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**Abstract:** In order to clearly understand the influence of new media on college students' traditional cultural information contact and provide a scientific basis for the development of traditional Chinese cultural symbols, this paper takes Shaolin Temple as an example to do research. The research method is based on the survey data of 884 college students from 5 universities in Henan Province and uses the hierarchical regression model in economic management. It is constructed from the two dimensions of cultural cognition and cultural identity, the cultural cognition is measured from the breadth and depth of cultural cognition, and the cultural identity is measured from three perspectives of cultural consciousness, cultural self-confidence and cultural integration. This paper analyzes the direct impact of new media on College Students' traditional cultural identity to fan out from point to area, and tests the mediating effect of cultural cognition. The results show that: New media using has a significant positive impact on College Students' traditional cultural identity, including direct impact and indirect impact; cultural cognition plays a significant mediating role in the impact of Internet using on College Students' traditional cultural identity, in which the mediating effects of cultural cognitive breadth and cultural cognitive depth are significant, and both are partial mediators. Based on the conclusion, this paper puts forward some suggestions, such as setting the agenda and innovating communication forms with the help of new media platform.

**Language:** eng**Subjects:** HENAN Sheng (China); Commercial and Institutional Building Construction; Religious Organizations; CHINESE students; COLLEGE students; ACCULTURATION; CULTURAL identity; COGNITION; TEMPLES;**plink:** <https://research.ebsco.com/linkprocessor/plink?id=04f824b7-0739-3bbd-96ec-13c58fc7a92d>