

Analysis on the Path of Youth Political Identity Education in Bilibili --Take the Central Account of the Communist Youth League of the Bilibili as an Example

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Abstract: In the era of deep participation in the Internet, social platforms represented by Bilibili are not only media for information sharing, but also exert the influence of ideas and consciousness. In terms of information acquisition, the Central Account of the Communist Youth League on Bilibili integrates the dissemination of political information into daily life. Through personalized expression, emotional resonance stimulates national imagination, and ultimately achieves a high degree of unity in political cognition, political emotions, and political intentions through relationship identification, emotional resonance, and circle affiliation.

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1. Introduction

The Information Office of The State Council issued a white paper titled "Chinese Youth in the New Era", which provides an in-depth overview of the development of China's youth in the new era. It mentions that the Internet has become an indispensable way of life, a way of growth and a "sixth sense" for all young people, which has profoundly shaped young people, and young people have also profoundly influenced the Internet.

At the same time, social media has become a part of the body of young people and permeates every bit of daily life. At the end of 2022, China Youth Daily conducted a national survey on social media use among young college students, showing that 99.39 percent of them use social media every day, and 74.96 percent of them use social media for more than four hours a day.

On the one hand, young people widely participate in domestic and international affairs through the Internet, using social media to gather consensus among young people and demonstrate their responsibility in building a community with a shared future for mankind. On the other hand, young people are also the first to face ideological challenges in the online public opinion space. Therefore, it is necessary to clarify the current political identity of the youth group, form correct ideological and values of the youth group, and build a "ideological firewall" for the youth.

2. The access to information--the daily politics, strengthen the political interaction between individuals

The process of establishing identity is the process of coordinating behavior. People exchange opinions in communication. With the help of online communication platforms and their accompanying communication mechanisms, different actors are interconnected and form consensus in the exchange of information and opinions, which further affects the occurrence of actions. Bilibili, as an important social platform for emotional connection and spiritual resonance among young people, ranks first in online videos in terms of monthly average daily usage time. According to statistics, as of December 2022, Bilibili has over 350 million registered users, 90.3 million daily active users, and 333 million monthly active users. The average daily usage time of users exceeds 90 minutes.

Mainstream media such as CCTV News, China Daily, and the Central Committee of the Communist Youth League have

successively opened accounts on Bilibili. Among them, "Central Committee of the Communist Youth League", as the first mainstream government account with millions of fans, is active in political information dissemination on Bilibili with a youthful attitude. As of January 2023, a total of over 4000 videos have been released, with 2.22 billion views, and 230 million likes. Social media has brought about the mutual penetration of young people's daily life and political cognition. The process of socialization is achieved through the use of social media platforms to obtain contact information, political cognition, political emotions, and political behavior, or constructed in daily life practice. On the homepage of the Central Bilibili Station account of the Communist Youth League, its videos are presented. Keep the frequency of submission and updates at least twice a day, with close topics. For example, video creation based on popular film and television dramas such as "Crazy" and "Wandering Earth" can integrate public legal knowledge and patriotic enthusiasm, breaking the grand narrative education of the past. However, it creates topic links and interactions with interested audiences, and is ridiculed by netizens as "the official whole work, the most deadly". Its dissemination effect is evident.

In the constant contact with information, politics has become everyday, and people are participating in political life while engaging in social sharing. The emotional and conscious sense of belonging generated in the interaction process deepens their identity as citizens of the country, which is the beginning of building political identity.

3. Cognitive infection—primary identity group, the elimination of resistance to identity

Intergroup emotion theory holds that when individuals identify with a certain group, the in-group becomes a part of the self and has social and emotional significance. Compared with other social networking sites, Bilibili itself has a relatively high group adhesion. It gathers people with different cultural attributes and values into a primary group and shares a communication experience, which provides an innate advantage and foundation for the political information dissemination and political identity construction in Bilibili.

The screening of members on Bilibili provides ample fertile ground for the generation of identity through high levels of mutual attention and subjectivity. On the other hand, through digital, symbolic, and information-based communication and interaction, members can share information, knowledge, and spirit among themselves. Hello, this is Pipi Group, I have been waiting for you for a long time. This expression is closely related to the subjectivity of humans as forms of meaning expression. The first sentence indicates the relationship of circle affiliation, laying the foundation for realizing the identity of the relationship. The second sentence has strong communication and interaction, bringing the emotions between fans closer and providing an emotional foundation for solving identity and resistance. At the same time, the title expression in the video posted by the account is also aimed at increasing emotional resonance among members, such as "Prime Minister, did you hear that? The plane doesn't need to fly twice more", which received millions of likes, "Why do you want to join the Party?". In this statement, the emotions contained in the facts are the first, and emotions transfer from a single individual to a common group within the group. From the perspective of political psychology, political identity is a comprehensive psychological structure composed of multiple psychological factors such as cognition, emotion, and intention. As a producer of meaning, the Central Committee of the Communist Youth League emphasizes the identification of relationships in the process of information production. Effective emotional resonance and belonging to the circle, thus achieving "attraction, motivation, and persuasion".

From accepting a common emotion to carrying out a cognitive infection, under the identification of the primary group, the common social emotions triggered by the transmission of political information gradually accumulate, solidify into specific social emotions and trigger common political cognition.

4. The construction of consensus-subcultural expression, causing behavioral resonance in the diffusion

In the dissemination and exchange of political information, mutual understanding among discourse subjects is crucial. As a two-dimensional cultural community that started with games and animation, Bstation has formed a community culture that is different from other social platforms, and has also laid the foundation for mutual understanding among discourse subjects, reaching the maximum degree of understanding and identification in information transmission, making political mobilization easier.

As one of the earliest bullet screen video websites, bullet screen sharing culture is a major feature of Bilibili Youth Subculture and a magic weapon for maintaining user interaction. Through the barrage of social media platforms such as Bilibili, emotions can be conveyed more timely and conveniently. In communication, emotions and emotions can be shared more vividly and truthfully, and perceived by the group. Emotional resonance and relationship identification can mutually enhance each other. Through high-frequency interactive behavior, they increase their stickiness to Bilibili, narrow the distance between community members, and further strengthen their sense of belonging to the community. On the homepage of the Central Account of the Communist Youth League, the most

frequently played short video is "Premier, have you heard of it?" For example, in a 34-second short video, the bullet content "In this prosperous world, as you wish" is the most common keyword. This slogan and its accompanying emotions are transmitted and further disseminated in the human brain through imitation and replication, establishing connections with each other, forming an influential narrative that collectively generates the imagination of the country.

At the same time, playing with memes and deconstructive mixed cutting are also language expressions of Bilibili culture, providing fans with "emotional resonance and happiness" during the video watching process. In the account homepage of the Central Committee of the Communist Youth League, there are only three collections of works titled "A Very New Series" and "Some Very New Songs", but the playback volume is 6.9 million and 8.165 million respectively. The biggest reason is that the content and methods of the collection perfectly match the psychology of B-site users. They use the style of B station's ghost animal culture, using song adaptations and RAP rap to integrate the grand narrative of "technological power, strong military defense" into it for emotional appeal, achieving extremely high viewing and fun. Netizens exclaim that "Tuan Tuan is too naughty now".

The mainstream political participation is effectively integrated with the expression of youth subculture, and when more and more people join in this narrative, their behavior will cause resonance. Through subcultural expression, they can participate in the cultural construction of the community, identify with the values of the community, and form a community. As the group evaluation theory holds, group identity is generated through group evaluation in the process of shaping group emotions.

5. Conclusion

In social platforms, "human-machine interaction" is more important to achieve "interpersonal interaction" and "self-interaction". The political information dissemination of social platforms represented by Bilibili takes the innate circle belonging as the foundation, realizes the cognition of facts in the emotional pleasure through the expression of subculture, builds the cognitive infection with the emotional resonance, changes the cognitive tendency, and further triggers the action of value selection.

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