

Analysis of the Factors that Affect the Values of Young College Students in the 5G Era

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Abstract: From the perspective of ideological and political education, this paper investigates the influence of pan-entertainment on the values of young college students in the 5G era and studies the young people in Zhejiang Province who participated in the epidemic prevention during the New Champions epidemic in 2020. The factors that affect the values of young college students in the 5G era are discussed, making full use of pan-entertainment in the 5G era to carry out ideological and political education for college students, so as to enhance the effectiveness of ideological and political education for young college students.

Keywords: Values; Youth; 5G era

Online publication: November 29, 2022

1. Introduction

Young college students are the impetus for a country's development and prosperity. Colleges and universities assume the role of educators with socialist core values. In order to cope with the flaws and performance of young college students' values in the 5G era, colleges and universities urgently need to adapt to the development of the times and further improve the value cultivation system for young college students, so as to create talents with correct values for the country ^[1].

In order to improve and develop the values of young college students, the first step is to clarify the scientific structure of the values of young college students in the 5G era. 5G technology automatizes the world, integrates knowledge and network automation, and combines with traditional education to stimulate students' internal driving force ^[2]. The low-delay characteristic of 5G technology enables real-time management of devices and networking. Through the network, educators can direct the values of students in a timely and accurate manner and "purify" the network environment in a controllable manner to ensure that students develop correct values. The advent of the 5G era presents a greater challenge to educators, requiring them to adapt to the demands of the era and master certain network technologies before they can successfully shape students' values.

2. Examination and clarification: Key elements of young college students' values

As far as the ideological and political education for college students is concerned, we must identify the key influencing factors and constantly improve the scientific structure of young college students' values.

2.1. Grasping the direction of Marxist guiding ideology

"To establish a university in China, we must adhere to the Party's educational policy, the socialist

orientation of running a school, the leadership of colleges and universities, and the guidance of Marxism, as well as constantly build confidence in the road, theory, system, and culture [3].”

2.2. Value choice of collectivism and individualism

Social cultural models can be divided into collectivism and individualism. Collectivism is an ideological theory that advocates that individuals belong to the society and their interests is subordinate to the interests of the group, the nation, and the country. It is a spirit, and its highest standard is that all statements and actions are in line with the collective interests of the people. With regard to the individualism model, moral standards emphasize on individual development and require social organizations to protect individual rights [4].

3. Survey status: The flaws and performance of college students’ values

3.1. Unclear self-cognition: Network behavior characteristics increase

First of all, the survey results of the impact of online live broadcast on the values of young college students in the 5G era are shown in **Figure 1**.

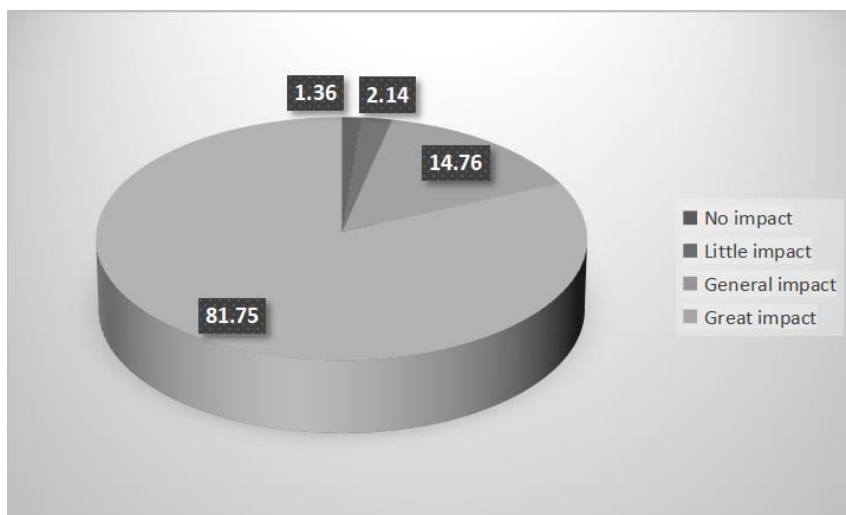


Figure 1. Impact of live broadcast on the values of young college students in the 5G era

It can be seen from **Figure 1** that 81.75% of the respondents believed that live broadcast would have a great impact on the values of young college students in the 5G era; among them, 14.76% of the respondents believed that the impact was moderate; 2.14% of respondents felt that the impact was small; and only 1.36% of the respondents thought that it would have no impact.

Secondly, in terms of the impact of live broadcast on the values of young college students in the 5G era, the survey results of whether there are more positive impacts or more negative impacts are shown in **Figure 2**.

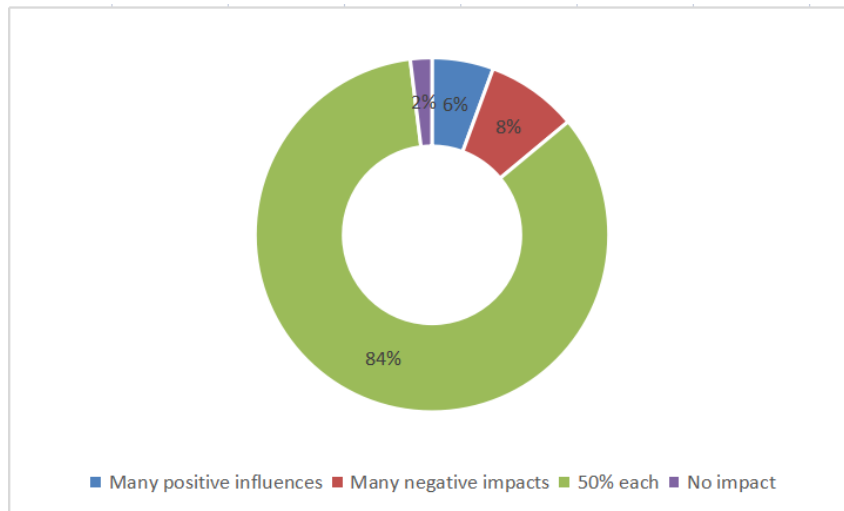


Figure 2. Positive and negative effects of live broadcast on the values of young college students in the 5G era

According to the survey data in **Figure 2**, 5.63% of respondents believed that the positive impact far outweighs the negative impact, but 8.53% of the respondents held the opposite attitude. As high as 84.08% believed that the negative impact was equal to the positive impact; 1.94% of respondents felt that there was no impact. From this, it can be deduced that young college students do not have a thorough understanding of the extent of the impact of online live broadcasting on their own values in the 5G era, thus suggesting that young college students are unable to make accurate judgments about good and bad information when participating in live broadcast and easily regard negative aspects as positive aspects. This, to a certain extent, confirms the necessity of investigating the impact of online live broadcast on the values of young college students and proposing countermeasures in the 5G era.

3.2. Increased utilitarian awareness: More speculative and exclusive activities

With the rapid development of the internet and the gradual improvement of social openness in the 5G era, cultural and ideological exchanges between countries also ushered in a climax, so did the exchange of complex values. Utilitarianism is one of them that cannot be overlooked ^[5].

The question “Which of the following content do you think has the greatest negative impact on the live webcast?” is used to judge and analyze whether young college students can rationally view and participate in live webcasts in the 5G era. The survey results are shown in **Figure 3**.

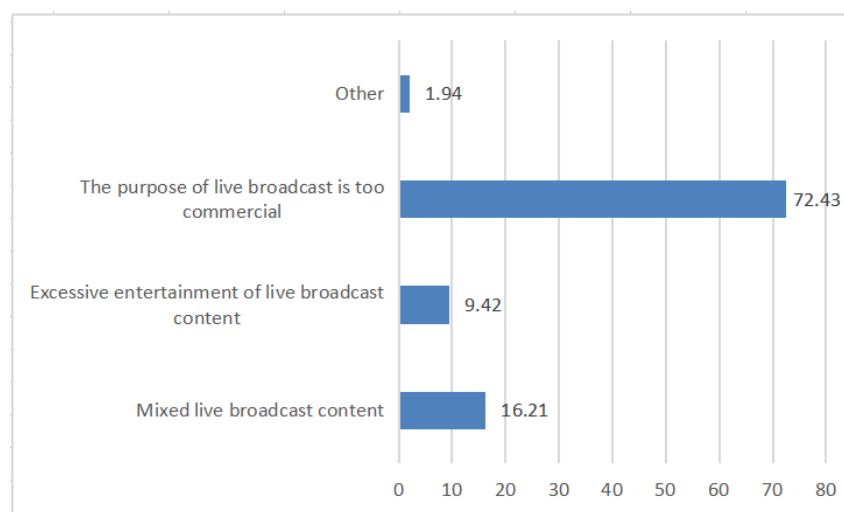


Figure 3. Young college students' understanding of the negative impact of live broadcast in the 5G era

According to **Figure 3**, 72.43% of the respondents believed that the biggest factor of the negative impact of live broadcast is that the purpose of live broadcast is too commercialized; 16.21% and 9.42% of the respondents believed that the most influential factors were mixed live broadcast content and excessive entertainment of live broadcast content; other reasons accounted for 1.94%. Therefore, we should attach importance to the research and analysis of the above situation as well as minimize the negative impact of live broadcast to ensure that college students can be properly guided when participating in live broadcast.

3.3. Increased awareness of consumption: More speculative and exclusive activities

In view of the unique background of the times where contemporary youth live, this group has distinctive characteristics of the times in terms of consumption concept, political literacy, and personal principles.

When asked, “What will you do when you want to buy more goods than you can afford?” (**Figure 4**), 18% of the respondents resolutely gave up buying, 57% chose to “pay by installments (spend and borrow),” and 25% of them chose to “save enough money to buy.” This data reflects the expansion of consumption desire among contemporary college students. It can be seen from the above two survey results that money worship distorts college students’ outlook on life and consumption, making college students regard money as the standard to measure everything, which not only has a serious impact on their own way of life, but also brings economic burden to their families.

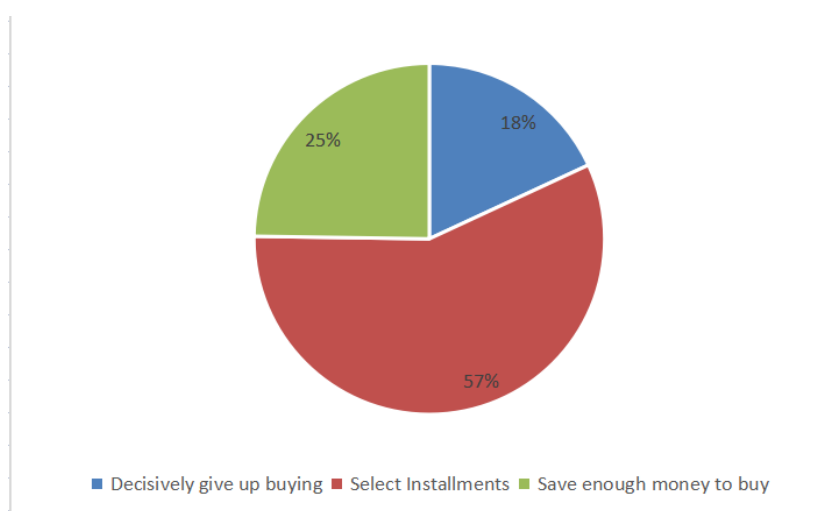


Figure 4. Consumption behavior of young college students in the 5G era

3.4. Inadequate political literacy: Weak social awareness

When asked, “Which of the following reasons would make you choose to join the Party?” (**Figure 5**), 43.30% of the respondents chose “it is helpful for employment,” 13.22% felt that it would be an honor, 23.13% chose to “contribute to others and society,” and 20.35% chose to “improve personal ideological awareness.” From the survey results, under the influence of individualism and utilitarianism, some college students showed insufficient political literacy, lack of dedication, and a weak sense of social responsibility.

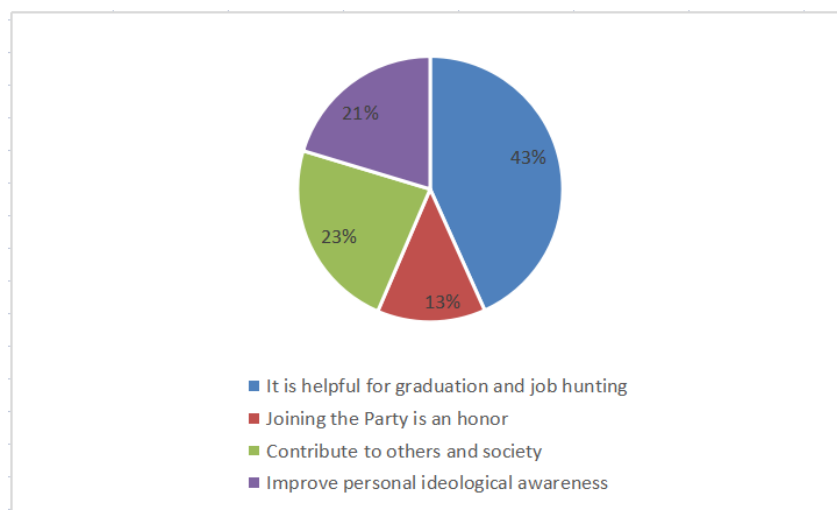


Figure 5. Awareness of political and social responsibility among young college students in the 5G era

4. Focus on improvement: Cultivation and practice of youth values

4.1. Clarify the direction of values

Colleges and universities should call on young people to consciously arm their minds with the latest achievements of sinicization of Marxism, while young people should enhance their theoretical confidence and road confidence. We should adhere to the principle of facing modernization, the world, and the future; constantly improve our quality and ability to adapt to the development of the times and the requirements of the cause; work hard to learn and master advanced scientific and cultural knowledge; as well as constantly shape ourselves into talents who are needed by the country.

4.2. Strengthen students' internal drive

Relevant psychological research has pointed out that people tend to repeat things that make themselves happy subconsciously. Suhomlinski said, "The whole trick of educational skills is to seize this kind of young people, which originates from the self-improvement generated by moral encouragement" [5]. When self-behavior is recognized by the society, there will be a sense of achievement. Therefore, efforts should be made to cultivate the internal drive of college students; in addition, the positive interaction between external education and self-education should be an important goal in college students' ideological and political education [6].

4.3. Precision era demand

In order to educate and guide college students to consciously cultivate correct values, educators should accurately judge the new situation, have the necessary awareness to comply with the needs of the 5G era, face new challenges and solve new problems, as well as take practical measures to meet the needs of the times, such as positive guidance method, reward and punishment incentive method, classroom teaching method, practice cultivation method, *etc.*, according to the requirements of the new era and the current educational environment. It is necessary to explore new methods, accurately grasp the needs of the era and the new needs of students, pay close attention to the new changes of the times, make full use of big data, and integrate "Internet+" into students' values education [7].

4.4. Multidimensional linkage of various resources

In the 5G era, by integrating the resources from schools, families, society, and other areas, we will be able to gather strength for collaborative education, strive to form a diverse education and training system with

flexible mechanisms and an open value system, fully form the “multidimensional linkage resonance” effect, assume the “inclusive” approach and attitude to coordinate online and offline resources, in-class and extracurricular resources, as well as on-campus and off-campus resources, and implement campus culture education, practice education, as well as science and innovation education so as to create a new all-encompassing educational force ^[8].

Funding

This paper is the research results of the National Medical Students’ Innovation and Entrepreneurship Training Program in 2020 (202010343063S), a project funded by Wenzhou Medical University’s teaching reform in 2020 (KCSZKG202018), and supported by 2017 Wenzhou Medical University Party Building and Ideological and Political Work Research (Project Number: 17DJSZTZ5).

Disclosure statement

The author declares no conflict of interest.

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