

Research on Influential Factors and Promotion Strategy of University Freshmen' Short Video Addiction

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Abstract: To explore the status, characteristic and the influencing factors of university freshmen' short video addiction, 970 university freshmen were investigated by a questionnaire survey. The results showed that short video addiction among university freshmen is very serious. There are significant differences in gender and origin of freshmen' short video addiction. Gender, perceived social support and cognitive reappraisal significantly predicted university freshmen' short video addiction. Therefore, it is proposed to strengthen propaganda and stratified education, build a good social support system and improve cognitive reevaluation level, so as to prevent university freshmen' short video addiction.

Keywords: Short Video Addiction; Perceived Social Support; Cognitive Reappraisal; University Freshmen

1. Introduction

Short video addiction refers to a chronic or periodic state of obsession caused by repeated use of short video apps, and the psychology and behavior of producing a strong and continuous sense of craving and dependence [1]. First-year students are in a period of adaptation to psychological transformation, which is also a critical period for life growth, and being too addicted to short videos is not conducive to physical and mental health and hinders academic development. Therefore, it is very necessary to study the status, characteristics and influencing factors of short video addiction among freshmen, in order to improve their mental health.

2. Research object and method

2.1. Object

In April 2023, using the method of random cluster sampling, 1036 freshmen from 2 colleges and universities in Guangdong Province were selected as the research objects, and the questionnaires were distributed to the students through the questionnaire star software online, and the short-term and fraudulent questionnaires were eliminated. A total of 970 valid questionnaires were recovered, with a recovery rate of 93.6%. Among them, 183 were boys (18.9%), 787 were girls (81.1%); 202 were only children (20.8%), 768 were non-only children (79.2%); 493 were urban (50.8%), and 477 (49.2%) were rural. %); the age of the subjects was 18.92 ± 0.82 years old.

2.2. Measuring tools

2.2.1. Short Video Addiction Scale

The Short Video Addiction Scale compiled by Qin Haoxuan et al [1]. in 2019 was selected, with a total of 14 items, consisting of 4 dimensions of loss of control, withdrawal, avoidance and inefficiency. The Likert 5-level scoring method was adopted. The higher the score, the higher the short video addiction tendency of the individual. Among them, there are 7 diagnostic questions, the answer is yes, recorded as 1 point, the answer is no, recorded as 0 point, the total score is ≥ 4 points, it is classified as short video addiction. The Cronbach's alpha of this scale in this study was 0.92.

2.2.2. Perceived Social Support Scale

The Comprehension Social Support Scale compiled by Zimet and revised by Yan Biaobin and Zheng

Xue was selected [2], with a total of 12 items, consisting of three dimensions: family support, friend support and other support. A 7-point scoring method is used from 1 (totally disagree) to 7 (totally agree), and the higher the score, the higher the level of perceived social support of the individual. The Cronbach's alpha of this scale in this study was 0.93.

2.2.3. Cognitive Reappraisal Scale

The cognitive re-evaluation scale in the emotional regulation scale revised by Wang Li et al [3]. in 2007 was selected, with a total of 6 items, and the Likert 7-level scoring method was used. The higher the total score, the individual's cognitive re-evaluation The higher the level. The Cronbach's alpha of this scale in this study was 0.89.

2.3. Statistical processing

The independent sample T-test was used to analyze the differences in the short video addiction of freshmen in terms of gender, whether they were only children, and the place of origin. The multiple linear regression method was used to analyze the influencing factors of short video addiction.

3. Research results

3.1. The overall situation of short video addiction among freshmen

The freshmen's short video addiction score is 39.66 ± 9.26 . On the whole, the freshman's short video addiction score is at a medium level. In this study, 245 freshman short video addicts were detected, and the detection rate was 25.26%. Addiction is a serious problem.

3.2. Difference analysis of short video addiction among freshmen

In order to examine the differences in demographic variables of freshmen's short video addiction, the difference test of gender, whether they are only children or not, and the place of origin of freshmen's short video addiction is carried out.

The results showed that there was a statistically significant difference in the score of short video addiction among freshmen ($t = -2.94$, $p = 0.01$), and the score of female students (40.08 ± 9.05) was significantly higher than that of male students (37.86 ± 9.94); There was no statistical significance in whether the child was an only child ($t = -1.21$, $p = 0.23$); There was significant statistical significance in the difference analysis of student origin ($t = -2.11$, $p = 0.04$), The score of short video addiction of freshmen from rural areas (40.30 ± 9.14) was significantly higher than that of freshmen from urban areas (39.05 ± 9.35).

3.3. Correlation analysis of short video addiction and comprehension of social support among freshmen

The results of correlation analysis of the three variables of short video addiction, perceived social support, and cognitive reappraisal showed that there was a significant negative correlation between short video addiction and perceived social support ($r = -0.44$, $P < 0.01$), short There was a significant negative correlation between video addiction and cognitive reappraisal ($r = -0.40$, $P < 0.01$).

3.4. Regression Analysis of Influencing Factors of Freshman Short Video Addiction

Taking gender, only child or not, place of origin, comprehensible social support, and cognitive reappraisal as independent variables, and short video addiction as dependent variable, multiple linear regression method was used to further examine the influencing factors of freshman short video addiction. The results showed that gender ($\beta = 0.09$), perceived social support ($\beta = -0.30$) and cognitive reappraisal ($\beta = -0.23$) had a significant predictive effect on short video addiction for freshmen ($P < 0.01$)

4. Discussion and Analysis

4.1. *The characteristics of short video addiction among freshmen*

The detection rate of freshman short video addicts in this study is 25.26%, which is consistent with the research results of Li Xia et al ^[4], which suggests that the problem of short video addiction among freshmen is very serious. The theory of use and gratification helps to explain the addiction of freshmen to short videos ^[5]. The short video content attracts audiences to use it with its short size, large amount of information, and vivid and interesting features, which meets the diverse psychological needs of college students. The behavior of excessive use of short videos will occur, resulting in short video addiction.

A further comparison found that the score of short video addiction for freshman girls was significantly higher than that of boys, and there was a significant statistical difference, indicating that freshman girls were more likely to be addicted to short videos than freshman boys. The possible reason is related to biological factors. Women are born with rich, sensitive, and delicate emotions. When faced with pressure and setbacks in real life, they are prone to more emotional distress. Short videos are often easy to release emotional pressure and satisfy the individual's inner desire. The short video app can accurately push personal favorite content through big data analysis, making it easy for individuals, especially women, to immerse themselves in it.

This study shows that the short video addiction scores of rural freshmen are significantly higher than those of urban freshmen, and there is a significant statistical difference, indicating that rural freshmen are more prone to short video addiction. The possible reason for this is that freshmen in rural areas have relatively few opportunities to get in touch with new things, and are easily attracted by short videos of new things, and fall into them. Over time, they develop short video addiction.

4.2. *Influencing factors of short video addiction among freshmen*

The results of multiple regression analysis showed that gender, perceived social support and cognitive reappraisal were the main factors affecting short video addiction among freshmen.

The freshmen are in the psychological adaptation period of transition from high school to university. Facing the change of roles, there are more confusions, and often there are more interpersonal pressures, learning adaptation problems and emotional distress. The short video just satisfies the Due to the personality traits and psychological needs of female freshmen, short videos tend to become the main way for freshman girls to vent their emotions and pressure, while boys tend to choose other methods such as online games and sports because of their natural competitive and success-seeking personality characteristics to relieve stress.

Perceived social support has a negative predictive effect on short video addiction among freshmen. Many empirical studies have shown that perceived social support is one of the important influencing factors of Internet addiction ^[6-7]. The higher the level of comprehensible support for freshmen, the more they can feel the support of family, friends and society, get more social support in real life, and easily obtain more happiness and psychological satisfaction ^[8]. According to the "expansion-construction" theory of positive emotions, when an individual is in a positive emotional state, positive emotions can expand the individual's attention, cognition, and action range, and help the individual construct lasting personal inner psychological resources, thereby improving the individual's happiness level ^[9]. When freshmen realize that the level of social support is higher, even if they face more pressure and setbacks, they can effectively use the social support around them, mobilize their inner psychological resources to flexibly cope with the pressure of real life, and gain more happiness, thus avoiding the excessive use of short videos.

Cognitive reappraisal also negatively predicts short video addiction among freshmen. Cognitive reappraisal means that individuals achieve the purpose of emotional regulation by changing their cognition and understanding of events, and it is a positive emotion regulation strategy ^[10]. According to Davis' cognitive-behavioral model ^[11], maladaptive cognition is a key factor in Internet addiction, so cognitive reappraisal may be an influencing factor for freshman Internet addiction such as short video addiction. A large number of investigations and studies have shown that cognitive reappraisal is negatively correlated with Internet addiction ^[12], and those with low levels of cognitive reappraisal tend to be prone to Internet addiction.

5. Educational intervention strategies for short video addiction among freshmen

5.1. Strengthen publicity and education and hierarchical education, and guide freshmen to correctly understand short video addiction

Colleges and universities should strengthen the publicity and education of short video addiction, carry out publicity and education activities in multiple forms and channels, and guide freshmen to avoid dependence and addiction to short videos. At the same time, psychological assessment is carried out on students, layered education is carried out in a targeted manner, and freshmen are guided to establish critical thinking, understand the psychological needs behind short video addiction, and learn to use other methods in real life to meet their own psychological needs.

5.2. Create a good social support system to help freshmen build positive psychological qualities

Social support is one of the protective factors for short video addiction. Obtaining more social support in real life is conducive to activating the individual's inner psychological resources to cope with real life, and having more sense of security and satisfaction in real life, so as to avoid transferring to short videos to escape from reality. Colleges and universities can strengthen the construction of class style, create a harmonious campus cultural atmosphere, let freshmen feel the warmth of the class and the friendship of their peers, meet the needs of individual belonging, improve the level of individual happiness, and prevent short video addiction.

5.3. Improve the level of cognitive re-evaluation and enhance the psychological adjustment ability of freshmen

Cognitive reappraisal is a positive emotion regulation strategy and one of the protective factors for short video addiction. Colleges and universities can integrate the content of cognitive re-evaluation into classroom teaching. By carrying out a variety of extracurricular activities, students can apply classroom knowledge to practical activities, continuously deepen knowledge, improve students' cognitive re-evaluation level, and avoid short video addiction.

6. Conclusion

With the progress of The Times, it is inevitable that new forms of entertainment such as short video keep emerging. The education work of colleges and universities should start from the root, take targeted measures, broaden the thinking, effectively improve the psychological quality of students, and make them focus on learning activities as soon as possible.

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