

Commentary on commentary: a study of the psychological mechanisms of the cognitive schema of Internet users' views (Postprint)

Authors: He Jiaxin, He Jiaxin

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Abstract

This paper investigates the relationship between personal cognitive schema and their opinions and online behaviors by using questionnaires and in-depth interviews to study Internet users' commenting and "following-up" behaviors. It is found that in the online environment, people still maintain strong maintenance of the existing cognitive schema, but there are signs of moving out of the "comfort zone" and actively reshaping the cognitive schema. However, the phenomenon of cyber violence in the current online opinion environment has a greater hindering effect on users' commenting and "following" behavior, and people are more inclined to use "Ideational following" to judge different opinions. The utopian fantasy of the social media "public sphere" is not conducive to rational reflection on the current online opinion environment.

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