

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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INFLUENCE OF INTERNET MEDIA ON CHINESE YOUTH

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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ABSTRACT

The purpose of this master's thesis is to study how Chinese youth use Internet media, and to study how to create a balanced mechanism of deterrence between Chinese youth and Internet media.

The main focus of this master's thesis is on the study of the mechanism of information interaction and the balance of young Chinese Internet users in China. The author explores the use of Internet media by young people, the risk factors of using Internet media, and also studies the balance and mechanism of development of information interaction between young people and Internet media.

In the process of completing the master's thesis, the applicant obtained the following main results: the development of Internet media and media technologies leads to the expansion of information functions of people and changes in society, Internet media based on online technologies change the lifestyle of users and expand the network of relationships, young Internet users show selective information interaction in Internet media, the influence of InternetMedia on users has both positive and negative aspects, including support for romantic relationships, information dependence and information fatigue, information interaction in online media requires a balanced strategy and mechanism, including a balance of interests, content and responsibility, the use of online media has become a common form of social behavior and an important means of socialization, information interaction in online media includes the process and method of interaction, influence and effectiveness, which are closely related and interconnected.

Keywords: *internet media, chinese youth, information tnteraction, balancing mechanism.*