

ON THE INNOVATIVE METHODS OF NEWS INTERVIEW FROM THE PERSPECTIVE OF MASS COMMUNICATION PSYCHOLOGY

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SUMMARY

Background: At present, the development of new media is booming, which has brought great challenges to the development of radio and television news. Therefore, how to develop in the highly competitive environment has become a problem that all journalists must face. In view of various problems in news interview, journalists should deeply dissect and then take corresponding countermeasures to deal with them, so as to make radio and television news develop better in the new media environment.

Subjects and methods: From the perspective of mass communication psychology, this paper analyzes the audience psychology of the receiver, analyzes the problems existing in the news interview, puts forward a number of innovative methods of news interview according to the psychological characteristics of the interviewer and the receiver, finds out the root causes of the disadvantages in the news interview, and then solves them.

Results: At the same time, it is also necessary to improve the comprehensive quality and ability of the interviewers, so as to bring more and better news information to people.

Conclusions: To integrate mass communication psychology into the interview, should recognize the limitations of current technology application, comprehensively understand the work form of news interview, analyze the psychological characteristics and state of the receiver, and promote the development and progress of news interview industry.

Key words: mass communication psychology - news interview - audience psychology - news topic structure

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INTRODUCTION

With the development of network information technology, a variety of new media continue to appear, with faster communication speed and wider audience, which has a great impact on traditional media (Khan et al. 2020). For example, in the past, the fastest media to spread news and information was radio, but in the new media era, people can get information faster with the help of computers and mobile phones. At the same time, with the increasing number of Internet users, the network has become an important way to spread information (Moravec 2019). The report of any news information is inseparable from news interview. Only by doing a good job of news interview can make news and broadcast news. Therefore, the study of news interview skills is of great significance for news reporting (Kim & Hawkins 2020).

News psychology sprouted in China at the beginning of the 20th century. A century later, Chinese mass communication psychology came out. Although there were books named after communication psychology in China at the end of 1980s, the contents of the books actually discussed news psychology, and produced the phenomenon of farfetched and seemingly indistinguishable between journalism and psychology. Journalism and psychology were not really integrated into a whole, but distinct. It was at the end of the 20th century and the beginning of the 21st century that mass communication psychology was really systematically discussed and formed a

discipline. With the reform and opening up, China's communication psychology works gradually sprung up, and many leading figures in the research of communication psychology also emerged. Some researchers mainly study the audience of radio and television, and the research method is random sampling. Some researchers have been engaged in the teaching of mass communication psychology for a long time. Some researchers focus on the creation of a harmonious psychological relationship between the media and the audience, and analyze the expectations and needs of the audience, the acceptance, attention and understanding of the audience, as well as the media guidance methods, the image of the communicator, the rebellious psychology of the audience, and the relationship between the media and the audience. Starting with the core concepts of cognitive psychology, through conceptual analysis, some researchers explore how people acquire knowledge and the cognitive structure of the audience when acquiring information. By exploring the interactive relationship between media information and the cognitive structure of the audience, they reveal the veil of media affecting the audience.

For most journalists, mastering appropriate psychological knowledge has great advantages for daily interview work. Because the news interview itself is a very complex work, often encounter a variety of people in the interview process. Psychology is mainly based on people's psychological activities and phenomena. Therefore, in the process of news

interview, should make appropriate use of psychological knowledge, take the initiative, obtain the trust of the interviewees as soon as possible, eliminate the resistance of the interviewees, and guide the interviewees to enter a good communication state as soon as possible. So as to make the interview work go smoothly and improve the efficiency and quality of the interview work (Bonet-Jover et al. 2020; Masaki et al. 2019). Based on the existing research and the research content of mass communication psychology, this paper analyzes the audience psychology of news interview. On this basis, this paper gives the innovative methods of news interview from the perspective of mass communication psychology. Finally, the effectiveness of the proposed innovative methods is verified by case analysis.

MASS COMMUNICATION PSYCHOLOGY

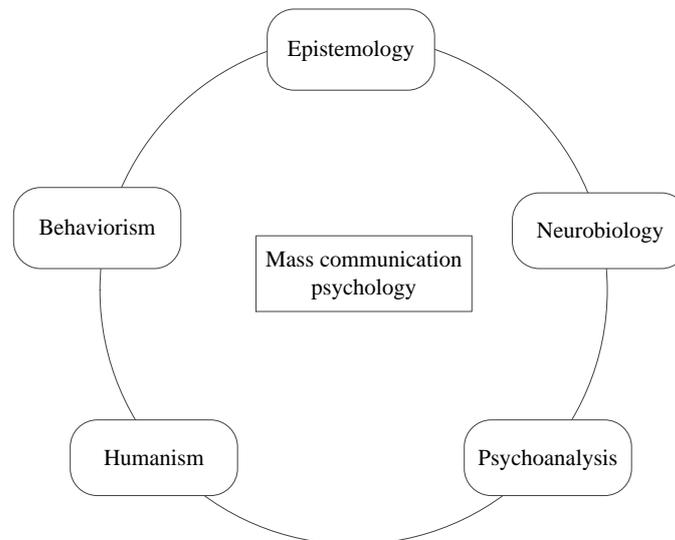


Figure 1. Five research orientations of mass psychology

Research contents of mass communication psychology

The research content can be divided into broad sense and narrow sense. In a broad sense, the research content refers to the full range of knowledge presented by the discipline. The narrow sense of “research content” should specifically refer to a component or element of the discipline system, and it is the concretization and refinement of the research object of this discipline. This refers to its narrow concept. If the research object is the core of things, the research content is the whole of things and the basic framework for building a discipline system (Hu 2019). The research content of mass communication psychology is very extensive, but any kind of mass communication activity is completed through the two-way interaction between the transmitter and the receiver. Therefore, the transmitter and the receiver constitute the two most

Speaking of mass communication psychology, must first talk about psychology. What is psychology? Psychology is a science that studies human psychological phenomena, behavior, spirit and function. It is not only a theoretical discipline, but also an applied discipline. Mass communication psychology is a multi-level interdisciplinary composed of mass communication and psychology. It is not only a branch of applied psychology, but also a sub discipline of mass communication theory in communication (Ahmed & Lugovic 2019). Mass communication psychology is scientific research on the behavior and psychological process of the disseminator in the process of communication. This paper discusses the problems of news interview in mass communication psychology. Figure 1 shows five research orientations of mass psychology.

basic and main roles in the communication process. Therefore, the research content of mass communication psychology must focus on the main line of psychological analysis between transmitter and receiver. The discussion on this issue has not been systematically described in a special chapter in the relevant theoretical monographs. This paper intends to summarize and summarize it from two aspects.

Psychological analysis of communicators

The psychological analysis of communicators includes the common psychological analysis of communicators and the individual psychological characteristics of communicators. Communicators are the main body of communication behavior, and their own professional subculture has a controlling impact on communication activities. Therefore, the research and discussion on communicators’ professional

psychology (including cognition, needs, motivation, attitude, values, etc.), unique psychological phenomena and psychological characteristics in the selection, control and processing of communication content is its focus.

Psychoanalysis of the recipient

Receiver psychoanalysis also includes the common psychoanalysis of the receiver group and the individual psychoanalysis of the receiver. In the communication activities in the information age, the dynamic response of the receiver cannot be underestimated. The receiver's knowledge background, needs, motivation, attitude and values directly affect the interpretation of the communication content. The receiver's aesthetic psychology, such as novelty seeking psychology and entertainment psychology, constantly change their acceptance interest. Accurately grasping the law of the occurrence, development and change of the audience's psychological activities in the process of information dissemination is naturally an indispensable part of the research content.

Mass communication psychology from the perspective of news media

If use the theory of mass communication psychology to analyze the process of news communication from another perspective, that is, from the perspective of media communicators, the most important link in communication is the communication strategy of media communicators. The media usually include authoritative media (such as official media) and non authoritative media (such as normal media), which usually use different wording when writing press releases. The root cause is that authoritative media and non authoritative media have different communication purposes. The information released by the authoritative media must be the official information responsible to the readers, so the wording is usually very rigorous and cannot allow any extreme and unscientific places. Non authoritative media or normal media are different. Because they are not authoritative, their news quality is usually uneven. Some normal even deliberately win higher reading volume with extreme views, and their style is usually casual or colloquial compared with authoritative information (Yu & Zhong 2019). Although there are some high-quality media such as some excellent news media or some high official account numbers, the overall authority is not as authoritative as the authoritative media.

Audience psychological analysis of the recipient

As an important research direction of mass communication psychology, mass communication activities need to study the psychological behavior and

laws of communicators and receivers in order to understand their influence in the process of news communication. Based on the analysis results in Section 2.1, combined with the news communication process, it is known that after receiving the news, the receiver's psychology and specific practice will be affected by the news to varying degrees. It needs to be recognized that these influences are not actively accepted, but influenced by news communicators. Therefore, in the news communication and interview activities, news communicators are in the main position.

Choice psychology

In mass communication psychology, audience psychology can be roughly divided into three types: attention, understanding and memory. When the audience is browsing the news, they can distinguish the true and false news, and can actively shield the false news, so as to realize the effective prevention and control of the false news. Discrimination, as an important psychological activity process when the audience accepts the news, can complete the preliminary inspection and evaluation of the news content, which is also the embodiment of the audience's autonomy. In this process, the audience can filter some false information in the news, so as to eliminate some concise and easy to distinguish false information. Generally speaking, people believe in the information they see or hear at first, but then they will doubt and think about the news information, and resist when they judge that the news is false. In fact, the audience's reception of information is an unconscious behavior, but it can actively evaluate the content of news, so as to autonomously resist false news. Therefore, when browsing and reviewing news, the audience should improve their control over their own thinking, so as to judge the authenticity of news information (Zhao & Liu 2020).

Critical psychology

The audience's understanding of news needs its own media to guide. The audience's own psychological factors determine the impact of a news information on its psychological and practical activities. The audience is generally in an active state when receiving news, so its understanding of news information is also a rational performance. Generally, people with high media literacy often carefully screen the content of news and make a reasonable and effective judgment on its authenticity when receiving news information. The audience with relatively low media quality cannot complete the evaluation of news information, so that it is controlled by the media and news information. Therefore, must strengthen the audience's critical awareness of news, so that the audience can treat and analyze the news rationally, so as to make a correct judgment. In fact, the audience's

judgment of news is also an internal expression of their moral cultivation. When judging news, the audience can know whether their moral ideas and social behavior meet the moral requirements of the society, so as to make ideological and moral progress in criticism (Long 2019). And when the audience can view the news rationally, it will greatly improve the psychological endurance of the audience, and enhance the audience's discrimination and resistance to false news information. In this way, even if there is similar false news next time, the audience can identify and criticize it in time.

STRUCTURE OF NEWS TOPICS

News topic is a form of in-depth report, which mainly reports some major news events or events with great news value. News special programs should belong to the category of news programs, and news reports are always its essential characteristics. At the same time, news special programs can not only make detailed and specific reports on news events, but also produce multi angle and multi-level depth in reports. They are a report form that plays a great role in the influence of public opinion. After more than 30 years of development, today's news special programs have made great progress in classification, positioning, production methods and communication technology. Figure 2 shows the schematic structure of news topics.

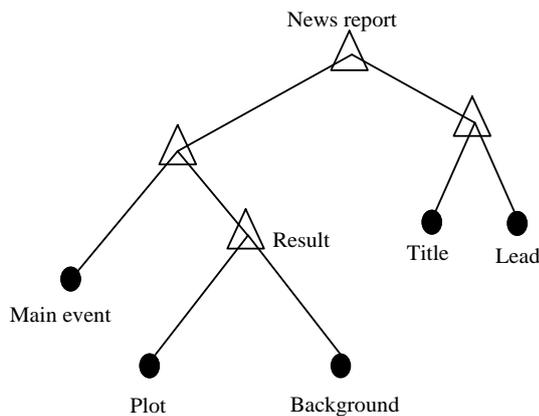


Figure 2. Schematic structure of news topics

Transverse structure

That is, around the theme, but not limited by the time of things. At the same time, with many different spaces as the scope of organization, the “parallel” reflects the situation on the “surface”. Of course, these “parallel forms” are not completely parallel and can have a progressive relationship. For example, there is a “more time” structure, at the same time, but there are multiple observation objects, putting things in different spaces and directions together. There is a “simultaneous and different space” structure, and materials are taken from different spaces at the same time. For example, for a large-scale competition in a

stadium, the cheerleading performance in the stadium and the public's attention outside the stadium belong to a horizontal structure. Generally speaking, the horizontal structure is to arrange the various parts of the news facts in a row, showing a parallel relationship in the content, or to report a complete news event according to the changes of space. The advantage of this structure is that the degree of freedom of space is great, but the internal relationship between various parts is much weaker.

Longitudinal structure

Vertical structure is simply to report news events in chronological order. It is the most common form of news topic reporting. The reporter makes a detailed investigation and interview on the news events in the order of cause, process and result, and finally integrates the materials. That is, from first to last, according to the process of time. The vertical structure is highly narrative and easy to be accepted by the audience, because the audience only needs to follow the reporter's in-depth investigation layer by layer, without the “interference” of spatial transformation and thinking jump. This structure is the most widely used structure in news special programs, most of which are reflected in programs rewriting “people and things”.

Composite structure

The compound structure is different from the “horizontal” or “vertical” structure, and it is not the combination of the two, but breaks the constraints of space and time. In the report of news events, there may be time and space crisscross, or there may be no concept of time and space at all, that is, with the development of program thinking, it is similar to people's divergent thinking and literary stream of consciousness. This structure is mostly used in news special programs for in-depth analysis or extensible reporting of an event. The advantage is that it can better attract the audience. The audience does not know where the program will develop in the next second, so as to arouse the great interest of the audience, but it also requires the audience to keep up with the thinking rhythm of the program. Therefore, the application of compound structure in news topics is also more difficult.

PROBLEMS IN NEWS INTERVIEW

Following the principle of news interview is the premise of doing a good job of interview, but even if carry out work on this basis, there will be such and such problems. In-depth study of these existing problems is very beneficial to doing a good job of interview.

News reporters stand high and do not patiently listen to the parties, and the relationship between

reporters and interviewees is disharmonious. In the interview, there is a phenomenon that the reporter is not a communicator but a “savior”, which seems to be the embodiment of “fairness” and “justice”. Being a supporter of one side of the event and the other side loses the essence of objective reporting by journalists. This is because the reporter did not have an in-depth understanding of the incident, gave priority to his ancestors, first set the nature of the incident, did not proceed from reality, and even did not respect the merits of the incident itself. For some sensitive and thorny issues, they did not grasp the principles during the interview, did not estimate the social effects, and did not think about the positive energy of news.

The news value of the interview events or characters is not deeply considered, the pertinence of the interview is not strong, and the social effect is not obvious. The key reason for this problem is that reporters do not think deeply about the interview and do not think deeply about the social effects of events or characters. When making interview records, reporters should not only carefully record what they see and hear, but also pay great attention to recording the ideological views of the interviewees and the reporter’s own thinking, association and evaluation, so

as to enable reporters to better understand and grasp objective things, refine news themes and enrich the content of news reports. However, it is at this key point that some journalists do not do their work in detail and depth, which makes the news with high social effect lose its due value.

INNOVATIVE METHODS OF NEWS INTERVIEWS FROM THE PERSPECTIVE OF MASS COMMUNICATION PSYCHOLOGY

According to the problems existing in the current news interview, this paper mainly innovates the news interview methods with the help of the views and theories of mass communication psychology, improves the problems existing in the current news interview from the perspective of mass psychology, and meets the psychological needs of the transmitter and receiver, so as to improve the quality of news interview and enhance the feelings of both sides of news interview. Figure 3 shows the specific flow chart of news interview.

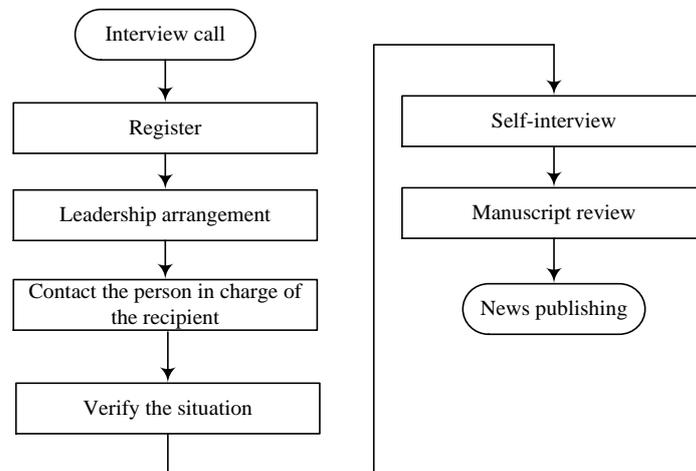


Figure 3. Flow chart of news interview

Understand the group psychology of the interviewees

The so-called group psychology is the common psychology of some people with the same identity, situation and work. Generally, before an interview, a reporter should collect some basic information about the interviewee, such as the interviewee’s general identity, life, work experience, published articles or interview records. From these materials, the reporter can roughly understand the group psychology of the interviewees. For example, cadres are good at induction and analysis and are organized. Teachers are good at speaking and fluent in language. The attitude of scientific and technical personnel is rigorous and

serious. Farmers are shy, simple and naive. Such a basic understanding will help reporters prepare appropriate interview outlines and questioning methods. For cadres, pay attention to the logic and coherence of questions. For teachers, pay attention to guiding the correct topic direction. For scientific and technological personnel, pay attention to arousing their professional interest. For farmers, pay attention to using plain language and peaceful attitude to eliminate tension. This targeted preliminary preparation can enable the reporter to approach the interview object psychologically in the shortest time, establish a platform for understanding, and lay a good foundation for subsequent actual interviews (Liu 2019).

Scientific and rational use of psychology for news interview

Reporters should be prepared before the interview. As a reporter, mastering psychology is not only to interview the interviewees, but also to do a good psychological construction before the interview. This is to enable reporters to calmly solve problems encountered in the process of interview, so as to facilitate the interview and achieve better results. In addition, due to the diversity of reporters' interview environment, journalists should have the basic ability to quickly adapt to the environment and pay attention to adjusting their psychological activities.

Do not abuse psychological knowledge and pay attention to the principle of moderation. As a reporter, it is necessary to have a moderate degree of professional knowledge of psychology. However, in the interview process, reporters should not abuse their knowledge of psychology. So as not to produce bad psychological hints to the interviewee, leading to the logical confusion of the interviewee, subconsciously answering questions in accordance with the reporter's thinking. This has a great impact on the accuracy and authenticity of the interview results (Wu 2021). Therefore, when journalists use psychological knowledge to interview interviewees, they must use psychological knowledge scientifically and rationally in order to achieve the best interview results on a moderate basis.

Pay attention to the innovation of news interview

Now there are many problems in news interview. For example, the subject of news interview is not clear, which leads to the low quality of news interview. In addition, the quality of news interview is not high due to the incoherence of lens. Therefore, in the actual news interview process, should strengthen innovation, clarify the interview subject and make the lens more coherent. First, should select appropriate interview topics, grasp the key contents in the report, do a good job in deep excavation, and strengthen investigation and research. Take people's livelihood issues as an example. People's livelihood issues are closely related to people's lives. Therefore, should focus on reporting these issues in order to be more likely to be accepted by the public and improve the value of news. Second, pay attention to simultaneous sound recording during the interview. This technology is a common technology now and is widely used in news interview, but this technology requires the tacit cooperation of journalists and photographers (Meel & Vishwakarma 2019). For the photographers of *Metropolis Daily*, they should choose valuable news pictures according to the theme, make the whole news more vivid through post editing, realize the fit between picture and sound, and improve the value of news interview.

Attach importance to interaction with users

In order to realize the innovation of news interview forms, journalists need to pay attention to the collection and capture of information. In the all-media era, in addition to the traditional methods, can also make full use of Microblog, WeChat, Website and other platforms, and interact closely with users, so as to obtain richer information and clues. For example, in the tweet of the TV news column, the audience can be encouraged to disclose the information by leaving a message. On this basis, the reporter needs to communicate with the audience in time, and can interview and obtain clues only with the consent of the other party. In addition, journalists can also set up shooting and disclosure columns through mobile client, website and other platforms, which can close the relationship between journalists and users to a certain extent, so that they can release the information collected on site at any time and help journalists obtain first-hand information (Solainayagi & Ponnusamy 2019). As a result, it can enhance the richness and authenticity of news information to a certain extent, and meet the trend and requirements of news development in the all-media era.

Enhance user awareness

In the all-media era, news interview work should break the previous working mode and infiltrate user awareness into daily work. On the one hand, the "position" of the audience can be analyzed, and the direction of news reporting can be adjusted in combination with the final analysis results. On this premise, it can ensure that the content and service objects interviewed by reporters can meet the needs of the audience. In addition, in the process of innovating news interview forms, TV stations should also put users' demand for information in the first place. In other words, the concept of "news + service" needs to be implemented in the work to ensure that the content meets the requirements of news and information and the actual needs of the audience. In this way, it can enhance the value of news content and accelerate the breadth, speed and depth of news information dissemination, so as to achieve the goal of optimal publicity effect.

Improve the interview concept

Consciousness plays a guiding role in practice, and advanced ideas will promote the development of news interview. In the financial media situation, journalists need to use advanced ideas to upgrade the concept of news interview. Financial media technology can realize the interaction between the audience and the news platform, and the audience can comment and think through the client. At this time, journalists can interact with the audience through software, which greatly improves the interactive effect of news interview (Jin 2019). Journalists should improve their

previous ideas, realize that the audience can directly participate in the current situation of news communication, and adjust the content of interview work. Journalists need to have a sense of innovation and improve the traditional media communication methods, so that financial media can give full play to its technical advantages. In the process of innovation, it can promote the transformation of the traditional news interview mode to the direction of integrating the media, which also needs to raise awareness, pay attention to the impact of the change of thinking on the actual work, and improve the innovation ability of news interview work.

CASE ANALYSIS

In the above, the issue of news interview is studied

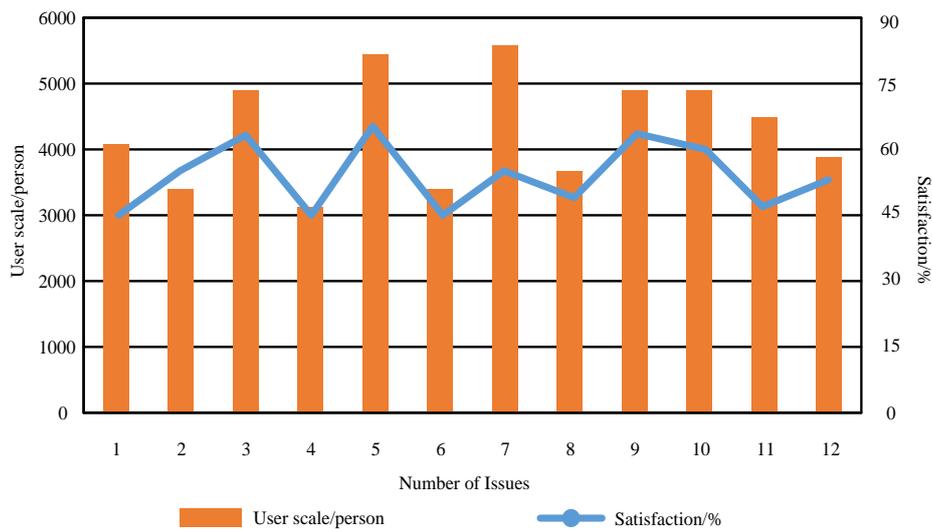


Figure 4. User scale and interviewer satisfaction

Construction of evaluation index system

Establish an index system of innovative methods of news interview from the perspective of mass communication psychology, which can comprehensively reflect the current situation of the development of news interview. According to the expert consultation method, the weight scheme of each layer index is obtained. On this basis, the product method is used to calculate the weight of each evaluation index, and the index weight coefficient results are shown in Table 1.

Target case performance analysis

With reference to the above evaluation index system, the comprehensive index of news interview is graded. According to the opinions of the consulting expert group, this paper designs a comprehensive score grading standard for the evaluation of news interview innovation methods from the perspective of mass communication psychology, and gives the corresponding grading comments. As shown in Table 2,

from the perspectives of mass communication psychology, news interview and innovative methods of news interview from the perspective of mass communication psychology. In order to verify whether the proposed innovative methods play a positive role in application, the following will take the form of case analysis for further research.

Actual situation of research object

In order to evaluate the practical application effect of the innovative method of news interview, take a Newsweek as an example. Firstly, the user scale and interviewer satisfaction of the Newsweek before the innovative method of news interview are given, as shown in Figure 4.

the evaluation level is divided into five levels.

In Table 2, the comprehensive evaluation score of innovative methods of news interview is > 90, indicating that the level of news interview is high; The comprehensive evaluation score of innovative methods of news interview is between 80-90, indicating that the level of news interview is high; The comprehensive evaluation score of innovative methods of news interview is between 60-79, indicating that the level of news interview belongs to the general standard; The comprehensive evaluation score of innovative methods of news interview is between 30-59, indicating that the level of news interview is low; The comprehensive evaluation score of innovative methods of news interview is lower than 30, indicating that the level of news interview is low.

Analysis of evaluation results

News interview level

According to the grading of the evaluation index shown in Table 2, compare the news interview level of

Newsweek before and after adopting the innovative method in this paper. The comparison results are shown in Figure 5.

Table 1. Evaluation index system and its weight

Primary index	Secondary index	Weight
Receiver dimension 0.42	Recipient loyalty	0.40
	Recipient satisfaction	0.25
	Public opinion guidance	0.14
	Receiver's right to speak	0.21
Visitor dimension 0.37	Interview ability	0.35
	Information accuracy	0.18
	Divergence handling ability	0.34
	Proportion of omnipotent journalists	0.13
Receiver dimension 0.42	Interview content	0.37
	Content collection and editing	0.26
	Content production	0.20
	News broadcast control	0.17

Table 2. Classification of comprehensive evaluation index of news interview level

Classification	Score
I	> 90
II	80-90
III	60-79
IV	30-59
V	< 30

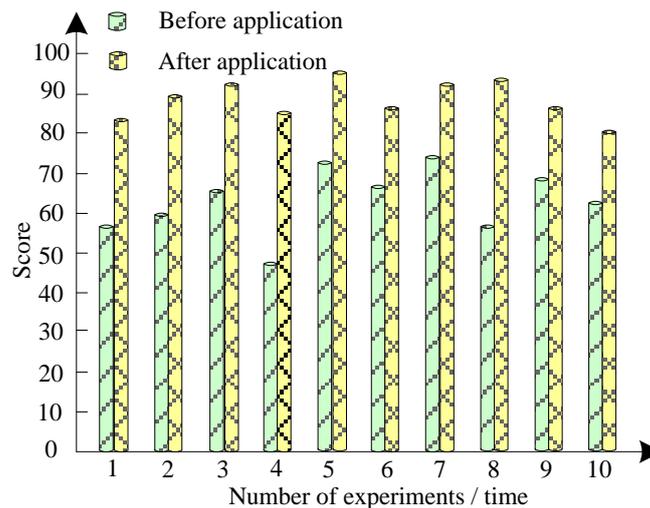


Figure 5. Comparison of news interview level before and after the application of innovative methods

By analyzing Figure 5, it can be seen that before applying the innovative method of news interview, the evaluation score range of traditional news interview method is basically between 45-75, and the corresponding grades are III and IV, indicating that the level of news interview belongs to the general standard level and low level; After applying the innovative method of news interview, the evaluation score range of this method is basically between 80-95,

and the corresponding grades are I and II, indicating that the level of news interview is high. Through comparison, it can be seen that integrating mass communication psychology into news interview and putting forward innovative methods of news interview from the perspective of recipients and visitors will help to improve the level of news interview.

Probability of interview

Compare the probability of interviewees before and after adopting the innovative method in this paper. The comparison results are shown in Figure 6.

It can be seen from the analysis of Figure 6 that before adopting the innovative method of news interview, the probability of interviewees is obviously low, and the lowest and highest values are 50% and 77% respectively; After adopting the innovative method of news interview, the probability of

interviewees is significantly improved, and the lowest and highest values are 69% and 94% respectively. Through comparison, it can be seen that the innovation of news interview methods helps to improve the probability of receiving interviews. This is because the psychological state of the recipients is fully considered and they are interviewed in the form that the recipients are easy to receive, so as to avoid the resistance of the recipients to the interview.

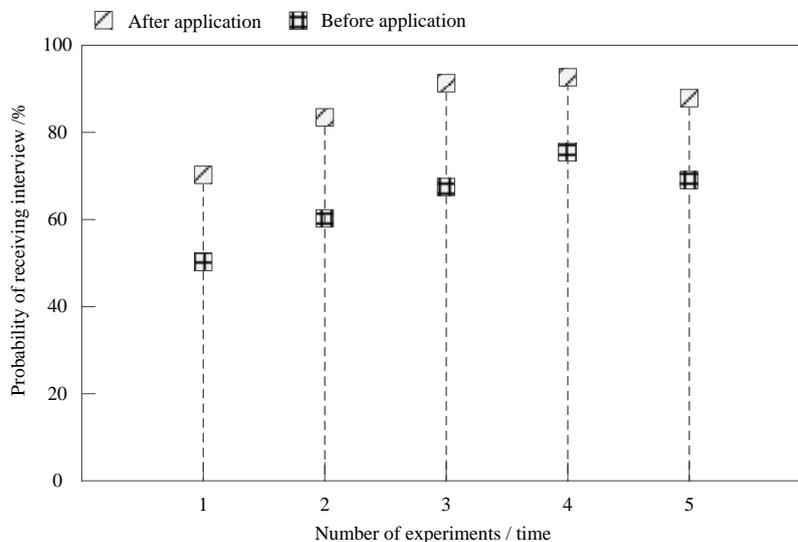


Figure 6. Probability comparison of interviewees

Visitor disagreement handling ability

Finally, starting from the visitor dimension, analyze whether the visitor's disagreement handling ability has been effectively improved after applying the innovative method of news interview. The disagreement handling ability is obtained in the form of expert scoring, specifically between 0.1-1. The results are shown in Table 3.

Table 3. Comparison of differences handling ability of interviewers

Expert	Before application	After application
1	0.5	0.8
2	0.6	0.9
3	0.4	0.8
4	0.3	0.8
5	0.5	0.7
6	0.4	0.9
Average	4.5	8.2

According to Table 3, after fully considering the innovative methods of news interview under the condition of mass communication psychology, the experts scored higher on the ability to deal with the differences of the interviewers, with an average score of 8.2. In contrast, without considering the psychological characteristics and state of the

interviewees, the scores of those who did not adopt the innovative methods of news interview were lower, with an average score of only 4.5, it can be seen that there is still much room for improvement.

CONCLUSIONS

To sum up, in the news interview, journalists should adjust the content of news gathering and editing, analyze the main problems existing in the current news interview, including the lack of innovation awareness of news interviewers, limited technology application ability and single interview way. To integrate mass communication psychology into the interview, should recognize the limitations of current technology application, comprehensively understand the work form of news interview, analyze the psychological characteristics and state of the receiver, and promote the development and progress of news interview industry.

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LEARNING EXCLUSION BEHAVIOR ANALYSIS AND EMOTIONAL GUIDANCE OF INTERNET ADDICTION STUDENTS

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SUMMARY

Background: In recent years, the number of higher school students who have dropped out or left school due to the Internet addiction has been increasing, which has aroused great concern from schools, society and government. How to make students out of the Internet to regain themselves become a new topic. Contemporary higher school students are at the time of our country's economic form transferring from the planned economy to the market economy and contact with the Internet from childhood. At the same time, they face more confusion, higher and higher school students appear to learning exclusion behavior.

Subjects and methods: In order to analyze the problem effectively, this paper conducted a questionnaire survey on 1000 higher school students in a city, and screened out 40 "Internet addiction" recipients, and randomly selected 40 non-Internet addicts as control. The evaluation tools are the Internet addiction scale, the parental education rating scale and the revised SCL-90 self-rating scale. Then the "Internet addiction" students are carried out a one-term psychological behavior intervention.

Results: The mental health status of the two groups of students did have some differences.

Conclusions: After the emotional guidance, the mental health level of the "Internet addiction" students improved, and the psychological emotion guidance was effective to improve the mental health status of the students with "Internet addiction".

Key words: Internet addiction students - learning exclusion - behavioral analysis - emotional guidance

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INTRODUCTION

Current university students are basically 90s generation and our country is in the advanced stage of socialism. The new concept is bound to have a huge impact on traditional values, which affecting the formation of students' philosophy, sense of worth and world view. China's economic form is transferring from the planned economy to the market economy, social values are changing from single to diversified. Students who grew up at this stage contact with the Internet from childhood and are good at accepting new things, active thinking and unconventional. At the same time, they face more confusion, and their values have gradually turned to the contradiction, the Internet characteristics of quickly access the information become a mystery of students (Leng 2016; Hsieh 2017). The lack of Internet perfect system management information is easy to induce students to look at the problem one-sided and extreme, resulting in their dissatisfaction with some social problems, feeling confused and cannot find an effective solution. Internet addiction refers to the phenomenon of excessive social and psychological damage resulting from excessive use of the Internet. The word of "addiction" initially refers to drug dependence, and similar criteria are applied to behaviour disorders such as alcohol addiction, smoke addiction, drug addiction, gambling addiction, or excessive use of certain techniques and processes. The Internet addicts and gambling addicts are similar, which have no addiction

substances. It leads to the Internet anorexia, the spirit of decadence, academic failure, job performance deterioration, Internet fraud, induced crime and other disadvantages (Wang et al. 2015). Internet addiction is mainly manifested in depression, sleep disorders, biological clock disorders, eating disorders, lack of mental strength, reflecting the slow, easy to excitement.

State of the literature

The traditional analysis of the learning exclusion behaviour of Internet addiction students is too one-sided, and there is no in-depth understanding of the reasons, the results of the analysis are too theoretical, and the practical not strong;

In the context of the emotional guidance of addicts, only the influence of counsellors is considered, and the guidance of parents is neglected. For students, the emotional guidance of family and parents is very necessary.

At present, the study of the learning exclusion behaviour of Internet addiction students is too simple, and it is lack of innovation.

Contribution of this paper to the literature

To explore the causes of the exclusion study behaviour of Internet addiction students.

This study introduces the analysis principle of learning exclusion behaviour, assuming that the