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Social Media and Creativity of College Students: A Literature Review

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ABSTRACT

With the advent of the information age, social media has become the main way for people to communicate and interact online, and has become a powerful communication medium in the world. This also directly expands the market of social media, greatly broadens the audience's horizons, and better meets the diverse needs of the audience. Research shows that the creativity of college students is on the decline, and interest in creativity has grown in recent years as the field of education places great emphasis on the performance of creativity. As the main pillar of social media usage, college students are inextricably linked with social media platforms, which influence the creativity of college students. Starting from the current situation of Chinese college students' creativity, this paper analyzes the relationship between social media and college students' creativity combined with the current situation of social media.

Contribution/Originality: This paper expounds the relationship between social media and the creativity of Chinese college students, and analyzes the factors that social media influences the creativity of Chinese college students.

1. Introduction

With the vigorous development of the Internet and the interactive characteristics of social media platforms, the ways of self-expression and communication among contemporary young people, especially Chinese college students, have undergone a new evolution, with more diversity and freedom. From posts or articles in the blog era, to Weibo or Moments in the social media era, to Bilibili's diverse content. From text to pictures, from pictures to videos, they are all important carriers for young people to express their individuality, broadening their freedom and diversity of expression and communication. Through relevant research, it is found that contemporary college students have the core quality of creative thinking and have strong creative potential. Art college students have higher creativity than social science college students.

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The most influential research on the current situation of students' creativity is《the National Youth Creativity jointly organized by the Ministry of Education, the Central Committee of the Communist Youth League and the China Institute of Science Popularization, jointly conducted by Ma Kangmei, a professor at China University of Political Science and Law, and Zhai Liyuan, a senior engineer at the China Institute of Science Popularization. Ability Training Survey Countermeasures and Countermeasures", through statistical processing, to understand the current situation of students' creativity in our country, the number of people with initial creative personality characteristics is increasing. Studies have shown that, from the statistical table, it can be seen that in today's emphasis on creativity, as the main force in the field of future social creation, the creativity of contemporary college students still needs to be improved.

Today, with the increasing popularity of mobile Internet and the rise of digital, new media art and technology, it has brought subversive changes to our life and education. Because the Internet has the characteristics of high efficiency, fast and convenient communication, college students can realize flexible online learning through mobile terminals at any time and anywhere, and can realize more timely, efficient and personalized feedback on academic performance, and make up for the shortcomings of traditional education and teaching methods. Whether it is from a practical point of view or from the point of view of the meaning and value of creative education itself, it has become a very urgent and important practical topic. Innovative education has entered the research field of academic evaluation of Chinese students and college students. How to implement innovative education in our country's colleges and universities and cultivate innovative talents needed for the development of the times is a very important issue.

2. The State of Social Media in China

Social media is a network information production and sharing platform based on user content. Virtual communities and network platforms are used to create, exchange and share ideas, views and experiences. Every day, thousands of users exchange information through various social media.

Secondly, social media can effectively count the attention of information publishers. Change the media form in real time according to user preferences, for example, from pictures, text to video or audio form. Social media, whether it is text, pictures, audio or video, the most fundamental purpose is to share, which means that users can have more free platforms for self-expression.

Chinese social media has changed the way Chinese people communicate and think. More and more Chinese people start using social media and spend more and more time on social media. A rapidly rising Internet generation has emerged in mainland China. The Internet and the daily work and home activities of this generation are intertwined. Among the 618 million Internet users in China, the utilization rate of instant messaging is 86.2%; the utilization rate of blogs and personal space is 70.7% %; the utilization rate of online video is 69.3%; the utilization rate of Weibo is 45.5%; the utilization rate of social networking sites is 45%, and the utilization rate of forum/BBS is 19.5%. The widespread use of social media has also had a very important impact on higher education.

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In 2020, the number of users of China's mobile social platforms has reached 890 million, and the market size of mobile social platforms has reached 116.2 billion yuan. Judging from the age distribution of mobile social users, the proportion of young people in my country's mobile social users is relatively high. Among them, the total proportion of post-95s and post-00s reached 31.5%, and the proportion of post-95s and post-00s continued to increase.

The development status of social media is mainly reflected in the following aspects:

2.1. Social media software live-streaming platforms are on the rise

With the advent of the information age, social media is receiving more and more attention. The interaction of social media has replaced the traditional media to meet the needs of the people. The dissemination of content in the form of videos has expanded public opinion, increased the number and content of social media programs, expanded the social media market, and better met people's needs for diversity. Data show that the average number of activities broadcast through the Internet every day reaches more than 100000.

2.2. Social media content will be more open

Almost all social media platforms have common functions. With the improvement of reading quality, the content of social media has also been greatly improved, and more and more people have added their own media or independent authors. Simple photos, typical cases, interesting dynamic photos, and light music can be quickly spread and read through social media.

2.3. Social media presents professional differentiation

The public is more inclined to express their concerns on social media in order to seek a response. After the relevant information is released, the audience will search the keywords related to the problem for online communication and discussion. The audience includes representatives from all walks of life, who can provide effective information and assistance on current issues, which highlights the advantages of social media and points out the trend of specialization. On the other hand, in the process of creative expression, different groups in the society have rich experience in different fields, so they can consider different views and provide effective content.

Through the above analysis, the characteristics of social media can be summarized as follows:

i. Participation: Social media can promote users to actively participate in the discussion, sharing and communication of topics, breaking the traditional single communication method and turning it into a two-way interactive communication method.
ii. Publicity: Content posted on social media has few restrictions on blocking and is visible to any user, with the exception of a very small percentage of protected content.
iii. Instant communication: Social media presents a great advantage that the audience can communicate and express their ideas in a timely manner after receiving the information content. It breaks through the forms of newspapers,

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magazines and broadcasts adopted by traditional media. Traditional methods lead to a certain time gap between the information content and the public.

iv. Communityization: In social media, people can get close to each other through the same interests, such as hobbies of animation, watching movies or chasing dramas, etc. After communicating with each other, they form a stable group with common preferences and conduct continuous communication.

3. The Relationship between Social Media and Creativity

3.1. Social media positively affects students' creativity and academic performance

Malik et al. (2020) showed that students' use of social media has a positive impact on students' academic performance and creativity. Intrinsic motivation is the intermediary between students' use of social media and academic performance and creativity.

In 2010, the scientific and information technology research conducted by Dabbagh dan Kitshantas (2012) and EARC (Educational Application Research Center) showed that the use of social media by students showed an upward trend from 2007 to 2010, and the number of people using social media increased steadily. At the same time, the age gap of social media users is narrowing (Smith & Caruso，2010). Students integrate social media into their academic experience in different ways. In addition, university teachers pay more and more attention to the use of social media in teaching activities. For example, encouraging students to use social media platforms to develop their own work, or allowing students to actively participate in the classroom and increase collaborative projects (Hazari, North, & Morland, 2009). Malik et al.（2020）research shows platform that has a very positive impact on student performance is social media. Popularizing the education of college students on social media platforms is very important because it has a positive impact on students' creativity and academic performance, especially for college students (Jahnke et al., 2017).

Scholars believe that there are two ways to improve creativity, one is to use online media and tools to improve students' creativity and awareness, thereby enhancing students' creative practice (Chai & Fan，2017). Alternatively, student expertise in media interaction and group work will increase and further enhance student creativity and professional achievement (Junco et al., 2011).

At the same time，Malik et al. (2020) found that students can communicate through social media and this platform can also better develop their careers. Not only does social media improve students' professional knowledge, it also increases creativity.

Lau et al. (2017) suggested that students can use social media platforms if they need to collaborate and interact with professionals, which can improve their professional performance. Through interaction, students have access to resources in a variety of ways to promote creativity (Calderwood et al., 2014). This shows that social media is very important in social education and has an impact on students' creativity. At the same time, a very important part of studying at university includes studying through social media platforms (McGloughlin & Lee, 2010). Also, Kusurkar et al. (2013) found motivation is positively correlated with the use of effective learning strategies.

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Chai and Fan (2017) reported that improving students' creativity and knowledge can be achieved through electronic media and related tools. They are the means by which the creativity of students can be enhanced.

Early research by Junco et al. (2011) also pointed out that social media can not only work with teams and deliver information, but also foster students' creativity. Researchers claim that when students learn through mobile and online technologies in education, they are motivated to improve their professional performance (Hartnett, 2016). Zheng et al. (2016) also suggested that students' performance and enthusiasm for learning could be improved through the use of social media.

3.2. The Role of Social Media On The Creativity of Chinese College Students

Niu and Sternberg (2003) showed that Chinese research educators often overemphasize basic teaching and basic skills teaching, thereby ignoring students' creative teaching, and if educators place more emphasis on teaching them how to be creative, they will be more likely to demonstrate own creativity.

The research of Ma (2015) showed that in a survey of animation students' required abilities, their abilities were found to be declining. Among the 13 abilities required by animation majors, research shows that creative thinking ranks first, and the most important is not professional animation knowledge. At the same time, Malik et al. (2020) found that an important reference factors are students' creativity and professional achievement. The research of Lee (2022) suggested that the ever-changing future society requires creative talents as the core competitiveness of the future. The university is committed to cultivating creative talents. Creativity is the most expressive characteristic of students in higher education. Creative students can continuously expand their knowledge. But the question now is how to improve students' creativity and professional performance.

Student creativity is very important, but related research shows that college students' creativity is declining. Nowadays, college students are increasingly using social media for their learning activities. At the same time, social media has a significant positive impact on students' creative performance.

4. Factors affecting the creativity of Chinese college students in social media

Factors affecting Chinese College Students' creativity on Social Media --- take on Bilibili Platform as an example. Nardi et al. (2004) proposed that social media has an important influence on self-expression, social interaction, entertainment, immersion, information and professional advancement. In the social platform station B, we can see the presentation of specific cases.

4.1. Self-Expression

Research by Orehek and Human (2017) shows that social media platforms have become the first choice for their individual self-value expression, because publishing one's own content on social media can not only promote accurate self-recognition, but also better self-management. Second, among young people, the use of social media platforms is increasing, and this change is due to the increasing recognition and value of self-expression, and the corresponding media changes. So social media platforms have

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become an effective means. For example: On the Bilibili platform, we can get dense content. These expressions are after the audience interprets the content, and they express their views according to their own interests.

4.2. Social Interaction

Kumari and Verma Research (2015) found that modern young people have completely changed the way they communicate with the development of social networking sites. With the emergence of social networking sites, online communication has replaced human interaction and offline communication, which also affects students' social attitudes. The use of social networking sites is no longer limited, you can communicate with different types of people, such as friends, parents, teachers, etc. With the widespread use of smartphones, it has also opened up new communication channels for students.

It is precisely because of this feature that the concept of social media has attracted more and more people's attention. For example, on the Bilibili platform, any viewer can express his or her own opinions according to the content, and in the process of publishing, viewers with different opinions can also communicate with each other. There is communication and interaction between viewers at the bottom of each video.

The research of Fischer and Reuber (2011) shows that social interaction plays a crucial role in the realization of various jobs and projects, and social media promotes social interaction, so social media also plays a key role in the realization of projects. Bryant (2010) found that projects in the animation creation process require communication, and social media increases the mutual participation of animation in the creation process. When students encounter problems in the creative process, they will seek relevant help through relevant media platforms. Heiser et al. (2008) found that the importance of creative technology use is reflected in creative interactions, attitude changes, the ability to think, and the ability to trigger cognitive processes. Cooperation is an important way to promote the rapid development of creativity (Moran & John Steiner, 2003). The research report of Damon and Phelps (1989) shows that an important factor in completing a project or task is social interaction.

4.3. Entertainment

Noguti and Waller (2020) found that entertainment has specific motives for seeking, and secondary motives for entertainment include enjoyment and relaxation (Muntinga et al., 2011). At the same time, research also found that the important goals that people pursue when using social media are excitement, enjoyment and fun (Hart et al., 2008). Noguti and Waller (2020) found that goal-oriented people's enthusiasm is likely to shift to perceptions of entertainment, which are related to specific motivations for seeking relaxation. For example, on the Bilibili platform, there are many sections, one of which is entertainment. The entertainment section will include variety shows, entertainment chats, fan creations, and star comprehensive content for viewers to watch and entertain.

4.4. Immersion

A study by Sanabria and Arámburo-Lizárraga (2017) showed that “Progressive Immersion (GIM) can enhance collaborative creativity, mainly through interactive devices and Augmented Reality (AR), thereby promoting creativity learning. Sanabria

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and Arámburo-Lizárraga (2017) found that progressive immersion (GIM), which can improve creativity, collaboration and related skills, and can improve the corresponding expressiveness, is a strategic cognitive approach to teaching, in which learning is facilitated through digital creation and interaction.

Csikszentmihalyi (1997) pointed out that "consumers can experience migration in their territory through various activities". Witmer and Singer (1998) defined immersion as "a mental state characterized by the belief that a person is surrounded, tolerates himself, and interacts with an environment that provides continuous stimulation and experience**".** Jennett et al. (2008) believes that it has three characteristics: (1) lack of time, (2) loss of consciousness of the real world, (3) participation and experience in the context of tasks. According to Csikszentmihalyi (1997), this study shows that young people may be affected by external factors in social media activities. In addition, a study based on Jennett et al. (2008) also found that when students use social media for a long time and pay special attention to it, they will have a sense of immersion, which may lead to a waste of time and some negative effects.

4.5. Information

Research shows that in order to solve problems, it is necessary to use effective information technology for interaction, so that teams can share knowledge information in a timely manner and achieve effective problem solving (Choi et al., 2010). Popescu et al. (2019) found that the integration information can improve innovation performance and is a key source of competitive advantage (Stejskal, Merickova, & Prokop, 2016; Prokop & Stejskal, 2017). Prokop and Stejskal (2015) found that competitive advantage is reflected in strategies and actions in the marketplace, as well as the ability to process knowledge effectively. Reconstructing cognitive structures from a new perspective requires integrating information (Todorova et al., 2007).

4.6. Professional Advancement

According to Blumen-Pardo (2002), relevant factors related to school operations and teaching practices have a significant impact on students in developing countries. Skilled teachers implement a wide range of educational programs that can effectively promote the educational progress and cognitive development of high- and low-ability students. He recommends providing teachers with educational content related to creativity, especially in developing countries. By starting with arts higher education programs, we can better understand the contribution of creativity-related practices to the education system (Downing et al., 2007). For example: on the Bilibili platform, we see a lot of professional knowledge, and the explanation of these professional knowledge can improve professional development.

5. Conclusion

At this stage, the demand for creativity of Chinese college students is constantly increasing. In the process of the great development of social media, social media has also affected the creativity of college students. The factors influencing the creativity of Chinese college students are mainly reflected in the aspects of self-expression, social interaction, entertainment, immersion, information and professional development. From the case of the Bilibili platform, we can insight the impact of these factors to find the right way to improve the creativity of college students in the future.

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