Original article

Research and statistical prediction on student's pressure under different environmental conditions based on new media era

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ABSTRACT

Due to the continuous progress and development of new media technology, the living habits and ways of Chinese people have undergone profound changes due to the emergence and development of the Internet. Many college students are bombarded with information from the Internet, and they also gradually feel great social pressure. In addition, the Internet has become an important channel and platform for many college students to make suggestions, communicate and study. However, due to the characteristics of hidden, open and free travel of the Internet, college students can not only get access to positive and positive information, but also suffer from many unhealthy information infringements. Under the dual influence of social pressure and public opinion, college students will have a negative impact on the physical and mental development of college students. In serious cases, online mass incidents will occur, which will be detrimental to the construction of a harmonious society. Based on this, it is necessary to correctly handle the social pressure and public opinion related content of college students in the new media environment. In this paper, the connotation, characteristics and environment of new media are analyzed, combined with regression calculation, the pressure brought by new media to college students is further analyzed from four angles, and the four characteristics of college students' public opinion are discussed in detail. Then, it puts forward the countermeasures of social pressure and public opinion from five dimensions.

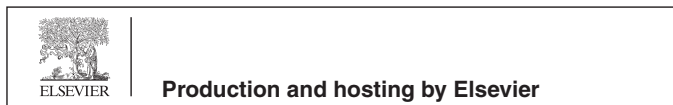## 1. Introduction

1.1. The meaning of the new media

In the late 1960s, P. Goldmack first proposed the concept of new media (Coombs and Holladay, 2019), arguing that "new media focuses on explaining network technology and digital technology, using the Internet, digital TV and mobile phones to provide entertainment and personalized information to the public". But precisely, the specific concept of new media in academia still fails to draw a consensus or opinion.

The essence of new media is to the specific materialized form of new media, mainly with two priorities, which are the specific items produced under new media technology, such as *TikTok* and *Zhihu*. Because the new media has its physical properties (Chen, 2016), it has a strong historical and social nature. Due to the continuous development of human society and the improvement of social production efficiency, technology was born. Based on this, technology in various fields of human society is also showing profound changes with the development of society. Therefore, it can be seen that new media has strong historical attributes, and its nature also belongs to social historical products. Compared with traditional media, the "new" of new media is mainly reflected in the different time and space of information release. Nowadays, a growing number of new media types are combined with people's lives, such as magazines, newspapers (Friederike et al., 2018; Fan et al., 2014), which have developed rapidly due to modern society and the pace of life, and have now replaced traditional media as the mainstream medium. If we put new media technology in the long river of history, we will find that new media will eventually be the old medium. New media does not develop independently, and its progress is closely related to the development of digital technology

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and network technology. However, new media does not completely follow the development model of the above two, but to form its own unique style during the development period. At present, the development of new media has been very mature. It is almost unnecessary to consider the gap between space and time when releasing information, which is also the fundamental difference between new media technology and traditional media technology. In addition, new media can not only effectively innovate and integrate a variety of media forms, but also enable users to better experience the personal emotions brought about by information. In general, the new media technology is extremely participatory in the dissemination of information, so it can also arouse the curiosity of most people and attract the attention of users.

1.2. Characteristics of the new media

By comparing new media with traditional media (Jiang and Yang, 2013), it can be learned that during the new media technology, information transmission and content communication has the following characteristics: interaction and equality, timeliness and convenience, virtuality and openness, diversity and sensitivity. First, interactivity and equality. Generally speaking, the communication mode of new media is diversified, which can realize the integration of multiple ways at the same time, and each subject has a dual identity when transmitting information, that is, the disseminator and recipient of information. Secondly, timeliness and convenience. The transmission speed of network information transmission under the new media is surprising. With the development of mobile communication technology, the content can be seen almost simultaneously once the information is released on the network. Third, virtuality and diversity. Virtual focus refers to that the current new media technology is inconsistent with social reality, because it is based on digital technology development, leading to new media technology with strong open characteristics in transmitting information and content communication. Fourth, diversity and sensitivity. First, because the new media technology has a strong diversity and sensitivity in the materialized forms. Second, new media has made a great breakthrough in the way people obtain information. For example, people can obtain various types of information more quickly and flexibly without space and time constraints.

1.3. The environment

Fragmentation and nonlinearity of the propagation mode. Most of the information transmitted in a new media environment is unstructured. Through unique communication channels, information can be used by the audience to obtain information, go beyond the boundaries of time and space, and reflect the characteristics of fragmentation and nonlinearity. Moreover, the communication characteristics of new media break the direct link of showing the "one-to-one" characteristics. The audience depends more on their own preferences to obtain information in the new media environment, and can adopt whatever content they like. Based on the new media environment, anyone has a dual identity, which is often known as an information producer and information recipient. Pay attention to people's various needs, and maximize the information recipients to publish and receive network information in a freeway. There is a gap between the mandatory and monopoly of new media and traditional media in information release. This is because people transmit information in the new media environment, people can obtain the required information through a variety of search tools and choose where and time they want to accept information at will. With the diversification of new media forms of communication, traditional media monopoly form no longer exist, the current information space more democratization and liberalization, people can more freely show their words and deeds, but also can hide their personal characteristics, such as gender, age, origin and work content, race, etc., people can completely stand on the ladder of equality for communication and communication. Injustices or anger encountered in the real world can be vented and ridiculed through online platforms, which can slow down people's daily pressure to a certain extent. In addition, the content contained in the new media environment can be used as "massive" in the case

It is no exaggeration to say that it contains far more content than encyclopedias, and with the continuous development of society, the growth rate of the content contained in the new media environment is like a geometric growth.

In a sense, the generation of new media has promoted the development of various information and mobile communication in the society. New media technology (Lan and Ding, 2019) not only breaks through the traditional media form of content, but also has its own unique innovation. New media belongs to a kind of digital communication media, which can seamlessly connect various information release networks such as TV networks, the Internet and wireless cellular networks, and provide information to specific groups through new media, preventing people from monopoly and closure in the new media environment. Here, information is acquired and selected equally according to individual needs and preferences until it is fully communicated and exchanged.

2. Social pressure and public opinion analysis of college students under environment

In the new media environment, the traditional economic pressure and learning pressure of college students have not been alleviated, but they have become more and more intense forms. In addition, due to the strong freedom characteristics of students in the new media environment, students are affected by many social pressure and public opinion. Generally in general, the main reason for pressure among college students is external and internal reasons, which mainly analyzes the characteristics of pressure for college students in the new media environment.

2.1. Pressure on new environment

2.1.1. Diversification of network information
In the new media environment, information diversification has been very common, and the fundamental reason for this phenomenon is that due to the current large number of network information subjects, the evolution trend of information content diversification is becoming increasingly fierce. Decentralizing these words is not positive, active, in many times it is consistent with irrational and anti-authoritative words. This is mainly due to the new media environment, the recipient of information may also be the creator of information. college students generally think about their daily behavior and words according to the network information received. In the long term, network information has a profound impact on the behavior and speech of college students. In the new media environment, decentralization does not mean eliminating all the core information and content. Instead, it centrally supervises some core information and content, makes the information management more and more personalized and diversified, and gradually forms and represents the value judgment standard under the new media environment.

The advent of new media technologies (Liu, 2014) has created new ways that people perceive and understand the world, while also changing how people evaluate information and their value in a new media environment. The information subject includes

two identities of information recipient and information creator. When uploading, interacting, creating, sharing, constantly updating and spreading information, it has a great impact on college students themselves. "Decentralization" forces "information authority" to evolve from personal authority to media authority to the creation and release of "information authority", so that "authority" appears in a dynamic, fast and updated state. This is also the fundamental reason why the traditional thinking consciousness and values do not conform to the current social atmosphere. While college students suffer various pressure, they also bring more pressure than traditional media (Fig. 1).

Machine learning, neural networks, deep learning, statistical computing, etc. have gradually developed into effective methods for analyzing and predicting the social pressure and public opinion of college students in the new media environment. As an important analysis method in machine learning and statistical calculation, regression analysis (Liu and Huang, 2017) can objectively and accurately analyze the relationship and influence of different factors. In this paper, we choose regression as the technical method of empirical analysis.

In this paper, five complex regressions are used to analyze the path research. Table 1 shows the results of the first regression analysis: the effect variable is depression, and the predictor variable is the individual's own pressure and social environment. Table 2 shows the second regression result: the effect standard variable is the active coping style, and the predictor variable is the individual's own stress feeling.

Table 3 shows the third regression result: the effect variable is depression, and the predictor variable is the individual's own pressure and social environment. Table 4 shows the fourth regression result: the effect standard variable is the negative coping mode, and the predictor variable is the individual's own pressure feeling. Table 5 shows the fifth regression result: the effect standard variable is depression, and the predictor variable is the individual's own pressure and social environment

2.1.2. Increasing pressure due to information lag and confusion

In the new media environment, with the development of various sensors, information terminal, the Internet and other information collection and communication technology, make the information creator and transmission mode and information subject communication become more convenient and simple, not only more way to generate information, also produced more conducive to information communication form or ways. People have even

Table 1
The individual's own stress and social environment stress return to depression.

	Beta	R2	F
The individual feels under pressure itself	0.458**	0.322	109.986**
Social and environmental pressure sense	0.404**		

Table 2
The individual's own stress and social environment stress return to positive coping styles.

	Beta	R2	F
The individual feels under pressure itself	0.020**	0.033	7.814***
Social and environmental pressure sense	−0.054**		

Table 3
Individual's own pressure,social environment pressure,and positive coping style return to pressure.

	Beta	R2	F
The individual feels under pressure itself	0.064**	0.353	84.168**
Social and environmental pressure sense	0.187**		
Actively response actively	-0.322		

Table 4
The return of individual's own pressure and social environment pressure to negative coping styles.

	Beta	R2	F
The individual feels under pressure itself	0.025**	0.138	37.098***
Social and environmental pressure sense	0.083**		

Table 5
Individual's own pressure, social environment pressure, and negative coping style return to pressure.

	Beta	R2	F
The individual feels under pressure itself	0.051**	0.343	80.751***
Social and environmental pressure sense	0.183**		
Negative response methods	0.254**		

become the subject and authority in the field of information generation. The rapid growth of information requires constantly increasing the speed of information processing to effectively process large
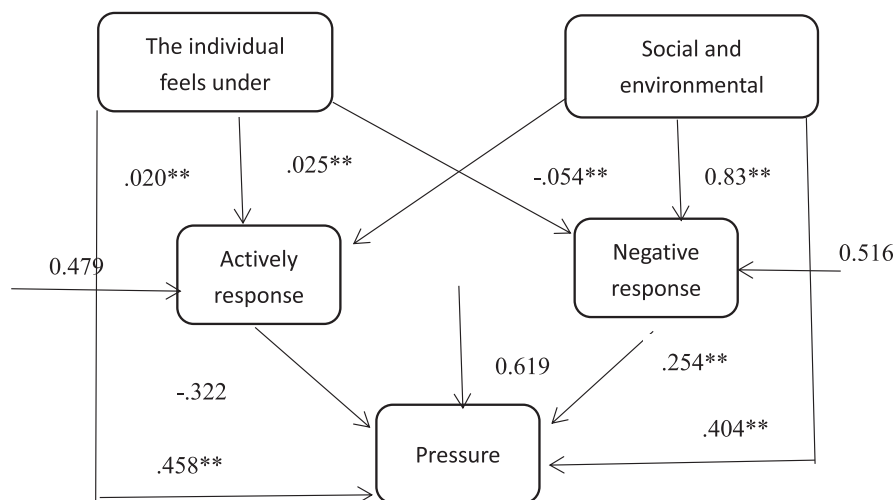

Fig. 1. Psychological stress and coping statistical analysis.

amounts of information, otherwise the accumulated information will cause load and pressure on the information objects contained therein.

Information dissemination is timely in a new media environment. Many social programs and applications are developed and operated based on the concept of instant information exchange and instant interaction between information agents. At the same time, the characteristics of rapid and massive dissemination of information in the field of new media also requires its processing to be related. The processing of information in the process of interactive communication once missed the opportunity loses meaning, when the information no longer has any value. Psychological experiments have confirmed that 3 s is the maximum limit of the information receiver from the experience of the information subject. In an environment where new media represents lots of information, most of the information moves quickly and interacts immediately. It is impossible to process information for students. With the development of new media technology, the amount of information grows, and the time needed to analyze and process this information increases accordingly. Due to energy and technical limitations, college students could not receive information 24/7. Information interaction with other information subjects in the new media environment will inevitably lead to the delay in information assimilation, which also increases the pressure generated by the new media environment to a certain extent.

2.1.3. Pressure due to the information explosion and their limited ability

Information pressure is the risk of the possibility of massive information and information receiver in a new media environment. Following the continuous progress of domestic Internet technology, the outstanding achievements of new media technology, the rapid accumulation of massive data and the lack of our own information processing ability, it directly lead to us in the ocean of data and may be submerged in the "massive" data. The large amount of information directly leads to the excessive amount of information and the relative lack of information. This asymmetry in obtaining information leads to fundamental ignorance of the newly acquired content of information, so the pressure to obey due to ignorance of a particular situation is a "Matthew effect" in the process of information transmission, which makes people stronger and those with weaker information weaker. Followers are verified in the process of communication, strengthening and forming overwhelming public opinion in the media and real life. The loss of human rationality has become the "forced" identity of information pressure.

People are often willing to accept advice or actions from others or learn from it because people are willing to believe that others' information is useful to them. "The parts of the group that can serve as the most correct source of information, become people who imitate and believe." The more one believes in the group's message, the less confident they are about their original ideas, and the more likely they are to take a follower position. When a person's information is insufficient, he is influenced by new information due to the "immunity theory" in information dissemination. If our minds are not exercised and tested by spreading them, our attitudes can easily change when we are attacked by their opinions.

2.1.4. Pressure due to the ideal of virtual space

With the development of new media (Lotte and Dillen, 2016), China's network platform is gradually developing towards the direction of idealism and virtualization. The idealized network platform embodies the good wishes of many college students in real life or some unhappiness in real life. They want to match real life such as online life. In the departmental media environment, many information creators and recipients need to rely on network platforms to build their own ideal world and place it in reality. "With the help of new media technology, people can use realistic virtual information, including images, sounds, videos and other unstructured information to create realistic virtual information." This makes information in new media complicated and fictional as anyone can be a source of information in new media. In this environment, because online players do not know the specific identity of the subject they are communicating, they are free and equal in information communication, which also makes college students in learning pressure or life pressure feel very relaxed, which also makes students very happy. Therefore, virtual cyberspace is strongly attractive to college students.

However, under the new media environment, there is a serious gap between the network environment and the actual life of college students. college students are easily tempted by the idealized life in the network environment. Over time, college students can not distinguish what is the real world and the real life (Ming and Nie, 2011). This is very bad to the physical and mental growth of college students, which will even harm the health of college students or lead to many college students to lose their control of the real life time and space. Once college students are addicted to this virtual, idealized world for a long time, they are addicted to virtual reality, avoid reality life, do not participate in social activities, do not interact with people in the real world, or even close their hearts. They will develop depression (Robert, 2016), which can affect their study and life, and is a serious blow to them.

2.2. Characteristics

2.2.1. The particularity of the sentiment participants

Although college students tend to mature in physiological development, college students who study, live and have not yet entered the society have an immature attitude towards their outlook on life, world outlook and values. Their ability to think independently, criticize, and distinguish between good and bad is poor, and their behavior is more vulnerable to external stimulation. Real life, learning, emotional setbacks, and online life all produce intense emotional impulses. Combined with academic, professional, family, emotional pressure and other aspects, a considerable number of college students regard the Internet as a way out to solve real life problems and negative emotions, using the Internet as a platform to gain attention. They often use irresponsible language on the web, and express their thoughts, views and emotions in the virtual world of the web hidden in the inner world that cannot be easily expressed in the real world, hoping to attract people's attention and the recognition of others. This misunderstanding of the Internet has had a significant impact on their physical and mental health.

2.2.2. The sentiment involves the complexity of the content

Nowadays, the mental development of college students is not perfect enough, so it is difficult to effectively screen some mixed information on the Internet. Personalized and affective comments of events, and the irrational value orientation and expressive forces they contain, are easily understood. college students are very faced with pressure, so their physical and mental development is deeply affected. Therefore, when the students with multiple value orientation with the characteristics of deidentification enter the network platform, the phenomenon of central decentralization, refusing power, order deconstruction, rule destruction and other phenomena appears in the public opinion.

2.2.3. The affection presents a variety of forms

Due to the continuous development and progress of Chinese science and technology, the network technology and communication technology have also achieved great success, and many net-

work communication media have gradually emerged. The online world seems unstoppable, but it is actually composed of different platforms. Each platform has a specific feature that the public has been unable to master for a long time (Charlton, and Barrick, 2017; You, 2016). Young college students are the major Internet users. Because they have higher technical and action-oriented capabilities than other groups and have a strong ability to accept new things, they like to seek tension and novelty. As a result, they are very focused on emerging Internet technologies and new technologies, while also daring to try and use new applications at will.

2.2.4. Rapid propagation effect

Since the implementation of China's reform and opening up policy, the economic development of domestic coastal areas has received unprecedented development. However, with the support of national policies, the economy of the central and western regions is also continuing to progress, so interconnection technology has developed rapidly in all over the country. In all the Internet users, the group has the highest similarity, which not only has the same occupation, but also has a very similar degree of socialization, growth background, knowledge level, education experience and age, but also has the synchronization of daily activities and the convergence of views. It is because of their many similarities that college students are also close in behavior and thinking, and have basically the same views when they see various social phenomena. In addition, college students live centrally on campus, so they can very easily exchange their views on social hot spots. college students both in terms of expression and way of thinking there are very significant network characteristics and campus characteristics, often have direct and simple thinking, but also has fun of lofty, deconstructive authority and traditional characteristics, in the language expression presents the popular, colloquial characteristics, it is easy to appear identity within small groups, but also has faster transmission speed and small transmission resistance. If efficient supervision and education cannot be implemented in this period, nor the development of online public opinion cannot be involved or controlled in time, it is easy to produce online public opinion crisis, and various mass incidents will lead in serious cases.

3. Counter measures in social pressure and public opinion treatment

3.1. Strengthen the supervision of new media information content, and make pure information sources

Enhancing the supervision of content release in the new media environment and reducing the emergence of negative content will help to form a positive and positive value and pure information content. The new media environment is not a closed space, where the recipient of information abadon their traditional passive position and become media users who actively seek, change, create and share information. In the amounts of information, the existence of negative information is inevitable. college students with immature values need to strengthen the supervision of new media content to prevent negative information from becoming obstacles.

First, legislative work can be standardized through information content (Yao, 2019; Wang, 2019). In order to organize the dissemination of new media information in a healthy and orderly manner, the NPC has established laws to adapt them to the development of the new media environment, such as illegal information on the basis, conviction and punishment standards for production, reproduction, publication and dissemination, strengthen judicial supervision and control over the administrative organs in the new media environment, and control the dissemination of information on the new media through administrative procedures to prevent abuse of

power. Second, it can establish new media associations, speed up the health and self-discipline of the new media industry, and build a communication channel and bridge between the government and the new media industry, so as to significantly reduce the cost of supervision and operation and enhance the effect of the implementation of supervision.

3.2. The ability to identify new environment

In the current new media environment, the information content is not only very rich and fragmented. Due to the large amount of redundant information, the network environment is chaotic, and it is also extremely difficult to obtain information. However, college students' understanding of information sorting and analysis has not been formed, their ability of information sorting and analysis is weak, and all kinds of useless and wrong information, rather than blindly obtained, is filled in the information environment. Useful information interferes with the information. From the college students, but also affect the college students' correct understanding of things.

Colleges and universities should constantly guide college students' ability and level of network information identification, and must make constructive measures in this regard, filter out some useless and misleading information, abandon some content that may affect the information perception of college students, and create a good development environment for college students. In addition, it should be necessary to guide college students to establish correct values and actively encourage college students to grow and make progress. As college students themselves, we should cultivate the understanding of information sorting and analysis, improve the information judgment ability, and cultivate the information identification ability (Zamoum, 2013; Zhang et al., 2016). At present, college students mainly study, participate in more social activities, and lack practical experience. Therefore, the knowledge accumulation of college students depends on the continuous collection, absorption and utilization of information. The ability to identify the information in this process is consistent with college students in general. In this regard, this seems particularly important.

First, the use of information is based on the collection, summary, collation, analysis, and evaluation of the information. Only by collecting and sorting out all kinds of information can useful information be found; the second is the use of information. Analytic evaluation can reveal the potential problems reflected by the information itself, reduce the consumption of useless information, improve the efficiency of information use, effectively screen and select the information, and improve their own decision-making ability.

3.3. Strengthen the infrastructure construction analysis

First, we will strengthen the basic research on online public opinion theory. In terms of productivity, there are many reasons why college students are keen to participate in online public opinion, but the reasons behind the scenes are to some extent the inevitable result of the accumulation of social disputes. Only by constantly studying the internal mechanism and changes of public opinion can we have a deep understanding of college students. Only by combining the psychological characteristics of public opinion, can we strengthen the active response and communication with public opinion. Second, pay attention to collecting and studying online public opinion. First, we should have an effective network public opinion collection system. Second, enrich the structure of public opinion research and evaluation team, and create a perfect online monitoring system for online public opinion. Third, to build an efficient network public opinion operation and

transmission system. It is necessary to analyze and evaluate the monitored online public opinion early warning information of public opinion based on public opinion surveys, research and evaluation. Take the initiative to disclose information, ease the emotions of students' netizens, and systematically ensure that student Internet users use the Internet in an open and transparent way (Zhang, 2019).

3.4. Create a perfect response mechanism for online public opinion

When public opinion first appeared on the Internet, they expressed their concerns by clicking, forwarding and follow up, hoping that relevant departments could pay attention to and quickly solve their public participation demands. In an online environment, Internet users are increasingly accustomed to believing in sound and interpretation from the beginning of a serious emergency. If the opportunity is missed for the first time, false and unpopular comments and information will be quickly copied and spread through new online media, rumors will spread, the situation will deteriorate, and the atmosphere of public opinion is unfavorable. Therefore, the responsible department must adhere to the rapid intervention. After the development and development of the network, public opinion is the first to release reliable information in time, use public opinion to expose the truth, strive for the right to speak, suppress the spread of various rumors and negative information as far as possible, and take the initiative to control the control of the network.

The first lesson about children growing up has been completed in the family. It can also be said that the family plays an important role in maintaining the good psychological quality of college students. In life, cultivate the independent living ability of college students, so that they have a good psychological quality. Maintaining this feasibility should start with developing practical concepts. The traditional one-child family structure encourages parents and elders to overindulge and care about what their children should do in life, a situation that will run throughout the college years. Therefore, when the child encounter difficulties, do not be completely satisfied with yourself, should let the child solve their own problems. Ask advice or advice from time to time to teach them how to solve problems, encourage children to be responsible for their lives and work for better self-survival.

Economically, children can develop their own good qualities by cultivating the habits of diligence and frugality. Diligence and thrift is a traditional virtue of the Chinese nation, and moral education also plays an important role in promoting spiritual development. It is easy to go to thrift, but extravagance to thrift. Luxury and rich life is easy to bring to college students want, comfortable psychology, it is easy to lead to college students to become depressed, pessimistic, and even escape when they encounter difficulties. Therefore, families must have full control of their children's financial needs and use some of the virtues of industrious and thrifty to combat social comparisons and corruption tendencies. By limiting everyday small things, children can be taught about thrift that they rely on their labor to get financial help, their carrying habits and willingness to deal with them.

In terms of learning, reducing children's expectations can relieve children's psychological pressure. Most of the pressure on children to grow up comes from the impact of the external environment. In a family, parents' desire for child success often puts great psychological stress on their child. Children are under great pressure for a long time and will not help the development of healthy psychology. The onset of stress may be a stumbling block to the growth and development of college students, leading to the fear and oppressive frustration of social adaptation. Most importantly, parents should avoid burdened their children with high levels of learning and social competition and do not have high expectations of their children's usefulness. Secondly, parents should give psychological support when their children have negative emotions to help them strengthen their stress resistance psychology. Finally, help children understand the social environment, correctly identify real life defects, and prepare them for failure.

4. Conclusion

In-depth understanding of the pressure and public opinion of college students in the current new media environment can understand the physical and mental health of college students. This paper takes the new media environment as the starting point, combines the current pressure and public opinion characteristics, and proposes how to solve the social pressure and public opinion of college students. Because my ability and research time is limited and there are many places that need to improve and optimize in this paper. In my future work and study, I will continue to pay attention to the social pressure and public opinion prediction of college students under the new media environment, explore the effective ways and theories of combining the social pressure and public opinion prediction under the new media technology, and do my part to the development of ideological and political education in college and universities.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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