

Reflection and reconstruction of acquaintance society in the Post-Pandemic era

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Abstract: China, as a country in the transition period of stranger society, has shown a crisis of trust and social panic among people during the COVID-19 epidemic. Under the increasingly cold social interaction, the traditional acquaintance society is breaking down. However, China has local social origin, the advantages of acquaintance society can not be ignored, so we should build a new form of acquaintance society to cope with the social crisis brought by the outbreak. This paper will conduct research from three dimensions. First, it will understand the crisis phenomenon in the social transformation of strangers during the COVID-19 pandemic. Second, the social panic caused by the stranger society during the COVID-19 pandemic, China's local roots and the necessity of establishing new acquaintance society. Finally, from the macro, medium and micro perspectives, the innovative path of building a new acquaintance society in the Post-Pandemic era is elaborated.

Keywords: Post-Pandemic era, Stranger society, New acquaintance society

1. Introduction

In late 2019, COVID-19 began to spread globally. In 2020, the World Health Organization said COVID-19 was a "global pandemic," and the number of confirmed and fatal cases around the world continues to rise. In addition to the destruction of life and property during the COVID-19 outbreak, individuals are also prone to widespread trust crisis and social panic in emergency situations, which are the inevitable psychological manifestations brought about by the social transformation of strangers. Since the founding of the People's Republic of China, The COVID-19 outbreak in China has become a major public health emergency with the fastest growth rate of the virus, the widest impact and the most difficult prevention and treatment. The social, mental and physical impact on citizens should not be underestimated. "When things go wrong, people tend to think that the enemy is from the outside, that a stranger is threatening the order," explains psychiatrist Michael Stola ^[1]In the context of the social transformation of strangers, people are generally suspicious of information overload, wary of communicating with others, and helpless in isolation in foreign places. In the traditional Chinese society, the acquaintance society cannot be completely eliminated. Countless warm acts in the society are inspiring, such as the nationwide fight against COVID-19, remote help on the Internet, and communication and interaction between communities and neighbors. In the period of social transformation, it has become a new direction of social development in the future to construct a social network of new acquaintances by using the national society, the application of big data and the psychological guidance of individuals.

2. Crisis phenomenon in the transformation of stranger society during COVID-19

2.1. The crisis of trust caused by the spread of false public opinion

Under the pattern of differential order in traditional society ^[2], the channel of information dissemination is relatively single and the dissemination scope is mostly limited to acquaintances. In an acquaintance-dominated society, however, in order to maintain their authority and credibility, people will check and consider the information they publish. Due to the clear boundary consciousness in the differential order pattern, the dissemination of public opinion information not only spreads by the public opinion center, but also includes the feedback and backflow of information, thus maintaining a certain degree of trust between people in the dissemination of acquaintance society. Nowadays, China

is in the transition period of the stranger society, and the spread of false public opinions is rampant. In the era of big data, the way of information dissemination through the Internet makes the channels of information dissemination more diversified, and also reduces the interpersonal cost of obtaining information and the cost of information dissemination. At the same time, Internet information dissemination has the characteristics of anonymity, and individuals' identity pressure is relieved when they expend ideas and make comments. Different interpretations of things appear, which weakens individuals' pursuit of real information. The difference in positions in information, the truth in editing style, the narrative in fragments, the difference in positions, and the guidance of public opinion make people question in the dissemination of information, which further leads to the general crisis of confidence in the dissemination of all kinds of information.

2.2. Interpersonal risks and challenges brought about by COVID-19

The interaction between people in the stranger society becomes less than that in the acquaintance society. Capital and interest gradually become the cost and purpose of interpersonal communication, and this kind of communication mode intensifies the indifference of interpersonal communication in the stranger society. Also, during the epidemic, social challenges among people are emerging one after another. People who do not wear masks will avoid three feet, the health code will become the standard for entering the house, and they are worried about whether people who directly communicate with each other has passed through dangerous areas. These situations further deepen the misunderstanding between people. In the stranger society, People pay more attention to their own needs, but also increase the social distance between people. In the stranger society during the epidemic, the special background affected the communication and mutual assistance between people. Interpersonal communication during the epidemic has brought further challenges due to the sense of distrust brought by each other and the spontaneous avoidance consciousness formed by individuals.

2.3. The impact of apathy on acquaintance society during COVID-19

In contrast to the transformation of the stranger society, it is not difficult to find that during the epidemic period, the acquaintance society has appeared the phenomenon of "rupture" of interpersonal relations. There is a trend of deconstruction of interpersonal network, health topics become the first choice of communication between people, and the increasingly simple life makes people lack the desire to share. Coverage during the COVID-19 pandemic has become a central topic of conversation and communication among acquaintances, and there is little more than healthy greetings and concern among relatives and friends. Moreover, in order to protect themselves from external evaluation or harm, individuals choose to build their own protective cover and reduce the desire to express their inner feelings. It becomes the deconstruction of relationships, the alienation of relationships, the establishment of social boundaries, the reduction of connections. In the new era, the use of Internet technology reduces the cost of face-to-face communication, but also increases the risk of interpersonal communication. Although time and region barriers are broken, anonymous information sharing, game interaction, video communication and other ways do not further deepen interpersonal communication. The boundaries of personal communication network and communication surface have not really expanded. Although the shadow of new acquaintance society was found during the epidemic period, the impact of indifference on the original acquaintance society and the deconstruction of interpersonal network should not be ignored.

3. Analysis on the necessity of building a new acquaintance society in the Post-Pandemic era

3.1. Social panic caused by stranger society during COVID-19

3.1.1. Social panic caused by the public's own health protection

In this special period, the high infectivity of COVID-19 has brought negative emotions to the public, such as anxiety and fear, and people increasingly regard health as their first priority. In the process of self-protection, there are many emergency responses such as excessive attention to body temperature and so on. The physical arousal caused by excessive worry in the mind puts the body into a state of stress. The convenient network consultation service has gradually become the first choice for the public to know their own physical discomfort, but inevitably, some groups over-interpret the online medical information. Even if the doctor has given the treatment plan, some patients in the suspiciously heart under the control of unconvincing, trying to pursue "folk prescription" or repeated diagnosis and

treatment, these not only intensified the development of hypochondriasis, increased the degree of psychological panic, and social public resources also caused a great degree of consumption and waste.

3.1.2. Public suspicion of psychological social panic

The public's nervousness not only stems from the extreme protection of their own health, but also from the suspicion of individuals in the face of the potential unknown things. The higher the level of social anxiety of individuals in the medium-high risk areas^[3]. At a stranger in the background of social transformation, network information transmission, complete chapter take righteousness uncertain scene Settings, unknown path epidemic spread, no source of transmission path, a lack of supplies, medical drugs and so on, are easy to arouse public potential memory and experience, especially in the Internet age, contains the network violence external stimulation will produce extreme social situations, which will cause individuals to suffocate, panic, or even despair, and aggravate the trust crisis and social panic for close social contact.

3.1.3. Social panic caused by public fear

First, the outbreak triggered unprecedented panic. In early 2020, the emergence of novel coronavirus patients with a new type of pneumonia caused by the coronavirus and its spread have caused great concern for people's living environment and physical and mental health. The outbreak has seriously disrupted the rhythm of daily life. The public's fear is gradually intensified, and the shortage of materials, the frequency of events, the particularity of time, the urgency of danger and so on have all become the necessary factors causing social panic. During the epidemic period, the media paid attention to the reports with too much space, which further intensified the social panic of the public.

Second, the instinctive response to the real epidemic crisis. Since the beginning of the epidemic at the end of 2019, there have been repeated cases, including the increasing number of confirmed cases, asymptomatic infected persons and deaths. Human beings instinctively mobilize the sense of self-protection, individual emotions naturally appear anxiety, worry and even become increasingly fearful, all the symbols and labels associated with the epidemic make them extremely sensitive.

3.2. The foundations and transformation of Chinese society

Fei Xiaotong, a Chinese social scholar, pointed out in His book *From the Soil: The Foundations of Chinese Society* that Chinese society is foundational at the grassroots level. People grow up in a familiar environment, form a self-centered differential pattern with distinct group boundaries. The basic community of local society is family, which is a typical acquaintance society based on blood relationship and linked by geography. The traditional acquaintance social relation chain has great extensibility and strong boundary consciousness, and the groups within the boundary are classified as the same group. In group societies, it is difficult for strangers to get involved unless they are introduced by internal members and go through certain procedures. In China, where foundational origin is the source, and strong patriarchal clan morality and ethics constrain each member of the internal group, contract is replaced by relationship, emotion is higher than law, and human feelings maintain the operation of the society.

In the context of the new era, the modern life different from the traditional life forms has led to the rapid development of market economy, enhanced social mobility and improved social public service level, which has gradually transformed China from an acquaintance society to a stranger society. However, the fast pace and fast consumption life is difficult to produce a stable community, and the boundaries of acquaintances' social circles are constantly shrinking. In the stranger society appointed as the contract society, people try their best to maximize their personal interests to realize their due value. However, from another dimension, it is also the cause of China's alienation from social and indifference to social sources, making interpersonal relations more complex^[4]. Especially in the face of COVID-19, it is not hard to see that the dangers of stranger society cannot be ignored and need to be addressed.

3.3. The necessity of building a new acquaintance society in the Post-Pandemic era

In the transition period of stranger society, it is not realistic to attempt to return to a complete acquaintance society, but to construct a society-centered new acquaintance society with rules and emotions as a bond has become an effective way to ease the crisis of trust, reduce the cost of social action and realize mutual assistance.

3.3.1. Trust mechanisms between new acquaintances

In traditional society, acquaintances form their own social circle, and members of the same social circle constitute the boundary line that is isolated from the outside world. However, it is undeniable that mutual trust is high among acquaintances. With the rapid development of economy, the era of fast consumption makes people step into the stranger society. However, the traditional acquaintance society in the past has brought certain social disadvantages. Therefore, the social construction of the new acquaintance society is particularly important. Compared with the extreme situation of strangers or acquaintance society, the new acquaintance society adopts to maintain the moderate frequency of communication between the public and increase the frequency of communication between each other, so that the trust mechanism between new acquaintances is more stable than that of strangers society. Due to the social interaction restraint and social connection link of new acquaintances, the credibility of information transmission is higher, which is conducive to mutually beneficial cooperation between each other on the basis of a certain amount of trust, and is conducive to reducing the problem of declining trust in the stranger society.

3.3.2. New acquaintances society reduce social action costs

In the stranger society, communication is usually only established on the premise of gaining benefits, and the sense of distance between people keeps expanding. Emotion is no longer the basic condition to maintain the relationship between people. The degree of trust between strangers is reduced, and they are always cautious and suspicious when they meet each other, which makes the news that they dare not help old people when they fall and dare not save accidents emerge in an endless stream. These incidents of human indifference are the truest portrayal of stranger society. In the stranger society, social capital is taken as the premise of communication. It is undeniable that in the stranger society, there is less reciprocity of courtesy and other related behaviors, which reduces the cost of social communication capital. However, compared with the social relations of acquaintances, the cost of social actions of strangers will be greatly increased. In the new acquaintance society with the original acquaintance society, the communication between people who trust each other will reduce the estrangement of communication, and on the basis of a certain communication link between each other, the cost of social action between acquaintances will be reduced, which is beyond the reach of the stranger society.

3.3.3. Timely mutual assistance of new acquaintances in crisis situations

In the field of new acquaintance society, the interpersonal communication model based on interpersonal trust and social trust is formed. The traditional differential pattern emphasizes the network of acquaintances and constructs a strong social culture of relationship. When the public encounters difficulties and crises, they are often used to seeking help from the social chain of acquaintances. The fundamental reason is that in the acquaintance society, the public within the social boundary has been endowed with a trust mechanism after enduring a long period of public opinion restriction and moral supervision. After the outbreak of the novel coronavirus, nucleic acid tests were conducted in communities, and epidemic prevention activities were uniformly managed by households in communities. Most communities have wechat community groups, and during the COVID-19 outbreak, communities and neighbors will exchange information in a timely manner. Community committees, party-mass organizations and volunteers have formed links between communities, and the phenomenon of mutual assistance between residents has shortened the social distance between people. This kind of mutual assistance among villagers enables the construction of a new acquaintance society, which is no longer limited to residents' nodding acquaintance. The further understanding of each other further expands social contact, interaction and topics. Undeniably, in these sudden emergencies, people in the same community or residential area can help each other and take care of each other in time, which is more timely support and mutual assistance than the strong relationship in the new acquaintance society under the weak relationship in the stranger society.

4. Innovative ways to build a new acquaintance society in the Post-Pandemic era

4.1. The macro level of constructing the new acquaintance society

On the premise of ensuring policy support, the state and government should strengthen publicity, weaken the irrational psychology and behavior of stranger society in the Novel Coronavirus epidemic, and continue to provide a rational cognitive environment through multi-channel media. Under the circumstances of the new era, to carry out decided the leadership of the CPC Central Committee and

the outbreak of major policy decisions, publicity of the central and all levels of government measures and achievements during the outbreak zone from spreading, strengthening people's most of the party and the government in the new epidemic control, guide the masses to strengthen epidemic prevention and control of faith.

The Party and the government should strengthen public opinion guidance in response to negative emotions such as anxiety and panic caused by the stranger society during the epidemic. Guiding public opinion in the right direction is a key link in the response to the epidemic, which not only bears on the results of COVID-19 prevention and control and the health and safety of the public, but also on the credibility of the country and the direction of social information that the people get.

4.2. Build the medium level of the new acquaintance society

In the context of big data, the Internet has become one of the main channels for the public to receive epidemic-related information. The Internet provides an unprecedented variety of types and information for people to choose from, and news media rely on the Internet to deliver the latest news to the public in a timely manner. On the one hand, the news media should serve the interests of the society and the public and guide the correct direction of public opinion. At the same time, citizens' interests should be put first and their own interests second, and positive guidance of public opinion should be carried out. Especially during the period of COVID-19, news media should ensure the authenticity of information transmission, because during the isolation period, the most direct channel for the public to obtain information is the news media. The role of news media reports is to deliver effective information in time and warn people to stay away from the source of disease, rather than creating panic and inciting social anxiety. Therefore, ensuring the authenticity of the information conversion process of the public and news media can effectively avoid anxiety and trust crisis in the stranger society.

On the other hand, the Internet is also a necessary way to achieve remote social communication^[5]. The Internet can not only maintain the existing acquaintance relationship, but also achieve remote humanitarian mutual aid, which is an effective way to establish a new acquaintance society. Remote social communication can be realized through online media, and remote humanitarian assistance during the epidemic has brought people closer to each other. The stranger society is more self-oriented and focuses on personal benefits. In the era of fast consumption, the source of each other can not increase the sense of trust, but through big data social interaction, the challenge of personal risks can be eliminated, and their information can be protected anonymously or in other ways to enhance their sense of security. During the epidemic, big data social networking not only ensured their own interests, but also realized humanitarian assistance to others.

4.3. Construct the micro level of new acquaintance society

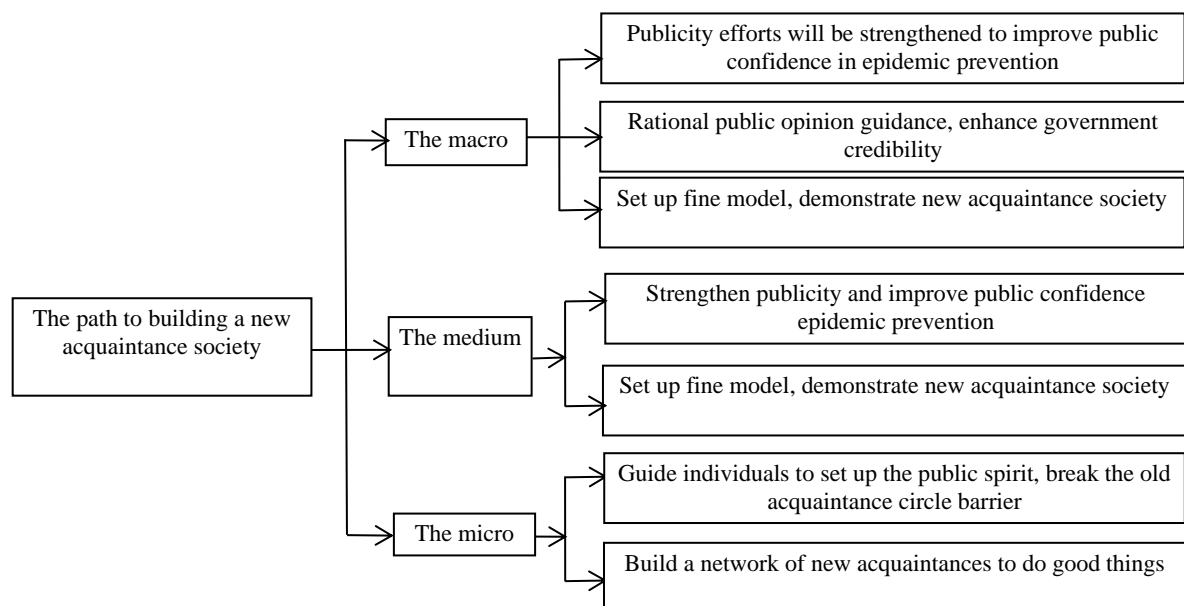


Figure 1: Establish social paths for new acquaintances.

Liang Qichao pointed out in New Democracy Theory, "If everyone keeps himself alone, it is called private morality; if everyone treats his group well, it is called public morality. "The basic premise of maintaining citizens' interests is to set up moral consciousness, guide the public's own correct psychological guidance, establish a good outlook on life and values, maintain social order, so as to protect the morality and ethics of social citizens. The public needs to foster a sense of responsibility, patriotism, and mission, not just to maintain a network of acquaintances, but to break down the old barriers of acquaintances. To prevent the occurrence of relying on guanxi to handle affairs or relations become the normal situation. In the society of new acquaintances, it is necessary to be able to build a network of acquaintances and help each other in case of emergency, but not other kinds of moral and legal "help" that undermine social justice and fairness. To strengthen the personal psychological guidance between acquaintances, truly achieve from the acquaintance to do good things to do the change.

5. Conclusions

With the advent of the Post-Pandemic era, China is facing more severe challenges in economic development, policy adjustment and social order. At the same time, there is no lack of trust crisis, social panic, indifference and rejection during the social transformation of strangers. The public is not only facing an increasingly serious psychological burden, but also the disruption of their life and work, and their physical and mental health are also being seriously threatened. Therefore, it is necessary to thoroughly implement general Secretary Xi's guiding ideology of epidemic prevention according to law, actively build a society of new acquaintances, reshape the trust mechanism between strangers, and combine the positive guidance of the national government, joint prevention and control of communities and Internet remote technology to realize the social transition from strangers to acquaintances. The public should straighten out their personal mentality, break psychological barriers, actively build social chains of new acquaintances, work together to create a warm social atmosphere, and realize social transformation of new acquaintances.

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