

Research on the Impact of Internet Pop Culture on Post-00s College Students

Yin Chunyan, Zuo Xingyu, Zhu Yitao, Han Qiang

Southwest University of Science and Technology, Mianyang, Sichuan, 521000, China

Abstract: *Internet pop culture has both advantages and disadvantages on the study and life of the post-00s generation. Improving the self-examination and self-reliance ability of the post-00s can give them the capability to calmly analyze the pros and cons of internet pop culture. The post-00s generation now is the hope of the country and the main force of the country's development. Studying the influence of online popular culture on the study and life of the post-00s is helpful for them to avoid the negative influence of the internet and grow into outstanding young people in the new era to make outstanding contributions to the construction of China's socialism, which will be a boost to national development. With the advancement of science and technology and the development of the internet, the influence of internet pop culture on the post-00s generation will become deeper and deeper. By studying the influence of internet pop culture on the study and life of post-00s generation, we can properly lead the development of internet pop culture.*

Keywords: *internet pop culture, college students*

1. Introduction

In the modern era, China keeps rapid development by centering on science and technology. At the mean time, the internet is gradually filling the life of our post-00s, who live in a society full of technology and are curious about new things. Therefore, internet pop culture has a profound impact on them, which is bringing both pros and cons to their lives. As a result, it is very important to explore the influence of online popular culture on post-00 college students to improve their study and life.

2. The manifestations of online popular culture

Science and technology rejuvenate the country. As technology drives the development of the internet, internet pop culture has attracted the attention of the society, exerting great influence on the life and study of the post-00s generation. The post-00s are the future of the country and the hope of the nation. Guiding college students to properly learn and use the internet pop culture is a problem faced by the whole society. Internet pop culture has the characteristics of participation, temporality, diversity, inclusiveness, novelty, etc. It is mainly divided into the following cultures.

2.1 Behavioral culture

The so-called behavioral culture is mainly reflected in fans culture, live-streaming culture, and celebrity culture. The post-00s are keen on the love and pursuit of celebrities and live-streaming hosts. The hosts know the fans' love, so their urge to participate lies in expressing themselves, by which the desire is satisfied. In comparison, the impulse of "fans" to participate is to vent and seek emotional release from it.^[1]

2.2 Game Culture

In this era of rapid development of the internet, games like King of Glory, Peace Elite, etc. have become an indispensable part of the study and life of the post-00s generation. It has pros and cons for them. On one hand, online games provide post-00s with a virtual space for communication and relaxation, allowing them to rest and relax after studying. On the other hand, excessive addiction to games will not only easily cause emotional disorders and make them depressed, which can be detrimental to building a sound personality, but also consumes a lot of time and money.

2.3 Foreign culture

The emergence of popular culture and consumer culture in China is closely related to the popular culture, practical philosophy, and the cultural trend of consumerism in the world, which exist with modern industrial society and even post-industrial society.

2.4 Language culture

Language culture mainly appears in our daily life, such as lying flat(give up), involution(competee too intensely), YYDS(always my god), social butterfly disease, Juejuezi(marvelous or terrible), and the clown is me(an expert is beside me). They are all over the entire university life of the post-00s, and have caused a lot of impact on the study and life of the post-00s.

2.5 Fashion culture

The original term for "popular" is "fashionable decoration", that is, "fashion". Therefore, "popular" and "fashion" are almost synonymous for a long time, and the state of fashion establishes the tone, nature and law of the overall popular culture.

3. The Influence of Internet Popular Culture on the Study and Life of the Post-00 Students

The online questionnaire in our school shows that most post-00s college students agree that internet pop culture has a great impact on us, which can be negative or positive (Figure 1). The impact of online popular culture on the study life of the post-00s has pros and cons. We need to study where the advantages and disadvantage, reasonably take the leverage to promote the education of the post-00s on their study and life. Meanwhile, we need to use network technology to improve the efficiency, enthusiasm, effectiveness and rationality of the study life of the post-00s, to improve the positive impact on them and help universities and educators offer better education for them.

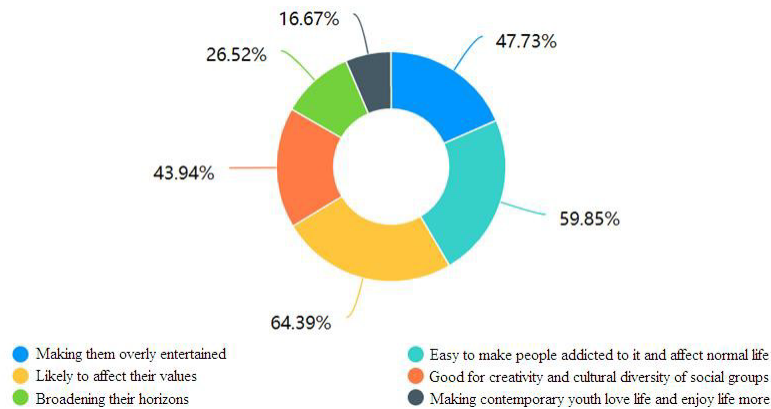


Figure 1: Results of the survey on "Influence of Internet Pop Culture on the Post-00s"

3.1 Positive influence

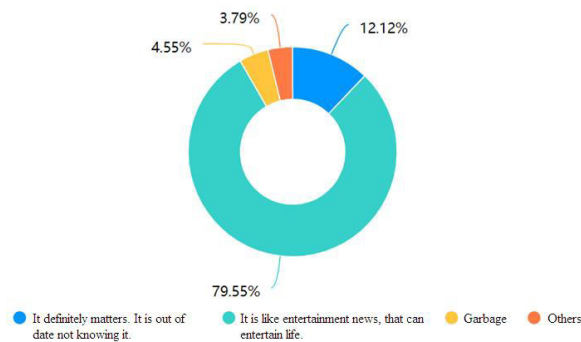


Figure 2: Results of the survey on "What is the concept of online pop culture for our lives"

Leisure and entertainment, relaxing: According to the online research, 79.55% of post-00s feel that online pop culture, like entertainment news, can entertain life. Although post-00s don't have to worry about food and clothing, they are under pressure from various aspects, such as the pressure of study, the pressure of parents, etc. They need an opportunity to vent their emotions and relax their mood. Internet pop culture plays this role at that moment, helping the post-00s eliminate negative emotions and keep an appropriate balance between work and rest (Figure 2).

Enriching daily life: The survey results show that 73.91% of the participants like to watch short videos recording everyday life, 65.22% like to watch short videos of knowledge popularization, 52.17% like to watch information and news, and 52.17% like to watch talent shows. For post-00s college students, in their spare time, learning about popular online culture through short videos can not only enrich their college life, but also acquire certain knowledge and skills (Figure 3).

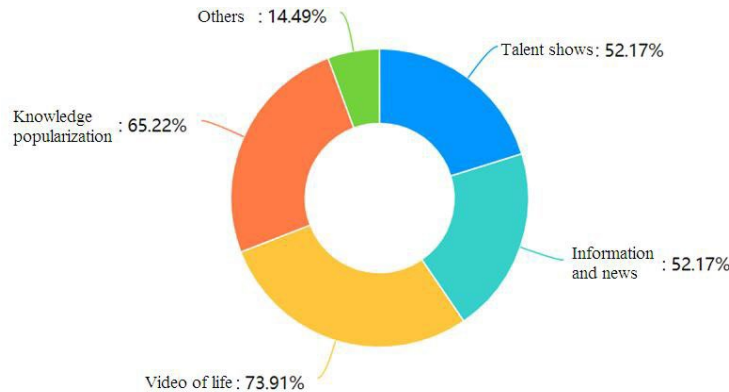


Figure 3: Results of the survey on "Types of Short Videos You Like to Watch" Promoting communication between post-00s and building better friendships:

82.58% of the participants believe that internet pop culture, being properly used, can make life more interesting. 38.64% of the participants believe that online pop culture is very creative and diverse. Correct use of internet pop culture can make it easier for post-00s college students to make like-minded friends, and it is also more convenient for post-00s with the same interests to come together and encourage each other (Figure 4).

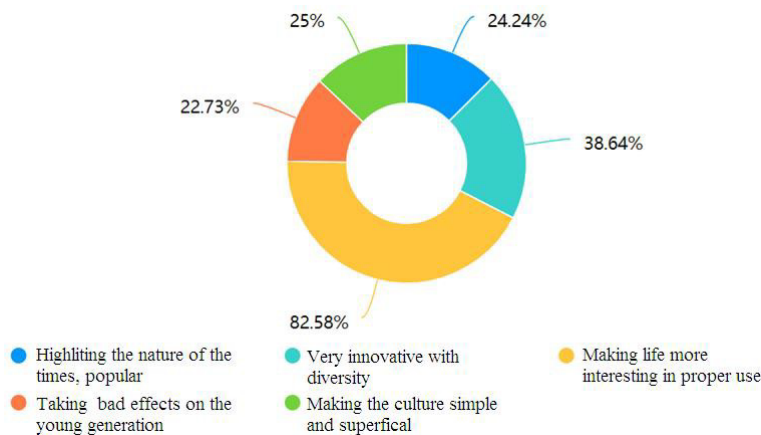


Figure 4: Results of the survey on "What do you think about the popularity of today's internet buzzwords"

3.2 Negative influence

Spreading negative ideas and exaggerating social contradictions: 63.64% of the respondents believe that online platforms often spread some negative ideas and exaggerate social conflicts, which greatly affect the mood of the post-00s generation[2] in their study and life (Figure 5).

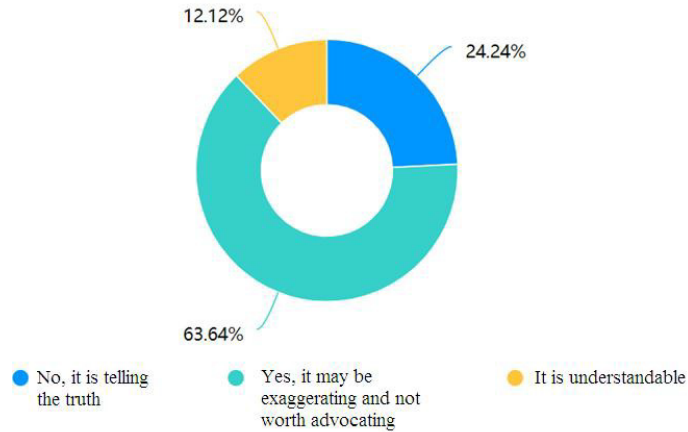


Figure 5: Results of the survey on "Internet platforms often spread some negative ideas and exaggerate social contradictions"

All-night internet chatting and indulging in online games: The internet is a gigantic communication platform. According to the survey, 11.36% of post-00 college students often stay up late or play games and chat online all night, and 50% occasionally do this. This will not only lead to inattention, impaired memory, and lethargy, but also prone to dizziness during the day, resulting in a significant reduction in the quality of life and learning (Figure 6).

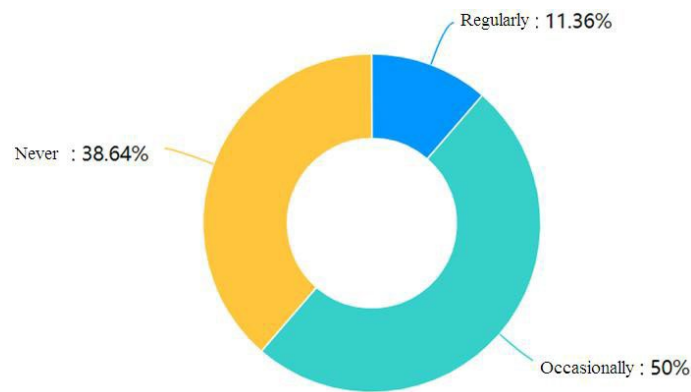


Figure 6: Results of the survey on "Have you ever spent overnight chatting or gaming on the Internet"

Sapping confidence and causing depression: More than 50% of the survey respondents have experiences of being ridiculed for not knowing about popular culture on the Internet, of which 9.09% were often mocked, and 41.67% were occasionally mocked. Many post-00s college students feel inferior because of the experiences, which severely hurt their feelings. This is bad for confidence building (Figure 7).

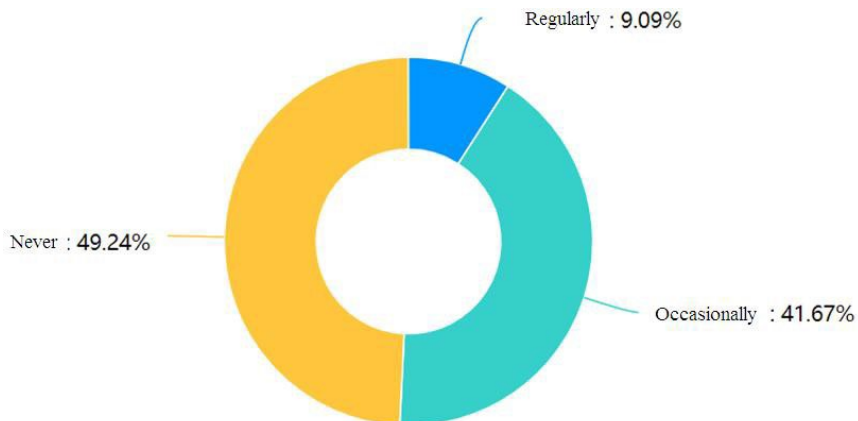


Figure 7: Results of the survey on "being ridiculed for not understanding a certain buzzword among classmates"

Negative influence on the values and outlook on life of post-00s: 79.71% of post-00s believe that online pop culture is mixed, 72.46% think that it is too superficial, and 71.01% think that wrong values are often involved. This is not only disruptive to the formation of good values and outlook on life for the post-00s, but also has some bad effects (Figure 8).

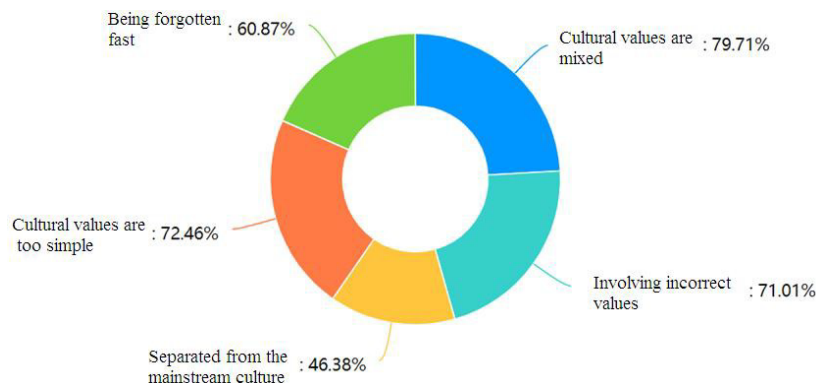


Figure 8: Results of the survey on "What are the disadvantages of short video culture"

4. Strategies to cope with the influence of the Internet pop culture on post-00s education

4.1 Formulating corresponding policies and regulations to regulate the development of online popular culture

Online popular culture spreads on the internet, an open platform, which is often conveniently used by outlaws to disseminate bad videos, publish bad comments and maliciously guide public opinions. These behaviors endanger our society, and we should formulate corresponding laws and regulations to make everyone who speaks[3] on the online platform to be responsible for his or her own behavior, so as to regulate the development of online popular culture and eliminate its adverse effects on post-00 college students, leaving behind beneficial influence on their study and life.

4.2 Innovating the Way of Network Ideological and Political Education

It is necessary to establish WeChat public platforms for college students' ideological and political education, spread positive energy, serve the majority of students and lead college students' thinking. Online education platforms should be incorporated into major platforms of college students' ideological and political education, combined with the social networking sites frequently visited by college students -- WeChat, Weibo, QQ, Tik Tok and Volcano Short Videos. It can be done by establishing WeChat public service platforms, official Weibo, QQ groups, WeChat groups, etc. and occupying the main position of public opinion. If colleges and universities want to use WeChat public platforms to carry out ideological and political education, they need to firmly grasp the needs, interests and key points of post-00s college students, playing the role of a spiritual guide.

4.3 Strengthen the guidance of online popular culture education and improve the analytical skills of young people

It is necessary to leverage the favorable factors of internet pop culture, inject beneficial educational content into it and combine it with the characteristics of contemporary youth to form cultural and educational features, thereby generating more positive energy.^[4] In the ideological and political courses of colleges and universities, the education of outlook on life and values should be strengthened, ideological and political elements should be infiltrated into professional courses, and more relevant cases should be introduced in the classroom to improve the ability of young people to distinguish between right and wrong from all angles and all aspects. So that young people can consciously resist bad internet pop culture.

4.4 Strengthening the education of socialist core values and carrying forward the excellent traditional Chinese culture

It is necessary to vigorously publicize the socialist core values, and organically and

comprehensively integrate the socialist core values into college students' online life. Strengthening the construction of socialist network culture with Chinese characteristics in the new era is an important goal for college students' ideological and political educators to carry out network ideological and political education. To achieve this goal, we should promote positive energy, purify the network environment, and form a positive network ecological system.

5. Conclusion

To sum up, network popular culture has both advantages and disadvantages on the learning life of post-00s. We need to use network technology to improve the efficiency, enthusiasm, effectiveness and scientificity of post-00s' learning life, improve the positive impact of network popular culture on post-00s' learning life, and use the network to help universities and educators better educate post-00s.

Acknowledgement

Project source : Special Project of Quality Education Reform (Youth Development Research) of Southwest University of Science and Technology from 2021-2022, project name: Research on the Impact of Internet Popular Culture on the Post-00 College Students (Project No. :21szjg15).

References

- [1] Du Jiacheng. *Research on the Influence of Internet Popular Culture on the Ideological and Political Education of College Students and Countermeasures*. 2022(Chinese) (07): 64-65.
- [2] Zhang Na. *Research on the Influence of Internet Pop Culture on Contemporary Youth*. 2021(Chinese) (17):31-33.
- [3] Zhou Qihua. *Research on the Influence and Countermeasures of Internet Popular Culture on College Students' Education*. *Journal of Shanxi University of Finance and Economics*. 2016(Chinese) (23): 09-11.
- [4] Wang Ying. *A review of popular culture research in China*. *Journal of Shanxi University (Philosophy and Social Sciences Edition)*, 2011 (Chinese) (28): 21-25.