

# *Investigation on the status quo of college student model education under the background of "idol worship"*

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**Abstract:** In recent years, with the continuous development of "'fans' culture", the idol worship of college students also presents a new characteristics of The Times: from "chase" to "creation", from "spirit" to "commodity", from "individual" to "'fans'" and so on. Under the stimulation of new media and mass culture, college students gradually lead to problems such as the alienation of values, consumerism tendency and spiritual emptiness, which bring great risks and challenges to the shaping of college students' values, and it is urgent for us to think about idolry. Model education is an educational method of relying on advanced model image, through actively selecting, publicizing and promoting the advanced deeds and noble moral character of model characters, giving full play to the great appeal and encouragement of model education, so that the educated are encouraged. It is the valuable experience and fine tradition of ideological and political education in China. Colleges and universities provide example education to college students, so that students can see the best, and also play an important role in improving and innovating ideological and political education. This paper by clarifying the current college students party members "idol worship" to analyze the present situation of college students party members in the choice of idol model, learning the problems in the idol model, problem oriented to help college students party members group correct idol worship, strengthen college students party members to the choice of "idol" and learning.

## 1. Introduction

From ancient times to the present, the example has been running through the whole human development process, and has had a great effect on the social development. With the rapid development of market economy and the wide dissemination and application of public and private media, the traditional model education model is gradually becoming less attractive to college students.<sup>[1]</sup>In order to better meet the needs of personal development and ideological and political education in colleges and universities, the original education mode of model education should be constantly adjusted and changed along with the development of the times. At the same time, the enhancement of students' personal autonomous consciousness, in the general entertainment boom, stars, film stars and even web celebrity soon popular and accepted by college students, idol worship phenomenon of widespread and overheating, greatly impact the traditional model education model,

model education and idol worship are more or less in some problems in different degrees. Through the investigation of the model education and idol worship, this article provides some ideas, methods and suggestions for how to improve the effectiveness of the model education and strengthen the idol guidance education in China.

## **2. The current situation of "idol worship" among college students**

### **2.1 Data source**

The survey included college students from some universities in Jiangxi province. 200 students were randomly selected for questionnaires, and 179 valid questionnaires were collected, with a recovery rate of 89.5%. The researcher ensure that the sample is random and discrete, but also ensure that the sample is fully representative. In this questionnaire survey, it can be known from the valid questionnaire. First, the interviewed college students cover all grades, the subject classification is more detailed, and the proportion of each grade is basically balanced.

According to the variance sample of  $\alpha = nr / [(n-1) r + 1]$ , the Klonbach coefficient is 0.9. Because the coefficient is greater than 0.8, it shows that the table reliability of the sample is very good and has sufficient research value. In general, this survey has a variety of samples and a reasonable structure, and has a certain persuasive and reference value.

### **2.2 Questionnaire design of college students' idol worship**

The preparation of the questionnaire of college students is divided into two stages. In the first stage, the anticipatory questionnaire was designed, and the questionnaire was further improved under the guidance of the anticipatory questionnaire design leader. In the second stage, college students were selected to test the questionnaire, and the unreasonable items in the questionnaire were further modified according to the data results to determine the final survey questionnaire.

The questionnaire is divided into three parts. The first part is the basic information of the research object. It mainly includes the grade, major and political status of the respondent. The purpose is to analyze whether these factors will have an impact on the idol worship phenomenon of college students. The second part, to know about the role models and idols. The third part is about the attitude of idol and idol worship; the last part is the understanding of college students' model education. A total of 26 questions. (See Appendix I.)

### **2.3 Analysis of the status worship of college students**

It analyzes the six aspects of worship, the reason of worship, the way to understand the idol, the content of the idol, the attention of the idol, the negative behavior of worship. And it tries to find out whether there are differences in idol worship among college students of different majors and different political status, the different grades. From the following aspects, six models were built, grades, specialties and political positions as variables, object of worship, worship reasons, ways to understand the idol, attention, idol content, attention to the idol, the negative behavior performance of worship as the explanatory variables. The details are as follows.

As can be seen from the chart, grade factors and political status have a significant influence on the object of worship, and the influence of political outlook on the negative behavior of idols is as high as 5.1485. It can be concluded that college students with certain political status treat the choice of idols and idol behavior rationally.

The data is from Yichun university students. In the question "Your favorite idol belongs to", a total of business elites, politicians, scientific research experts, entertainment stars, sports stars, moral models, parents, teachers, friends and so on, the range is very wide. College students will

choose their favorite idol types according to their own life experience, ideas, emotional needs, etc., which reflects the subject consciousness of college students.

Table 1: Multiple regression analysis

variable	model I	model II	model III	model IV	model V	model VI
grade	2.3657*** (0.1254)	0.1358** (0.0235)	1.2548** (0.0248)	0.5874*** (0.8542)	0.5458 (0.1476)	0.2547*** (.07542)
political status	-2.4587 (-0.7458)	3.0145*** (0.5473)	2.0147 (0.6987)	0.3687** (0.0854)	1.5781* (0.2758)	5.1485** (0.8542)
Professional type	3.5841*** (0.1589)	2.1458*** (0.6425)	1.2203* (0.2547)	3.2158** (0.0458)	0.2546*** (0.3547)	4.2158* (0.0657)
Constant	22.36***	16.25***	0.987	0.15	0.2597*	2.54**
R-squared	0.321	0.254	0.278	0.365	0.249	0.321

In order to further analyze whether the political status of college students is related to their chosen role models, this paper analyzes the political status of college students and the types of role models, the results are shown in Table 1. The correlation coefficient value between party members (including probationary party members) and the selection of historical figures, heroes, etc. is 0.059, and it showed significance at the 0.01 level. Reflecting the significant positive relationship between the two. The correlation coefficient value between college students and selected researchers is 0.081, it showed significance at the 0.01 level, It reflects a significant and positive relationship between the two. The correlation coefficient value between college student communist Youth League members and selected entertainment stars and fashion stars is 0.178, and showed significance at the 0.01 level, reflecting a significant positive relationship between the two. Thus it can be seen, political status for party members (including probationary party members) will choose people who make contributions to society as idols and role models. Meanwhile, by the comparison of the size of the correlation coefficient, as it can be found, political status has exerted an important influence on the idol choice of college students.

Table 2: Correlation coefficient of idol types selected by college students with different political status

Idol type	correlation	P price
historical figures	0.059	0.000
hero	0.059	0.000
Research Specialist Staff	0.081	0.000
Entertainment stars, fashion stars	0.178	0.000

The reason why the university students worship their idols, it is influenced by diverse cultures, college students choose their idols for various reasons. Most college students are not only concerned about the external charm of their idols, but also concerned about their internal qualities. In the questionnaire "The main reason why you worship idols is because", "outstanding appearance and appearance", "sexy temperament charm", "outstanding personal talent", "excellent moral quality", "being influenced by you" and so on have become the main reasons for college students to choose idols. Among them, the high ranking of "excellent moral quality" can show that college students pay attention to the internal characteristics of the characters rather than only to the external image. In addition, "personal talent" has become the main cause of college students' idol worship, these data can better reflect the positive health value orientation can be seen by the results of Table 2, college students' idol worship reason on the gender difference in appearance factors, in ability factors in gender difference is significant. There were no significant sex differences for the other factors.

Secondly, the behavior of idol worship is generally controlled, and the vast majority of behaviors are not fanatical. According to the survey, most people collect and share information related to their idols through TV programs, buy their peripheral products, join fan groups, and participate in public

activities related to their idols. Some students occasionally punch in the places where their idols visit, and similar forms of worship are common among idol worship groups. According to the survey, the main ways to understand idols exist in the following categories: 29% of college students have "online social networking and live broadcasting platforms", and 25% of college students use "daily communication with friends or classmates", among which some college students have also experienced such idolatry behaviors. Most students in the Ming Dynasty are rational about idol worship, not crazy.

Table 3: Differential analysis of the reasons for idol worship

The reason for idol worship	grade	average value	standard deviation	t	sig
Appearance appearance level outstanding	freshman	0.53	0.5	-1.45	0.148
	sophomore	0.59	0.490.46		
	junior	0.68	0.49		
	senior	0.6	0.468		
Sexy temperament charm	freshman	0.3	0.404	1.913	0.056
	sophomore	0.26	0.442		
	junior	0.16	0.37		
	senior	0.2	0.39		
Personal talent is outstanding	freshman	0.16	0.198	0.311	0.075
	sophomore	0.4	0.187		
	junior	0.19	0.182		
	senior	0.04	0.153		
Excellent moral character	freshman	0.02	0.045	1.782	0.397
	sophomore	0.03	0.440		
	junior	0.45	0.214		
	senior	0.50	0.324		
Be influenced by people around you	freshman	0.02	0.182	0.747	0.756
	sophomore	0.03	0.136		
	junior	0.14	0.455		
	senior	0.26	0.421		

Idol worship among college students has become a common phenomenon. Data show that the surveyed college students for "whether there is an idol of worship" the answer of the question, only 31.69% of college students said no idol worship, and had idol worship experience of college students accounted for 68.31% (including "worship idol" 38.58%, "once, now no" 29.73%), thus, idol worship behavior is universal.

Influenced by diverse cultures, college students worship more diverse idols, no longer limited to a single type, but diversified idols are also easy to aggravate the trend of idol generalization.

Through Table 3, there are some differences in different academic stages, and there are temporary and transitional differences in the growth process of college students. This study found that the degree of idolry was generally deeper than that in the third and senior years, with significant differences in recreational social and emotional projection ( $p < 0.05$ ). Freshmen are more obvious in idol worship than other grades. On the one hand, this may be because freshmen have just entered the college stage, have high self-awareness, and begin to look at themselves and others with new eyes.

About idol was exposed negative news this problem, the survey results, 20% of respondents believe idol and continue to support, 25% respondents remain calm and rational, 15% respondents hope idol to apologize and responsibility, it also shows the college students in the process of idol worship is more rational and objective, they are willing to believe the idol and human nature, at the same time also can to calm and rational attitude to face the negative news. In addition, 3 percent of respondents believe that idols' character and character are more important than artistic achievements, while 3 percent believe that idols are products of business and should not incorporate emotional and moral observations, indicating that some college students evaluate idols not only based on artistic

achievements, but are more concerned about their character and morality. At the same time, some people regard their idols as a business product, hoping to view their business operation and marketing methods rationally when supporting their idols.

Table 4: Iolaty among professional students at different academic stages

Variable (grade, major type)	$\beta$	OR
freshman	-0.320	0.726
sophomore	0.305	1.356
junior	0.933	0.393
senior	0.663	0.516
humanities & social sciences	0.344	1.410
science and engineering	0.263	1.301
Sports class	-1.145	0.318
arts	-0.958	0.383

Table 5: Different analysis of idol negative news by different student groups

name	average value	standard deviation
Are malicious media attacks, believe in idols	3.025	1.214
Objectively and rationally treat the situation, waiting for further investigation	3.295	1.123
Frustrated, no longer believe in idols	2.121	1.626
Reasonable, the image is packaged out	3.186	1.086

As can be seen from Table 4, the lowest score of item 3 is 2.121 and the standard deviation is 1.626, the mean value is much lower than the mean level, and the large standard deviation indicates the poor stability of the data. This shows dissatisfaction with the negative news of the idols. In item 2, rational view, waiting for further investigation, the mean value is much higher than the average value of the expected confirmation variables. It can be said that most students still believe in the status of their idols.

Table 5 shows the different reactions of different student groups to the idol's negative news. The table lists four different reactions, respectively: malicious media attack, believe in idols, objective and rational treatment, waiting for further investigation; disappointment, no longer believe in idols; reasonable, image packaging. The mean and standard deviation of each response varied, indicating that different student groups responded differently to idol negative news. Different student groups have different reactions to the negative news of their idols, including malicious media attacks, believing in idols, objective and rational treatment, waiting for further investigation, disappointment, no longer believe in idols, reasonable, image packaging, etc. The mean and standard deviation of each response varied, indicating that different student groups responded differently to idol negative news.

#### 2.4. Analysis of the current situation of college students' role model education

In the analysis of the discrimination of role models and idols, some college students who received the questionnaire survey said that they had role models in line with their values in daily life and study, but still many students confused role models with idol stars, thinking that idol stars are their role models. In the survey on the impact of idolatry and model education, whether the role of idol worship is beyond model education today, the variance analysis (most of the results > 0.6) showed that the data was the highest, with 70.4% of students choosing "yes". And 0.774 shows that the thoughts of contemporary college students is impacted by diversified cultures, and the attention to the popular idol worship in today's society far exceeds the moral example. And a considerable number of college students cannot distinguish between the difference between role models and idols. Some students think that the advanced role model image has been unable to adapt to the

development of The Times, is not attractive to college students, will not take the initiative to imitate and learn.

Table 6: Analysis of the cognitive status quo of role model education

question	average	variance
Have you ever received or are receiving a role model education for college students	3.28	0.688
How often is the example education you have received	3.31	0.852
What do you think is the purpose of role model education for college students	2.27	0.758
What difficulties and problems do you think exist in college students' role model education	3.19	0.698
What do you think there needs to improve in the role model education for college students?	3.94	0.747
As a college student, which role model education method do you think is the most effective?	2.74	0.576
Are there any people in your life who are both role model and idol?	3.92	0.694
What do you think is the relationship between idol worship and role model education?	3.84	0.774
Do you think there is a possibility for mutual transformation between idols and role models?	3.87	0.775
Whether the role of idolatry has gone beyond example education		

Table 7: The influence of access to role models on role model perception

road	Role model cognitive factor	F
Television, radio, newspapers and books	36.2542(25.3697)	0.42
network	44.2010 (18.5236)	0.65
advanced	40.2874 (19.5482)	0.24
teacher	37.2564 (20.7178)	0.11
other	29.5487 (14.2587)	0.05

Table 6 analyzes the current status of college students' cognition of role model education. The data in the table may include information on aspects of cognition, attitudes and behaviors of role model education. Through the analysis of these data, we can understand the cognitive status of college students on model education and provide reference for improving model education. As to the Table 6 value, the role model education represents the cognitive status quo, including cognitive differences in the cognition, attitude, and behavior of the role model.

Table 7 show the impact of different pathways on role cognition, including television, radio, newspapers and books, the web, advanced, teachers, and other pathways. Among them, the TV, radio, newspaper and book pathway had the greatest influence on role cognition, with an F value of 36.2542, followed by the network pathway with an F value of 44.2010. Advanced, teacher, and other pathways have relatively small effects on role cognition.

According to the survey results, 56 percent of college students said they have role models around them, and the types of role models are mostly heroes and politicians. The appropriateness of the mode of communication is related to the effectiveness of the role model. In practice, modern media such as the Internet are widely adopted. In the questionnaire, students learned about role models through TV and the Internet. Some college students said they would follow their role models through microblogs, blogs and other ways. Among them, the network microblog factor cognition factor is the highest, reaching 44.2010, and the F value is 0.65, which is the highest one.

### 3. Existing problems and causes of "idol worship" among college students

#### 3.1 Analysis of the problem of "idol worship" among college student party members

##### 3.1.1 The rise of consumerism and comparison

For idols, especially star entertainers, the worship of college students is not only reflected in their

emotional love, but also extends to material consumption. College students express their love for their idols by purchasing related products endorsed by celebrity idols and surrounding areas, and support their idols through direct consumption of their worshipped idols. However, this has gradually formed a bad trend of comparison and forced consumption among some "student fans" influenced by the trend of consumerism. In the eyes of many fans, they think that those who do not spend money on their idols are unqualified fans, and they cannot bear the "star-chasing" without consumption. But in fact, many of the college students' fans have not yet achieved financial independence, and most of them save money from the living expenses given by their parents to get star-chasing funds. However, some enterprises see the huge market potential of fan economy, and use this point to combine loans and investment together, encourage college students to borrow loans to chase stars, the annual interest rate is comparable to usury, resulting in the family being reduced to a machine to repay the money.

Influenced by the influence of star idols, they may no longer maintain the fine style of hard struggle but long for the luxury life, unwilling to face up to the real life needs and satisfied with false honor, no longer adhere to the value orientation and principle of interests, everything self-centered, addicted to the wind of consumerism and comparison.

### **3.1.2 Excessive entertainment and network violence breeding**

Since the Internet entered China, under the combined action of capital control and cultural consumption, the public opinion has shown a trend of excessive entertainment. One small thing or even one action of many stars will cause hot discussion on the Internet, and people are "surrounded and blocked" wherever they go, while the media and the public, especially college students, rarely pay attention to those outstanding researchers who have made contributions to the realization of national rejuvenation and national prosperity. "Online media platforms aim to meet the sensory stimulation of the public, and take catching people's attention and pursuing hot spots as the means, to create an atmosphere of 'everything can be entertained' through exaggerated headlines, prying into the private life of stars without a bottom line. Excessive entertainment is the pursuit of material wealth, prominent sensory stimulation, advocating money worship and entertainment supremacy." However, due to the lack of sufficient rational value judgment and critical ability, young college students will inadvertently fall into "excessive entertainment". For example, I spend all my spare time to browse "Little Red Book", "TikTok", "Weibo" and other "We Media", addicted to empty and superficial entertainment, and accept and agree with the views conveyed without thinking. This not only affects the ideological understanding, value judgment and spiritual realm of contemporary youth, but also misleads college students to regard "carpe" as a life principle.<sup>i</sup>

## **3.2 Analysis of the causes of "idol worship" among college student Party members**

### **3.2.1 Media publicity and reporting bias**

With the rapid development of new media, mass media is no longer limited to transmitting information and releasing speech, but begins to have new functions such as creating public opinion, guiding popular culture and spreading values.<sup>ii</sup> New media has the advantages and characteristics, such as virtual nature, interactivity and autonomy, which traditional media do not have. Therefore, the new media has a low entry threshold in the release and transmission of information and a lack of strict management mechanism. "Therefore, many commercial media take the click rate, the amount of reading and advertising revenue as the primary goal, blindly pursue fast, strange, new, but ignore the authenticity of information and the social impact. As a result, reporting and pushing to users will focus on their personal lives, such as celebrities' emotional status, and will have few outstanding people who have contributed to the country and the cause of mankind. Surrounded by "algorithmic



recommendation" and "big data", it is easy for college students to enter the "information cocoon room" and produce irrational thoughts and behaviors. They mainly accept the content that fits with their original thoughts, attitudes and values, and receive similar information every day, which will gradually fall into the "information island".

### **3.2.2 Lack of long-term mechanism in school education**

According to the results of the survey, more than half of the people said that the school or teachers did not ask or guide idolatry. In fact, schools and teachers have not paid attention to the problem of college students idolry, but by the influence of many factors, achieved little practical effect. On the one hand, the ideological and political education in colleges and universities in China is mainly biased towards theoretical education, and pays insufficient attention to other spiritual needs of college students. On the other hand, most teachers have heavy research tasks in universities and great pressure, and their time and energy to pay attention to students' emotional and psychological needs are limited, and students rarely take the initiative to communicate ideas with teachers. In the absence of educational guidance, it is easy to appear irrational worship behavior. In addition, the school model education is in a stagnant position, but idolatry is developing wantonly. This has caused a special phenomenon in the model education: the model is gradually far away, idols step by step, college students remember the idol, rather than the colleges and universities.

## **4. The implementation path of model education for college student party members**

### **4.1 Strengthen the self-education of college students and establish a correct idol view**

For college student fans, rational star worship and eliminating blind worship are urgent matters. They should establish a correct and rational idol view, understand the boundaries of star worship, the true meaning of idol worship is to meet their own emotional and psychological needs, move forward with idols, and eventually grow and succeed, rather than waste time and energy on idol worship.

On the one hand, college students' fans must overcome their own vanity, see clearly the essence of the relationship between fans and idols, see clearly the essence of stars and idols, do not indulge, do not out of control, and think rationally. The students should be guided by correct values, with noble morality, outstanding contributions and high-quality idol works as the worship content, improve self-discipline, resist the erosion of harmful culture and decadent lifestyle, restrain themselves with moral standards, and use the Internet in accordance with the law.

In addition, college students' fans should adhere to the moral bottom line and the principle of "the country first before the idol" in their worship. When idols encounter problems of morality or principle, they should clearly state their position and maintain a clear and firm position before facing right and wrong. Personal hobbies cannot be restricted, but as a "fan", a fan must at least have a country.

### **4.2 Carry out idol worship education and strengthen the role of school leadership**

Both intuitively and academically, most people have a similar understanding of role model education and idolatry. Example building needs to be further strengthened, and the attraction and influence of example are still insufficient; the trend of blind worship and excessive development should be fully controlled.

First of all, as the organizer of the model, the Party and the government aim to promote the gradual formation of good social customs, explore, dig and set an example of progress in life and work, transfer positive energy, purify people's hearts, provide more people to learn and imitate, so



as to improve the ideological and moral quality of the whole nation. Secondly, in order to enable idols and role models to have a wide impact, we must rely on school tutoring, so that everyone can gradually become familiar with their idols and role models and get close to them, and be able to emotionally accept them and identify with them. If we only directly select and confirm the role models from the party and the government to guide people's recognition and learning, and ignore the power of middle school propaganda, then the formation of role models is difficult to produce a huge response. If idolatry is only carefully planned by some enterprises, without mass communication, then idolatry certainly will not have a broad and far-reaching influence among young people.

### 4.3 The society should strengthen the positive energy and character of media publicity

The media industry is predominant in news reporting and has become the main organization for spreading idol culture. While creating mass consumption idols, mass media also promotes people's acceptance of deformity, deformity and even deformity. In recent years, the private lives of various celebrities and idols have been making headlines on major media websites. Excessive reporting of celebrity idol news can not only easily guide students into their thoughts and hinder their value judgment, but also may lead to behavior imitation.

As the media of public relations propaganda, both traditional media and new media should always give priority to their social responsibilities, whether right or wrong. Strengthen the publicity and reporting of the deeds of positive people. On the one hand, the People's Daily, CCTV news and other mainstream media to play a good demonstration leading role, increasing "the medal of the republic", "July 1 medal", "moved China ten characters"<sup>[2]</sup> model attention and positive publicity, increase their media exposure, expand the scope of their radiation, with inspiring touching story to guide the social public especially young college students, build close, love, learning model good atmosphere.

On the other hand, both traditional media and new media must consciously abide by national laws and obey management. The news reports should face to the socialist core values, put an end to the excessive exposure or distorted star image, advocating a positive, healthy world outlook and values. The publication itself should try to carry forward the theme, the mainstream ideology of positive role, strengthen social responsibility, in meet their legitimate rights and interests. At the same time, it should positive innovation, tries to make era model become the hot spot of public attention, for the public, especially college students to build a fresh air wind is network environment.

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