

The Influence of Internet Cultural Hot Words on the Formation of College Students' values and Guiding Strategies

Xiaohan Liu, Sicong Li, Jia Liu, Yanhong Liu, Yang Jin, Xinyu Liu

School of Economics and Management, Shaoyang University, Shaoyang, 422000, China

Abstract: *With the rapid development of the Internet, the hot words of network culture have a profound impact on the formation of behavior habits and values of contemporary college students. On the basis of literature review, questionnaire survey is used to make an in-depth analysis of the usage status, causes, attitudes, interpersonal communication and influence on the formation of values of online cultural hot words among college students. A series of guidance strategies are proposed from the aspects of education guidance, traditional culture, incentive mechanism and normative management, so as to facilitate the sound development and value dissemination of online cultural hot words.*

Keywords: *Internet culture hot words; Values; Influence; guide*

1. Introduction

1.1 Background of the Study

According to the China Internet Network Information Center survey data, by December 2022, the number of Internet users in China reached 1.07 billion, and the Internet penetration rate reached 75.6%. The huge number of network audiences has spawned the network culture such as network literature, network film and television, and network variety show. Internet cultural hot words such as "Shanghai Socialite" and "Versailles Literature" have sprung up. Their entertainment, fun, ridicule and irony have a subtle influence on the formation of college students' language habits, behavior patterns, outlook on life and values. This paper expects to systematically propose scientific and targeted guidance strategies through the analysis of the current situation, reasons and attitudes of the use of Internet cultural hot words in college students, as well as the impact of interpersonal communication and the formation of values, so as to facilitate the healthy development and value dissemination of Internet cultural hot words, promote the healthy growth of college students' mental health and the harmony and beauty of campus environment.

1.2 Related research of the Study

With the rapid spread of Internet culture hot words, scholars at home and abroad have made extensive discussions on this unique Internet culture phenomenon from the perspectives of cultural innovation, language communication, cultural education, ideological and political education. For example, Y Hu & J Xue (2019) analyzed contemporary cultural mentality and cultural communication from the perspective of network buzzwords, providing many inspirations for the creative transformation and innovative development of Chinese culture. ^[1] LL Xing (2022) took self-deprecating Internet hot words as the research object and analyzed the popularity factors of self-deprecating Internet hot words and the factors related to the audience in the communication process based on the perspective of language meme theory. ^[2] HS Wang (2022) proposed measures such as strengthening the value analysis of network language and giving play to the advantages of ideological and political education of new media to deal with the negative effects of network language. ^[3] HY Cui(2018) believes that the hot words of Internet culture condenses the moral concepts, ways of thinking and value orientation of college students, which play a role of double-edged sword that cannot be underestimated in promoting the innovation of campus Internet culture education and promoting the Internet to shape new people in the era. ^[4] XX Meng(2020) puts forward the correct value guidance for college students with ideological and political theory as the guide, practical activities as the starting point, and campus environment as the position. ^[5] HT Li et al. (2022) explored countermeasures for the

ideological work of ordinary college students in the new media era through the investigation and study of the influence of Internet cultural hot words on college students' thoughts. [6] To sum up, existing studies have extensively discussed the influence of Internet cultural hot words on college students from the perspectives of society, culture, language, education, etc., but the existing studies lack in-depth studies on the reasons for college students to use Internet cultural hot words and their impact on the formation of college students' values. This paper is expected to conduct an in-depth analysis of the current situation, causes and influences of this network culture phenomenon, so as to provide a useful reference for standardizing network culture language and promoting the mental health growth and education of college students.

2. Methodology

2.1 Research Design

On the basis of literature research, the research group took college students in Shaoyang City, Hunan Province as the survey objects, and conducted a questionnaire survey on the use of Internet cultural hot words in college students, the reasons for their use, and the impact on interpersonal communication and the formation of values. The survey objects covered students in economics, management, law, engineering, education, medicine, art and other majors. Under the guidance of experts, the questionnaire has been modified many times to fully reflect the key contents of the project research. After eliminating invalid questionnaires such as incorrect filling and missing filling, 235 valid questionnaires were obtained, among which freshmen and sophomores accounted for a relatively high proportion (53.8% and 30.6% respectively), while juniors and seniors accounted for a relatively low proportion (14.5% and 2.1% respectively).

2.2 Procedures

The research process includes questionnaire survey, data collection and data processing. The questionnaire was conducted on the Internet to cover students of different majors and grades as much as possible. Data collection and data processing were carried out simultaneously and displayed in the form of percentage or frequency through the bar chart.

3. Result

This section includes the obtained data and descriptions, as well as the author makes judgment and analysis based on facts and experience.

3.1 College students' use of Internet cultural hot words

With the increasing popularity of mobile Internet, the hot words of network culture, as a kind of network popular culture, have been recognized and understood by the vast number of netizens, including college students. The survey data show that college students have a high frequency of using Internet cultural hot words, of which 50.6% are occasionally used, 28.1% are generally used or 15.7% are often used or frequent use, and only 5.5% have no experience in using them (see Figure 1). From the perspective of the occasions for the use of network culture hot words, the use of network culture hot words is the most common in online chat comments, accounting for 83.8%, and the use of chat and conversation with relatives and friends is also more common, accounting for 51.9% (see Figure 2). In addition, the proportion of article writing and speech, class and academic communication is 9.8% and 7.7%, respectively. With the increasingly frequent use of Internet culture hot words, it is obviously of great practical significance to analyze and study the influence of Internet culture hot words on college students' study and life.

3.2 Main reasons for college students to use Internet cultural hot words.

According to the survey data, the main reasons for college students' frequent use of Internet culture hot words are: "interesting and rich in meaning" (67.2%), "strong publicity by Internet media" (65.1%), "close to reality and high in topic" (60%), and "catchy, convenient and concise" (64.3%) (see Figure 3). The above reasons indicate that college students are in the university campus, facing the realistic pressure of study and employment, hoping to establish a common topic and explore the purpose of life

interest through the use of network cultural hot words.

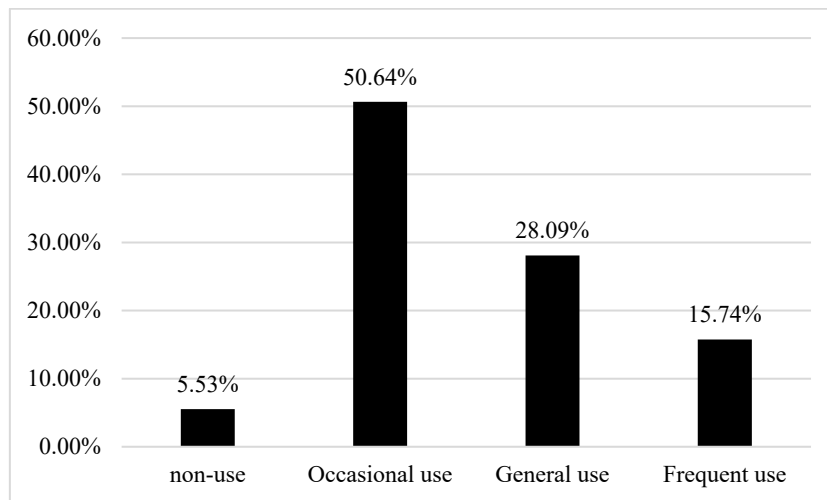


Figure 1 The frequency of college students' use of Internet culture hot words

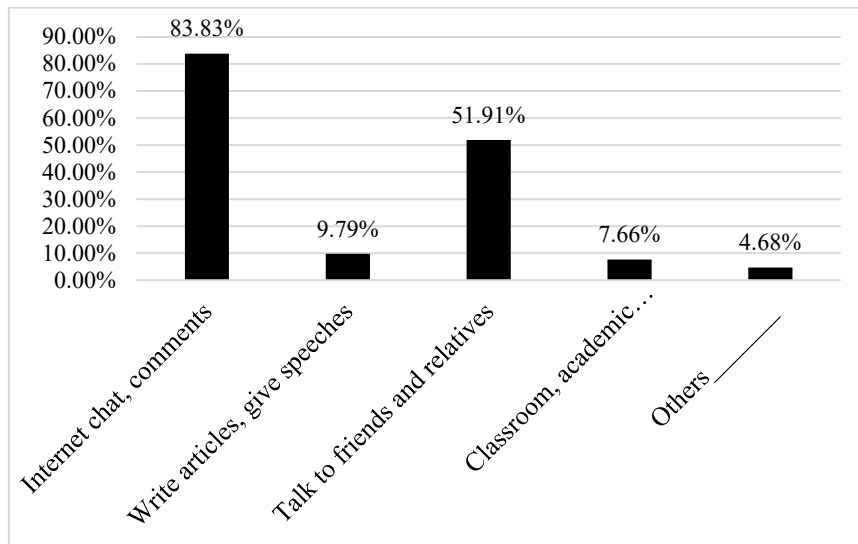


Figure 2 The occasion when college students use the hot words of Internet culture

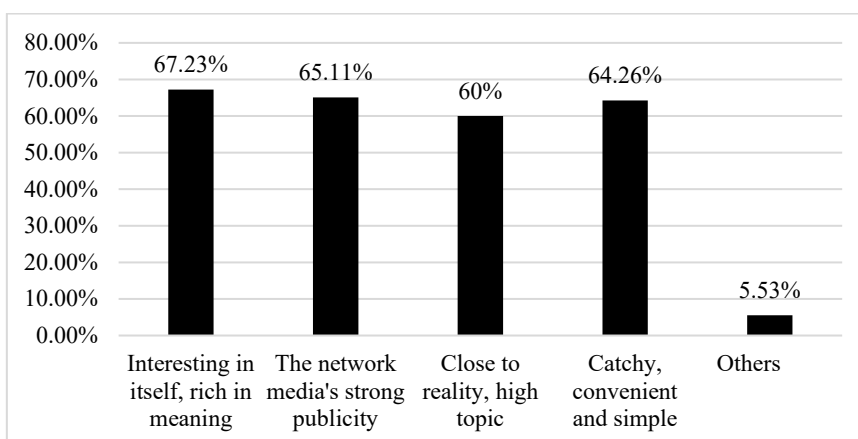


Figure 3 The main reasons for college students to use Internet culture hot words

3.3 The influence of Internet cultural hot words on college students' interpersonal communication

According to the survey data, Internet cultural hot words have different degrees of influence on college students' interpersonal communication. 45.9% of the students choose the hot words with

medium or great influence, and 42.1% of the students think that the influence is small. Only 11.9 percent of college students said it had little impact. Analysis of the reasons, college students in the physiological and psychological growth stage, peer imitation and conformity psychology prominent, resulting in the network culture hot words and other popular culture on the interpersonal communication of college students obvious influence. This is confirmed by the evaluation of the role of the interviewed college students on the hot words of Internet culture, among which: "describe the mood, vent emotions", "follow the trend, activate the atmosphere" are the most representative, accounting for 75.7% and 78.7% respectively, followed by "propaganda slogan, brief and bright" (44.3%) and "opinion leader, output value" (23.0%) (see Figure 4).

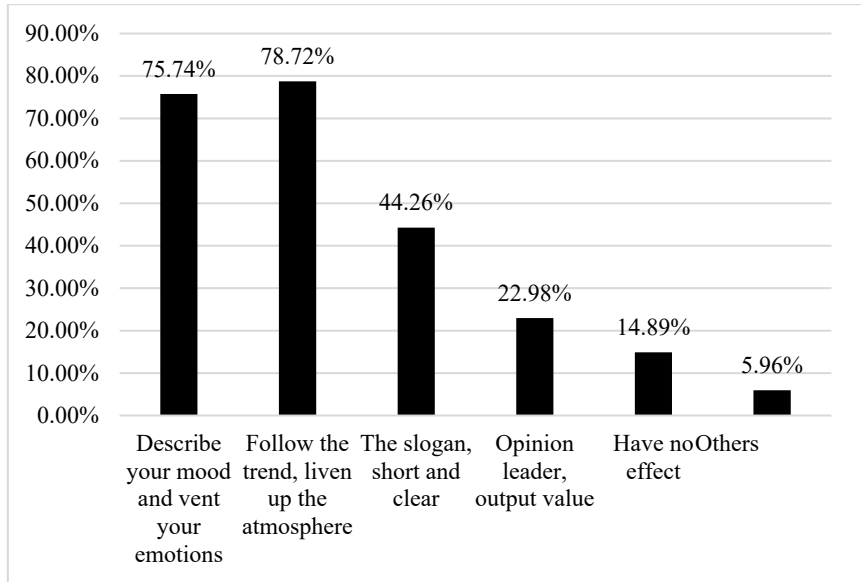


Figure 4 College students' evaluation of the role of Internet cultural hot words

3.4 Influence of Internet cultural hot words on the formation of college students' values

According to the survey data, there are clear differences in the evaluation of the influence of online cultural hot words on the formation of college students' values (see Figure 5).

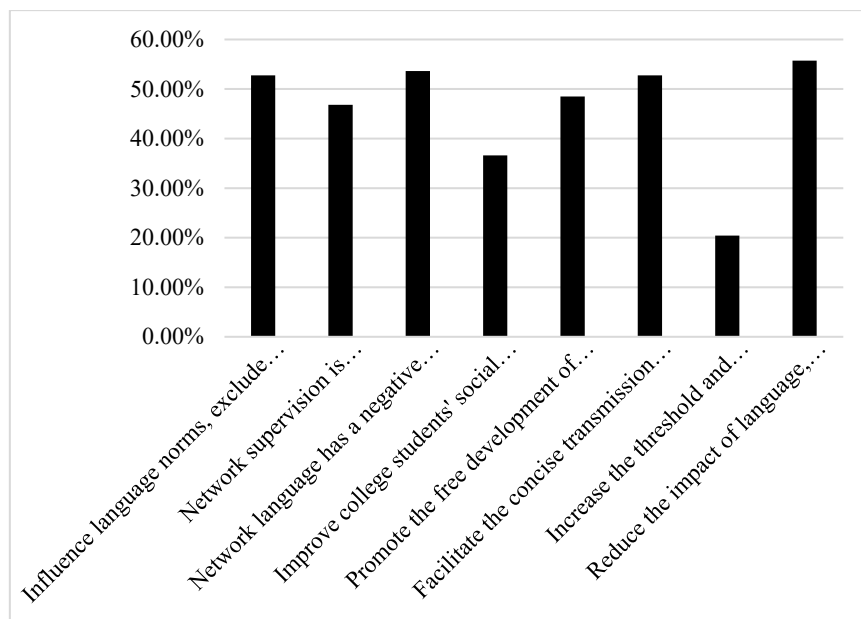


Figure 5 The influence of Internet cultural hot words on the formation of college students' values

The main positive factors are as follows: facilitating the concise transmission of communication information (52.8%), promoting the free development of college students' personality (48.5%), and

enhancing their awareness of social justice (36.6%); The negative factors mainly included the following: "affecting language norms and rejecting normative expressions" (52.8%), "unfavorable network supervision and affecting the awareness of network integrity" (46.8%), and "increasing the threshold and difficulty of communication" (20.4%); Of course, a considerable proportion of respondents made neutral choices, such as "reducing the impact of language and eliminating the seriousness of the topic" (55.7%).

3.5 College students' attitude evaluation on the use of Internet cultural hot words

With the increasing popularity of Internet cultural hot words, their negative effects on social culture can not be ignored, and strengthening standardized management has become the consensus of most students. As the survey data (see Figure 6) shows, nearly 70% of college students believe that "Internet cultural hot words are not sound or different, and need to adapt to the norms of the real society". About 20.4 percent and 10.6 percent of students respectively believe that the Internet buzzwords are "virtual, don't take it too seriously" and "free, can be used irresponsibly and freely." . Whether on the Internet or in daily life, 60% of the surveyed college students will take the initiative to regulate the use of online cultural hot words and timely stop or report measures. Another 28.5 percent would ignore it, and 20 percent would ignore it. This shows that contemporary college students have a certain ability to distinguish and intervene in the use of Internet cultural hot words. In view of the obvious influence of Internet culture hot words on the formation of college students' group values, and the insufficient ability of college students to distinguish and intervene in Internet culture hot words, it is urgent to integrate government and social forces to establish a sound and effective guidance strategy to promote the healthy growth of college students' mental health and the healthy development of Internet culture.

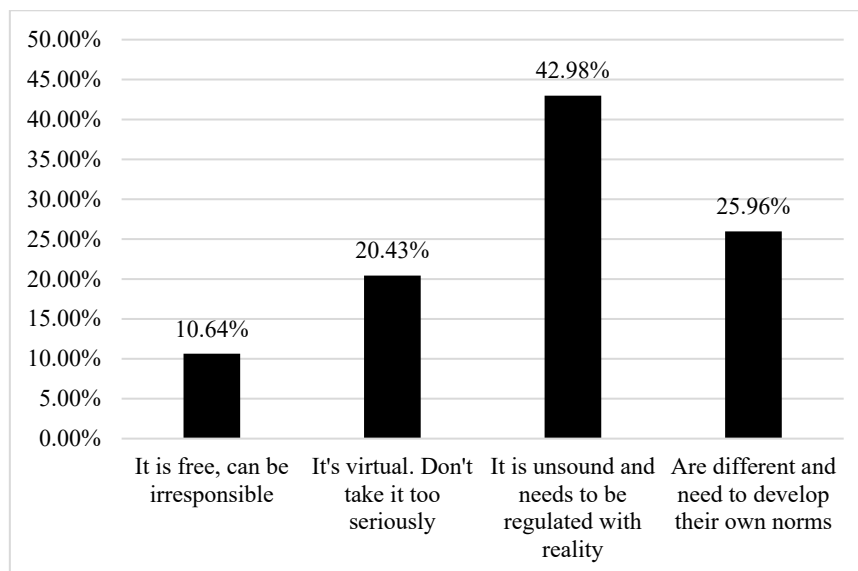


Figure 6 College students' attitude evaluation on the normative use of Internet cultural hot words

4. Recommend

4.1 Strengthen the education and guidance of the use of Internet cultural hot words

College students are in the development stage of their outlook on life and values, and long for independence of thought and freedom of action, while the Internet cultural hot words are highly integrated with the life of college students, reflecting the life status and psychological changes of contemporary college students. Government, universities, media, enterprises and other social organizations at all levels should focus on cultivating college students' critical thinking and independent thinking ability, and help them deeply understand the advantages and disadvantages of Internet cultural hot words. Through the opening of online media, online culture, online ethics and other related courses and extracurricular activities, strengthen the education guidance for college students to establish correct values.

4.2 Promote the organic integration of excellent traditional culture and hot words of Internet culture

As a language symbol carrier for the communication and interaction of contemporary college students, the network cultural hot words meet the communication needs of college students in daily language expression, and subtly influence the language habits, behavior patterns and values of contemporary college students. Social organizations at all levels should actively infiltrate the socialist core values into all aspects of the creation, production and dissemination of campus network cultural products, and promote the organic integration of excellent traditional Chinese culture, modern socialist culture and hot words of network culture.

4.3 Establish an incentive mechanism to lead the sound development of Internet cultural hot words

Contemporary college students are the universal creators and users of Internet cultural hot words, and the largest group using Internet cultural hot words. In order to better guide college students to establish correct values, social organizations at all levels, including the government, universities, enterprises and so on, should set up an incentive mechanism to lead the sound development of Internet cultural hot words. For example, the positive energy of Internet cultural hot words can be fully tapped through the selection and publicity activities of "Top ten internet cultural hot words" and "The most beautiful cultural hot words". To promote members of society to further create more high-quality, more integrated with the excellent traditional Chinese culture of the Internet cultural hot words. In addition, colleges and universities should innovate and reform their teaching mechanisms, combine college ideological and political education with Internet cultural hot words, and use expressions easily accepted by students to guide college students to establish correct values.

4.4 Establish and improve the restriction mechanism for the standardized use of Internet cultural hot words

In order to reduce the negative impact of Internet culture hot words on standardized language, Internet integrity, and good communication, relevant regulatory agencies should formulate a restraint mechanism for standardized use, and timely delete the bad Internet culture hot words such as violence and pornography, which are not conducive to the formation of college students' values, by setting up online appeal channels such as open complaint columns and online opinion surveys. The real name registration system is adopted to standardize the network cultural environment through necessary technical, administrative and legal means, so as to create a positive, healthy and vibrant network cultural environment for netizens, including college students.

5. Conclusions

In short, with the flourishing development of Internet cultural hot words, the government, schools, media, enterprises and other social organizations at all levels should constantly establish and improve the cultural environment and guidance strategies conducive to the formation and standardization of college students' values in research and practice. In the formulation and implementation of the guidance strategy, it is necessary to accurately analyze the intention and mental characteristics of college students, so as to better adapt the guidance strategy to the psychological needs and acceptance degree of college students, promote the organic integration of network cultural hot words and the cultivation of college students' values, and enhance the scientific, targeted and long-term effectiveness of the guidance strategy.

Acknowledgement

2023 Innovation and Entrepreneurship Training Program for University Students in Hunan province (S202310547026)

References

- [1] Yu Hu & Jing Xue.(2019). *Behind the trend of Internet buzzwords: A view of contemporary cultural mentality and cultural communication from Internet buzzwords*. *People's Forum*,(10):pp.127-129.
- [2] Lilong Xing.(2022). *Research on the propagation mechanism of self-deprecating Internet hot words*

based on memetics. Hebei university. DOI: 10.27103 /, dc nki. Ghebu. 2022.001773.

[3] Haoshen Wang.(2022). Research on the generation mechanism and educational countermeasures of College students' Network language generalization -- Based on the survey of college students' cognition of Network language [J]. *Journal of Hubei Open Vocational College*,35(21):pp65-67+70.

[4] Hai-ying Cui.(2018).Campus network hot word formation characteristics and guide the transformation strategy. *Journal of ideological and theoretical education*, (12) : pp.106-110. The DOI: 10.16075 / j.carol carroll nki/g4.2018.12.019 cn31-1220.

[5] Xingxing Meng. (2020).The influence of Internet buzzword "Buddha System" on contemporary college students and its countermeasures. *Modern Communication*,(10):pp.152-153.

[6] Heti Li, Yan Liu &Siyu Chai.(2022). Research on Internet hot words and their influence on College students' Thoughts. *Journal of North China University of Science and Technology (Social Sciences Edition)*, 22(04):pp.79-83.