1.Abstract

This study examines the impact of short videos on the self-identity of college students, focusing on both positive and negative effects. By surveying students at Jiangsu University of Science and Technology, we explore how these platforms influence self-expression, confidence, and mental health. Our findings reveal that while short videos can enhance creativity and self-assurance, they also pose risks of unrealistic comparisons and emotional distress. The study highlights the need for a balanced approach to media consumption and suggests educational interventions to promote healthy self-identity development.

2.Introduction

In the digital age, short video platforms play a crucial role in shaping the self-identity of college students. These platforms are not only sources of entertainment but also significant spaces for social interaction and self-expression. Given the extensive time students spend on these platforms, understanding their influence on self-identity is essential. This study investigates both the positive and negative impacts of short videos on college students' self-identity and emphasizes the importance of a balanced and rational approach to their use.

3. Materials and Methods

Survey Design:

A comprehensive survey was designed to collect data on students' usage patterns, content preferences, and perceived impacts of short videos on their self-identity. The survey included both quantitative and qualitative questions to capture a broad spectrum of experiences and perceptions.

Participants:

The survey was distributed to undergraduate students at Jiangsu University of Science and Technology. A total of 500 students participated, providing a diverse sample in terms of age, gender, and academic disciplines.

Data Collection:

Data were collected through online questionnaires, ensuring anonymity and encouraging honest responses. The survey covered aspects such as the duration of video consumption, types of content viewed, reasons for watching, and the emotional and psychological effects experienced.

Data Analysis:

Quantitative data were analyzed using statistical software to identify patterns and correlations. Qualitative responses were coded and thematically analyzed to provide deeper insights into students' experiences and perceptions.

4.Results

The survey results indicated that over two-fifths of college students watch short videos for more than an hour daily, highlighting their significant presence in students' lives.

Positive Impacts:

- Self-Expression and Creativity: Many students reported that short videos offer a platform to showcase their talents and express their personalities, leading to increased self-confidence and enhanced creative skills.

- Mood Enhancement:Humorous and light-hearted content was found to improve mood and reduce stress, contributing to a positive self-image.

Negative Impacts:

- Unrealistic Comparisons: Students frequently compared themselves to internet celebrities, leading to feelings of inferiority and dissatisfaction with their own lives.

- Distorted Reality Perception:The curated nature of short videos often presented unrealistic lifestyles, causing confusion and instability in self-identity.

-Addiction and Time Management: Excessive time spent on these platforms reduced opportunities for real-world interactions and experiences critical for healthy identity development.

5. Discussion

The findings underscore the dual nature of short videos' impact on self-identity among college students. While these platforms can foster creativity and self-expression, they also pose significant risks of negative self-perception and emotional distress.

Balanced Approach:

- Educational Guidance:Institutions should provide resources and guidance on healthy media consumption, promoting critical thinking and self-reflection.

-Content Awareness: Encouraging students to be mindful of the curated nature of online content can help mitigate unrealistic comparisons and expectations.

- Healthy Usage:Strategies to balance online and offline activities can support more robust identity development.

6.Conclusion

Short videos significantly influence college students' self-identity, presenting both opportunities for personal growth and challenges to mental health. A rational and informed approach to media consumption can help students leverage the positive aspects of these platforms while minimizing their negative impacts. Future research should explore the nuanced effects of different types of short video content to develop targeted interventions that support students' mental health and personal development.