

# The Influence of Internet Use on the Cultivation of Young Generation-based on Social Network Analysis

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## Abstract

With the rapid development of the Internet, the coverage of the Internet industry has gradually expanded. Online education, e-payment, online shopping and online social networking have become necessary, especially for young generation. According to the data of CNNIC China Internet Information Center, the Internet penetration rate of minors has reached more than 90% in both rural and urban areas. As a new field, it mainly analyzes the impact of the large-scale popularization of the Internet on the growth and cultivation of the new young generation, behavior habits, social relations and so on. From the perspective of social network analysis, using the concepts of degree centrality, the collected data are analyzed by SPSS and Excel software, and the basic conclusions are drawn.

## Keywords

**Internet; Young Generation; Influence; Social Network.**

## 1. Introduction

Since the birth of the Internet, it has been developing continuously. With the improvement of popularity and its correlation with offline behavior, it has inevitably integrated into daily life, making it difficult for some elderly people to adapt. Correspondingly, the behavior habits, social relations and habitual thinking patterns of a new group of teenagers growing up under this background are completely different from those before because of the wide use of the Internet. According to the data of CNNIC China Internet Information Center, the 45th statistical report on China's Internet development and the 2019 National Research Report on minors' Internet use, as of March 2020, the number of Internet users in China was 904 million, and the Internet penetration rate reached 64.5%. In 2019, the number of minors in China was 175 million, and the Internet penetration rate of minors reached 93.1%. The digital gap between urban and Rural Minors was further bridged. The Internet penetration rate of Urban Minors reached 93.9% and that of Rural Minors reached 90.3%. The proportion of minors touching the net increased significantly. The report shows that the penetration of the Internet into young groups continues to increase, and 32.9% of primary school netizens begin to use the Internet before school age. The age group of Internet users has widened and expanded significantly downward. In the past, credit cards and debit cards were only received in college. Now a generation has learned to pay by mobile phone in their early ten years of age and no longer contact cash or cards. Online education, online speech, electronic payment, electronic games, online shopping, etc. make the young generation face a new and unprecedented growth environment. What impact does the use of the Internet have on their lifestyle, way of thinking, material, spirit and emotion? Based on the perspective of social network, this paper obtains some basic conclusions through data collection and analysis.

## 2. Theoretical Analysis

The impact of the Internet on the younger generation is mainly reflected in online education, electronic payment, online shopping and electronic games. The survey (2019 Research Report on minors' Internet use) found that minors believe that the Internet is mainly a window to know the world (67.1%), an assistant for daily learning (66.1%), a way to relax (59.3%), a tool to facilitate life (53.1%), a channel to know friends (36.5%) and a space for self-expression (18.8%). The proportion of minor Internet users using various Internet access devices is mobile phone (93.9%), TV (56.7%), desktop computer (45.0%), notebook computer (31.5%) and tablet computer (28.9%). Among them, 74.0% have their own Internet devices, and 63.6% have their own Internet mobile phones. On the whole, the cognitive attitude of the younger generation towards the Internet is in a positive and optimistic category, and parents are also more open to their use of the Internet.

### 2.1. Online Education

Online education, that is, web-based learning behavior, is a relatively emerging Internet industry. Its concept was put forward about a decade ago. With the gradual development of modern information technology such as Internet, big data and artificial intelligence, online education has achieved rapid development in the past decade, and users have increased on a large scale. Online schools have gradually approached the life of teenagers and become a mainstream trend of learning. During the epidemic in 2020, primary and secondary schools and universities across the country adopted online education to overcome difficulties, and Nail, Tencent classroom, Tencent conference and other software were popularized on a large scale.

**Table 1.** User scale and market scale of online education

Year 2012-2020	User scale/10000 person	Market scale/100million RMB
Average	20993.500	1625.800
Median	17820.500	1395.400
SD	11326.652	862.613
Range	31282	2428.400
Maximum	42296	3133.600
Minimum	11014	705.200
Remarks: individual year's data is missing		

Table 1 shows the results of using SPSS software to analyze the data from 2012 to 2020 (data source: CNNIC, IImedia). When the user scale and market scale of online education are the maximum in 2020, the annual personal online education investment is roughly calculated as  $31336000000 / 422960000 = 740.87$  yuan. With the continuous improvement of family living standards, parents pay more attention to their children's education. While the State encourages schools to advocate "burden reduction", no family is willing to let their children lose. There is more demand for extracurricular counseling and education. The time cost spent on the road by offline education institutions is sometimes too high, and the development of online education tends to be improved. Moreover, due to the impact of the epidemic in 2020, the opening of universities, primary and secondary schools across the country was postponed, and 265 million students generally turned to online courses.

### 2.2. Electronic Payment

After the transformation from food coupon to cash, cash to credit cards and debit cards of various banks, electronic payment has finally become the main tone of payment. It can be said that the current situation is to remove the vegetable market or some mobile vendors. The first

response when people conduct offline transactions is "WeChat or Alipay". In this situation, mobile phones have almost become a necessity for consumption, which may be the most direct reason why the age of first holding their own mobile phones tends to be younger. This content has directly changed the consumption habits in the behavior mode and has become a survival skill that teenagers must naturally learn in their growth.

### **2.3. Online Shopping**

The rapid development of online e-commerce platform and logistics industry, with convenience as the primary advantage, has changed the consumption habits of most people. The geographical restrictions of universities, the time restrictions of new office workers who have just come into contact with society, or helping the elderly at home to shop, and the large-scale hoarding of goods during the double 11 and 618 shopping festivals are all common motives for teenagers to carry out online shopping. The shopping method similar to takeout greatly shortens the time cost, and the fast and convenient price comparison also saves the economic expenses of most young people who are not rich to a certain extent.

### **2.4. Electronic Video Games**

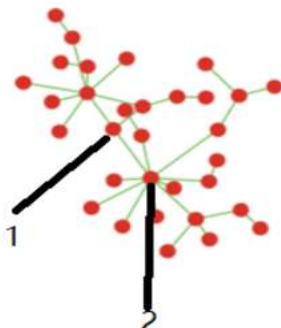
Compared with other emerging industries under the Internet, Electronic video games can be regarded as an old industry with a certain foundation. Every generation of teenagers have been admonished by their parents for playing games. The main difference in this generation is the carrier. Before, electronic games mainly relied on computers. Now, mobile games, pad and even TV can become the carrier of electronic games. Due to its relatively small and easy to carry characteristics, mobile phones occupy a high position in the carrier of teenagers' video games. As an entertainment, it is natural to blame. However, for the purpose of convenient coaxing children, some families give mobile phones to play by themselves when children are still in the preschool stage. The negative impact of growing up after getting used to it can be seen.

## **3. Social Network Analysis**

Another focus of the impact of Internet use on teenagers lies in social communication. In addition to the four aspects discussed above, the environmental background of most of China's only children, coupled with the convenience of online communication, makes the need for online social networking a new popular social way to fill the lack of playmates in reality. Even some video games are famous for encouraging social behavior. From blogs, forums and Baidu Post Bar to today's microblog, Zhihu, various live or small video platforms, they are friends with each other because of their common interests or circles of friends. Scholars have had two different views when discussing the relationship between network communication and happiness. First, it is believed that the improvement of network communication leads to the decline of real communication, resulting in more depression and loneliness, negative emotions and reduced happiness; Another view is that network communication is an important supplement to real communication, and will also promote face-to-face communication between people and improve their sense of happiness. Empirical studies in recent years basically support the latter view.

If the theory of centrality is used, most of online social networking is not a one-to-one social way, and most need one or more to play the role of intermediary to realize many to many social interaction. Perhaps the centrality of a point's eigenvector is not prominent and does not have a high degree of near centrality, but its adjacent two points have reached a connection due to their intermediary role, resulting in a high intermediary centrality of this point. The most likely point of loneliness caused by network communication is that at the point with high intermediary centrality but low proximity to centrality, a person connects two or three groups,

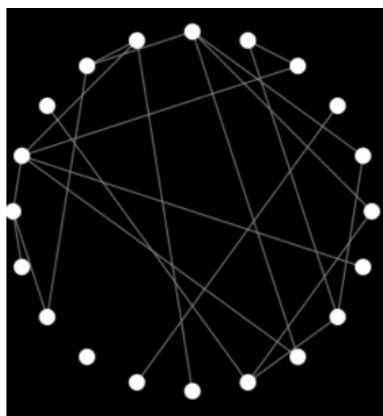
but because he is not too familiar with who, the distance is at a far level, and finally becomes a connecting tool person with dispensable bridge function.



**Figure 1.** Diagram of centrality theory

In Figure 1, point 1 belongs to the bridge point connecting the upper left and lower groups. Compared with point 2, point 2 has a significantly higher sense of happiness through Internet social communication than that of point 1. Point 1 has a closer distance advantage with only one point, while point 2 is in the center of the lower group. It may be the identity of the topic leader who is good at socializing and accidentally met point 1. In fact, the Internet social model is more similar to the model of random world. It is difficult to achieve orientation because of the large sample size of the whole Internet social account.

The small world model is applied to default that someone's network communication has entered a certain group, but uncertain factors such as never met, uncertain age, different online communication time and so on may lead to group alienation and even group exclusion.



**Figure 2.** Small world network

As shown in Figure 2 above, one node does not have any connection, and some nodes only have few connections with adjacent nodes, and only a few nodes have more connection lines. After all, unlike offline social networking, online social networking can try to take into account everyone's participation through facial expressions. Internet social networking mostly talks to whoever you think of talking to. If no one mentions it for a long time, it will gradually form isolation and exclusion. Speakers in the group center will still appear, but he needs to pay more time cost and it is difficult to take into account the guidance to everyone. Through figures 1 and 2, we find that the number of isolated points or bridge points is very small in the case of

complete random, so the theory believes that network communication is a supplement to real communication and can better promote the social development of teenagers. The use of the Internet is only a way to increase. Perhaps its proportion is so large that it is difficult to leave the mobile phone and the network, but everything is based on reality. Teenagers are in a period of melancholy, which may be caused by the gradual separation of time and friends they know on the Internet, but they will never be depressed. As a technology, the Internet is to better serve life and become a power tool rather than an obstacle.

#### 4. Impact of Other Levels

According to the data of China Youth Network, more and more teenagers are trying to participate in online political topics. With the penetration of network technology into social life, youth political participation is more manifested as network political participation based on the expression of individual interests. Expressing demands through the Internet has become an important channel for youth's online political participation. In recent years, the Communist Youth League organizations have established WeChat public numbers and official account numbers of microblog, leading young people to participate in politics and develop positive and positive political feelings. The regret that it was difficult to receive political advice from this age group has been made up.

The wide use of the Internet has balanced various resources, and the distance between time and space has been infinitely reduced. The Internet has balanced educational resources to a certain extent, got rid of the situation of "poor family without champion", so that the two children who might not have met can gain long-term friendship, so that the communication between students at university or studying abroad and their parents will not be lost, Saving time costs provides more time and more possibilities for the growth of the younger generation. The wider contact area provides a deeper thinking space. Different from the previous requirements for teenagers to watch news broadcast and read newspapers regularly, the interconnection of the Internet makes more things that are difficult to be exposed to the public eye widely spread, and the young generation can know more and earlier, which plays a great role in their mental growth.

Because of its easy to contact and easy to master use characteristics, how to correctly guide teenagers to make use of it as an advantage and affect their growth has become an important issue under the background of the Internet. This content puts forward higher requirements for family Internet skill education, network content supervision and management, and targeted protection mechanism of Internet enterprises.

#### 5. Conclusion

The development of the Internet is changing with each passing day, and the coverage of the Internet industry is expanding. Online education, electronic payment, online shopping, online social networking and electronic games have become an important part of people's life, especially for the young generation. Through theoretical analysis, data collection and analysis, this paper focuses on the impact of the Internet era on the growth of the young generation. Their habits, ideas, social networking and communication have been difficult to get rid of the intervention of the network. How to give full play to the positive role of the Internet and minimize its negative impact is a subject we must face directly.

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