Based on the Analysis of the Influencing Factors of Social Behavior in the Network Circle in the Era of Information Exchange

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Abstract: Socializing tends to follow the principle of similarity, forming circles that distinguish between "us" and "them". Whether in rural society or urban society, there are circle phenomenon, network circle group is the circle group phenomenon in the network society. At present, the rapid development of new media on the network, information dissemination shows the characteristics of rapid, rich content and convenient dissemination. With the advent of the network era, Internet product producers explore the formation of the law of the circle, creating suitable for different groups of space. Netizens gather on the network platform according to the social relations such as geography, work and interest, thus forming the network circle group, especially the phenomenon of the youth network circle. Today, the network circle is expanding in size, the type gradually diversified, and constantly divided, concentrated. This survey report takes "Analysis of Social Influence Factors of Network Circle Group" as the research topic, and conducts in-depth investigation from the main aspects such as the influence of various network groups on netizens' behavior and the influence of open cyberspace dynamics on netizens' behavior. Based on the analysis of the influencing factors of social behavior in the network circle in the era of information exchange.

Keywords: "Network circle group", social, character

1. Raise a Question

In daily life, we have to reply in the class group received, in the group of friends and relatives chat, all kinds of network groups filled with our lives. Network circle refers to the network community formed by netizens on micro-blog, WeChat,QQ, APP and other network social platforms, because of social relations such as interest, work, blood, geography, etc., is a kind of network social circle layering phenomenon, showing a new network subculture landscape. Network circle is a new type of group which evolves with the development of network society, and it is the result of the evolution of social social form[1].

Things are clustered in class, and people are grouped. Socializing tends to follow the principle of similarity, forming circles that distinguish between "us" and "them". Whether in rural society or urban society, there are circle phenomenon, network circle group is the circle group phenomenon in the network society. With the advent of the Internet age, Internet product producers explore the formation of the law of the circle, creating suitable for different groups of space, such as the fan base in weibo, the game's teacher-student relationship and nail in the class group. Netizens gather on the network platform according to the social relations such as geography[2], work and interest, thus forming the network circle group, especially the phenomenon of the youth network circle. The advent of the Internet age has made the 00s the first generation of Internet Natives, who adapt to Internet products the fastest and rely on Them the fastest. They learned how to socialize on the Internet, and the network community was born. Today, the network circle is expanding in size, the type gradually diversified, and constantly divided, concentrated. At the same time, the network community expands and enriches the knowledge base and interaction range of young people, but it may also bring about social crisis and ideological risks.

2. Literature Review

2.1. A Review of the Current Situation of Social Impact of Network Groups

Network circle refers to themulti-centered and strongly related network community formed by netizens on microblogging, WeChat, QQ and other social network platforms. The development of new media has brought about a dramatic change in the way people communicate, and people's social interaction is deeply influenced by the network community in the new media age. On August 20, 2018, the China Internet Center (CNNIC) released its 42nd Statistical Report on the Development of China's Internet Network in Beijing, pointing out that as of June 30, China's Internet users reached 802 million, with an Internet penetration rate of 57.7%.1 on. We can exchange information with each other in the virtual Internet space, form a variety of discourse public space and action organization network, has become an important platform for people's interpersonal communication, emotional contact, self-expression[3]. Network circle covers all aspects of study, work and life, these network circle groups to a certain extent to provide people with a lot of convenience, become an indispensable platform in people's lives, while network groups are also affecting and changing people's social behavior.

2.2. A review of the Social Influence Factors of the Network Circle

Through reading a large number of literatures, it is found that the network circle is the relationship community formed by netizens in the network platform for a specific reason, the new social communication mode and social organization form under the new media context, the network social integration tool, and the platform to aggregate specific groups of people to achieve information exchange and sharing 2. The factors that affect social network group are: the age of netizens, personality, the type of social platform, the kind of network circle, the familiarity with the people in the circle group, the degree of interest in the topic of circle group, etc.

3. The Content and Purpose of the Study

3.1. Research Content

First according to the research topic design questionnaire, publish the questionnaire and then collect the questionnaire. Then began   to analyze the questionnaire, through factor analysis, related analysis and other methods, the impact factors affecting the social behavior of the network community.

To find the influencing factors that affect the social behavior of the network community.

4. Research Ideas and Methods

4.1. Research Basic Ideas and Plans

This topic combined with the actual situation in life found that the current network new media heat unprecedented, many young people in the key period of value to establish by the network culture, establish research topics, select Baoding City related college students, through offline visits to surveys, online questionnaire information collection online and offline methods to collect research content, through spss, data table analysis[4], information classification to complete the research topic content, draw specific conclusions, find problems. Finally, according to the conclusions and existing problems to put forward practical suggestions and solutions.

4.2. Specific Research Methods

(1) Literature research method: The method is used for the network users in the current circle layer of theoretical combing, as well as the current relevant research content reflects the network of new media situation appears in the circle group phenomenon record, for this topic to provide a reasonable and clear research direction. The second is to understand the research direction of the existing phenomenon of circle grouping and to find a breakthrough.

On the basis of extensive collection of relevant data, the literature is carefully studied by means of analysis and synthesis, analogical reasoning and deduction, so as to lay the foundation for subsequent

research[5].

(2) Comprehensive research method: comprehensive sociology, statistics, operational research, ideological and political pedagoguery and psychology and other multidisciplinary related theoretical methods, to carry out new media under the network of young people's ideological values related research.

(3) Questionnaire method: design questionnaire a certain place online information collection, efficient and fast, improve research efficiency, convenient to understand all aspects of its development;

(4) Measurement analysis method: using SPSS to enter and analyze the data obtained from the survey, and draw conclusions.

5. Analysis of the Influence Factors of Social Behavior in the Network Circle Group

5.1. The Influence of Various Groups on the Behavior of Netizens

5.1.1. Paper Title

There are 8 persons under the age of 18, accounting for4.62%, and 1,38 persons aged 18to 24 years, representing 79.77 %, 27 persons over 4 years of age,accounting for15.61 %.
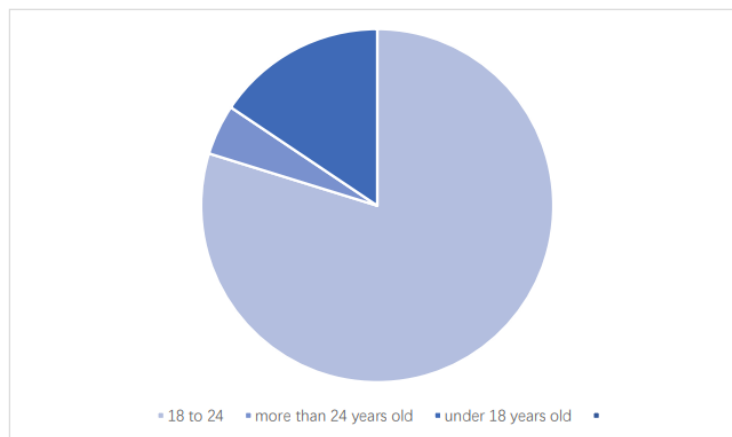

Figure 1: Age distribution.

44 respondents considered their personality to be introverted ,,accounting for 25.43 per cent of the total , 33 respondents considered themselves to be extroverted , accounting for 19.08 per cent of the total , and 96 respondents considered themselves to be dual personality , accounting for the largest proportion of 55.49 percent.
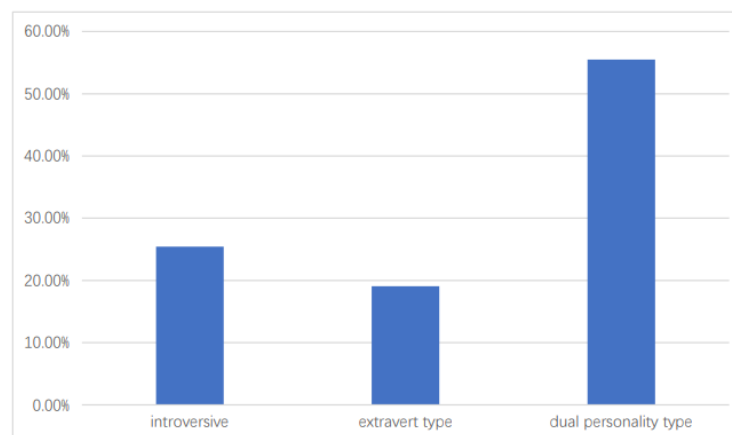

Figure 2: Character type.

97 people will publish and browse other people's dynamic information on the social networking platform, accounting for 56.07 percent of the total, 63 people will not post dynamics on the network

social platform but will browse the dynamic information of others, accounting for 36.42 percent of the total number of people, 13 people will not publish and do not browse the dynamic information of others on the network social platform, accounting for 7.51 percent of the total.

Posting dynamic frequencies on social networking platforms averaged 7 people per day or more, accounting for 7.22%, and 12 people, or 12.37%, with an average of 1 to 2 per day, accounting for an average of one week There are 11 people in articles 3-4, accounting for 11.34 percent, and 67 people, accounting for 69.07%, with an average of 7 people with more than three articles per day, accounting for 7.22%.

Among the types of postings on online social platforms, 84 people, or 86.6%, were associated with their personal mood, life and work status, with 28 percent commenting on events or topics, or 28.8 percent 87%, forwarding favorite articles, songs, videos, etc. for 38 people, accounting for 39.18 percent, with the business red envelope concessions related to 3 people, accounting for 3.09 percent, public welfare relay and other proliferation information for 13 people, accounting for 13.4 percent, The other accounted for 7.22%.

Of the dynamic motivation questions, the largest number, 70.1%, chose to share some interesting/useful information with friends, followed by 19.59% for a particular purpose (questions, help, publicity, etc.), indicating that the motivation for publication was mainly to share daily life, with a small percentage of other factors.

5.1.2. Analysis of Variance

Different genders are samples for purposeful communication with the other side of a certain aspect, purposeless chat, talk or talk to the other person, rarely with others private chats all will not show significant $p > 0.05$,meaning that different gender samples for purposeful communication with the other side, purposeless chat, talk or talk to each other, rarely with others private chats all do not show significant differences. Different gender samples for family groups, class groups / parent group, bedroom groups, interest groups, fan groups, shopping groups, family and friend groups, work groups all do not show significant differences[5].

Different personalities for active in the family group, class that is, parent group, bedroom group, interest group, fan group, shopping group, family and friend group, work group a total of 8 items of difference. As can be seen from the table above: different personality samples for the family group[6], class group / parent group, bedroom group, fan group, shopping group, family and friends group a total of 6 items will not show significance ($p > 0.05$) means that different personality samples for the family group, class that is parent group, bedroom group, fan group, shopping group, family and friend groups all show consistency. There is no difference. In addition, different personality samples showed significance for the interest group, with a total of 2 items in the work group ($p < 0.05$). This means that different personality samples are different for interest groups and work groups. Specific analysis shows that two different personalities showed 0.05 level significance for the interest group ($F = 3.879$, $p = 0.028$), and the specific comparison differences can be seen, there are more significant differences in the average score of the group. The result is that the different personalities of "extroverted > introverted" showed a level significance of 0.05 for the work group ($F = 3.288$, $p = 0.046$). As well as the specific comparison differences can be seen, if there are more obvious differences in the group average score comparison results are "extroverted>introverted type.

Summary: Different you think your personality is a sample for the family group, class group / parent group, bedroom group, fan group, shopping group, family and friends group a total of 6 items will not show significant differences. Another different personality sample for interest groups. There are 2 significant differences in the work group[7].

5.2. Open Network Social Space for the Behavior of Netizens

5.2.1. Network Social Platform Shadow Networking Group Social

When asked about "the most frequent use of the social platform", 78.03 percent of the usual use of cause and QQ space the highest frequency, 57.23 percent of the usual use of WeChat and friends circle the highest frequency, 27.75 percent of the use of micro-blog frequency. From this data, it can be seen that people use different social software frequency is quite different, and mainly concentrated in WeChat group and QQ group.
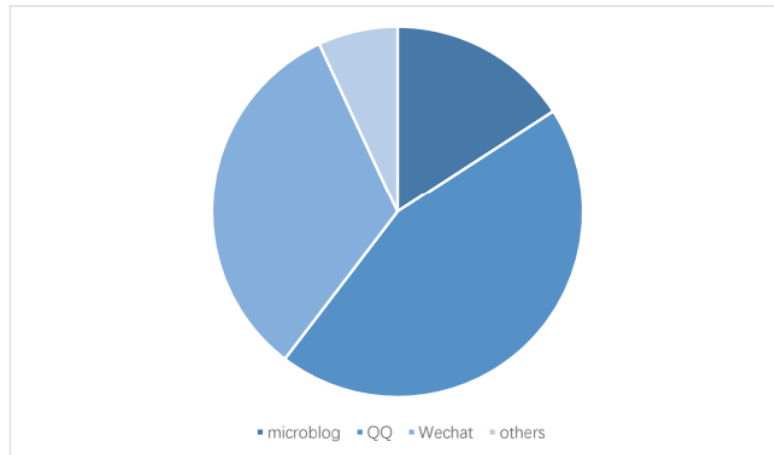
Figure 3: The most used social platforms.

5.2.2. The Type of Circle Group Affects the Socialization of the Network Group

Different groups of people are differently active, when asked "what type of group chat you have been active in recent times", there are 51.45% of the bedroom group, 40.46% of the active class group / parent group, 23. 7% is active in the family and friends group, 20.81% is active in the work group, 19.65% is active in the interest group, 10.98% is active in the family group, 4.62% is active in the fan group , 4.62% are active in the shopping group. From the data can be seen that people are mainly active with family, friends and other closely related groups of chat.

5.2.3. The Familiarity of the Circle Person and the Interest in the Topic of the Circle Affect the Social Network of the Circle Group

When asked "Do you speak frequently in groups?", 66.47 per cent spoke occasionally, 26.01 per cent spoke regularly, 6.36 per cent spoke always and 1.16 per cent never spoke. In the subsequent questionnaire, the reasons for frequent and rare statements were investigated separately. When asked "What is the reason why you often speak",   60.23 percent were interested in a topic in the group, 38.6 percent were interested in the need for work and study, 29.82 percent were interested in learning at work, 29.82 percent were interested in learning more about a certain area, and 29.24 percent were interested in maintaining good interpersonal relationships with members of the group   , expand their social circle, 22.22% because of the group of speakers interested, 1.64% because of boredom, in order to spend time, 4.68% is to brush the sense of presence, to attract the attention of others, 2.92% to understand the child's situation[8].

When asked "Why you rarely speak in a group", 52.63 percent said that 52.63 percent were because there were no common topics or languages, 50.88 percent were unfamiliar with people in the group, 42.11 percent were embarrassed by no one answering, and 22.81 percent felt uncomfortable talking in the group.

When asked "why you have private chats with others", 72.83 percent were purposeful exchanges with the other person, 42.77 percent wanted to talk or talk to the other person, 21.97 percent were aimless chats, and 14.45 percent said they rarely had private conversations with others.

From the results of the above three questions, it can be concluded that most people choose to speak in groups mainly because of the level of interest in the topic and the need for work and study, and not to speak in a group mainly because there is no common topic and people in the group are not familiar with. And the main reason for private chat with others is to have a purposeful communication with the other person in some way[9].

6. Conclusions

This report focuses on the current social behavior factors of the network community, starting from the personal characteristics of netizens, their social behavior targeted investigation and analysis, through literature review, network investigation and APP analysis and other ways to grasp the overall network group social behavior in the new media situation of the influencing factors. Combined with qualitative analysis[10], the intrinsic relationship between many influencing factors is discussed, which

reveals the characteristics and laws behind the social behavior of the network circle group.

It provides new ideas for better understanding networking and even applying its principles to achieve user innovation.

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