party" topic will cause anxiety are analyzed. The results are shown in Table 2 below:

**Table 2.** Correlation Analysis and Reliability Matrix of Variables (N=1306)

variable	1	2	3	4	5
1Frequency					
2Is if know	0.735**				
3Attitude	0.367**	0.292**			
4Behavior	0.467**	0.324**	0.652**		
5Anxious	0.553** (0.94)	0.374**	0.774**	0.736**	

Remarks: \*\*p<0.01

The correlation analysis results are as shown in Table 2 above. The frequency of the "title party" is significantly positively correlated with whether the "title party" title will cause anxiety

( $r=0.553$ ,  $p<0.01$ ); There is a positive correlation between whether the audience of college students understand the "title party" and whether the "title party" title will cause anxiety ( $r=0.374$ ,  $p<0.01$ ); There was a positive correlation between the attitude of college students' audience towards the "title party" and whether the "title party" title would cause anxiety ( $r=0.774$ ,  $p<0.01$ ); Whether the audience group of college students will publish exaggerated titles to the social circle after reading the exaggerated title of "title party" has a negative correlation with whether the title of "title party" will cause anxiety ( $r=0.736$ ,  $p<0.01$ ).

From the analysis results, we can see that there is a correlation between the frequency of the "title party", whether the college student audience group knows the "title party", the attitude of the college student audience group towards the "title party", whether the college student audience group will publish exaggerated headlines after reading the "title party" exaggerated topics to the social circle, and whether the "title party" title will cause anxiety, but the correlation coefficient can only reflect the correlation between variables, However, the relationship direction of influence cannot be determined. In order to further explore the relationship between variables, regression analysis is required.

## 5. Research Process and Results

### 5.1. Research Conclusion

In this study, the research hypothesis is demonstrated and analyzed by questionnaire survey and various data processing methods, and the following conclusions are drawn:

(1) During the epidemic, there was a positive correlation between the frequency of the "title party" and the anxiety of the college students' audience, indicating that the frequency of the exaggerated title of the "title party" during the epidemic would have a certain degree of impact on the psychology of college students. The more times it occurred, the more anxiety students reported.

(2) There is a positive correlation between the recognition of the "title party" by the college audience and the anxiety of the college audience. Among college students, individuals who know more about the "Title Party" are more likely to have anxiety.

(3) Under the influence of the "title party", college students will become more anxious. Therefore, they are more likely to do relevant acts to alleviate anxiety. For example, after seeing the exaggerated news of the "title party", they bought a lot of daily necessities to ease their anxiety.

### 5.2. Research Deficiencies and Prospects

#### 5.2.1. Research Suggestions

According to the research results and survey contents, the following suggestions are made:

(1) All sectors of society should strengthen the management of the exaggerated headlines of the "title party" to ensure the reliability of the news. Through the experimental data, it can be confirmed that during the epidemic period, the exaggerated headlines of the "title party" have a certain impact on college students. Each major network platform can define and explain exaggerated titles, and increase audit efforts to reduce the appearance of "title party" exaggerated titles.

(2) Increase public opinion guidance. All sectors of the society should clearly express their disapproval of the exaggerated title of the "title party" and support the media of all sectors of the society to release realistic and correct titles.

(3) Improve the students' discrimination ability. According to the survey, a considerable number of college students cannot accurately identify the exaggerated title of the "title party".

Schools and parents need to popularize what the "title party" is and how to distinguish the title of the "title party" to reduce the impact of the "title party" on college students.

### 5.2.2. Research Suggestions

In the post epidemic era, there is little research on the impact of the " title party " on the psychology of college students. In the post epidemic era, people pay more attention to changes in economy and politics, and ignore the impact of the news media on us. I hope that in the future, I can further study the impact of the " title party " on the psychology of other social audiences in the post epidemic era.

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