

Analysis of the Status Quo and Influence of Online Games from the Perspective of Communication Studies

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Abstract: *With the development of the Internet and new media, China's game industry has been moving forward. According to the "War Epidemic" report published by the mobile Internet data research organization QM, during the Spring Festival, the number of mobile game users increased by 30% compared to usual, The average daily usage time per capita increased by 17.8%. The user scale of King Glory and Peace Elite both ushered in an increase of over 30%. However, the social problems brought about by the vigorous development of the game industry are becoming more and more acute. The author will use the principles of communication to analyze the conflicts and provide a thinking angle for future solutions.*

Keywords: *Stereotypes, silent spiral, use and satisfaction, introspective thinking, opinion leader, Interpersonal communication*

In the Internet ecology, in the era of information explosion, people obtain the necessary information through the media and carry out the process of socialization. The media not only undertakes the function of providing information, but also meets the spiritual needs of people. The development of digital technology has made the use of online games more and more frequent, which has become an indispensable condition in people's daily lives. But there are also many young people who are addicted to online games and cannot extricate themselves, staying at the surface of information and satisfied with passive information contact. Online games are a double-edged sword. While meeting the needs of young people, they also have an important impact on their character, psychology, social life, and interpersonal relationships.

1. The influence of mimic environment on online games

As early as 1922, the famous political critic Lipman put forward the concept of "mime environment" in his book "Public Opinion". In today's era of online games, the media affects not only people's cognition of the external social environment, but also the cognition of people themselves as social subjects. In the online social era, people have created "another self" by dominating their own online game display pages. Although this self is based on real social relationships and will more or less contain their own true information, The self in the network cannot be equated with the self in reality. The self presented through various display pages in online games is the "mime self" presented by each individual after filtering his own information. Everyone tends to show the good and perfect side to the audience in social networks and consciously hide the imperfect side. Based on the connection and contradiction between the "mimic self" in online games and the "real self" in real life, online games have a negative impact on the mental health of young people.

1.1. The Harm of Online Game Environment

Stereotypes in the development of online games The society's impression of games is usually given by derogatory terms. The society's perception of games is generally a waste of time, and even concerns that minors are addicted to games; for minors who have no self-control ability, games mean Pandora's Box. In fact, throughout history, the existence of games should not be underestimated. As early as last year, the very authoritative People's Daily reported news about the glory of the king. A 12-year-old elementary school student was stimulated by this Tencent-style operation and then spent only more than 30,000 yuan in his family's savings in just three months. And the motivation that drove him to do this was actually just to become a noble in the glory of the king, and then to buy skins and characters to

show off in front of his companions! Coincidentally, the People's Daily has actually reported many times about the news of such elementary school students stealing their homes and even strangers because of the glory of the king, but Tencent ignored it. They never compromised to stop the stimulus of underage consumption in the game. This is also the reason why similar news has been spreading repeatedly until now.

For many parents, games are comparable to drugs. It not only delays children's learning, but also seriously affects the children's mental health. When it comes to games, their view of games is that they are not doing their jobs properly and delaying time. People are lazy and not motivated. Coupled with the fact that some minors charge up a lot of money for games without permission, it has caused a lot of loss to their parents, and they hate games even more. The reason why people have such a derogatory stereotype about games is that the impact and harm that games bring to many teenagers has been constantly exposed over time. After media reports, people's prejudice and hostility towards games have begun. Deep-rooted in my heart. The continuous vigorous development of the game industry has also made many game-related industries favored by capital. E-sports has gradually become more and more popular, and game anchors have also continuously received extensive attention. There are various types of APPs and various games. Voice packs have also become a favorite game commodity for many gamers. The gradual growth of online games will inevitably have a certain impact on many social concepts. Players who are keen on games have a stereotype of geographical division in the game circle, and people outside the game circle have a stereotype of resistance to those in the circle. Stereotypes of gender discrimination among players in the game, and so on.

1.2. Stereotypes in online games

With the development of China's Internet, my country's game industry has gradually developed better and better, and the popularization of smart terminals has also opened up a broad market for the game industry. Regardless of the previous stand-alone games or the emerging online games, the game product itself is also a cultural product, which satisfies a spiritual need of people. In recent years, the integration of the online game industry and the traditional cultural entertainment industry has been accelerating. Online games have become a popular symbol in today's society. With the gradual increase in overall national strength, China has entered a new era of building a well-off society in an all-round way. The world economic development trend and the cultural industry of the new service industry, the online game industry has increasingly become an important driving force for China to transform the economic growth mode and optimize the industrial structure. But in the end, online game products are a kind of commodity, but they also have cultural attributes and bear the mission of cultural dissemination. Some online game companies are driven by interests and one-sided pursuit of user attractiveness and short-term traffic effects. They do not hesitate to use pornography, blood, and violence. Such vulgar and illegal content attracts game users in the marketing promotion link. In this process, many people have different stereotypes about the game.

2. Review of news events

On the evening of May 6, 2020, Liu, a third-year student who lives in Huludao Experimental Middle School, used his mother's account to recharge the mobile game. The call cost was more than 60,000 yuan. When his mother was looking for more than 60,000 yuan whereabouts, he jumped from the balcony of his home. Died. Coincidentally, on April 16, 2020, Ms. Deng's son in Zhutian Township, Suichuan County used his parents' mobile phone to play games and topped up more than 30,000 during the online class; May 22, 2018, Quanzhou Jialin Square, a 14-year-old Teenagers are addicted to games, after assassinating their mothers, they want to commit suicide by jumping off the building... Behind every news event, there are certain results of communication and psychology. Only by understanding these principles can we solve the game from the root. Contradiction between society and society.

3. Analyze contradictions using the principles of communication

3.1. Game promotion by mass media

With the development of China's game industry, various game companies are striving for their own game audiences. In order to occupy a larger market share, game companies will use mass communication to diversify their game interface, in the browser interface, in the snacks On the

packaging, on TV, and on the radio, as many people as possible should see, hear, and be affected by the infection. In addition, some game companies like to compete with the government, as the "gatekeeper" approval unit is not strict, and some obscene and pornographic game covers are wandering on the Internet. Students have low recognition ability and cannot resist the temptation of online games at all. As the audience of social groups, especially students, it is impossible not to contact the Internet. Under the inducement of mass communication, it is difficult for students to resist the temptation of online games.

3.2. The silent spiral contact online game

The spiral of silence is described in the "Communications Course": the expression of opinions and the spread of "silence" are a spiral social communication process. The "silence" on the one hand causes the other side's opinion to increase, making the "superior" opinions appear stronger, which in turn forces more dissidents to turn to "silence." This cycle has formed a spiral process in which one party is screaming louder and louder, while the other party is becoming more and more silent. In schools, a dormitory is generally a small group. If there are 8 people in the dormitory, all 6 people choose going to an Internet cafe to play online games, those two people are the minority in the disadvantaged group. Due to group pressure, they may not firmly refuse because they are afraid of being isolated by other people in the dormitory. Under pressure from the group, they will choose and punish the majority. Like other people, they went to play online games with their roommates. Although they were not very willing, they still chose to follow the crowd.

3.3. Indulge in online games for use and satisfaction

The students' self-control ability is not strong. After playing once, they gradually become addicted. Because in the game, they can get the excitement that they can't experience in real life. They can find things that are lacking in real life in online games to satisfy their desires. In the game, they can grab the car at will, kill people at will, become millionaires, do everything they want, and in the game they will surpass the real morality and legal constraints. Schramm once did an experiment and found that children who are in a bad family situation or have a poor relationship with their classmates tend to watch programs with many fighting and violent scenes, which are stimulating, and are mainly derived from the tension of the adventure plot or the scene. "Satisfaction" is different for those children who have a harmonious partnership and enjoy the warmth of a family. They prefer to watch some relaxing, jovial, and interesting programs. Therefore, the root cause of students' indulging in the Internet is that students find another reality in online games that they can't do, but they can find the "self in online games." When students encounter difficulties and setbacks in life, they sometimes can't solve them. Will choose to escape, choose to relieve and release pressure in online games.

3.4. Guilt psychology of students in introspective thinking

Everyone will have a period of fatigue if they do one thing repeatedly, and playing games is no exception. When a student plays games every day, in a quiet environment, he may think of his parents, that he will feel that it is meaningless to do so, and will feel guilt, which is the "introspective thinking" in communication science, introspection Modest thinking does not happen at all times in daily life. Only when a person encounters new problems such as difficulties and obstacles, and it is difficult to judge whether the existing behavior mode is applicable or not, will he become active. When faced with a new problem, because the individual does not know whether the past customary practices are suitable, they usually do not respond immediately. When the response is lagging and the action is stopped, introspective thinking will become active and make decisions on how to solve new problems and adapt to new situations through intrapersonal communication. When the student was reflecting on it, he felt that he could not play games and ruined himself. After all he went through a fierce ideological struggle, he finally took off the mobile phone game and vowed to be a good student.

3.5. Public opinion guidance from opinion leaders

When the student decided to study the next day, the roommate again put pressure on the student. The student politely refused, but each small group will have its own opinion leader. For example, in the dormitory, there will be elder brothers and second elder brothers in the same order. When the student is in entanglement, the eldest brother as an opinion leader may contribute to the flames. At this time, the student may no longer be able to resist the temptation, re-downloaded the online game, and began a

muddled day again. Opinion leaders are people who often provide information, opinions, or suggestions to others and exert personal influence on others. Their opinions may act as a weather vane, leading to a situation where public opinion is overwhelming.

3.6. Escalation of contradictions in interpersonal communication

When the students returned home from the holiday, their parents found that their children were addicted to the Internet, and they began to engage in face-to-face language exchanges and persuasion. The child's rebellious psychology and the parent's persuasion collided fiercely. At this time, the child's self-awareness began to be confused, and there may be many language conflicts with the parents, and even physical conflicts and conflicts escalated.

4. Some opinions on solving the problems of students' online games

4.1. Cultivate a hobby.

Many people are addicted to the Internet to pass the time. There are endless novelties on the Internet that can satisfy them. A lot of people addicted to the Internet in order to pass the time, there is a web browser endless novelty allows them to be met.

For this group of people, they should cultivate their own hobbies in real life and spend their spare time on practicing what they like, so that they will definitely get more satisfaction than just looking at the things that others have made.

For these people, should develop in real life, their own interests, those of spare time on their favorite things in practice, so get the satisfaction of watching something definitely more than just those created by others much more. Young people are addicted to online games because it seems easy to achieve achievements in games. However, people who are addicted to the game will also feel the greatest emptiness after the game is over. So go to study and watch movies, and after the same time you will find that you are not getting nothing. Therefore, cultivating a hobby and fighting for it can alleviate the students' sense of wastedness.

4.2. Learn to arrange your own daily plan

One of the reasons for addiction to the Internet is because it is too boring and lonely. If you feel this way, then learn to arrange some tasks for yourself! Even cleaning the dormitory, writing, listening to music, reading books in the library, Chat with classmates, and participate in certain charity activities with classmates. This will naturally dilute the awareness of playing games. And I can get a great sense of accomplishment, day after day, I will gradually leave the online game.

4.3. Keep fit and love sports

99% of every internet addicted teenager doesn't like sports. Most of them sit in front of the computer and play games a day in addition to eating and sleeping. As time goes by, his physical fitness is getting worse and worse, and his mental state is also lethargic. Better serve the motherland, honor your parents, please cherish your body, let yourself appear on the playground, sports field, and gym in your spare time after class, instead of living in the dormitory, rushing to the computer in the virtual world all day long call.

4.4. Learn to reflect on stages

After finishing a day of study, you can lie in bed at night to review what you have learned during the day and what else you need to improve. Make a little progress every day. When encountering difficulties, you should not be selective, but should be positive. To find a solution, to meet the challenge, and to actively face it.

The above are all methods that students should be aware of. As parents, they should carefully consider how to persuade their children when facing the problem of playing online games. They should not curse their children in vulgar language, let alone beat them. As in the first case above, before the child jumped off the building, he sent a text message to his mother confessing his mistake and called his mother, but his parents did not receive it at the time, and regrettably missed the last time to save the

child. When facing the camera, his mother said a sentence that made the author feel very regretful: "Because of 60,000 yuan, I lost my child, I am not reconciled." I hope every parent will learn from the lesson and read more books on psychology. , Understand the child's psychology, try to use more reasonable methods to intervene and solve the problem when you find the problem, and you can't beat and scold rashly, because in the end, it may be a tragedy that is beyond your reach.

As a new media produced by adapting to people's new communication methods and lifestyles in the information age, online games have penetrated into all aspects of people's lives, bringing positive effects such as promoting communication, expanding contacts, and enhancing self-confidence. The series of mental health issues cannot be underestimated. However, we have no reason to abandon a new thing because it is defective. The existence and development of online games are historical progress and trends. We must grasp the trend to meet the challenge, and learn and use the theory of communication to maximize the advantages and avoid the disadvantages is the way of development. Only with the joint efforts of the government, online game managers and young people can online games play a more active role among young people.

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