

Can school law popularization prevent adolescent pyramid selling? A study based on the structural equation models

Yutian Jiang*

Department of Economics, Beijing Jiaotong University, China

*Corresponding author: 21120514@bjtu.edu.cn

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Abstract: This paper aims to study the impact of school anti-pyramid selling law popularization on the potential pyramid selling behaviors of adolescents and to provide theoretical support for the practice of school law popularization. Through questionnaire surveys and the construction of structural equation models, this paper verifies that school education can influence the attitudes of adolescents to influence their potential pyramid selling behaviors, demonstrating the importance of school law education.

1. Introduction

With the continuous improvement of the level of rule of law in China, the number of violent crimes has continued to decrease, but the number of economic crimes has shown a spurt [1]. Since economic crimes are statutory crimes, and whether specific acts constitute crimes is clearly stipulated by law, it is difficult for social individuals with insufficient legal knowledge to judge whether specific acts are economic crimes by relying on common sense and moral norms.

In economic crimes, pyramid selling is known as an "economic cult" and is a typical Ponzi scheme in which the money of the late entrants is used to develop the interests of the organizers. At present, the means of pyramid selling continue to innovate, while maintaining the original deceptiveness, the areas involved in pyramid selling are more novel and extensive, with "virtual currency", "Internet of Things", "Internet finance", "entrepreneurial projects" and so on as a gimmick to build countless new Ponzi schemes. Due to the lack of awareness of the concepts of high technology and new technologies by most people, the harm caused by the new types of pyramid selling to the victims is also more hidden [2] which puts forward higher requirements for the school law popularization for the prevention of adolescent's delinquency.

Based on the "attitude-behavior theory", this paper aims to clarify the important relationship between school law popularization and pyramid selling crime prevention, so as to clarify the significance of school law popularization practice at the theoretical level.

2. Questionnaire Survey and result analysis

2.1 Questionnaire design and distribution

Between December 2020 and January 2021, the author conducted a questionnaire survey on school anti-pyramid selling popularization, designed a questionnaire based on the analytical framework of expectation-value theory, conducted a sample survey of students in 6 classes in the third grade of junior middle school and 4 classes in the second grade of senior middle school of author's alma mater, and supplemented a survey of 99 seniors in college with similar educational backgrounds of middle school. After equally dividing the participants into experimental groups and control groups, this paper distributed questionnaires to 6 groups of participants in junior middle school, senior middle school, and college who distinguished between experimental groups and control groups, excluded the invalid

questionnaires in the recycled questionnaires, examined the answer data, and finally concluded that the reliability and validity of the answer data were relatively good.

The questionnaire involved three dimensions, measuring participants' combined attitudes towards pyramid selling by their scores in the "attitude", "behavior" and "environment" dimensions. Among them, the "attitude" dimension measures the participants' direct attitude towards the pyramid selling activities; the "behavior" dimension measures the participants' behavior performance in similar activities with pyramid selling characteristics, rather than directly indicating the pyramid selling activities, thereby indirectly measuring their attitude towards pyramid selling; the "environment" dimension measures the tolerance of the participants to the pyramid selling in the neighboring social environment and the family environment, as well as the simplicity of the living environment in which the participants live, thus indirectly measuring the attitude of social individuals to pyramid selling.

In the survey results, the participants in the experimental groups who had undergone law popularization education scored significantly lower on the attitude of pyramid selling than the participants in the control groups, which proved the important impact of anti-pyramid selling law popularization on adolescents' attitudes towards pyramid selling [3].

2.2 Model constructing

In this paper, a structural equation model is constructed to study the interaction between the participants' "attitude", "behavior" and "environment" of neighboring societies, and the structural equation model is solved using Amos software.

The structural equation model that represents the interrelationships of potential variables is shown in Figure 1 below.

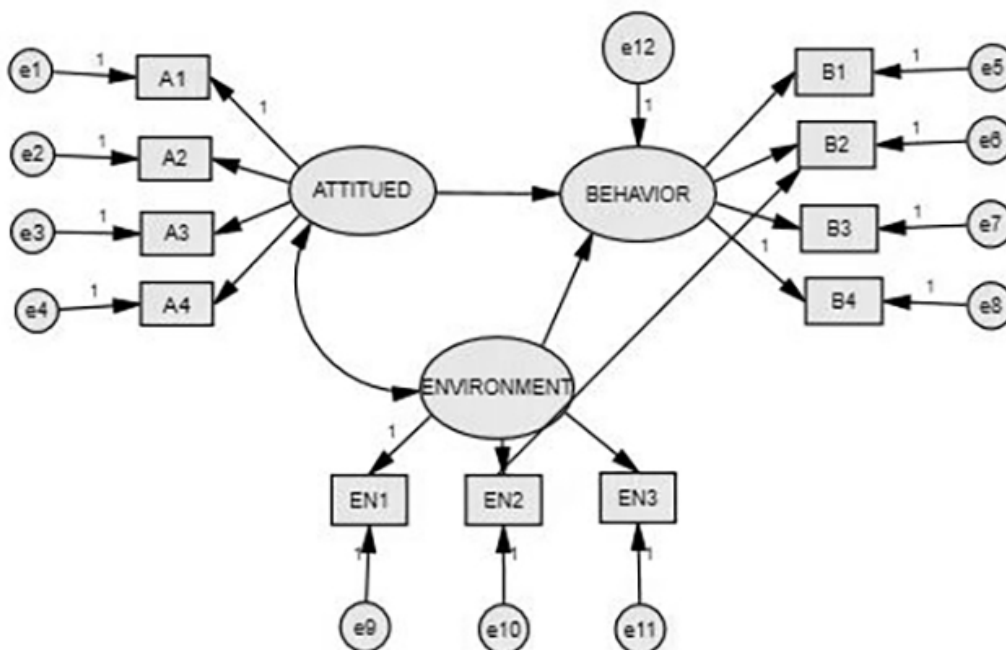


Figure 1. The structural equation model.

The model includes a total of 3 potential variables and 11 observation variables, and the potential variables correspond to the three dimensions of "attitude", "behavior" and "environment", and the observation variables correspond to the questions in the main part of the questionnaire. In this paper, the model was fitted using the answer data from 6 groups of questionnaires, and the values of the fitted indicators were displayed in Table 1.

Table 1. The values of fitted indicators of the model.

	Q10	Q11	Q20	Q21	Q30	Q31
CMIN/DF	2.381	1.639	1.556	0.958	1.804	1.635

It can be seen from the values that the answer data of the six groups of questionnaires and the model fit well, so the construction of the structural equation model is scientific.

2.3 Results

It can be seen from the model that the individuals' attitude towards pyramid selling, that is, the criminality of pyramid selling, will significantly affect their pyramid selling behaviors and have a promoting effect on their behaviors, that is, the more individuals recognize pyramid selling, the more likely they are to appear pyramid selling behaviors. This is in line with the "attitude-behavior theory" in psychology, and also puts forward an important direction for the prevention and governance of pyramid selling crimes. To control pyramid selling crimes, we must correct individuals' attitudes towards pyramid selling from the root, and cultural education is an important way to correct attitude.

3. Conclusion and recommendation

This paper believes that the school anti-pyramid selling law popularization is of great significance, which can make students have a vigilant attitude towards pyramid selling, thereby curbing their potential pyramid selling behaviors. Therefore, schools should be committed to the law popularization against pyramid selling and contribute to the prevention of pyramid selling crimes, and design educational programs for the popularization of anti-pyramid selling that can affect students' concepts and attitudes, so as to effectively prevent adolescents' pyramid selling crimes.

References

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