
RESEARCH ARTICLE

The Impact of Online Public Opinion Dissemination on the “Wraparound Involvement” of College Students' Academic Qualifications: A Comparative Study of Shandong X University and Henan Y University as an Example

Shaoju Wang^{1 a}, Li Feng^{1 b} ✉ and Zhichao Ren^{1 c}

^aSchool of Marxism, Shanxi Datong University, Datong 037009, China

^bSchool of Politics and Public Administration, Guangxi Minzu University, Nanning 530000, China,

^cSchool of Media, Qufu Normal University, Rizhao 276827, China

Corresponding Author: Li Feng, **E-mail:** lily.915@qq.com

ABSTRACT

The 21st century is the information age. The rapid development of new media has brought about sweeping changes to society, and while helping to improve the quality of higher education, a phenomenon of “hostage-type involution” of college students' academic qualifications has also emerged. This paper adopts the research methods of literature analysis and case study analysis and selects Shandong X University and Henan Y University as examples for comparative analysis under the “college entrance examination province”. The evolution of the above phenomenon has reached a white-hot stage, invariably affecting the physical and mental health development of college students and, at the same time, arousing the great concern of the school, society and the state, which needs to deeply explore the reasons for the formation of hostage-type involution of the network public opinion dissemination to the college students' blind pursuit of academic qualifications. Finally, we propose effective strategies and suggestions for universities and social media to manage the construction of online public opinion and to help students establish a correct view of pursuing academic qualifications according to various reasons.

KEYWORDS

Online opinion communication; university students; academic qualifications; wraparound involution

ARTICLE INFORMATION

ACCEPTED: 02 September 2023

PUBLISHED: 23 September 2023

DOI: 10.32996/jhsss.2023.5.9.13

1. Introduction

In the micro era, the Internet buzzword “introspection” has developed into a trend of public opinion. With the popularity of social media, college students are exposed to an overload of insider opinions, which, coupled with the double pressure of job-seeking pressure and social expectations, invariably further intensifies the competition for insider learning. The “academic fever” is a particularly obvious product of the internalization of university students, who are wrapped up in the competitive academic whirlpool, wandering into the academic frenzy in order to have better competitiveness in the job market, neglecting their personal interests and talent development. However, this kind of covert involution of academic qualifications exists in the group of college students, not only an individual problem, which not only hinders the realization of personal value but also has the potential to inhibit the overall development of society.

Aiming at the above problems, this thesis chooses to take Shandong X University and Henan Y University as examples to carry out a comparative study on the impact of public opinion communication on the “hostage involution” of college students' academic qualifications in the micro era. By sorting out the current research status and results of related fields at home and abroad, summarizing the previous work, identifying the problems, and putting forward the theme and proposition of the study. Then, using qualitative and quantitative research methods, we collect and collate the relevant research reports and public opinion data of

college students in schools and social media and deeply analyse the influence mechanism of college public opinion communication on college students' blind pursuit of academic degree-wrapping type of involution in the micro era. In order to interpret the substance and essence of this problem and to deeply understand the current situation of college students' learning pressure and employment concepts, the study aims to provide theoretical and practical guidance for improving college students' learning environment and providing more employment opportunities.

2. Research Overview

2.1 Inside Curl and Wrap Inside Curl

The English word involution (involved, entangled, intricate) has two other words with the same form and meaning: evolution and revolution. In terms of its structural meaning, in means inward evolution; e means ex, which means outward evolution; and re means backward evolution, all of which have the meaning of “evolution”. Kant was the first to distinguish between the concepts of “evolution” and “involution”. Evolution emphasizes the active evolution of oneself to achieve harmonious coexistence with the environment, whereas involution, although it is also an internal evolution, has no substantial effect on the surrounding environment. Comprehensive literature research shows that historically, involution has no fixed field of application. American anthropologist Gordon Budweiser uses involution to explain that when the external edges of culture are fixed, the interior continues to be refined and develops in complexity; Geezer uses involution to explain that with the limited resources in the region of Java, the input of excess human resources does not substantially change the reality of income; and following the Small Peasant Economy and Social Changes in North China, the American After “Small Peasant Economy and Social Change in North China”, the American scholar Huang (2002) further enriched the connotation of “involution” in “Small Peasant Households and Rural Development in the Yangtze River Delta” - “overcrowding” growth, i.e., the total production is carried out at the cost of diminishing marginal returns per unit of work. Duo Zanqi used the term “involution” to explain that when conflict arises, state power can barely maintain development by neglecting efficiency and emphasizing institutional governance; Qiu Zeqi believes that “involution” is essentially a process of development that is constrained by the outside world and repeatedly refined internally.

From the origin of the concept, it is easy to see that involution has a broad nature, so it can be categorized according to different criteria to clarify its specific attributes. The concept of “hostage-type involution” is a concept that is differentiated from the criteria of the landing point of individual involution and at the same level with the “enjoyment-type involution”: active participation in the competition, self-gratification; “utilitarian involution”: conscious and active participation in the competition, seeking benefits. The “utilitarian involution” is to participate in the competition consciously and actively and to seek benefits. The “hostage-type involution” is between the two, spontaneous and passive participation in the competition, follow the crowd and follow the flow. The original meaning of the term is to involve something else (wind, flowing water, etc.) so as to make it move with it; to involve a person (in a situation, a current, etc.) so as to force him to adopt a certain attitude; the same as 'coercion'. From An Analysis of the Various Classes in Chinese Society: i.e., the rightists were coerced by the revolutionary tide of the proletariat and petty-bourgeois leftists and had to attach themselves to the revolution. Combined with the scholars in Huang jiang County's “straw burning ban”, “the grassroots cadres in the middle of the assessment of superiors and the farmers' resistance had to deal with the burning ban policy in an alternative way, and even understood and even acquiesced to the burning behaviour of the farmers.” Thus, hostage involution can be defined as a state in which individuals pursue success, status, and resources in the clamour of a particular field or social environment, investing excessive competition and effort, leading to increased pressure and little success.

2.2 University Students' Qualifications Inwardly Rolled

Some scholars have pointed out that: “Traditional China is a country that pays attention to status, and the survival resources of its members are mainly configured on the basis of status and the relationship between statuses; ancient Chinese society can be said to be a status-based society.” The intrinsic motivation for the rise of the academic society is people's pursuit of status, a peaceful competition for status among different interest groups or individuals.” It is easy to see that the traditional “status plot” is deeply rooted. In the contemporary interconnected society, college students have access to a variety of different information and opinions through the Internet, which affects their identification of their own identity. On the one hand, the media and social media platforms often present the life styles and success stories of successful people, which makes college students long for similar identities. On the other hand, the Internet era also tends to bring anxiety and pressure to college students, as they often compare themselves with others and become doubtful and uneasy about their own identity. In this way, under a series of magnifying glass-like network communication, academic qualifications have become a tool for career competition in the job market, a label for social recognition, and a symbol of personal ability and achievement, which signals the beginning of the “lemons” market in the education sector. The “lemons” market is also a sign that the “lemons market” is beginning to brew in the education sector.

For example, the Internet buzzword “involution”, which is closely associated with “academic fever”, has continued to expand in recent years, and the cyclical intensity of its long-term attention has been maintained, with a certain degree of volatility and repetition, and will not disappear, but will only change in intensity. This is especially prominent in the college student group, such

as a series of national college-wide “competition fever, examination fever, graduate school fever, landing,” and so on long-term in the net flow of the list, are college students in the “hostage-type qualification involution” in the excessive competition and accumulation of pressure. The external manifestation. In fact, the university, as a temple for cultivating talents and providing knowledge, gives college students a broad space for development and the right to free choice. New-age college students are highly dependent on the Internet and are accustomed to participating in peer comparisons, which, coupled with similarities in age, cultural background, interests, living space, and emotional dependence, leads to the formation of identity when they are faced with online public opinion, which in turn shapes them into a group with a high degree of homogeneity. In the “involution” network wave, academic qualifications are overly valued and school rankings are overly concerned, resulting in the pursuit of labels such as prestigious schools and high-paying jobs, which leads to many college students being forced to survive in the “involution environment” under the pressure of the original education system and social concepts. As a result, many college students, under the pressure of the original education system and social concepts, are forced to survive in an “inward-looking environment” and devote themselves to endless academic competition, believing that they can only gain a place by comparing higher academic qualifications. Therefore, college students have to go to all kinds of cram schools, tutorial institutions, and examination training courses in order to compete for scarce resources and job competition, daily struggle in the sea of coursework and competition, often losing the opportunity to focus on hobbies and personal development. This phenomenon of “coercive academic involution” not only deprives university students of the joy of learning and living but also neglects the cultivation of qualities and skills that are really crucial to their future development, restricting their diversified development and the exercise of their creativity.

2.3 Public Opinion Communication

Since the rise of the digital era and the rapid development of the Internet, it has become more convenient for people to obtain and disseminate information on the Internet. As a form of mass information dissemination, network public opinion dissemination plays an important role in today's society. On the one hand, network communication has an obvious enhancement and diffusion effect and wide coverage, thus possessing the ability to dominate public opinion and attention to information. People are exposed to different levels of information through various channels, thus forming attitudes and opinions on specific events or topics. On the other hand, in addition to traditional text, pictures and videos, diversified online communication methods, such as micro blogs, blogs and social networks, increase the interactivity and participation of information dissemination. Subjects can participate by commenting, re-tweeting and sharing, thus forming a more complex network of opinion dissemination.

However, it is worth noting that, due to the special nature of the audience, college students' participation in social media platforms is significantly higher than that of other groups, and their extensive discussions, sharing and forwarding further promote the spread of these buzzwords and trends in society. Secondly, Internet buzzwords and trends are often closely related to fashion and popular culture, and the popularity of social media has greatly increased their reach to college students, which often makes college students overly dependent on external labels and then express their identity and social needs through “imitation and following”. This pursuit, on the surface, seems to be to achieve personal value and social recognition, but in fact, it has evolved into a stereotypical psychological pattern, which makes college students constantly fall into endless comparison and competition. At the same time, there is no lack of information “alienation” on the network, which means that college students also need to face a variety of views, values and conflicts; it is inevitable to withstand the pressure and evaluation of public opinion from the network, in vain to increase psychological anxiety and pressure. Therefore, under the “mimetic environment”, after the hot social issues are absorbed and disseminated by college students, they will be accompanied by the “cohort effect”, “unilateral amplification effect”, and “butterfly effect”. “butterfly effect”, often resulting in greater difficulty in management, an increase in cyber-emotions, and a widening of the impact of public opinion.

3. Research Background

The high degree of digitization and informatization in the micro-era enables people not only to communicate with others and obtain information through social platforms anytime and anywhere but also to express public opinions and emotional responses, including positive, negative and neutral evaluations, to an event, topic or individual on the Internet, from the time they are created in the society to the time when they are made known to the public. As a result, public opinion further spreads to the public in a wide range of areas, and then positive entropy is introduced, forming a “many-to-many” N-level communication model, which makes online public opinion diversified. Under such a big environment, contemporary college students tend to choose social media, forums, micro-blogging, weibo, we-chat and other online platforms to obtain and output information and find emotional catharsis and psychological comfort. The wide coverage and immediacy of online public opinion dissemination make it easy to form a group consensus among college students, which will have a certain guiding effect on the shaping and cultivation of their worldview, outlook on life and values. For example, the Internet buzzword “involution”, although it covers all major fields, is particularly obvious in the field of higher education. Under the coercion of the wind, college students universally for the pursuit of “on shore” set off a wave of examination fever, graduate school fever, “volume of education” wave.

The reason for this is that, horizontally, on the one hand, network communication has made “inward-looking” a trend, leading to the formation of a herd effect among college students, which is manifested as “hostage-type inward-looking”. A large amount of information about comparing academic qualifications and employment competition has been rapidly disseminated, and college students feel great pressure and think that comparing academic qualifications is the only way to improve employment competitiveness. Against this background, many college students are unwilling to take the risk of trying other development paths, but choose to safely pursue higher qualifications to satisfy the society's excessive worship and recognition of academic qualifications; on the other hand, with the increase in the popularity rate of higher education and the intensification of employment competition, more and more people have the opportunity to enter universities to receive higher education, which has led to an explosive growth in the number of college graduates, exceeding the labour market's demand for high-level talents, and presenting an oversupply of talents, resulting in intensified competition for the same position. Vertically, the current degree of cross-fertilization of higher education disciplines is low, and university students are generally lacking in innovation and practical ability, and their professionalism is low, while changes in the structure of the job market have made many high-skill and high-paying positions increasingly demanding in terms of professional skills and practical experience, so they are forced to choose to continue their studies in order to adapt to the market's demands.

4. Research Methodology and Data Collection

4.1 Research Methodology

The research object of this paper is the colleges and universities in Shandong and Henan under the name of “the big province of college entrance examination”, and takes Shandong X University and Henan Y University as examples to explore the influence of “hostage-type involution” of college students' academic qualifications under the background of public opinion communication in the micro-era. In order to better study in depth, the following research methods are mainly adopted in the process of writing the thesis:

First, the literature analysis method, that is, for the research topic, with the help of platforms such as Chi.com, Wan fang and the library, collect relevant literature for collation and analysis, further understand the characteristics, connotation and development history of the matter under study, and thus bring out their own viewpoints of a kind of analysis method. This paper collects and arranges the existing relevant results in the academic world, including domestic and foreign journals, classic literature, theoretical book materials, etc., and combs through and learns the relevant research results of experts and scholars on the Internet public opinion crisis of colleges and universities in the era of new media and the status of college students' introspection.

The second is the case comparative analysis method, that is, selecting representative things or phenomena to carry out in-depth research and analysis in order to obtain a wider universality, a higher degree of recognition and a reference value of a commonly used method of scientific analysis. This paper is on Baidu, Weibo and Shake search found in the last four years in the Shandong region and Henan region of college students to study in the heat of the university selected representative of Shandong X University and Henan Y University of college students to study in the examination situation and the field preparation scene for the examination were sorted out and introduced separately, to data and scene descriptions, to a combination of static and dynamic way to carry out a complete, the process of the content of the research, process and detailed. In addition, the media coverage and impact of the incident are combined to analyse in depth what crisis responsibilities universities and new media should assume in the context of public opinion networks and how to handle and avoid crisis risks.

4.2 Data Collection and Analysis

In order to better study the phenomenon and reasons for the existence of “coercive involution” of college students' academic qualifications in the context of public opinion communication in the micro era, this paper collects and organizes data on the students of Shandong X University and Henan Y University who will sit for the master's degree examination from 2020 to 2023 respectively. This data mainly comes from the official websites of the two websites and is collated and plotted as follows:

Foundation Figure 1 and 2 above can be seen intuitively in Shandong X University and Henan Y University students in the period 2020-2023 to participate in the master's degree examination enrolment of personnel generally show a year-on-year trend of increase in 2022 reached a peak in 2023, the number of applicants have a slight trend of reduction, specific reasons for the increase in institutions of higher learning, college students to increase the number of choices, and so on. However, the overall trend of college students to participate in the master's degree examination as a way to enhance their qualifications is still in a rising state. This shows that to participate in the examination to enhance their qualifications is still the priority choice of contemporary college students, but in the face of fierce competition and social media play up, the situation invariably brings a sense of urgency and pressure on college students, which leads to the college students from the active to mechanical learning, from voluntary learning

to passive learning, from the moderate to the involitional learning, and gradually formed a kind of qualification “hostage-type involution” phenomenon. The emergence of this phenomenon undoubtedly led to the students' learning mood, but also to the students' physical and mental health development has laid a huge hidden danger, the next through two typical cases for in-depth investigation.

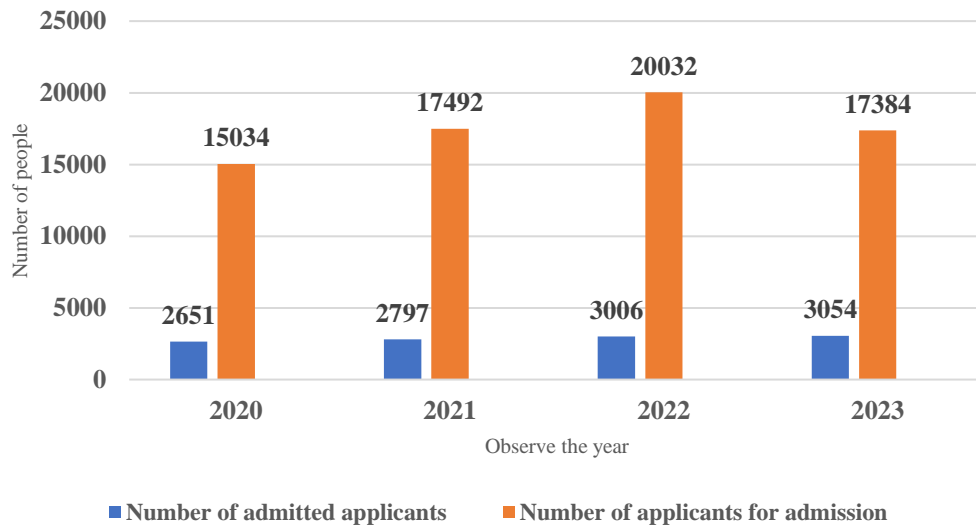


Figure 1. Shandong X University 2020-2023 Examination Enrolment and Registration Number

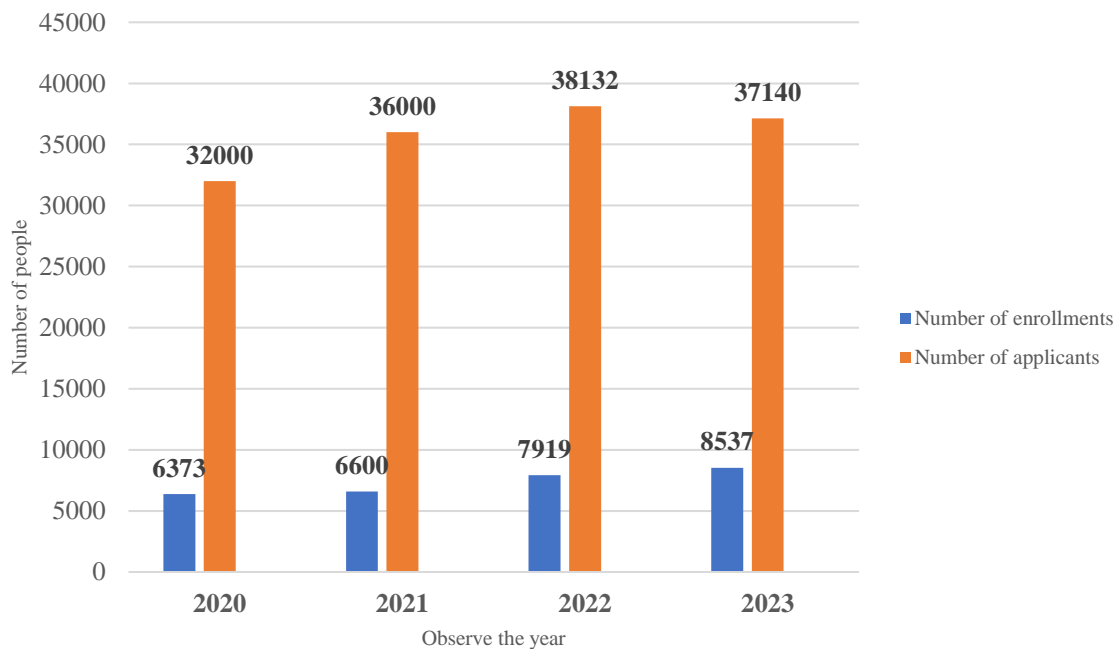


Figure 2. Henan Y University 2020-2023 graduate school enrollment and number of applicants

5. Case Studies

5.1 Typical Case

Case 1: Students in folding chairs

On the Jieyin platform, a netizen posted a video at X University, in which dozens of pictures all show numerous students sitting on folding chairs in different parts of the campus to study There are many other similar videos like this on platforms such as Shake Mean and Beep Mean. In this college, many students will share their daily preparation for the examination at X University on the online platform, and these videos are often inseparable from the folding chairs that can be seen everywhere on the campus, in which there are always X University students sitting on the end of the memorization, and most of them do not choose the library, because in this college, the library study room location in the library in a very early time, and soon after the opening of the library

every day, it will be overcrowded, compared to the daily opening, the library will be overcrowded. The library is overcrowded, and folding chairs have become the choice of more people than fighting with others for study room seats with anxiety and fatigue every day. Under these videos, many people also shared their daily life in the aisle or corner of the building, finding a suitable place to put down the chair and start studying; for them, the topic on the Internet has long been familiar, some of the comments on the failure to prepare for the test increased anxiety, some friendly comments to increase the confidence of the preparation for the test, in their eyes, these folding chairs, the majority of students have become a choice of the university in the era of the involution. In their eyes, these folding chairs have become the choice that most of the students are forced to make in the era of the volume; after all, no one really wants to study in a noisy or dirty place. In the topics or videos related to X University, the more people show the daily life of sitting on folding chairs in the corridors and even the “nooks and crannies” of the school, the more the plight of the students of this university is shown as “not being able to roll but not being able to roll”.

Case 2: The increasingly crowded road to graduate school

In 2023, the number of people who took the exam compared to last year hit a new high, with 4.74 million candidates; according to statistics, there are about 390,000 from Henan, the number of people second only to the number of candidates in Shandong Province. As the second largest examination province, Henan within the Y University has become the goal of many students in mind; the reason is that this college is a very good comprehensive university in Henan Province; whether to the province or outside of the examination, the province students face pressure difference is not big, so its strong strength has become the first choice of many students who do not want to stay away from home in the province. But Henan has a large population; there are a few outstanding students, and this college inevitably became the province's competitiveness, which is very competitive “inside the volume” of colleges and universities. In the various social media platforms, often filled with all kinds of netizens on the “most volume of colleges and universities” trolling, in the Baidu bar, Zhihu and other network discussion platforms on the University of Y forums, there is no lack of many in order to enter the school in order to volume excessive behaviour of the question, Zhihu, an anonymous netizen to share his preparation for two years of University of Y's heart; he was in the Finally, he mentioned his “squeeze through the head also want to graduate school” helpless, the process of hard, “second battle” difficult by more than 5,000 netizen praise, many netizen feel sorry for his experience. But even so, the number of applicants for the University of Y is still gradually increasing; from 2020 to 2022, the number of people are increasing every year, but the number of admissions to the university perennially remained at about 7,000 people, a low ratio of enrolment will make the choice of the “second battle” or even “three battles”. The number of people who will choose to “second battle” or even “third battle” is not a few. The wave of people who want to go to the university is the deadlock of “not being able to roll but also not being able to roll”.

5.2 Analysis

Taking the above cases together, the following features are evident:

Commonality: the students of the two universities have the primary goal of improving their academic qualifications, which is the direct goal of obtaining a high-return job through high academic qualifications; the comprehensive ability of individuals varies, and in the case of limited space for promotion, there is a fierce competition among talents in multiple fields and specialties, and the similar dilemma that only the “best” talents can obtain limited resources is born. Internet public opinion creates a preconceived labeling effect for colleges and universities, and the stereotype of “labeling” affects people's overall evaluation and perception of the college or university, and also affects the potential perception of students within the college or university, and the “involutional labeling” prompts students to unconsciously involuntarise without being aware of it. Network public opinion will bring similar impacts on the internal scrolling of colleges and universities, and colleges and society will have a two-way observation through the network platform, and the pressure of social employment and other pressures will drive the anxiety of academic qualifications to prompt students to carry out “hostage-type internal scrolling”, and the enthusiasm of appropriate learning in colleges and universities will stimulate the enthusiasm of social production, i.e., there are both advantages and disadvantages of internal scrolling in the context of public opinion. In other words, the internalization of public opinion has both advantages and disadvantages.

Personality: hostage-type involution direction is different: X University of their own comprehensive strength is not strong, but the ability to excel in graduate school, most of the students to the direction the examination to the more excellent institutions. Y University itself as a domestic excellent college and university, often as the target institutions for graduate school, generalized as “test out” and “test in”. The degree of “coercion” of coercion-type involution is different: the public opinion impression of University X as a “graduate school university” makes the subjective voluntarism of its students strong, and the coercion of coercion-type involution is weak; University Y has an “excellent institution”. The public opinion impression of an “excellent institution” makes students eager to enter the school face competition in many aspects, the degree of coercion is strong, and the degree of students' subjective voluntarism is light; the degree of change of students' cognitive outlook on coercion-type scrolling is different: School X's coercion-type scrolling is transformed into a stereotypical learning atmosphere under the rendering of public opinion, and the

students are unintentionally led to scrolling to produce a “scroll without knowing it”. The phenomenon of “scrolling without knowing it”; University Y creates the appearance of superior achievement under the dissemination of public opinion, which causes most candidates to set themselves as University Y when choosing their targets, resulting in a change in their cognitive outlook.

Double-sidedness: on the one hand, online public opinion creates high pressure on social qualifications, forcing college students to make choices about their future in a short period of time, and the oversupply of talents and difficulties in employment compel most of them to choose “coercive inward scrolling”, i.e., online public opinion will increase the occurrence of inward scrolling. On the other hand, online public opinion carries the “labeling effect”, and schools under different labels of “invasive colleges” will produce different degrees of overall tendency of learning atmosphere, and students will passively participate in the invasive trend, i.e., “hostage invasive” under online public opinion. In other words, students will passively participate in the trend of involution, i.e., the “hostage involution” under the network public opinion will change the overall values and cognitive outlook of colleges and universities.

In view of the above characteristics, its specific interpretation can be made from the following perspectives:

Firstly, the proliferation of online public opinion has shifted social problems to a certain extent to the level of colleges and universities. The generation of online public opinion is the result of a combination of factors under the stimulation of a public event, and it is also a collection of information of individuals under such stimulation, along with the increase of social pressure in life and the proliferation of Internet users, it is a direct source of the increase of the threshold of employment. -The phenomenon of colleges and universities and their involution has been magnified by the rendering of online public opinion, and has become a scapegoat for the transfer of social contradictions and emotions; China's online public opinion is complex and volatile in the era of big data, and colleges and universities are unable to effectively publicity the correct public opinion; and secondly, the “4Vs” (Volume, Variety, Velocity, Value) of big data are also the result of various factors under the action of individual stimuli, Secondly, the “4V” characteristics of big data, namely, “large scale, multiple forms, rapid changes, low value”, reflect the side of China's online public opinion has not been unified and reasonable norms, the phenomenon of involution is biased by participants with varying levels of awareness of online public opinion, and university public opinion, which is closely related to the community, tends to be exaggerated, complicated and misinterpreted and cannot be properly resolved, The third is that the phenomenon of “internalization” can hardly be stopped because of the examination-based education. China's complex social system makes the drawbacks of examination-based education increase day by day; when higher education is a product of the elite class that is not popularized, “going to university” is the primary goal of the people, and when higher education is popularized, but the quality is not even, “going to a good university” is the most important goal of the people. “Going to a good university” has become the primary goal of most Chinese students in their pursuit of academic qualifications, and test-based education has made internalization universal. Internalization will become more and more powerful as more and more university students gather, and then it will be divided into a variety of internalization methods such as hostage-type internalization, enjoyment-type internalization, etc., and online public opinion has only contributed to the process of internalization rather than the underlying factors. Internet public opinion only fuels the process of this involution rather than being a fundamental factor.

6. Research Proposal

Colleges and universities, as social focal points for the problem of involution, can make appropriate strategies to deal with the problem. Colleges and universities should provide timely psychological construction and guidance for students, and since the problem of involution can bring many psychological and physical burdens to students, they can choose to conduct regular open classes on psychological counselling or career guidance courses to help students reduce the pressure of further studies: In addition, from the employment, entrepreneurship and other perspectives for students to bring new ideas, and this way to have a long-term and cyclical, but also appropriate to improve the school teaching management, focusing on improving the quality of teaching at the same time also to take positive measures on students' interests, so that students in the moral, intellectual, physical, social and aesthetic aspects of the all-round development of students in the study of hobbies and interests, to use a more holistic view of the future with more comprehensive thinking. In the face of network public opinion, colleges and universities should take the initiative in information and make timely statements on the network of erroneous public opinion, accounting for the correct phenomenon, to avoid the proliferation of rumors that lead to misunderstandings.

As an important way of public opinion dissemination, multimedia social networking and other platforms should improve the construction of a network public opinion dissemination system, coordinate and cooperate with universities in a timely manner, guide the correct university public opinion direction on the platform, strengthen the platform audit, and block the path of spreading inaccurate statements and rumors in a timely manner. In addition, it is also necessary to improve the content push mechanism; when you see the opinion about similar scrolls, it will push the school in other aspects of the excellent content, even if it breaks the people to form a label solid impression.

7. Conclusions and Implications

The rapid development of new media has deeply affected all aspects of college students, bringing opportunities and challenges to universities and, at the same time, laying a crisis and hidden dangers. This paper uses the literature analysis method and case study method through a comparative analysis of Shandong X University and Henan Y University in the college students in the examination of the refraction of the academic qualifications of the “hostage-type scrolls” in the students to bring pressure and “fight” at the same time, more is the Has brought to the students of learning and life with adverse effects. In order to improve this situation and give students a relaxing and enjoyable campus life, colleges, universities, and social media should take the initiative to assume their own responsibility to jointly build and improve a positive, healthy and upward campus network opinion management system, provide students with a good network communication and learning platform, and safeguard the physical and mental health and development of college students.

However, the research in this paper still has certain shortcomings; first, the research method is mainly qualitative analysis. In order to be a more comprehensive and in-depth study of the subject, in the future, it can be used to analyse the data of the method of research; second, there are limitations in the selection of the typical case; in the future, can be selected more institutions for comparative research to further improve the credibility of the study. However, the gradual rise of the phenomenon of “coercive involution” of college students' academic qualifications should not be ignored and deserves in-depth study by more experts and scholars. The article has been researched by various parties and has high credibility and reference value, which is believed to help more colleges and universities and social media to do a good job in crisis management and response to online public opinion.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

Publisher’s Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

References

- [1] Huang, Z. Z. (2002). *Smallholder families and rural development in the Yangtze River Delta*. Zhonghua Book Company.
- [2] Lin, Y. Q. (2021). The breakthrough of exhaustion: the manifestation, harm and response to the phenomenon of college students' internalization. *Contemporary Youth Studies*, (3), 88-93.
- [3] Liu, L., & Zhai, J. T. (2023). A study on the disturbance and relief of school sports high quality development by academic competition involution. *Journal of Physical Education*, 30(4), 106-111. <https://doi.org/10.16237/j.cnki.cn44-1404/g8.2023.04.007>
- [4] Qin, X. Y., & Dai, Y. Q. (2022). "Involvement", "buddhism" to "laying flat" - Cultivation of youth struggle spirit from the change of social mentality. *China Youth Studies*, (2), 5-13. <https://doi.org/10.19633/j.cnki.11-2579/d.2022.0018>
- [5] Tian, X., & Zheng, J. H. (2016). The hostage state: the logic of action and rural autonomy in grassroots governance - The case of Huangjiang County's "straw burning ban". *Journal of Public Administration*, 13(02), 141-151+160. <https://doi.org/10.16149/j.cnki.23-1523.2016.02.013>
- [6] Zhai, Y. (2015). Future vision, realistic dilemma and realization path of online public opinion governance. *Administrative Reform*, (1), 63-68. <https://doi.org/10.14150/j.cnki.1674-7453.2015.01.014>