

## Study on campus Loans and Countermeasures in the Context of "Internet"

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**Abstract:** Since the 21st century, the rapid development of the Internet is amazing, for people to bring convenience to production and life at the same time, but also brought some harm, increasingly overflowing campus loans is one of them. With the aid of the dividend of the rapid development of Internet, in order to develop the market, some P2P platform - borrowing will hand out to the campus, evil hold college without a steady income but eager demand psychology, together with some students self-control is poor, tempted, via the Internet platform and college students credit borrowing gradient form campus, for students, society has had a negative effect. Therefore, under the national environment of "cracking down on evil practices", campus loans have naturally become a "black evil" that must be swept away. But how to sweep, how to divide, is a big problem. After studying many scholars' research materials on campus loans, this paper makes full use of the advantages of media major and combines with the Internet context to conduct in-depth investigations in communities and individuals, analyze and organize materials, so as to help colleges and universities prevent and crack down on campus loans, give students a campus to study, and give the society a stable explanation.

### 1. Preface

In this paper will combine the national "anti-triad putting the" big background, the environment, to different regional university, grade on the "borrowed" campus related questionnaire, recycling, and to "borrowed" campus real insight into the case, analyze the campus loans for students and society the harm and influence, and targeted to provide effective sweep clean and remove all levels "borrowed" campus measures and countermeasures.

### 2. The campus loan in the context of "Internet"

#### 2.1 "Internet" and campus loans

In recent years, with the continuous development of Internet technology, accelerated the previously proposed in our country the formation and rise of the "Internet" strategy, then the domestic financial consumption platform using the "Internet" development dividend received broad development opportunities, many campus borrowing platform which are bulging with unprecedented vitality, but because the Internet involves wide and miscellaneous, in the absence of relevant legal regulation and monitoring coverage under the condition of narrow, campus credit loan platform by using the word "Internet" wider parasitic in various sites, APP. At the same time, the Internet parasitic in a variety of ways, chaos. But by the author try to check and found it also has certain rules to follow, which appear on web sites and web page level high probability, primarily in browsing the site and the web through a small window does not automatically pop up regularly, the pop-up copywriter, hold the vanity of needed money, such as "are you still worried about the

moonlight? Point me, help you realize the whole month money to spend "zero mortgage zero guarantee, the fastest three minutes to the account" "high pass rate, not face audit, to solve your pressing danger" and so on. The ways of appearing in mobile apps of different systems are also roughly the same, usually in the form of advertisements. After observation, the author finds that these loan platforms and linked parasitic apps are targeted and often appear in various video entertainment apps, chat software and learning software favored by contemporary college students. Through the above we can see that all kinds of lending platform targeted parasitic in in the website, web and APP, use the Internet "gatekeeper" missing, reuse of the vanity of the students psychology, the temptation to lure, then lend to students to achieve their own profits, also indirectly the students step by step into the abyss, can't even look back.

In addition, campus credit loan platform in addition to the parasitic on the Internet, there is also a college student can be seen everywhere, such as the path of the dormitory building, toilet, light pole, the dining room table on college students often appear in the public domain, such as word of mouth, also have other students in a variety of ways beyond imagination appeared in the college student groups, harm of college students and families. Of course, this paper mainly discusses the chaotic campus loans in the context of the "Internet", with emphasis on the "Internet" level. The following describes the loan platform used by college students and the endless campus loan events.

## **2.2 The loan platform used by college students and the endless campus loan events**

Through research the author found, according to statistics, now and not more than 232 national college students of higher vocational college students by including the daily cost of living, all kinds of expenses, off the total trade size of more than \$1.5 trillion a year, the market size and mature, let this huge consumption cake circling each big financial firms, one of the most famous campus staging big three - boring, love to learn in installment, the installment, covering the whole country 28 provinces, about 2000 colleges and universities, 3 million students. Through the research of relevant scholars, we can find that the huge market interests and the urgent needs of college students provide opportunities for "Internet" campus loans. In August 2017, ambassador by the national college students' credit union and credit management research center, renmin university of China jointly issued the "2017 Chinese college students credit status quo investigation report found that 22% of college students now have used consumption in stages, and in 2009, the China banking regulatory commission to traditional financial credit services out of college students' consumption credit market, the amount of turning out to let the students can advance" ants spend bai "and by jingdong ious after consumption" payment ", etc, to make the huge consumer groups in colleges and universities in the new form of borrowing, Other platforms have also seized the opportunity to continue to use the Internet to penetrate deeply into various websites and apps commonly used by college students. Among them common interesting installment, installment music, love learning loan, naked bar and so on. These lending platforms, seeing the dividends of the development of the Internet, turn to parasitism of their own platforms under the cloak of the Internet and extend the evil hand to universities and students without restraint. If the student fails to repay the loan on time, the method of debt collection adopted by the lender is extreme and barbaric, which is unacceptable to the victim. Specifically, some lenders will upload naked photos of the lender to the Internet, beat the lender violently, or contact the family of the lender crazily, causing harm to universities, students and even social stability. The following describes an endless stream of campus lending events.

Article in 2016, the infamous "naked" - eyes network platform for borrowing a "naked" 8.75 G package on the Internet, which contains the nude photos and video of 167 female college students, and quickly spread to each big media platform, has caused the social from all walks of life extensive discussions and attention, nude is the college students used to do the "loan" certificate, if not pay on time, will be released their nude photos or video on the Internet. On April 11, 2017, a sophomore student in Xiamen, Fujian province committed suicide by burning charcoal because he was involved in a campus loan with "bare strips" and could not bear the pressure of debt repayment and the harassment of debt collection. On March 9, 2016, Xiao Zheng (pseudonym), a sophomore at Zhengzhou University of Animal Husbandry and Economics in Henan province, committed suicide

by jumping off a building after borrowing nearly 600,000 yuan from 14 campus loan platforms in the name of 28 students. There are numerous campus loan events like this. However, due to these endless campus loan events, many campus loan platforms hidden under the Internet dividend have been exposed to the public, thus triggering the discussion and attention of all sectors of society on campus loan.

Through the above we know that in the Internet increasingly in the evolution of the modern society, the progress of science and technology does not improve the contemporary college students' self-management and strengthen its inside, but the proliferation of network information to speed up the college students' psychological changes, the values collapse, compare problems appear, then is the temptation of money, to accelerate the self-esteem alienation, lending platform to seize the opportunity, penetration to the students in colleges and universities, so bear the brunt of colleges and universities to become the first target of the lending platform market dividend, and thus formed many similar P2P lending platform, effects on college students and their families. Next, it will analyze the campus loan related questionnaires and real cases to draw the harm and impact of campus loan on students and society, and then study the countermeasures to prevent and crack down on campus loan.

### **3. In-depth investigation and study of campus loan related population**

In order to conduct further research, we adopted online and offline interviews and issued questionnaires. Huaxi University Town has a total of 12 colleges and universities, accommodating more than 200,000 college students. From the age level, students are mainly between 18 and 24 years old, mainly junior college students and undergraduates. According to the questionnaire survey and taped interview of the surrounding college students, the main way for college students to borrow money at present is through the loan service provided by the big platform. In the early stage, there are full-time part-time jobs for cash out of these platforms, which can be done as long as they are familiar with the cash out process. For example, Ant Huabei provides services of advance consumption, and can cash out the amount of advance consumption in the early stage, which does not charge interest. However, with the renovation of cash out activities by various platforms, cash out activities are gradually prohibited, and at the same time, the platforms charge certain interest to those suspected of cash out activities. In the survey, it is found that the living expenses of most students are between 1000-1500. Considering the current price level, they can only meet the daily needs of life. When there is extra consumption, college students often take campus loans to meet it. Compared with urban students, rural students are under greater financial pressure. Due to the lower monthly disposable living expenses of rural students, the financial pressure is often greater, and when there is a consumer demand, it is more likely to produce campus loan products consumption. The survey results show that most college students have a clear understanding of their own needs when they choose to consume campus loan products. They are not blind and blindly follow the consumption, and they have a clear understanding of the risks that may be brought by using campus loan products.

### **4. The campus loan harm**

Students have the desire of excessive consumption and excessive consumption, and the campus loan threshold is low, the work process is simple, which has become the first place for students to borrow money. However, campus loan is latent however huge harm, discover not easily. The following part mainly discusses the harm of campus loan to students and society.

#### **4.1 The harm of campus loan to students**

##### **4.1.1 Campus loans have high interest rates and great debt pressure**

For most students, the living expenses provided by their parents cannot meet their excessive consumption desire. In addition, the campus loan threshold is low, easy to borrow money, so it has become the choice of many college students with poor self-control. But many students are unaware

of the hidden dangers of campus loans, which carry high interest rates. It is understood that the campus loan interest is basically the bank loan interest four times and more, has belonged to usury interest. But for students with no income, it is impossible to pay back the loan immediately after the repayment period, so they have to bear high interest rates. For example, the sophomore male student in Chaohu borrowed 2,000 yuan from campus usury, which rolled to 190,000 yuan in two months. The high interest rate on campus loan was unexpectedly high.

#### **4.1.2 Disclosure of the lender's private information**

The campus loan threshold is low, the working process is simple, sometimes only needs to provide the student's own ID card and student card to be able to borrow money easily. Sometimes the lender will ask the lender to fill in the information of his or her friends or family members, which may leak the private information of others and make them become the next victims. As a result, campus loans reveal not only the victims' private information, but also the information of their family and friends. In some cases, lenders may sell the personal information they have collected to other illegal institutions or individuals in the form of monetary transactions to provide information for these institutions or individuals to carry out further activities, which is a serious violation of the law of disclosing other people's private information. For example, in the shocking nude loan incident, the private photos of two college students in Suzhou, Hefei, were exposed on the Internet.

#### **4.1.3 Extreme ways of debt collection affect students' physical and mental health**

The campus loan debt collection method is extreme, brutal, let the victim cannot accept. Some lenders have resorted to daunting measures to get borrowers to pay their bills sooner. Specifically, some lenders will upload naked photos of the lender to the Internet, beat the lender violently, or contact the lender's family, teachers and friends in a crazy way, which makes the lender under great pressure and deeply affects the lender's physical and mental health. Some students who can't bear the cruel blows and pressure will choose to commit suicide by jumping off a building, which will lead to tragedy. For example, a post-1995 female college student in Hefei was forced to sell her house to pay off her 500,000 yuan loan after she borrowed 300,000 yuan from a naked woman. In April 2017, a sophomore student at Xiamen Huaxa University committed suicide because he was involved in a campus loan and was overwhelmed by the pressure of paying off debts and the harassment of phone calls. The barbaric and extreme way of campus loan debt collection not only affects students' physical and mental health, but also affects students' families and the normal development of the society.

### **4.2 The harm of campus loans to the society**

#### **4.2.1 Influence the school teaching order**

If a campus loan falls due and the lender is unable to repay the loan on schedule, the lender will release nude photos or indecent videos to force the student to repay the loan. Some students can't stand the shock and choose not to go back to school. Some students are afraid to go to school to pay off their debts. Instead, they skip classes and take part-time jobs to earn money to repay their debts. This has seriously affected the normal class of students, disrupted the school's related order.

#### **4.2.2 Disrupting financial order**

Campus loans will not only affect the teaching order, but also disturb the financial order. Because the main target of campus loans is college students, and the repayment ability of college students is relatively poor, so it is easy to be unable to repay the loan after the due date. As the money of the lending platform is generally obtained from bank loans, it is easy to have serial crises and cause financial disorder.

## **5. Countermeasures and relevant Suggestions on campus loan regulation**

In our subject research and field survey found that as the Internet, electronic commerce rapid

development, under the influence of the Internet financial background, campus credit has become the mainstream choice of loan for college students, campus credit, but full of chaos, the serious influence to the students' physical and mental health and even their life under threat. Therefore, our subject puts forward the following countermeasures and relevant Suggestions for the campus loan disorder from all levels.

### **5.1 At the national level and relevant departments: improve the system and strengthen market supervision**

There are explicit regulations in the country that usury is not protected by law, but the interest rate of many campus loans in the later period is often higher than usury. Therefore, campus loans often seek help from the law without success. In addition, the existing legal system and other illegal campus loans on the supervision of the lack of specific provisions. In view of the above situation, the government should promote the rule of law construction, strengthen the construction of campus financial legal system, formulate relevant laws and regulations, specifically for "borrowed" campus, eliminate law "gap", don't let the illegal molecular drill "loopholes", clear entry qualifications, and the illegal disposal of platform, some more illegal costs and make the campus loans have special legal protection, reduce and avoid malignant events. In case of campus loan incident, the police and relevant departments should strengthen the investigation of the case and stop the loss in time.

### **5.2 Internet and campus loan enterprises: do a good job of "gatekeeper" and strengthen industry self-discipline**

The regulation of "campus loans" not only needs the macroscopic support of the national government, the court, the police and other relevant departments, but also needs the support of the industry ethics and self-discipline of the Internet and related enterprises. The combination of the two can actively and effectively crack down on illegal "campus loans". The Internet and other institutions have established a monitoring mechanism for campus lending, used big data for real-time monitoring, and immediately stopped abnormal transactions. Internet related departments, such as information management release, can adopt the "gatekeeper" mechanism to strictly check relevant propaganda. For example, many propaganda "propagandisize" lending services to college students under the guise of "zero-interest loans for students". There are more dishonest websites selling students' identity information to sell fraud, etc., relevant enterprises should unify the platform construction, unify the lending interest rate, unify the check, establish a good corporate image, consciously accept the social supervision, so that "campus loan" on the road to health.

### **5.3 Schools and students: Schools should strengthen guidance education, and students should strengthen self-control and self-prevention**

As the high incidence of "campus loans", schools should pay more attention to students, actively carry out lectures on financial property safety, strengthen the guidance and education of students, and guide students to establish a correct and rational concept of consumption, not blindly follow, not compare. When problems are found in students, teachers should give timely help to students, give psychological counseling and care, and communicate with students' parents. As a student, to improve self-control ability, we should learn to resist temptation, strengthen legal awareness, strengthen self-prevention awareness, adhere to the traditional virtue of thrift, and establish correct values. If you accidentally come across "campus loan", you should report it to the police, teachers and parents of the school and solve the problem in time. As college students, we should put study in the first place, form a positive, optimistic, healthy attitude towards life, from the source to put an end to "campus credit".

## **6. Conclusion**

The campus with the development of the Internet is full of chaos, loan campus renovation work is not a temporary loan, but a long battle, campus credit regulation cannot force of relying on one side, and multi-level, use good "gatekeeper" mechanism, the parties do checks, strengthen their

self-cultivation, believe in the future soon, campus credit will be swept away.

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