

The Influence of Internet Youth Subculture on College Students' Thoughts and Countermeasures

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Abstract: The internet youth subculture, is a system of value judgment and discourse expression generated in the context of the internet; with the wide use of internet, internet youth subculture showed vigorous development trend; in addition to the features of marginality, subversiveness and resistance, it also shows such new features as strong expressiveness, fragmentation and high interactivity. This paper conducts an empirical investigation on college students in five universities, and proposes countermeasures based on the understanding of the influence of internet youth subculture on students.

1. Introduction

According to Report of Internet Development of China in 2018 released by the Internet Society of China, by the end of 2017, the number of Chinese netizens had reached 772 million, among which 53.5% were young people aged 20-39 years old; the internet age has spawned internet youth subculture[1]. The internet youth subculture has the characteristics of rich content, diversified carrier, fast transmission speed and timely update, which is more easily accepted and loved by college students. However, internet culture lacks effective screening and supervision, and the phenomenon of internet moral degradation occurs frequently. Therefore, it is particularly important to master the discourse initiative and work hard on ideological and political education in colleges and universities in the internet era.

2. Empirical investigation of youth culture

2.1. Research objects and questionnaire design

This study selected students from five universities in the area where our university is located as survey objects. 850 questionnaires were randomly distributed in the form of questionnaire star, 833 questionnaires which were valid were returned, with an effective recovery rate of 98.0%.

Table 1 Statistical table of basic information of survey objects

Profile	Category	Population	Percentage (%)
Gender	Male	290	34.81
	Female	543	65.19
Grade	Freshman	531	63.75
	Sophomore	157	18.85
	Junior	16	1.92
	Senior	82	9.84
	Other	47	5.64

The questionnaire design of this topic refers to relevant questionnaires [2-3], with a total of 30 questions, including the basic situation of the survey objects, the current situation of college students' cognition of youth subculture, the types and ways of college students' exposure to youth subculture, and the views of college students on the influence of youth subculture on them.

2.2. Statistics of survey results

According to the survey data, when the question “do you know about youth subculture” was asked (Figure 1), up to 38.9% of college students did not know about it, 27.85% knew little about it, 30.25% knew general about it, and only 3% knew very much about it. It can be seen that there are not many college students who have a clear understanding of the concept of youth subculture. From an empirical perspective, this paper explains the necessity of carrying out the research on this topic and the rationality of scientific guidance of ideological and political education for college students.

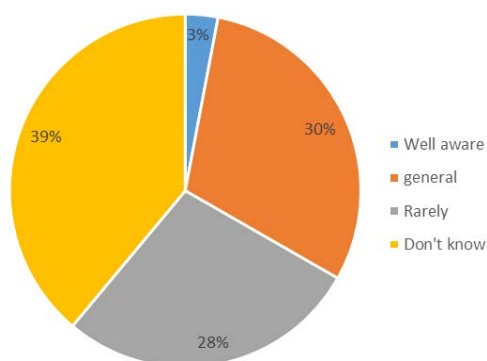


Figure 1 Statistical chart of the results of “do you know about youth subculture”

There are various types and ways for contemporary college students to contact youth subculture (Figure 2-5). In terms of the question “which type of music do you prefer”, most students choose “popular music”, accounting for 81.27%. When the question “have you watched any variety shows such as ‘hip-hop in China’ ‘idol trainee’ or ‘create 101’” was asked, most students chose “have seen some”, accounting for 52.22%. As for the question, “do you know the meaning of ‘tough woman’ ‘Doujinonna’ or ‘gay friend’”, 60.5% of students chose “know two of them”; when the question of “what channel are you exposed to the internet subculture”, 54.74% of students chose “microblog”, 78.75% of students chose “chat (offline or online QQ, WeChat including circle of friends)”, 36.49% of students chose “the Q&A sites, such as zhihu”, 44.54% of students chose “major video sites or studio”, 32.89% of students chose “other”.

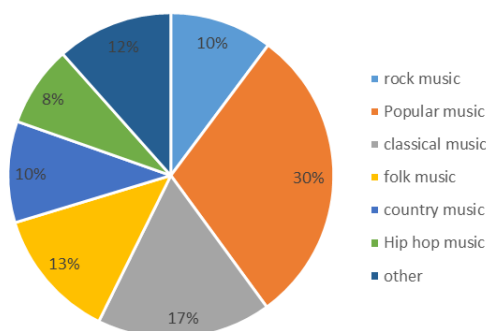


Figure 2. Statistical chart of the results of “what type of music do you prefer”

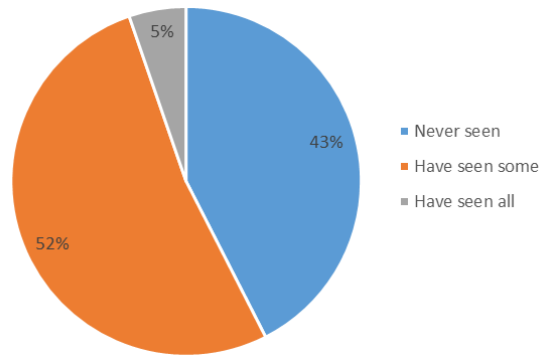


Figure 3 Statistical chart of the result of "have you seen variety shows?"

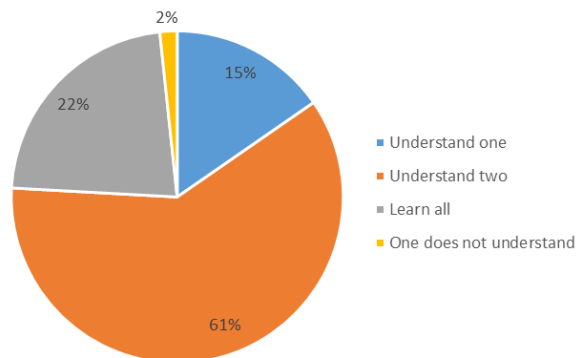


Figure 4 Statistical chart of the results of "do you know the meaning of the above three Internet buzzwords?"

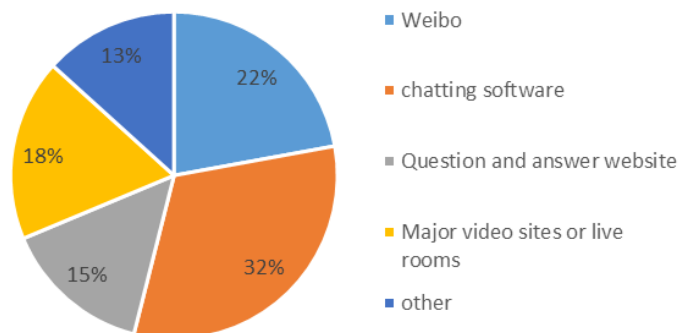


Figure 5. Statistical chart of the results of "what channel are you exposed to the internet subculture?"

In the question "did the youth subculture you were exposed to influence your ideas" (Figure 6-7), 7.68% of the students chose "have a great influence", 63.15% chose "have a certain influence", 26.41% chose "have a little influence", 2.76% chose "have no influence". When the question "how do you view the influence of youth subculture on college students" was asked, 20.17% of the students chose "advantages outweigh disadvantages", 11.64% of the students chose "disadvantages outweigh advantages", 35.41% of the students chose "half and half" and 32.77% of the students chose "unclear".

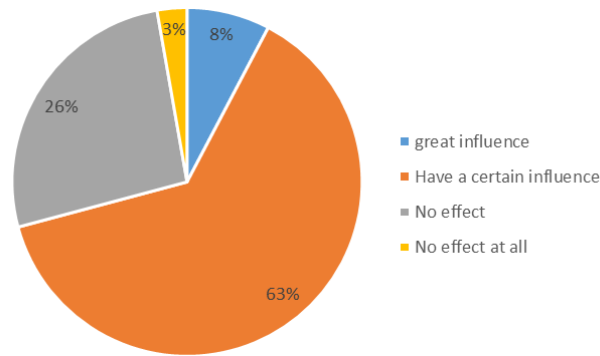


Figure 6. Statistical chart of the results of “did the youth subculture you were exposed to influence your ideas”

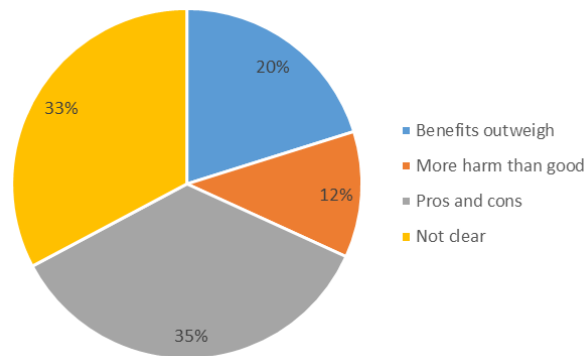


Figure 7 Statistical chart of the results of “how do you view the influence of youth subculture on college students”

2.3. Result analysis

The survey results show that the cognition of college students on the youth subculture is not comprehensive; on one hand, it indicates that the knowledge exposure of the survey group has certain directivity; on the other hand, it also indicates that the influence of the youth subculture on college students is not yet widespread. This provides an opportunity for this study to guide the healthy and upward development of young college students through ideological and political education in colleges and universities under the guidance of Marxist theory and promote their growth into talents. According to the survey data, contemporary college students are exposed to a variety of youth subculture types in different ways, but there are some problems that we cannot ignore. For example, when asked about the Internet content they are interested in, more than half of the students tend to pay attention to the entertainment information. Due to the limitations of their cognitive ability and discrimination consciousness, the overflow of entertainment information will have a certain impact on them. For example, when asked about the opinions of famous brand goods, some college students think that famous brand is a symbol of status and can make them more confident. Therefore, some college students’ consumption concept has changed and they pay more attention to the symbol level. Youth subculture has both positive and negative effects on college students. Therefore, we should treat the advantages and disadvantages of youth subculture rationally.

3. Characteristics and functions of internet youth subculture

The younger generation entrusts the youth subculture with different characteristics and expresses them in different forms, so as to speak for their unique culture and form its unique style and significance. Since the reform and opening up, China’s society has been developing continuously in politics, economy, culture and other aspects, and the update of internet technology has caused

people to be dazzled by the myriad youth subcultures. In general, the common basic characteristics of them include contemporaneity, youth, novelty, dispersity, marginality and subversiveness [4].

Compared with the traditional youth subculture, the development of mobile internet has spawned a new type of youth subculture community and endowed it with new connotation [5]. The internet youth subculture relying on the new media technology is more diversified, and it stimulates the innovation ability of the young generation accompanied by the internet; internet buzzwords, bullet screen culture, broadcast room, kuaishou and douyin short video are some emerging forms.

The internet youth subculture has the double function and the influence to the university student, it has caused the impact to the university ideological and political education simultaneously and also has brought the opportunity at the same time. On the one hand, the youth subculture has some kind of supplement and warning function to the mainstream culture with its unique color, which has significant positive significance. It can expand the development path of ideological and political education in colleges and universities, improve the content of education, and provide a way to relieve pressure. On the other hand, as a non-mainstream culture coexisting with the dominant culture, the youth subculture has different objectives and directivity, which should make us improve the corresponding vigilance ability. It not only weakens the guiding role, discourse power and effectiveness of ideological and political education in colleges and universities, but also hinders the correct formation of mainstream values, cognitive system and moral character of college students.

4. Countermeasures

4.1. Make full use of positive factors in youth subculture to strengthen and improve ideological and political education in colleges and universities

First of all, we should change the educational concept, establish equal educational concept, and recognize and admit the equal subject status of educational objects in the teaching process. Both online education and offline classroom should focus on the atmosphere of “students as the subject and teachers as the leading role” to improve the effect of ideological and political education in colleges and universities. Secondly, it is necessary to enrich the content of the ideological and political education, to enhance the innovation and development of youth ideological and political education of college students in the main channel, to promote the ideological and political work of informatization, modernization, and technicalization, to enrich the teaching contents, and to convert classroom teaching discourse style, so as to continuously strengthen the ideological and political education theory course teaching. Finally, we should innovate the way of ideological and political classroom teaching, enhance the interactivity and interest of classroom teaching, and break the limitation of time and space to provide students with more free learning space.

4.2. Try to reduce the adverse influence of the negative factors in the youth subculture on the ideological and political education in colleges and universities

The ever-changing youth subculture brings difficulties and challenges to the ideological and political work in colleges and universities. The ideological and political education in colleges and universities should respond positively to it, integrate it reasonably and guide it scientifically with the mainstream culture, weaken its adverse influence on the ideological and political education in colleges and universities, and effectively strengthen the influence of ideological and political education. First, strengthen ideological and political educators in colleges and universities to guide the direction of youth subculture; second, pay attention to the environmental construction of ideological and political education; third, strengthen the effectiveness of ideological and political education in colleges and universities.

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