

The Influence of Cyberculture on Life Style under the Background of new Media

Wenjing You

Zhongyuan University of Technology, Zhengzhou, China
Email: youwenjing716@163.com

ABSTRACT. *Having referred to the relevant literature, this paper sorts out the theories on Cyberculture and people's lifestyle, and defines the concepts of Cyberculture and lifestyle, finding out the main features of open sharing, virtual interactive and creative freedom. With systematic analysis, this study is expected to grasp what both positive impact and negative impact is produced by Cyberculture on people's life style in order to deal with the new opportunities and challenges.*

KEYWORDS. *Cyberculture; impact; life style*

With the development of science and technology, Internet technology is widely applied in the world, which has changed the traditional way of communication, and network globalization has stood up as the main trend. In our daily life, nearly everything has something to do with Internet which surely has changed our way of life and become a living habit. In this process, Cyberculture emerges, which has served as an essential way of culture. It is apparently a very important research topic to study the influence of its influence on people's life style. Cyberculture not only has a positive impact on people's life style, but also brings some problems. It is very necessary to rightly view the impact of Cyberculture on people's life style, make good use of the network and promote the development of Cyberculture.

1. The definition of cyberculture and life style

With the advancement of the fourth industrial revolution, network has taken a profound impact on our lives so that People can learn knowledge, consume, watch videos and listen to music on line. The Internet not only changes our daily life style, but also has a profound impact on people's thinking as well as interpersonal communication mode. No doubt, the Internet has gradually become an indispensable part of our daily life. With the advancement of network, network is not only a fast-growing technology, but also serves as a new platform for people. Different from other technologies, network technology affects all aspects of people's lives so that people's habits of communication and behavior and even thinking ways have changed.

1.1 The definition of Cyberculture

As early as the 1980s, scholars has began to study the Cyberculture. The study of Cyberculture abroad can be roughly divided into three stages. Namely, the first stage of "popular Cyberculture research", which focuses on the thriving things about network; the second stage of "Cyberculture research", which focuses on the development of virtual community; the third stage of "critical Cyberculture research", which focuses on the interaction and online development of network.

Although the concept of Cyberculture is widely used, scholars in the field of Cyberculture express their own opinions by either viewing culture from the perspective of network or viewing network from the perspective of culture. In short, culture is all the social behaviors related to our social activities. From this point of view, Cyberculture is the synthesis of the way of activities, the values, the mentality and the cognition that people form in the process of study, work, communication, entertainment and daily life under the background of network era.

1.2 Definition of life style

As the author knows, the concept of life style was first put forward by Marx, which put forward in German

ideology that life style usually takes two meanings: one is that life style is an important indicator to distinguish classes; the other is that life style is closely related to production mode. Marx believes that the mode of production is one aspect of the way of life, and the individual's way of life depends to a certain extent on its mode of production.

The shift of life style translation from "style of life" to "life-style" and then to "lifestyle" also affects the change of lifestyle connotation. Life style is an irreplaceable category of historical materialism used by Marx and Engels to comprehensively investigate and analyze the specific existence forms and living conditions of different people in different societies. More than 20 works have directly discussed people's life style, which leads to some disputes about the concept of life style. Based on relevant materials, the expression of life style here generally believes that life style is the sum of behavior style and behavior characteristics formed by people under different conditions to meet the material life needs and enrich the spiritual life.

2. The main characteristics of Cyberculture

As a new cultural form, Cyberculture is becoming a relatively fair and just information platform in the era of information globalization, with information dissemination channels relatively transparent. A more democratic, equal, free and loose information exchange platform has gradually formed, which is different from the previous monopolistic mode of information. People can participate in the new information platform freely, both as the information producers and the information spreaders. Compared with the former traditional culture, this new culture has not only the characteristics of traditional culture, but also typical characteristics. The characteristics of this new Cyberculture are mainly reflected as follows:

2.1 Open source

Technically, the Internet to break the boundaries of time and space and connect the world with network communication technology. The development of technology not only shortens the space and time distance between people, but also shortens the psychological distance between people. Cyberculture is like a borderless space, which is compatible with the cultures of all over the world, and provides a platform for communication. Various cultures interweave with each other; various ideas converge with each other; various resources share with each other, and various information spreads with each other. No matter which country or nationality you come from, you can get shared resources on this open platform. No matter what kind of national belief and education you have, you can get information and express opinions on this open platform anytime and anywhere. This openness and sharing of Cyberculture is different from other traditional cultures, providing a broader platform for people's communication.

2.2 Virtual interactivity

Virtual interaction serves as another significant feature of Cyberculture. With network, Cyberculture constructs a virtual space for people so that People can use virtual name and virtual identity to carry out various activities with them. There is no bondage of appearance, age, identity and status, which may exist in the real society here. People can set a new identity for themselves, ranging from working, making friends, relaxing or shopping in the virtual world, and choose their ideal lifestyle. In the network interaction, the privacy of the identities of both sides of the interaction enables people to hide things that they cannot hide in reality, such as gender, appearance, etc. The interaction of Cyberculture is reflected in that the exchange of information can be one-way, two-way or even multi-directional. It not only provides the dissemination of information, but also has obvious advantages over the traditional communication platform for the real-time feedback communication of information. Compared with the traditional mass media, the most essential feature of network media is interactivity, which makes people change from passive acceptance to active participation. Cyberculture is everywhere, whose unique key characteristic is electronic communication, but interaction.

2.3 Freedom of creativity

One can enjoy freedom of creativity on the platform of Cyberculture. Everyone can break the shackles of time and space, and play their creativity on the platform of Cyberculture. This kind of freedom of creativity provides people with sufficient space, and people can choose the way of words, pictures, audio and video to play their own creation. Neither time nor time is limited. As long as there is a network, you can give full play to your imagination, display your talent, and transform all your imagination into words or express your ideas with other

forms of expression. This kind of freedom provides a platform for the public's personality. The freedom and creativity of Cyberculture stimulate the development of Cyberculture platform in a better way. As John Barrow said, "we are creating one platform that can be forced to remain silent or agree without being suppressed".

3. The positive influence of Cyberculture on people's life style

3.1 Improve the quality of life

In the modern time, with the rapid development of society, the media resources are increasingly abundant, and the transmission of information is getting faster. The traditional forms of text, radio and television communication have been changed, and instead, the audience has a wider channel to get information. The particularity of traditional media determines its information transmission speed. It takes time for traditional media information from transmission to reception. However, the network can make full use of time to effectively transmit information. People shift from the passive receiver of information by traditional media to the more efficient, and active producer and receiver of information by network media. Network technology desalinates the obvious boundary between entertainment, leisure, work and study life in daily life. People can work online without going out since the learning resources they need can be downloaded directly on the Internet and the commodities they need can be purchased directly on the Internet, even in daily interpersonal communication. The forms of discussion, dialogue, question and communication provided by the Internet allow people to directly participate in the discussion, interact and participate more actively so that people can be connected invisibly to facilitate better communication and make more friends. Not only can we get the most valuable information in the shortest time, broaden our vision and increase our knowledge, but also to some extent improve the quality of people's daily life and their living standards. In the era of network development, people's role has changed greatly from passively accepting information to actively producing information, participating in information and spreading information. Actually, People enjoy such a production process and become information creators in a certain sense.

3.2 Multicultural integration

Under the background of new media, Cyberculture has realized the worldwide information acceptance and dissemination, providing the free channel of information dissemination, which is the most significant contribution of Cyberculture to information dissemination. Through the network, all kinds of cultures in the world can be fully displayed. Different cultures and civilizations in the world can be connected and exchanged with each other through the network link, forming a multi-cultural integration. Compared with traditional culture, Cyberculture is significantly different. The transmission speed and breadth of traditional culture is far less than that of Cyberculture, and the preservation of traditional culture is relatively difficult since it is difficult to repair, if once damaged. However, with new media technology, Cyberculture can spread culture more efficiently and preserve it digitally at the same time. The network platform breaks the barriers of time and space, so that everyone can exchange ideas and discuss culture on the network platform. As a collection of global culture, the network platform brings together the global culture, which is incomparable to any other cultural form. It contains not only the essence of traditional culture, but also the collection of multiculturalism, which is comprehensive in content, rich in form and wide in coverage. It absorbs the cultures of all nations around the world, and bears the transmission of culture and information. People can share the treasure of world culture through the network without going out, shorten the distance between culture and culture, and provide a broader development space for the development of world multi-culture.

4. The negative influence of Cyberculture on people's life style

4.1 Weakening the influence of traditional culture

With the popularity of the network and the coexistence of multiple cultures, the influence of mainstream culture will be weakened. To some extent, the rise and use of network language has become a popular trend, which virtually breaks the boundaries of virtual reality and affects people's daily life. As French President Jacques Chirac said: "the current world is facing the influence of a single culture", "this is new colonialism" [7]. Language is a symbol of national culture, which should not be underestimated. We must face the impact and challenge brought by network language correctly.

4.2 Over-dependence on Network

No doubt, the Cyberculture provides great convenience for our study and daily communication. However, people's excessive dependence on the network will make the communication relationship of people in real life weaken to a certain extent. In real life, people's relationship is more indifferent. Although the way of network communication provides a way for people to express their emotions, however, due to the virtual nature of the network, the narrow objects of interpersonal communication, the reduction of trust between people, it is impossible to form a stable relationship.

4.3 Deluge of false information

The open source of the network platform makes a large number of information resources available. People can freely release information and independently receive information through the network, and enjoy the convenience of obtaining information in an all-round way. In the face of complex network information, everyone is disseminating information as a disseminator while getting information. Different from the traditional way of information dissemination, the new way of network communication has the characteristics of timeliness. People enjoy the timeliness of information and bear the impact of the false information. The traditional information dissemination platform has a strict review of information sources. Only the verified information can be released through the platform. Due to the limitations of the media and the difference of information time difference, the authenticity of the released information is higher. The information dissemination of the network platform is obviously different. When we receive the information, the unverified information can also be enriched. Anyone on the Internet can do whatever he wants to do according to his own will: communicate with people connected to the Internet all over the world. In this way, the influence of false information walking through the Internet is huge, which has a very bad impact on our society and poses a certain threat to our personal and property security.

5. Conclusion

With the development of the information age, the existence and development of the network is a historical progress and irreversible trend, which has a huge role in promoting social progress and penetrates into all aspects of people's life, and its impact on people's lifestyle can not be underestimated. Information and knowledge are the core resources of Cyberculture. Open Cyberculture enables all Internet users to access and use these resources anytime and anywhere, and at the same time, injecting new vitality into cyberspace. The real society requires us to adapt to the communication environment of Cyberculture as soon as possible to acquire more useful learning knowledge and information with the help of Cyberculture but not rely too much on the numerous information provided by the network.

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