

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF SOCIAL
MEDIA ON COLLEGE STUDENTS '
LEARNING, INTERPERSONAL, AND
WORK VALUES IN CHINA**

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ABSTRACT

In China, with the development of the internet, emerging social media represented by TikTok, WeChat, and Tencent QQ have rapidly penetrated into Chinese college students every aspect of daily study and life with the characteristics of popularization of subjects, flexible operation, fragmented content, and timely communication. It has a negative influence on Chinese college students personal learning, Interpersonal, and Work Values. It greatly increased the complexity of the value education environment and weakens the role of value education. The purpose of this research is to investigate the current state of social media usage among Ningxia Vocational and Technical college students, to determine this university students' perceptions towards the positive and negative influence of social media, to determine the degree of social media influence on this university students' learning, interpersonal, and work values, and compare the degree of social media influence on this university college students' learning, interpersonal, and work values based on gender and hours of usage. In this study, 368 college students from Ningxia Vocational and Technical College in China were selected as samples through stratified sampling and simple random sampling, and the relevant data were collected and sorted by quantitative research methods of questionnaire survey. According to the analysis of relevant data, the new generation of social media represented by TikTok and WeChat has become an important medium and carrier for Chinese college students to engage in learning, socializing, entertainment, and employment. At the same time, the positive influence of social media on college students' values was summarized: it broadens the field of knowledge learning of college students, expands the scope of interpersonal communication, and updates the concept of career and employment. And negative influence: let college students develop bad study habits, reduce the sense of responsibility for realistic communication, aggravate the confusion of employment and career planning, increase the complexity of the value education environment, and weaken the negative influence of the role of value education. Finally, this research puts forward countermeasures from four aspects: strengthening the guidance and supervision of social media, broadening the form of value education in colleges, strengthening the construction of social media platforms, and cultivating college students' self-education ability, to promote Chinese college students to establish positive and correct values. This research has a certain reference value for enhancing the academic circle's understanding and researching the influence and function of the new generation of social media represented by TikTok and WeChat on the values of college students, and for better carrying out the value education of college students. It can be used as a reference for value educators in colleges to use social media to help college students establish correct values. At the same time, it can enable Chinese college students to have a more scientific understanding and accurate positioning of social media, and guide them to avoid the negative influence of social media on the development of personal values in a targeted manner.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Value education in Chinese universities is also called ideological and political education. It is a society or a social group that uses certain ideas to improve people's ideological quality, political views, and moral norms exerts purposeful, planned, and organized influence on its members, and makes them form social practice activities that meet the ideological and moral requirements of a certain society (Zhang, Zheng, Wu & Luo, 2006). Its purpose is to promote the all-round development of college students. Both the work and the content of ideological and political education are deployed around this goal, and the target population is educated about world values, political values, values on life, moral values, democracy, the legal system, and other values (Du, 2018). The ideological and political education environment refers to all external environments that affect the operation of ideological and political education activities (Chen & Zhang, 2012). In the traditional value education activities for college students in China, the university has formed a whole set of value education systems under strict compliance with the national education requirements and has equipped a group of full-time and part-time value education teams. They strictly select the content of value education so that the environment of value education is relatively controllable. However, in the social media environment, teachers and students are on the same information platform, and college students are both information receivers and information publishers, which breaks the one-way educational information transmission of value educators to college students. The sharing nature of social platforms and the interface design of automatically pushing information allow college students to receive information without choosing it, which increases the difficulty of controlling the value education environment for college students.

This chapter mainly introduces the research background, problem statement, research questions, research objectives, research significance, research scope, and operational definitions of related terms on the influence of social media on college students' learning, interpersonal, and work values in China. It lays a solid foundation for the follow-up research of this study.