Attributes and Guidance to Information Pollution of Digital Youth

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Abstract: Intersubjectivity makes digital youth to return the "utopian" digital ecology, catalyzes the prosperity of network subculture, brings a profound challenge on the bottom line of their moral concept and legal consciousness. The study explores the innovative way to deal with the return of subculture orientation and humanistic defense, based on a profound elaboration of the current situation of digital youth information pollution.

Keywords: The social alienation; Digital youth; Subculture; Information pollution

1. The social reality setting of an online subculture's "wild expansion"

Subculture forms are composed of different information literacy, knowledge level, value system and social background, which gather on a network platform with streaming potential. The number of internet users in China reached 1.051 billion by 2022 and 51% of them are youth. The openness, interactivity and immersion of new media promote the construction and deepening of digital youth's intersubjectivity, and present the trend of active participation, information production and virtual community interaction in the process of information activities. The flourishing of subcultures dissolves the boundary between the virtual and real world, inducing the implosion of meaning: the information overload erodes people's ability to absorb meanings. Self-labelled expressions fall into the circle of meaningless symbolic writing, which may eventually lead to the collapse of meaning and loss of self.

The fan economy, with short-video live streaming as the driving force, contributes to the structural change of the Internet industry. It is essentially a flow process of consumer alienation. The swarm of diverse cultural organizations in the online community, with livestreaming marketing, penetrate deep into cultural industries. they create a shallow cultural self-confidence wrapped in the subculture, making users overly obsessed with the pursuit of commodity intent value, while losing their desire for true life and knowledge resources, and falling into information anxiety in the frenzy of subculture-induced online consumption behaviour. In the age of consumption, social subjects present a fragmented and non-linear way of thinking, highly coupled with the natures of internet information dissemination, which is rooted in the alienation of the long-term repression by the mainstream culture. Long-standing problems that are not effectively addressed in reality accumulate and fester on the Internet, giving rise to subcultural values that confront the motif on a cultural and symbolic level.

2. User portrait and behavior attributions

2.1 Information Portrait

As of June 2022, the proportion of Internet users using mobile phones to access the Internet was 99.6%; the weekly per capita length of China's Internet users was 29.5 hours. The current digital youth are between 15 and 35 years old, most of them are "digital natives" and "digital immigrants". This indicates the rapid development of connectivity technology and the steady growth of the scale of digital users with a large base. However, there is a significant gap between urban and rural areas; the socialised information characteristics of geography, industry and interest are enhanced, with the characteristics of blindness, easy to incite, and high group identity. The cyberspace intensifies the interest-related and "wet" nature of digital users, accelerating the approach of the information snowball to the critical point and collapse.

The buzzword "rear waves" has sparked heated discussions on the internet, while the former metaphorical culture is facing challenges. The older generation, which originally witnessed the growth and iteration of the internet, now has to turn to the rear waves for information and help. In recent years, the negative cases of online subculture have brought pain to real society and the domestic network security environment like a strong wind. In this kind of narrow and interest-oriented digital space, diverse knowledge is erased, and one-sided and parochial resources satisfy our superficial entertainment and aesthetic psychology but obscure our complete cognition.

2.2 Behavior attributions

The excessive fragmentation and proliferation of information, coupled with lack of motivation and awareness for students to continuously search for information themselves, have exacerbated the blockage of health information use and led to the bubbling of information dissemination (Yuanxiao Ge, 2020). In the chaotic information fog, some users behind the hidden network pack themselves as opinion leaders for specific purposes and spread rumours through They spread false information and social sentiment through hot searches and marketing number transactions to achieve the effect of public opinion and specific purposes of network panic, public opinion and network trial.

It is the excessive dependence of digital youth on new technologies and media, from physical to psychal. The rapid development of technology and media has intensified the confrontation between technological rationality and humanistic concern, while technological rationality is seen as rational instrumentalism. The deconstruction of humanism and the detachment of man from society are accelerated, digital democracy slides into the risky situation of "dehumanisation" of "technological leviathan" (Hobbes, 1985), and digital subjects are reduced to "puppet people" under the manipulation of technological media (Ruguo Fan, 2021).

Besides, digital youth uses "online surfing" as a window to escape from reality and vent negative emotions, and once disconnected, they will have negative emotions and physiological discomfort, which will hurt interpersonal relationships, work and study. But this is only the physiological pain in the process of adapting to this new intelligence, more to prevent the progress is too rapid and bringing disruptive, revolutionary pain to society (Davide, 2006). It is parasitic in the virtual network space, catalyzed by violent online content, it is highly corrosive, addictive, and destructive. The alienation of perceptions accelerates group polarization, and becomes a risk factor for inducing online colour revolutions and endangering national social stability. Therefore, there is an urgent need for humanistic defence and guidance on subcultural orientation and digital youth information literacy.

3. Return of subcultural orientation

Reading promotion can effectively guide the reconstruction of digital youth subculture value orientation and implement green information literacy education. However, in reading promotion work, some reading promoters themselves cannot identify information and are caught in the cave of thinking. It not only inhibits readers' enthusiasm to get and read valuable information, but also hinders the effective dissemination of shared reading of healthy information, and the path of readers to improve literacy, critical thinking and healthy information literacy. Therefore, college libraries should first cultivate and develop the healthy information wisdom of reading promoters and young teachers in reading promotion.

The knowledge interaction under the postmodern cultural view not only makes teachers and students, librarians, training organisations and cultural workers gather in the overall and complex social network, but also brings the effect of non-linear amplification. The construction of a green information ecosystem of a virtual community in the college library should aim at building an information literacy education system. According to the marginal diminishing effect and butterfly effect in the use of network information, we should create a relatively open and equal environment, and curb the emergence and growth of bad information against social order and morality, through point system learning, diversified information literacy training and testing.

Orderly build a green information community alliance of colleges and universities in the region is another effective way, the key is to interconnect the information cultivation resources and teachers of colleges and universities in the region; meanwhile, for The correct guidance for the return of subcultural value orientation of digital youth must be carried out by professional managers, who should continuously improve their literacy through regular and phased professional training, collect and share more useful and healthy information resources, and guide digital youth to form civilized speech and behavior.

There are three dimensions of sharing in human civilisation, namely economic sharing, political sharing and cultural sharing (Christian Fuchs, 2022). To bridge the information gap between teachers and students and between students and students, and to promote the mission and vision of sharing human civilisation, the guidance and management of health information in

universities must be close to the public opinion of students and follow the logic of media technology and the law of information development, which can be divided into the following three aspects.

First, according to the law of network communication, continuously optimise and enrich the content of information literacy training, reasonably carry out various forms of digital literacy training activities, design and distribute information literacy reading kits, provide accurate training for different students, follow up on information literacy applicable to different scenarios of students' study life, employment and entrepreneurship, etc.

The second is to enhance embedded services and online-offline literacy education in cooperation. To promote the role of the attribute of interest-related groups in open learning communities, to carry out humanistic exchanges on information literacy education contents, cultural concepts, dissemination means, technical methods and evaluation feedback in different landscapes, guide the correct concept of Internet culture, integrate and disseminate valuable digital information resources, to improve the information literacy in a multi-dimensional and three-dimensional way.

Finally is to build the "upward" path of librarians' reading literacy, discernment literacy and ecological literacy. Build an intelligent information literacy education platform, introduce professional talents, strengthen the training of librarians' information literacy, business and information service scientific research ability; from the micro level of librarians and reading promoters, they should organise targeted cultural research, especially the research and study of postmodern culture with digital youth as the main group, to have a rational understanding of the information behaviour of this group.

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