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The I and the Object : Research on Acceptance Psychology and Intrapersonal Communication Mechanism of Internet Financial Information

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Abstract: The development of the Internet makes the financial news market and gradually show a situation of free competition and hundred schools of thought contending. Internet users have shifted from the lack of information to information redundancy. In this paper, under the background of network communication, the information - rich network financial users are still irrational investment behavior questions, and try to use the audience survey method and the interview method to investigate the network financial information dissemination mechanism and acceptance psychology. After investigation, it is found that although online financial users obtain a large amount of financial information through mainstream media and opinion leaders such as We - Media, they do not obtain the“knowledge”behind the information through rational analysis in the process of information processing. Instead, they take an average way to integrate various information and draw an ambiguous conclusion. Secondly, the user as the subject, will interact with the average conclusion object, using the average conclusion object to guide investment behavior. This leads to inefficient user investment and becomes the object of manipulation and exploitation by financial capital.

Key words : Financial information;looking-glass self ; I-guest; Averaging the object

1 Research background and significance

Groups of economic "book" data, one after another "market" scene, after all, must be reflected in the "human face", that is, the true expression of how much the ordinary people feel. (Ambe , Jiang Lin, Zhang Xinxin, Shen Cheng, Wu Yu, Wang Yuxiao & Yao Junfang ,2022). Financial news is already one of the most important sections in news reporting, and authoritative media plays a major role in providing financial information, guiding financial public opinion, and disseminating financial knowledge. However, with the rise of online communication, the way for audiences to obtain financial information has changed from the macro interpretation of official media, which could only rely on a single path in the past, to the micro interpretation of self-media. For example, online financial VS such as "Uncle Junction" and "Investment Public Opinion" have developed into financial opinion leaders, and also play a role in guiding financial news orientation. However, there are still many cases of investment failure. This paper focuses on the intrapersonal communication mechanism that occurs when financial news users receive information.

In the era of information implosion, netizens often do not just listen to one party's remarks for financial news they are interested in, but form a general impression based on what they say, and make decisions accordingly. However, some financial news users will be confused due to the tit-for-tat opinions of various parties. The final situation is that although the available information is more abundant, there are still a large number of financial news users who will make wrong decisions, leading to investment failures, and the situation of being "cut leeks". This article is based on the irrational assumption that online financial news users will average information and opinions, so as to ensure that their decisions are more scientific. In the process of interaction between the subject and the object, he even forgot his original point of view. However, it is precisely this kind of average opinion object that tries to "average the opinions of all parties" and is a relatively unscientific way of financial decision-making, which makes online financial news users ultimately reduced to the fate of "cutting leeks", which has to be said to be a kind of sadness.

2 Literature review and research innovation

2.1 Overview of the Theory of ' I in the Mirror '

American sociologist Courley put forward the concept of ' me in the mirror ' in 1902. Courley believes that people's behavior depends largely on self - awareness, which is formed through social interaction with others. Others ' evaluation and attitude towards themselves are mirrors of self-reflection, and individuals understand and grasp themselves through this mirror.(Chen Ruizi,2020) Therefore, people's self - awareness is formed in the connection with others, which includes three aspects : one is about how others ' ' know ' their own imagination, the other is about how others ' ' evaluate ' their own imagination, and the third is about their feelings of these ' understanding ' or ' evaluation ' of others. In these three stages, the first two functions combine contacts with others. Therefore, ' mirror me ' is an important concept in interpersonal communication.

A search on the subject of ' I in the mirror ' on CNKI shows 219 relevant academic papers. In these studies, ' I in the mirror ' is generally placed in a wide field of vision, as part to think about the overall role. Some scholars put ' I in the mirror ' in specific events and specific groups for research, Zhao Zehong and Li Yunfang in the ' analysis of the young generation of ' I in the mirror ' of the lack of generation gap problem ' in the point of view, ' after the analysis of the interaction mechanism in the formation of young people in the mirror too much will be attributed to the objective cultural environment is obviously unreasonable, people should pay more attention to the interaction between the main body of the generation gap problem debugging. ' These research results have certain academic value(Chen Ruizi,2020), but the existing literature using the theory of ' mirror me ' to study ' financial news understanding ' is still blank, so the author extends it to the theme of ' interpersonal communication ' and ' news understanding ' and has a new research value.

2.2 ' Interpersonal Communication ' and ' News Understanding '

The issue of ' interpersonal communication and news understanding ' has been studied from multiple perspectives. Foreign scholars John P. Robinson and Mark R. Levy made an overall analysis of independent probability samples from the perspective

of interpersonal and mass media, pointing out that ' news dialogue ' is a major and constant overlooked factor in understanding, and that interpersonal channels may be as important as access to news media in public awareness and understanding of news. Foreign scholars Michael D. Bazil and William J. Brown have made an overall analysis of interpersonal communication in news communication from the perspective of announcement research, pointing out that the overall importance of news information is positively correlated with the possibility of hearing news in interpersonal communication, but not with the speed of communication. And domestic scholars Zhang Wei from the communication and cultural aspects of China ' s new media environment of interpersonal communication evolution of a more detailed study.

However, the current research on ' interpersonal communication of financial news ' mainly focuses on ' empirical research ', ' strategy research ', ' information communication ' and other topics, but there are few ' information communication ' , ' investment decision ' and other aspects of communication effect. 'My theory in the mirror ' can not effectively analyze why financial news users still cannot make accurate decisions under the condition of mastering so much information, nor can they extend to the psychological process for further analysis. It is necessary to introduce the updated ' host-guest ' theory to analyze the psychological mechanism and intrapersonal communication mechanism of financial news users in information processing.

2.3 A Review of the Literature of "Lord I-Guest I"

Communication scholars further divide activities of human communication into five types : intrapersonal communication, interpersonal communication, group communication, organizational communication and mass communication. This classification method is questioned by some scholars. The main focus is on whether ' intrapersonal communication ' can be parallel to other types of communication. George Herbert Mead, the founder of symbolic interactionism, puts forward a new view of human self-construction. He believes that self is essentially a social structure and comes from social experience. Mead divides ' self ' into two parts : the main self (I) and the guest self (Me). The main self is the subject of the thinker and the actor, and creator and the founder. Guest I am the attitude of someone who influences his actions. The interaction between ' host ' and ' guest ' produces self.

In the network era, some scholars have combed the relationship between ' self '

construction and different media on the basis of Mead ' s symbolic interaction theory, and then combined with the technical characteristics of the network era, elaborated the mechanism of ' self ' construction in the network era, and tried to explain some self-expression phenomena in the current network with the network ' s ' self ', so as to explain the Mead theory in reality. On this basis, some scholars have studied the informationalized selection of the audience in the information flood. Scholars Zhou Xuejin believes that massive information resources, new ways of communication, the audience's sense of access to information changes, making the audience as the ' master ' initiative information selection possible, and thus shaping the audience ' s ' master ' information selection ; as social norms and social expectations, ' guest ' respond to the audience ' s ' host ' information choice by means of information feedback and information intervention, and then forms the audience ' s ' guest' information choice. As the ' master ' of the audience's personal will and the ' guest ' of the social requirements, they construct the audience ' s ' self ' information choice in the joint action of subjective initiative and social interaction.

But the Lord I-Guest I theory is more from others ' impression of ' I ' to analyze, but not from others ' impression of ' financial phenomenon ' to analyze. Foreign researchers believe that information integration adopts ' averaging ' strategy, and domestic scholars try to support the relationship between ' group decision ' and ' individual decision '. But the corresponding research is very few, need further research and discovery. Intrapersonal communication is an activity that an individual receives external information and processes information within the human body to reach a certain cognition. But it does not exist in isolation, but is connected to external processes and receives external information. In the process of human communication, people always maintain active consciousness and thinking activities, and actively reflect the external environment. Moreover, the existing research does not study the internal communication mechanism of financial news users when receiving information from the perspective of financial news communication, so there is no answer to the question that financial news users are still unable to make scientific decisions in the case of financial news freedom. Lord I-Guest I theory provides a powerful theoretical weapon for us to study the in-person communication process of financial news users, and points out that ' host-ego' will make decisions according to the expectations of others.

3 Research methods

This paper will use quantitative research methods and qualitative research methods. The quantitative research method adopts the questionnaire survey method to study the impact of financial news on the overall audience and collect as many samples as possible to ensure scientificity and objectivity. Qualitative research methods choose in-depth interviews to provide a wealth of information for the study of individual users ' psychological activities, which are conducive to human communication research.

3.1 Questionnaire survey method

In order to prove the hypothesis, this study conducted stratified multistage sampling and obtained 153 data. The hypothesis was verified by Likert scale under 95 % confidence interval and 5 % sampling error. In order to improve the reliability, this study also set up the questions of corresponding identification.

This survey completed the data collection, collation and analysis process on May 1,2022. The survey is mainly open and closed topics, and the main contents are : (1) Basic information confirmation : including age, gender. (2) Social environment : residential city, industry. (3) Economic situation : family income, financial amount. (4) The degree of attention and utilization of financial information.

This questionnaire contains 18 questions, including 13 single-choice questions and 5 multiple-choice questions. Using the combination of online and offline, through WeChat circle of friends, QQ space, questionnaire star sample library and offline distribution. In this study, a total of 153 samples were investigated, and one questionnaire that was not passed in the sixth question of the questionnaire was excluded. A total of 152 valid samples were all passed the consistency test, indicating that the reliability of the sample questionnaire was high.

Among the 152 valid samples, female students accounted for 62.75%, and the age distribution was concentrated at the age of 18 - 23 of students. But in the occupation distribution, the occupation sample distribution is more uniform, so the comprehensive degree is higher. In the classification of residential cities of the samples, the distribution of the samples is relatively uniform. The cities with the highest proportion of distribution are line 3-4 cities, followed by line 2 cities. Occupational distribution shows that a large number of samples of existing occupations have jumped out of

the traditional industry classification, the emergence of various new occupations, accounting for more than 50%. When accessing the methods commonly used by respondents to obtain financial information, most respondents are obtained from social platforms and mainstream media, and professional commercial financial APPs obtain the least information.

The collected data are mainly analyzed by ' descriptive statistics ', ' cross-analysis ' and ' hypothesis analysis '.

3.2 In-depth interview

This study was conducted by face-to-face online communication and one-to-one telephone interview. The interview results were sorted out as verbatim. The interview outline production : interview question mainly divides into the interviewee ' s basic situation, the human dissemination mechanism concrete situation and to the current attitude of information market is three parts.

By the way of online and offline synchronization, this study collected volunteers as interview subjects. By the time of registration, 56 volunteers were enrolled and their own user portraits were obtained. For 56 user portraits, first grouped according to the age of birth, obtained five age groups ; then, according to the number of asset intervals, the asset interval objects of this group participating in random sampling are selected ; finally, a random sampling asset interval object is selected from each group. Finally got A, B, C, D, E five identified interviewees. In the five age groups, a total of 23 people were selected from the asset interval. A 20 - minute semi-structured in-depth interview was conducted with these 23 financial news users. A further 60 - minute interview was conducted with five identified interviewees A, B, C, D and E. The above steps began in March and May 2022. In order to directly understand the attitude of differentiated audiences to online financial news and related variables affecting their financial decision-making, as much as possible to collect more research samples of financial users in the human communication mechanism.

The respondents had differences in age, occupation, education level, native place and family assets, and the degree of homogenization was low. For qualitative analysis of the five interviewees, the number of key content words is 4424. The process of interview content is completed by the author.

Respondents	Sexuality	Work industry	Annual salary	Native place	Property
A	Man	Legal	20-50W	Jiangsu	More than 1 million
B	Women	Education	20-50W	Sichuan	More than 1 million
C	Man	Journalism	20-50W	Wuhan	More than 1 million
D	Women	Financial	15-20W	Shenzhen	Over 50 million
E	Man	Student	0	Shandong	Half a million

Table 1 Personal information of respondents

4 Research results and problems

4.1 Diversity of sources : the formation of ‘market comprehensive opinion’ in communication'

The current financial news market does have the phenomenon of media voice diversification. The voice of people who express the financial news market varies greatly and very large accounts for 34 %, while the voice of people who express the financial news market varies little and very small accounts for only 28 %. As high as 38 % of people think that the difference of financial information is general, that is, there are some differences.

In the in-depth interview, interviewee A believes that some financial information on the market is very different because of the different media positioning. He believes that the official media is more authoritative in principle and seriousness. However, from the perspective of people's concern, commercial media and personal we-media can provide more penetrating analysis, and such an analysis is often more detailed and suitable for decision-making reference.

Many investors show support for voice diversification. Interviewee C believes that it is good for the financial information market to have more rational reports and perspectives. Interview object D ' s work itself will require her to read a lot of information, in addition to a lot of information from the micro-blog finance and economics big V, has been subscribed to the ' Wall Street Journal ', ' New York Times '.

The above research shows that the sounds of financial news market show a certain degree of perceived difference, which provides a premise for financial news users to synthesize the opinions of all parties and form an average object of opinion.

4.2 Reliability is different : the mirror object of users ‘ opinions ’

Financial news users will form ' mirror object '. In the processing of financial information, the probability of serious use, more serious use and general use is 64 %, indicating that most of the respondents will absorb the financial information conveyed by the media, and actively integrate with their own experience to process and apply information.

The interview results confirm this conjecture. For example, interviewee D is currently in an empty position, but he liked to fire US stocks when he studied in the United States last year. He thought that he was very white and generally believed in some external information, but he would collect several more copies. If the financial information market is messy, the views are so rival that they won 't make decisions without the option of putting money on hold. Interviewee E believes that authoritative media reports have time lag, the number of We - Media is complex, and there is not much credibility. The general direction may be right, but it ' s just a reference for E and it won 't affect my decision much. There are not many people who invest around E, and there are few friends who share information. E will refer to the industry they invest in. E other platforms get comments and some information about the rise and fall of various users, the reference value is about 30 %, E personal views and expectations of the industry 70 %.

But the data do not answer an important question: which information does financial news users make investment decisions ? Or is it to integrate the collected financial information and opinions and make comprehensive decisions ?

4.3 Host-self initiative : the formation of “ average object of opinion ” in interaction'

According to the cross-analysis of external information and market comprehensive opinions, when the respondents believe that the differences in financial information released by different media are very small, they tend to almost not be processed and applied. However, when focusing on what kind of information the respondents will add to the processing and application of information, it is found that the respondents will consider processing and application of information with very large or relatively large differences, accounting for up to 80 %.

Interviewee A made misjudgments on investment, such as real estate. There is information on the Internet that houses in the north have no value of speculation. The state should regulate and reduce the price. In fact, these houses have not been reduced. ‘ Also mentioned ’ Nanjing recently opened its second-hand house less than a day and stopped again. A Getting house prices in first-tier cities to regulate this information come from We - Media. Later found like ' Nanjing opened second-hand house and stop ' information, is through the media and official media double evidence. He recalled that he often obtained information from the We-media, and then went to the official media for evidence. In the end, he could not tell who the information came from. As for the opinions of buying houses, we can no longer find the original source. Just remember as if there were some media advice for not buying a house.

It fully shows that the financial news is not directly absorbed and utilized by the owner and makes financial decisions, but is integrated and synthesized according to the information obtained in recent years. This average information is the standard of financial news user decision-making. However, this kind of average financial decision is precisely the most inaccurate, it often has certain difference with the opinions of all parties, it leads to the possibility of investment failure is bigger.

Interview object A does represent the psychological trajectory of most financial investors. But there are also very few financial news users will adhere to rational decision-making. Interviewee C only focuses on the facts of financial reports, and trusts the factual and explanatory information content, such as the announcement of listed companies. But rarely believe in the financial point of view provided by the media. C is very concerned about the source of information and highly rational about information, and repeatedly emphasizes that he will never completely believe any media blogger or even official media.

4.4 The Lord and I have plasticity : ' New Object ' shapes ' Rational Man - Irrational Man '

The survey found that after the formation of the object of comprehensive opinion, and most groups believe that there is a general difference with the previous presupposition.

There are two different explanations. One kind of psychological analysis believes that after receiving external information, we often take their own experience as the

dominant position after forming a comprehensive opinion object combined with their own experience, which leads to the same presupposition. However, another kind of psychological analysis believes that in the formation process of the object, it will constantly interact with the subject and me, and change the views and opinions of the subject and me on the object. Therefore, after a long process of “average opinion object formation” and “subject-object interaction, ”a considerable number of financial news users no longer remember their original views, but think that this average object view is not much different from their own imagination.

Although network financial users obtain a large amount of financial information through financial opinion leaders such as mainstream media and we media, they do not obtain the ' knowledge ' behind the information through rational analysis in the process of information processing, integrate various information on an average way and draw a ambiguous conclusion. Secondly, the user as the subject, will interact with the average conclusion object, using the average conclusion object to guide investment behavior. This leads to inefficient user investment and becomes the object of manipulation and exploitation by financial capital.

5 Research reflection

The assumption of “ rational person ” in economics is usually referred to as “ rational person ”. The internal structure of rational people includes knowledge structure, cognitive ability and action ability. The embodiment of rational man is the concrete determination of rational man's knowledge structure and ability level. The ' rational man ' hypothesis is one of the cornerstones of economics, but it is often criticized widely and fiercely by scholars. In the capital market, there are often people crazy in the process of bubble expansion, in the process of bubble burst to escape. In countless capital bubble cycles, the public's performance in property markets, stock markets, bonds and futures markets seems to support a degree of difficulties in keeping the masses rational. After the network financial users receive the financial information through the inner calculation, a series of human communication mechanism reaction, and a large part of the investor ' s mental process, seems to confirm the ' irrationalpublic ' shypothesis.

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