

Impact of Network Buzzwords on the Values of Net-generation College Students

-- An Empirical Study of Hunan University of Arts and Sciences

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Abstract: Network buzzwords are some words, sentences or specific expressions that are generated in the network space and widely spread. Based on Allport's values model, with random sampling and questionnaire, the study tried to explore the prevalence of Internet buzzwords among net-generation college students and the impact on their values. The results show that network buzzwords are commonly used by net-generation college students, and their motives are mainly the needs of decompression, self-ridicule and personalized expression. The influence of network buzzwords on their values is mainly reflected in three aspects: political identity, economic view and cultural view. College educators should accept and adapt to this reality, use buzzwords to teach, and guide the net-generation college students to form correct value views.

Keywords: Network Buzzwords; Net-generation College Students; Values; Impact.

1. Introduction

With the popularity of broadband network and smart phone, people have gradually entered the state of network survival. Networked communication and information transfer have become the main means in daily life. On the network, some words, sentences, expressions, etc. are well known and widely used in various communication situations, which is the network buzzword. Jiang Mingmin (2019) defines them as follows: "network buzzwords are some words, sentences or specific expressions that are generated and widely disseminated in the network space." [1] Network buzzwords are a common signal on the Internet and a conventional way of expression for netizens. Yang Pan (2023) declared that network buzzwords can be understood as various symbols, words, phrases and sentences that are widely circulated and used on the Internet and can be extended to reality [2]. From the above literature, its meaning lies in the key words "network", "prevailing" and "language".

Li Cuiting (2013) mentioned five characteristics of network buzzwords: "innovation, entertainment, fluidity, secularity and randomness" [3]. From the buzzwords in the last two years, we can summarize these four aspects, first, it is changing with each new day, it is constantly being innovated, users may convert the existing words, or use the harmonic, dialect, situation to create a variety of new buzzwords, for example, in 2021 and 2022 China selected the top 10 popular buzzwords and they are totally different; second, it has the characteristics of entertainment, many buzzwords are some witty, humorous and self-deprecating, for example, "Ta zhen de gou" means someone real doggy, "Bai lan" means putting rotten, and "Yuan zhong" means a sucker. Third, it is widely fluid and not limited by space and time. Over time, some classic Internet buzzwords have survived or taken on new meanings, but newer forms have been added, such as: "It's too hard", "ice cream assassin". Fourth, for netizens, it is known and understood, widely recognized and frequently used, and is a secular form of mass culture.

Internet buzzwords take various forms. Liang Yongxian

summarized the types of network buzzwords as "homonym type, symbol type, abbreviation type, mix and match type, conversion type" [4]. Ma Dandan (2018) classifies network buzzwords into "homonym type, old word new meaning type, symbol type, contractions type, new words type, mixed type, and words produced in social hot spots." [5] Other similar literature is also based on the above two types of elaboration.

2. Research Background: Internet Buzzwords are Prevalent among Net-generation College Students

As the most active group on the Internet, net-generation college students use network buzzwords with a high frequency and constantly create new buzzwords with various abbreviations, homonyms, humorous phrases, such as YYDS (a god forever), PUA, "Zuiti" (say for others), "Gan fan ren" or "Chi huo" (a person who like eating); They also used buzzwords in daily life and in classes to enliven the atmosphere, such as: "You know again", 886 (bye), 666 (great), YYDS; Some buzzwords even appear in the composition, such as "lying flatly", "ceiling", "mental internal friction", "new track" and so on. They use a variety of buzzwords and expressions, forming a unique discourse system which non-insiders cannot understand. According to the preliminary interview of Hunan University of Arts and Sciences, net-generation college students will think that those who do not use network buzzwords are very OUT or closed, and the using of buzzwords is natural reflects a student's social communication ability and social integration.

3. Question that was Raised: "Will Network Buzzwords Affect the Values of Net-generation College Students? "

According to the view of cognitive psychology, college years are the key period in which a person's cognitive structure is gradually shaped and values are gradually formed. They are curious and susceptible to the influence of network

trends. According to Sun Hongyan, "The net-generation is in a more open living environment, and the developed information technology will spread popular culture in society rapidly, including popular literature, popular videos and popular clothing, etc., which have a certain impact on the ideological values of the net-generation college students." [6] So what is the impact of network buzzwords on the values of net-generation college students? That is the question this inquiry seeks to explore.

4. Empirical Research Design

Based on the above question, an empirical study on the impact of network buzzwords on the values of net-generation college students was carried out.

4.1. Theoretical Framework

Generally speaking, values are the cognition, understanding, judgment or choice made based on people's thinking and senses, that is, a kind of thinking or orientation that people identify things and determine right and wrong. [7] It is often presented by people's evaluation of the value of things, right and wrong, and the criteria for choosing. Values can also be said to be a yardstick hidden in the heart. [8] G Allport's value Research Scale is based on the six ideal value types divided by German philosopher E. Schlengel. The six ideal values are: theoretical, political, economic, aesthetic, cultural and religious value views. [9] This survey was carried out in six aspects.

4.2. Scope and Samples of Study

The team sought to verify the prevalence of Internet buzzwords on net-generation college students in campuses and the influence of the values of them.

Due to limited funds and energy, the research respondents are college students of Hunan University of Arts and Sciences. The team tried to conduct a questionnaire survey by randomly sampling samples from students of different grades and genders.

4.3. Research Tool -- Questionnaire

The Questionnaire includes the following aspects: basic information of the respondents, and respondents' use of network buzzwords including the context and frequency; respondents' motivations for using network buzzwords including individual pursuit, group identification, decompression, adjustment, and social communication, etc.; influences of buzzwords on respondents' values include theoretical views, political views, economic views, aesthetic views, cultural views and religious views.

4.4. Reliability and Validity of the Study

The reliability of the questionnaire was verified by the Cronbach coefficient. The Cronbach coefficient of the three dimensions was 0.87, 0.92 and 0.89 respectively, indicating that the questionnaire was reliable. The content validity test was completed by expert review, and the team asked them to decide whether the questions covered the content to be measured and whether the statements were accurate and appropriate. After verifying the reliability and validity of the questionnaire, the questionnaire was sent to the college students of Hunan University of Arts and Science by means of random sampling.

4.5. Data Processing

The data were logged in with EXCEL and processed with SPSS 25.

5. Survey Data and Analysis Results

5.1. The Basic Situation of Paper Recycling

A total of 300 questionnaires were sent out, and 289 questionnaires were collected, of which 275 were valid and 14 were invalid.

5.2. Basic Information about the Use of Network Buzzwords by Respondents

Table 1. The basic situation of the respondents' use of network buzzwords

Option \ proportion	Yes	No
use Internet buzzwords	100%	100%
Use Internet buzzwords regardless of occasion	77%	23%
use Internet buzzwords with multifaceted content	86%	14%

Table 1 shows that net-generation college students use network buzzwords in a variety of situations and their content involves many aspects.

5.3. Motivation of Respondents to Use Network Buzzwords

Table 2. The basic situation of the respondents' use of network buzzwords

Option \ proportion	Yes	Uncertain	No
Can highlight personality	50.9%	37.1%	12%
Can express one's needs	38.9%	35.6%	25.5%
Can enhance group identity	46.9%	35.3%	17.8%
Can decompress and regulate oneself	52.7%	28%	19.3%
The need or skill of social interaction	32.7%	37.8%	29.5%

The main motivation of the respondents to use network buzzwords was to decompress and regulate themselves, accounting for 53%, followed by the pursuit of personality, accounting for 51%, enhancing group identity, accounting for 47%, and expressing their own needs, accounting for 39%. There was no significant indication of the motivation of meeting the needs of social communication.

5.4. The Impact of Buzzwords on Respondents' Values

The survey statistics are as follows:

Table 3 shows that the influence of buzzwords on the values of net-generation college students is mainly reflected in three aspects: political views, economic views and cultural views.

5.4.1. Impact of Network Buzzwords on the Political Values of net-generation College Students

As can be seen from Table 3, 107 respondents think that their political views have an impact, accounting for 38.9%, 105 respondents are uncertain, accounting for 38.2%, and 63

respondents think that they have no impact, accounting for 22.9%. The following blanks filling (If you choose yes, please give some examples) shows the impact is in two ways. The positive impact includes the national identity and consciousness, such as the "new track", "Chinese speed", "ceiling", "awakening era" and other words are widely used.[2]

Table 3. The influence of network buzzwords on the values of the participants

Option \ proportion	Yes	Uncertain	No
Impact on the theoretical values	72 26.2%	58 21.1%	145 52.7%
Impact on political values	107 38.9%	105 38.2%	63 22.9%
Impact on economic values	114 41.5%	89 32.4%	72 26.2%
Impact on cultural values	145 52.7%	79 28.7%	51 18.5%
Impact on aesthetic values	22 8%	159 57.8%	94 34.2%
Impact on religious values	39 14.2%	130 47.3%	106 38.5%

However, the negative impact cannot be ignored, such as "my father is Li Gang", "fishing". These buzzwords express the dissatisfaction with the parties involved in the case, when they are used often on the Internet, they may cause some behavior illusion on net-generation college students, and make the students to be biased against the national public system and laws. As Peng Qiongqiong mentioned, network buzzwords "will make young people fall into the loss of life direction and personal value, and thus fall into confusion in the gap between social ideal and personal ideal, and the fracture between social mainstream value and personal self-value." [10]

5.4.2. Impact of Network Buzzwords on the Economic Values of net-generation College Students

Table 3 shows that 114 respondents think that buzzwords have influenced their economic views, accounting for 41.5%; 89 respondents are unclear, accounting for 32.4%; 72 respondents think that they are with no influence, accounting for 26.2%. Further filling in the blank shows that the impact on economic views is mainly reflected in the view of wealth and the view of consumption. [2] In terms of wealth and money, such as "Richman, let's be friends", "if you are \$, everyone likes you", "the smell of \$", etc., these buzzwords show a friendly or envying attitude of wealthy people, and their widespread on internet may strengthen a value that regards wealth as the main pursuing. The widespread of buzzwords on the view of consumption and enjoyment, such as "financial freedom", may create an illusion that more money means more happiness, which makes net-generation college students' desire for wealth keep expanding.

5.4.3. Impact of Network Buzzwords on the Cultural Values of net-generation College Students

Table 3 shows that 145 respondents think that buzzwords have influenced their cultural views, accounting for 52.7%; 79 respondents say that they are not clear, accounting for 28.7%; 51 respondents think that they have no influence, accounting for 18.5%. Further filling in the blank shows that the influence is mainly reflected in the formation of group concept, the generation of subculture and the different

understanding and application of traditional culture. For example: "confirm the eyesight", "Homework specialist from the town", "drift along", koi, "lying flat", "really thank you", "King of understand" and so on.

Regarding the understanding of network buzzwords culture, Li Yujie mentioned that "in terms of psychological mechanism, buzzwords belonging to the cultural category can be regarded as a common psychological process formed by a certain group, that is, similar reactions of group members to a certain social stimulus." [11] This declare confirms that the formation of network buzzwords is a specific reaction of social groups. As a new force for the spread of network buzzwords, net-generation college students try to resist the mainstream culture in this way, and create their own subculture and discourse system. "These Internet buzzwords are a mockery of mainstream elite culture, which puts order, authority and center at risk of being dissolved." [10]

Network buzzwords will also bring some challenges to modern Chinese and professional expressions, because they are often expressed in non-standard language forms, which may be with grammatical inversion and grammatical order confusion, for example: "mouse tail juice" means be careful by misrepresentation, "lanshou xianggu" means be sad and want to cry by mispronunciation, etc. [12]

6. Conclusion and Discussion

6.1. Basic Conclusion

The research confirms the popularity of network buzzwords in the net-generation college students. The data shows that they use buzzwords regardless of the occasion and situation and with diverse contents. They use buzzwords mainly for the purpose of relieving stress, making fun of themselves, pursuing individuality, enhancing group identity, and expressing themselves. 38.2% of the respondents think that buzzwords have an impact on their political views, which is two-fold. The positive impact includes the strengthening of national identity and national consciousness, while the negative impact is manifested as the possible bias against the national management system and laws. 41.5% of the respondents believe that the impact of buzzwords on economic views is mainly reflected in the views on wealth and consumption. 52.7% of the respondents think that it has an impact on cultural views, which is mainly reflected in the formation of group concepts, the generation of subcultures and the different understanding and application of traditional culture.

6.2. Further Discussion

As the network buzzwords say, the net-generation have been completely networked, and the phenomenon of buzzwords has formed a stable state. In this case, the managers and educators in universities and colleges should learn to adapt to their lifestyle and changes from the new environment, and guide them to develop themselves and form rational values.

6.2.1. Accepting Reality of net-generation College Students Using Buzzwords

In the case that buzzwords are prevalent and have changed the values of net-generation college students to a certain extent, it may be unfair for them to take values in the pre-network era as the standard and try to reverse their changes. It may cause estrangement and contradiction. As managers and educators, our first task is to see and accept this reality

rationally from the perspective of social evolution, and understand that such changes cannot be arbitrarily rated as bad or wrong, so as to tolerate and gently treat their performance.

6.2.2. Using of Network Buzzwords to Guide and Educate net-generation College Students in Multi-level

First of all, university or college educators should adapt to the changes of the times, master the latest network buzzwords to grasp the dynamics of the communication of college students, the psychological development characteristics, expression needs, ideological appeals and the dynamic development direction of values of net-generation college students.

Secondly, university or college educators can select some positive and valuable network buzzwords, or adapt them, spread and use them, and guide the students to establish correct values. For example, the use of buzzwords such as "new track", "if you can't be the second generation with wealth, strive to be the first generation", "what can't be solved by a smile?", etc. Through these network buzzwords, teachers can narrow the psychological distance with net-generation college students, and also guide them to form a correct political and economic outlook and to be willing to achieve their self-value and social value rely on their own efforts.[12]

Third, university is the main front of high education, serious academic research needs standardized and complete expression, it means the students cannot use buzzwords at will. Universities can promote culture by setting up cultural columns, art shows, interviews with experts, public service advertisements and other forms, so as to improve the cultural cultivation and taste of net-generation college students, so that they can distinguish the occasions and situations in which buzzwords are used.[12]

Finally, university or college educators can also use the events or cases related to network buzzwords as teaching resources to carry out teaching activities, which is a presentation that can bring a sense of intimacy and surprise to net-generation college students.

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