

# The Current Situation, Causes and Countermeasures of College Students' Online Speech—— Takes Wuchang Institute of Technology as an Example

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**Abstract:** Through the form of questionnaire survey and interview survey, college students from Wuchang Institute of Technology are randomly selected to investigate the online speech. Through the analysis of the way, content, channel and influence of college students' network speech, the related problems existing in the online speech are explored. The cause of the problem is mainly due to the lack of self-discipline and mainstream values in the speech of college students. At the same time, the lag of online speech supervision laws and the lack of supervision mechanism of platforms on online speech have an impact on college students' online speech. Therefore, in order to optimize the environment for college students' online speech, it is necessary to make timely rectification of college students' online speech through the research results, highlight the correct mainstream values and regulate their online speech.

**Keywords:** Online Speech; Regulatory; College Students

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## 1. Research Methods and Purpose of College Students' Online Speech

In this paper, a questionnaire survey was conducted for college students of Wuchang Institute of Technology. A total of 846 questionnaires were collected. After eliminating invalid questionnaires and too many missed questionnaires, 800 were valid questionnaires, including 443 male students and 357 female students, which were evenly distributed in all grades. As an important place for college students to express their opinions, the Internet is conducive to college students to express their opinions independently and provide channels to express their opinions. This paper uses the form of questionnaire and literature to investigate, aiming to understand the relevant situation of college students' online speech. Through the analysis of the way, content, channels and influence of online speech, it can help college students to regulate their words and deeds and express their views on the network platform. At the same time, this study can also reflect the current content of online speech supervision, alert the platform to reform and improve relevant systems, and create a good environment for online speech.

## 2. Analysis and survey data of college students' online speech status

### 2.1 The choice of College Students' online speech mode

According to the survey, there are three common forms of speech release of college students, namely real name, anonymous and mixed use. About 46% of students choose to publish speech anonymously, 39% of students choose to publish speech anonymously and only 15% of students choose to publish speech by real name. From this point of view, it is necessary to review the anonymous news reasonably, so as not to keep the anonymous news in the field outside of supervision, affect the release environment of college students' speech, and regulate the behavior of speech publishing.

### 2.2 Content analysis of college students' online speech

According to the survey, the main content of college students' online comments is 68.9 percent of the total number of people, followed by 46.5 percent of the total social and political discussions and 47 percent of life sharing, and entertainment and sports for 33.2 percent. According to the proportion of the survey content, it can be seen that online dating is mainly

focused on social networking, and is applied to communication, chat and life sharing. However, the attention to social politics is slightly reduced, and it can also be seen that college students lack their academic communication and related knowledge communication, pay too much attention to social life, and lack of grasp of the overall situation.

### 2.3 Channel analysis of college students' online speech

According to the survey data, the channels of college students' online speech are more diversified. From these channels, 78.1% of students like to publish their remarks in communication groups, and like to have their own circles and familiar people to show their relevant remarks. 43.6% percent of students made comments through blogs and 33.8% percent through post bars, indicating that most students like to make comments through social networking sites. Compared with mainstream publishing channels, video bullet screens and website forums make less public comments, accounting for 27.2% and 23.3% of the total number, respectively. Therefore, according to the data, college students like to conduct online speech in their familiar social circle, have their own diversified speech channels, can freely express their opinions, and spread their values and opinions. However, such an environment is also prone to blindly follow behavior, is not conducive to regulating related speech.

variable	frequency	%
Communications group	545	78.1%
Blog weibo	429	43.6%
post bar	261	33.8%
The news of tencent	242	30.2%
Forum website	218	23.3%
commentary subtitles	188	27.2%
SNS	55	6.9%

Table 1 Online speech channels of college students

### 2.4 Influence analysis of college Students' online speech

According to the survey, 40.8% of the students believed that speech is only influential when the attention is high, indicating that the influence of speech needs to increase the attention. And one-third of the students think that the influence is invisible, only when the speech gets the attention of the masses, it will naturally have the influence, can not be accurately measured and positioned. A small number of students think students' online speech were so almost no effect that some students think that they can express their views at will and that their comments will not cause relevant results. From this point of view, the network influence of college students is usually determined by attention, and some students have less influence when making remarks, and will not have a relevant impact. Therefore, it is necessary to review the relevant remarks, so as not to confuse the false remarks, and create a good atmosphere for online speech.

## 3. Analysis of the Problems and causes of College Students' Online Speech

### 3.1 Analysis of the Problems of College Students' Online Speech

With the development of the information society, the online speech publishing platform has become a place for college students to express their life and opinions, where college students can freely express their opinions and conduct multi-directional communication and learning. However, according to the survey results, there are mainly problems among college students in the following aspects: (1) In the process of online speech publishing, college students pay more attention to social life, and lack of attention to professional courses and social hot topics; (2) College students are prone to extreme and unreasonable remarks and behaviors in the process of making online speech; (3) The lack of original and authenticity of online speech content is easy to make college students blindly believe in online speech, resulting in bad influence.

## **3.2 Analysis of the causes of college students' online speech**

### **3.2.1 College students lack the mainstream value and the self-discipline spirit**

As the main body of online speech, college students lack corresponding mainstream values and self-discipline spirit in the process of online speech, resulting in unreasonable online speech. mainly reflected in the fact that college students usually have no self-consciousness and blindly believe the rumors in the network speech, which leads to the formation of the speech without factual basis. At the same time, college students mainly pay attention to their social life on the Internet, ignoring their study and social politics, thus failing to attract good social attention.

### **3.2.2 The laws governing online speech regulation lag behind**

The non-standard of Internet speech is caused to some extent due to the lag of the regulatory law. When the law involves the supervision of Internet speech is insufficient, the Internet speech of college students is not subject to the mandatory constraints of the law, it lead to college students make remarks online without thinking, because they do not need to be subject to relevant legal responsibilities, so under the condition of anonymity, speech may be more motivated and irrational, leading to the occurrence of bad remarks.

## **4. Standardize and guide the methods and suggestions of college students' online speech**

### **4.1 Enhance the mainstream values and self-discipline consciousness of college students**

To standardize and guide college students' online speech, we need to start from the quality of college students, enhance their mainstream value and self-discipline consciousness, so that them can better express their opinions in online speech. First of all, the school should carry out related lectures about network speech, let students clear how to regulate the speech, at the same time lecture should also involve the corresponding mainstream values, let students pay more attention to social mainstream consciousness, not blindly follow suit in network speech, have their own subjective values, promote and enrich the correct mainstream value. Secondly, college students should improve their self-discipline consciousness through the restraint of self-behavior. Whether in real-name or anonymous circumstances, they should regulate their speech and behavior, pay attention to the form of expression, take the initiative to obtain positive information, put an end to unrealistic remarks, and create a good atmosphere for speech.

### **4.2 Build a legal mechanism for college students' online speech supervision**

The construction of supervision legal mechanism can have a corresponding mandatory effect on the code of conduct of college students, which can be carried out in the following forms: (1) Stipulate the lowest line in network words and deeds, and standardize students' behavior. The school should popularize the law in a timely manner, so that students can understand the relevant current politics and laws, and can refer to the corresponding standards. (2) Freedom of speech should follow the law. If they violate relevant laws, they need to be punished timely, so that violators can learn the corresponding lesson and avoid the next bad speech. (3) Most college students think that the network has the characteristics of openness, freedom and concealment, so they do not fully consider the consequences when making remarks, so colleges and universities should timely popularize legal knowledge and ideological and moral education.

### **4.3 Set up a professional team for online speech supervision**

The platform can set up a professional supervision team to review the relevant comments, publish qualified comments in time, and require the publishers to rectify unqualified comments. If remarks are made through bad means, they should be withdrawn in a timely manner to ensure the orderly publication of online speech.

## Conclusion

To sum up, if the problems of college students in online speech want to be fully solved, they need to make efforts from two levels. First of all, it is necessary to carry out quality education and mainstream values for college students, so that college students can regulate their words and deeds, and know how to regulate their words and deeds in the process of online speech. Then, it is necessary to start from the two subjects of the law and the platform, and, through the strong supervision of the law and the guarantee of the platform mechanism, to make the online speech more standardized and reasonable. Therefore, through the investigation of college students' online speech, it will be able to better solve the problems of college students' speech, and standardize the network speech to promote their benign development.

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