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Preface

The 2nd International Conference on Interdisciplinary Humanities and Communication Studies (ICIHCS 2023) is an annual conference focusing on research areas including Literary Studies, Art History, Philosophy, Sociology, Communication, etc. It aims to establish a broad and interdisciplinary platform for experts, researchers, and students worldwide to present, exchange, and discuss the latest advance and development in all facets of literary studies, art history, philosophy, sociology, communication, etc.

This volume contains the papers of the 2nd International Conference on Interdisciplinary Humanities and Communication Studies (ICIHCS 2023). Each of these papers has gained a comprehensive review by the editorial team and professional reviewers. Each paper has been examined and evaluated for its theme, structure, method, content, language, and format.

Cooperating with prestigious universities, ICIHCS 2023 organized four workshops in Notre Dame, Newcastle, Urbino and Washington. Dr. Kurt Buhring chaired the workshop “Faith in Action”, which was held at Saint Mary's College. Dr. Nafhesa Ali chaired the workshop “The Lost Voices of Partition: Exploring Social and Historical Memory and the Impact on the Lived Life Course” at Northumbria University. Prof. Andrea Aguti chaired the workshop “Religious Sacrifice and Human Experience” at University of Urbino. Prof. David T. Mitchell chaired the workshop “CripQueer Body Care in the Writing of the Hawaiian Renaissance: Lois-Ann Yamanaka's ‘Blu's Hanging’” at George Washington University.

Besides these workshops, ICIHCS 2023 also held an online session. Eminent professors from top universities worldwide were invited to deliver keynote speeches in this online session, including Professor David T. Mitchell from George Washington University, Dr. Enrique Mallen from Sam Houston State University, Dr. Javier Cifuentes-Faura from University of Murcia, etc. They have given keynote speeches on related topics of literary studies, art history, philosophy, sociology, communication, etc.

On behalf of the committee, we would like to give sincere gratitude to all authors and speakers who have made their contributions to ICIHCS 2023, editors and reviewers who have guaranteed the quality of papers with their expertise, and the committee members who have devoted themselves to the success of ICIHCS 2023.

Professor Enrique Mallen

General Chair of Conference Committee

Workshop

Workshop – Notre Dame: Faith in Action

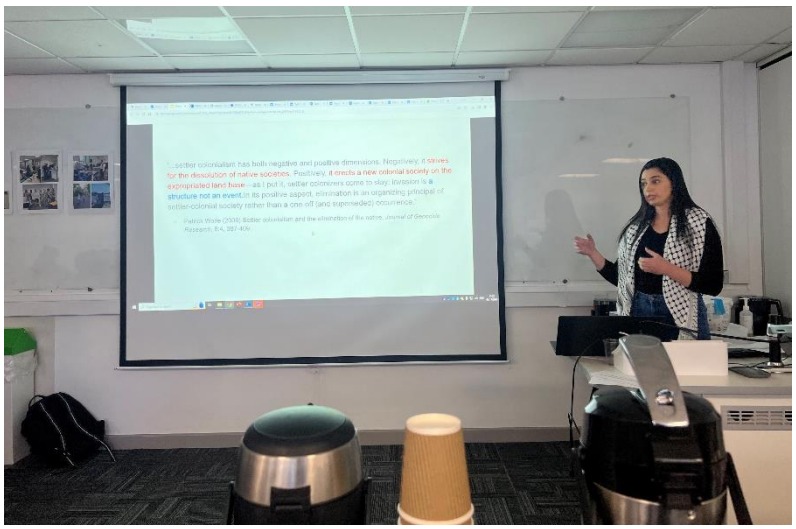


October 2nd, 2023 (CDT)

Department of Religious Studies and Theology, Saint Mary's College

Workshop Chair: Dr. Kurt Buhring, Associate Professor in Saint Mary's College

Workshop – Newcastle: The Lost Voices of Partition: Exploring Social and Historical Memory and the Impact on the Lived Life Course



November, 2023 (GMT)

Sociology Department, Department of Social Science, Northumbria University

Workshop Chair: Dr. Nafhesa Ali, Lecturer in Northumbria University

Workshop – Urbino: Religious Sacrifice and Human Experience



October 17th, 2023 (CET)

Department of Economics, Society and Politics, University of Urbino

Workshop Chair: Prof. Andrea Aguti, Professor in University of Urbino

Workshop – Washington: CripQueer Body Care in the Writing of the Hawaiian Renaissance: Lois-Ann Yamanaka's "Blu's Hanging"



April 25th, 2023 (CDT)

Department of English, George Washington University

Workshop Chair: Prof. David T. Mitchell, Professor in George Washington University

The 2nd International Conference on Interdisciplinary Humanities and Communication Studies

ICIHCS 2023

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The Business Model of Twitter in Social Media

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Abstract: Nowadays, the competition between enterprises is not the competition of products but the competition between business models. For Internet enterprises that mainly provide virtual products and services, the importance of the business model is even more self-evident. In the mobile Internet environment, the future development trend of the Internet is social network media. Twitter, as an application platform of microblogging technology, occupies an essential position in the new media field with its characteristics of rapid release of information and extensive dissemination. This paper combines the investigation method and literature method from the characteristics of Twitter, user characteristics, and business data analysis of a comprehensive understanding of Twitter, a business model based on the analysis of the deep high-income user market, consolidate B2B market share, develop sex users, optimize the shopping system, in order to consolidate its industry-leading position in the field of new media.

Keywords: Twitter, business model, user characteristics, business data analysis, strategy

1. Introduction

The business model is the way enterprises use to realize the market value. Today's business environment faces fierce changes such as informatization, marketization, and globalization, and the traditional business model has been seriously affected. To adapt to this change, enterprises need to constantly innovate business models to maintain continuous change and innovation capabilities. Introducing new business models is crucial to the survival and development of enterprises in a rapidly changing business environment [1].

In July 2006, three programmers, Ivan Williams, Jack Dorsey, and Belize Stone, created Twitter. Jack Dorsey first conceived the idea of Twitter, and Ivan Williams and Belize Stone formed Obvious after leaving Google in 2006 and operated Twitter as the company's critical project. Twitter Has become a popular social media platform worldwide. Twitter Is a foreign social network and microblogging service website that provides instant messaging functions through wireless networks, wired networks, and communication technology. It is seen as a classic app for microblogging, where users can send their latest updates and ideas to mobile phones and personalized websites via text messages [2]. This allows users to share information with a broader audience beyond just individual communication. With the development of technology and changing user needs, social media platforms are constantly introducing new features to meet market demand. Twitter As one of the world's most prominent social media outlets, a series of features have been updated recently to improve the user experience and business value [3].

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With the rapid development of Internet technology, the business environment of enterprises is undergoing a significant change, namely informatization. More and more enterprises are beginning to realize the importance of survival and development in the network environment [4]. Traditional brick-and-mortar business models are moving to virtual worlds, such as online banking, online education, e-commerce, and online auctions. These business models have the characteristics of not having to set up physical stores and directly interact with customers, thus significantly reducing the circulation costs and operating costs of enterprises while improving the efficiency of business operations. Informatization has brought enterprises a broader market space, more convenient communication methods, and more efficient management methods to promote enterprises' development actively [5].

Marketization is another critical change in the current business environment. Today, it has entered a comprehensive buyer's market, and consumers' desire to pursue personality and uniqueness has gradually become the mainstream trend. It is no longer enough to rely on past price concessions and single product quality advantages; consumers pay more attention to product design, appearance, and other aspects of innovation, and the requirements for goods are getting higher and higher. Not only do they require the product itself to meet the standards, but they also require more for services. Therefore, enterprises need to pay more attention to market orientation and customer needs, realize the differentiation and innovation of products and services, meet the changing market demand, and win the favor of consumers [6].

Globalization is the third significant change in the business environment. In the past decade, the world economic system has undergone tremendous changes, with accelerated global economic integration, the gradual globalization of production and operation, and the continuous advancement of financial and trade liberalization. This unprecedentedly leads to the free flow and transnational transfer of technology, capital, labor, patents, and other resources worldwide [7].

Studying Twitter's business model can help people gain insight into how the platform creates business value. This includes analyzing Twitter's revenue sources, advertising models, and data utilization to understand how it appeals to advertisers and makes profits. Besides, by studying the business model of Twitter, people can understand the users' user behavior patterns and preferences on the platform. This includes how users interact with ads, their social activities on the platform, and usage habits. These insights can help to improve AD targeting and optimize the user experience [8].

This paper mainly adopts the statistical survey method to investigate the use of Twitter users, including use age, use habits, use time and so on. By analyzing the user data of Twitter, it is found that the user group is mainly concentrated in the higher income group, its user stickiness is high, and the use of B2B enterprises is high. Based on the above analysis, the paper puts forward some suggestions on Twitter's future business development direction, such as deepening the high-income user market, consolidating the B2B market share, vigorously developing non-sexual users, and optimizing the shopping system, consolidating its industry leading position in the field of new media.

2. Methods

Using unbiased random sampling methods, samples were randomly selected from the Twitter user population. This ensures that each user has an equal chance to be included in the study, reducing selection bias. In this survey, the respondents were registered users of Twitter, and questionnaires were distributed to 500 institutional customers with registered users of Twitter users. Four hundred eighty valid questionnaires were recovered, and the effective rate of questionnaire recovery was 96.0%.

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Table 1: How users use Twitter.

question	option
age	Under 18 / 18-24 / 25-34 / 35-44 / 44
sex	Male / Female
income	Below $10000 / 10-30000 / 30000-50 / 50000
Daily usage frequency	Under 30 points / 30 points-1 hour / 1-2 hours / 2-4 hours / 4 hours or more
Primary purpose of using Twitter	Get current political news / social / explore fun content / promote your own brand or business / others
Like the account type that you want to follow	News / blog / music or artist / sports / tech people / political / humor funny / other
Legs on Twitter for advertising interest	Very interested /some interested/not interested/ not concerned at all

Table 2: What users think about Twitter.

question	option
Whether to buy a product or service for advertising	Yes / no
Which features have been used on Twitter	Promote advertising / account authentication / data analysis / live streaming / Spaces / other
Twitter's main source of revenue	Advertising/account authentication/Data analysis/live streaming /Spaces/ others
Consider paying for a better experience	Yes / no
Interested in those paid features	No ad browsing / exclusive content authorization / VIP account / Advanced Data Analytics / Other
The impact of Twitter's product or recommendation on consumer decisions	Very impact / have some impact / small impact / no
Those brands' Twitter marketing campaigns affect you more deeply	Apple / NIKE / coco-cola / Samsun / Amazon / others
How you think Twitter is doing with innovative business models	Very successful / average / not innovative enough
Views on Twitter reliability	Very reliable / have certain reliability / reliability general / low
How transparent are Twitter users are	Very transparent / normal / not quite transparent / completely opaque
How much of Twitter's business model affects the user experience	Positive effect / no obvious effect
How do you think Twitter performs in advertising	Very good / good / average / not very good / very bad
Twitter's effectiveness in advertising brands and increasing enrollment	Very effective / somewhat effective / average / less effective / ineffective
About Twitter driving e-commerce and shopping features	Very supportive / some support / average / less than supported / not supported

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Table 2: (continued).

Your views on Twitter's partnership with partnerships and sponsors	For / uncertain / against
Twitter's advantage against other social platforms	No unique advantage / some competitive advantage / no

This survey mainly designs questionnaires from several aspects, including the basic information of users, the purpose of using Twitter, the influence of Twitter on themselves, and the views on the business development of Twitter, etc. Specific questions and problems are shown in Table 1 and Table 2.

3. Data Analysis

By January 2023, advertisers had 546 million users on Twitter, ranking the 14th most "active" social media in the world. As can be seen from Figure 1, there are more active users in North America, Europe, and Asia worldwide.

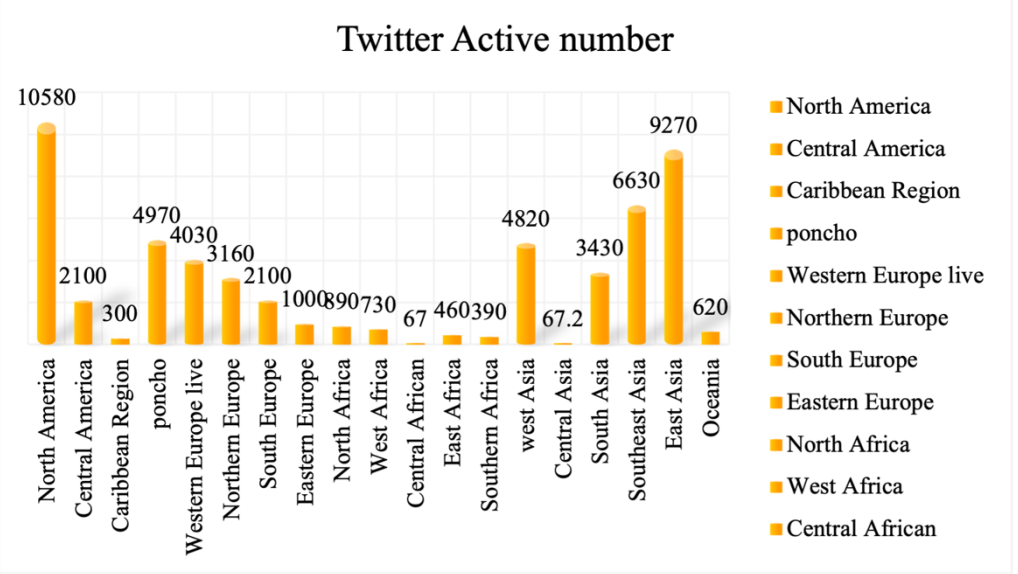


Figure 1: Twitter Number of active users (Twitter official website statistics [9]).

3.1. Survey of Twitter User Usage

(1) The age structure of Twitter users. Currently, 42 percent of Americans aged 12-34 use Twitter, compared with only 29 percent in 2020, an increase of 36.6 percent in two years. By comparison, the Instagram grew by just 5.7% over the same period. Among those aged 18 – 34, 41% used the most frequent Twitter tweets, with 16% saying 'very good' and 25% saying 'quite good'. The second-most frequent age group was 35-44, with 38% liking Twitter best. This may be due to increasing age, as 29 used Twitter, now 35.

(2) The proportion of Twitter male and female users. At the beginning of 2022,56.4% of Twitter users described themselves as men and 43.6% of Twitter users described themselves as women, with a relatively similar proportion. In 2023, 62.9% of Twitter users were men, and 37.1% were women. Compared with other popular social platforms, Twitter has a clear gender gap.

(3) Twitter user habits: 61.2% think Twitter is their first choice to know the latest news and events. Twenty-three percent of users said most tweets were about political affairs. Nearly half (or 45 percent)

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of Americans said they would talk about politics on Twitter. For the past 12 months, political posting has been a lifestyle for 23 percent of its users. Moreover, a study analyzing the content of over a million tweets found that about one-third, or 33%, were political.

(4) For Twitter user usage time, the average user spends 1.1 hours per week on Twitter, equivalent to 4.4 hours per month. Although rarely compared with TikTok, 9.8 hours per week. However, the average demographics and audience of Twitter are very different from TikTok.

(5) Business promotion of Twitter users, and 43% of marketers promote their business on Twitter. Based on 2022 data, 43% is not low, as compared to other platforms, although marketers invest less in Twitter than many. However, another 28 percent of marketers plan to use Twitter more.

(6) Twitter user purchase intention: When they think of e-commerce marketing, they may not think of Twitter. However, Twitter Insights shows that users are more likely to discover new products and services through Twitter. Twitter shoppers found that 89% used Twitter to look for new products, and 76% thought it was a suitable method.

(7) At the Twitter user revenue level, 56% of Twitter users earn more than $50,000 a year, and 80% are wealthy millennials.

3.2. Twitter User Data Analysis

According to the primary data of Twitter platform users, there are mainly the following characteristics:

(1) The age structure is reasonable, with 80% of users in the age range of 12-44, and about 6 out of every 10 Twitter users worldwide (59.2%) are aged between 25 and 49 (Statista, 2021), which indicates that Twitter is more attractive than Snapchat and Instagram for more mature users. It shows that Twitter is more attractive to young and middle-aged users.

(2) The per capita income of users is high, and Twitter users are more political, stars, business operations, workplace operations, and college students. Most of these people are “opinion leaders” with a particular influence, and their economic level is also high.

(3) High purchase intention and high stickiness of Twitter users. These users are usually more inclined to choose within Twitter when they have consumption intentions.

(4) The business expansion is high. Currently, only 43% of marketers promote their business on Twitter. Twitter can actively strengthen contact with various enterprises and seek more business cooperation opportunities.

(5) With the high utilization rate of B2B enterprises, social media brings the possibility of personal interaction with consumers, so the relationship between brands and customers has changed from one-way to two-way or multi-directional. According to statistics, 67% of B2B enterprises use Twitter as a digital marketing tool (Statista, 2018), so if user want to get customers from social media channels, Twitter is essential.

4. Discussion

4.1. Deep Ploughing into the High-income User Market

Twitter can provide more accurate advertising targeting by further dividing and understanding high-income users’ interests, needs, and buying behaviors. This will help brands deliver their ads to interested users, increasing their click-through and conversion rates. Twitter can launch a premium subscription service that offers more advanced features and privileges, such as customized content recommendations, advanced statistical analysis tools, and priority access to news and events. This will attract high-income users to subscribe and enjoy a more exclusive use experience. Twitter can strengthen its collaboration with the media, experts, and authorities to provide more high-quality, professional content and information to high-income users. This will increase users’ value awareness of Twitter and attract more high-income users to be retained and active. In these ways, Twitter can

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better meet the needs of high-income users, increase its business value, and further consolidate its position in the high-income user market [10].

4.2. Consolidate the B2B Market Share

Twitter can provide B2B enterprises with more content and information related to professional users, such as industry trends, professional views, and industry news. This will increase the participation of professional users on Twitter and attract more B2B companies to interact and cooperate with them. Create a community and discussion platform for B2B enterprises and professional users to exchange and share experiences. This will increase users' sense of value to Twitter and attract more B2B companies to join and participate, thus promoting more business opportunities. Twitter can provide more advertising and promotion services for professional users for B2B enterprises, such as targeted advertising, sponsorship of professional users, and launch of B2B advertising tools exclusive to enterprises. This will increase the exposure and influence of enterprises in the target groups.

4.3. Vigorously Develop Female Users

Female users have greater purchasing power and influence on social media. Their increase will bring more business opportunities to Twitter and attract more money from brands and advertisers to invest. First, to address the imbalance of Twitter, promote diverse content, focus on points of interest in different areas, and provide topics, activities, and discussions related to women. Second, create a safe, friendly, and inclusive environment, combat misconduct such as harassment and hate speech, and provide an effective reporting and handling mechanism. Third, actively seek cooperation and women-related activities, jointly hold activities, and launch exclusive topic labels. Fourth, increase the functions and tools for women to meet their needs, such as providing thematic tags and thematic pages related to family, career development, and health.

4.4. Optimize the Shopping System

The Twitter Store feature allows anyone with a professional account for selling goods in the United States to add products sold to their profile manually. When selecting items in the expanded Twitter store, merchants can add a custom store name and description directly to the Twitter dashboard—a risk to customer privacy. To optimize the shopping experience of Twitter, the Shopify + Twitter business model can be adopted, and Shopify's e-commerce function can make Twitter a complete one-stop shopping platform. Users can go to Shopify's shopping page directly through the merchant page or link on Twitter, browse and buy items, and pay and deliver them. This one-stop shopping experience can improve users' purchasing convenience and fluency and promote the rapid completion of shopping decisions. The combination of Twitter with Shopify also provides a business opportunity and additional revenue streams for Twitter itself. By working with or promoting Shopify merchants, Twitter can get a promotion fee or commission.

5. Conclusion

The concentration of popularity and attention represents a tremendous marketing value, which is why Twitter attracts many users. Its attraction lies in providing personalized services, which can deeply understand and analyze the interests and concerns of current consumers and, guide consumers to form new preferences and cultivate new users through their services. Many prominent companies such as Comcast, Dell, General Motors, CNN, The New York Times, and Barack Obama's presidential election have run successful marketing campaigns on Twitter. With many users from different social levels, Twitter attracts frequent access from buyers and sellers. By using Twitter, businesses can give

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consumers more insight into their brand. In the current weak economy, Twitter could be a valuable tool for companies to implement marketing strategies.

This paper profoundly understands Twitter's business model by combining survey and questionnaire methods. Through the analysis of user habits and user data, it grasps the users' needs for the future development direction of Twitter. It puts forward the following suggestions for the future business development model: (1) deep high-income user market, Twitter users use viscosity is very high, especially politicians, artists, scholars, and other high-end users, has Twitter as a means of promotion and marketing. Twitter can strengthen cooperation with the media, experts, and authorities to meet the needs of high-income users better, improve business value, and further consolidate its position in the high-income user market. (2) Consolidate B2B market share and create a community and discussion platform for B2B enterprises and professional users to exchange and share experiences. This will increase users' sense of value to Twitter and attract more B2B companies to join and participate, thus promoting more business opportunities. (3) Vigorously develop female users. Female users usually have higher consumption intentions than male users. Twitter should tilt the development strategy of its business model to female users. (4) Optimize the shopping system. As can be seen from the questionnaire, nearly 70% of users support Twitter's e-commerce and shopping functions being optimized, indicating that users have relatively high loyalty to Twitter, and Twitter should be optimized to meet users' needs.

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The Study of the Practical Effects of Background Music in TikTok Short Videos

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Abstract: This paper analyses and explores the Real Effects of background music on the user experience by studying the effect of background music in short videos on TikTok, analyses the relationship between BGM and video fit from the audience's point of view, and puts forward more effective suggestions for the use of TikTok's background music strategies and methods. Most articles only focus on the favourable aspects of the background music or only carry out the traditional sound and picture analysis without considering the Real Effects of the background music from the audience's point of view. This study is based on the intuitive feelings of the users of the TikTok platform (including a small number of creators or creators using it) through the design of questionnaires. The respondents discuss the four main factors of using background music in their favourite fields: usage frequency, usage mode, usage effect and usage feeling, to improve further the previous research on the effect presentation of the background music of TikTok short videos, to form a more complete analytical framework, and to provide a richer perspective of analysis. There are also some flaws in this study. For example, the small sample size of the questionnaire, the concentrated age range, and the fact that the data do not fully cover all situations may affect the final conclusions of this paper. Therefore, the conclusions of this paper and the improvement measures provided in this research only provide a preliminary analytical framework and reference for future research on similar pathways.

Keywords: background music, real effects, intuitive feelings

1. Introduction

In the realm of video content, background music (BGM, abbreviations will be substituted below) stands as an indispensable element. Amidst various short video platforms, the most prevailing one is a music-oriented short video application affiliated with today's headlines, known as "TikTok." This platform boasts an extensive user base, with TikTok's activity index consistently on the rise, propelling society into the era of short music videos [1]. In the era of burgeoning short videos, led by TikTok, background busic; assumes an increasingly pivotal role. Prior to TikTok's emergence, no platform had achieved the widespread dissemination of songs on such a scale, extending from short video platforms to major audio and video platforms and social networks, thereby garnering universal attention [2]. TikTok's BGM exhibits a propensity for infectiousness and popular evolution, causing most of the music to progressively become chart-toppers, steering the course of contemporary trends,

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and cultivating diversity in aesthetic preferences and inclinations among the populace. Nevertheless, this developmental journey has been fraught with challenges, including the short-lived popularity of hit songs, music misuse, and copyright infringements. Notably, the issues stemming from music misuse, such as producers blindly chasing trends, substantial discord between music and content, and content creators losing their audience, have given rise to skepticism, ennui, and resistance among TikTok's short video audience, thus obstructing the platform's progress.

As of today, it is apparent that "music" has nearly become the hallmark of TikTok short video content. Dongdong Qiang also emphasised this point in various external marketing conferences hosted by TikTok: "Let us not forget that TikTok's very name is synonymous with 'musical shaking'" [3]. Previous research endeavors have predominantly examined the practical impact of TikTok BGM from the perspective of producers and administrators, with a more pronounced emphasis on the positive influence of TikTok music and relatively less attention paid to the actual auditory and psychological experiences associated with BGM. These studies have predominantly addressed BGM-related issues through a fusion of professional knowledge and analysis conducted via questionnaires, with a less frequent reliance on questionnaire data analysis. By dissecting these issues at the audience level, we gain a more lucid understanding of the effectiveness of BGM presentation. Deriving conclusions from data provides a more pragmatic and subjective approach compared to theoretical analysis. Identifying the drawbacks in the actual presentation's impact serves as a more effective means to unearth problems and devise solutions.

This paper concentrates on unveiling the misapplications and irregularities surrounding TikTok's BGM, while also proffering superior strategies and methodologies to mitigate these issues. The objective of this article is to scrutinise the tangible impact of BGM through empirical data gathered via surveys and questionnaires, with the aim of enlightening individuals about the necessity and significance of aligning TikTok's music with video content.

2. Method

2.1. Data Collection Method

This study employed a questionnaire to survey the participants, resulting in the collection of 305 valid samples. Among these samples, 146 were male, and 159 were female, essentially achieving a 1:1 gender ratio within the study. The demographic of individuals aged 18 to 30, classified as the youth group, constituted half of the total population, amounting to 168 participants. The questionnaire encompassed three main sections aimed at gauging TikTok platform user behavior, their perceptions and satisfaction regarding BGM presentation, and effective improvement measures. These aspects were systematically investigated and examined.

2.2. Field Research

The paper integrates the field research method with the questionnaire data, given the limited sample size obtained through the questionnaire approach. This integration allows for a comprehensive analysis and discussion of audience opinions regarding the appropriateness of music dubbing in TikTok platform video comments. By combining these data sources for analysis, the research progresses seamlessly, enhancing the authenticity and robustness of firsthand information acquisition.

3. Results

The survey encompassed a total of 305 respondents, comprising 146 males and 159 females. Regarding age distribution, there were 168 individuals aged between 18 and 30, 62 adolescents, and 66 adults. It is noteworthy that over half of the entire sample fell within the 18-30 age bracket, while

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only nine respondents were aged 60 or older, making them non-primary subjects of this investigation. At this current stage, 74 respondents are engaged in educational pursuits, while 215 are actively employed. The remaining participants include retirees and individuals in different life stages, totaling 16. Collectively, these findings contribute to the survey's robustness by providing insights into gender, age, and occupational diversity.

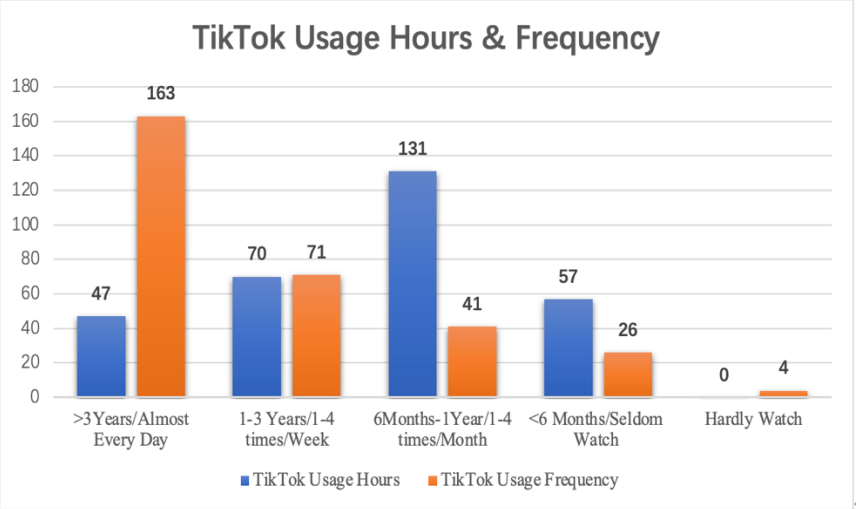


Figure 1: TikTok usage hours & frequency.

In TikTok, according to the data presented in Figure 1, questions regarding the duration of TikTok usage reveal an overall pattern ranging from six months to three years. As for the frequency of TikTok usage, respondents were categorised into two groups: those who "use it almost daily" and those who "use it 1-4 times per week." The former group, totalling 234 individuals, falls under the category of "frequent TikTok users," while the remaining participants are classified as "infrequent TikTok users," totalling 71 individuals. In summary, the prevailing trend among the surveyed individuals is an extended duration of TikTok usage and increased frequency, facilitating more comprehensive statistical analysis and music-related research.

3.1. High Priority for Background Music

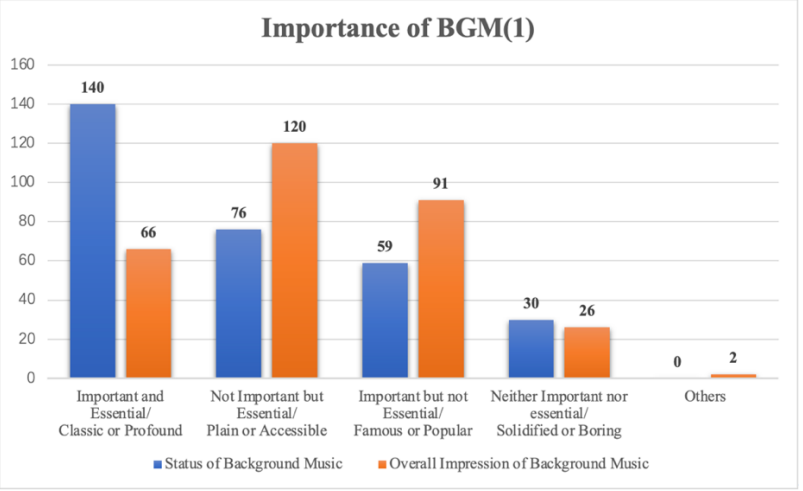


Figure 2: Importance of BGM(1).

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The 305 valid questionnaires show that although BGM is not classic and esoteric, its influence on the audience is obvious: people attach great importance and desire to BGM.

As shown in Figure 2, on the question of "Importance" and "Essential" of BGM, more people think that TikTok BGM is "Important and Essential", and more people think it is "Necessary" than those who think it is "Essential". Regarding their overall impression of the BGM, more than 200 people thought the TikTok BGM was "Popular or Famous" or "Plain or Accessible". Only 26 people gave negative ratings, and nearly one in five thought the TikTok BGM was "popular and profound". Popular music is an important modern cultural phenomenon, closely related to the high intensity of cultural participation and indirectly contributes to the development and change of culture [4], which indicates that the status and weight of BGM in people's minds is relatively high.

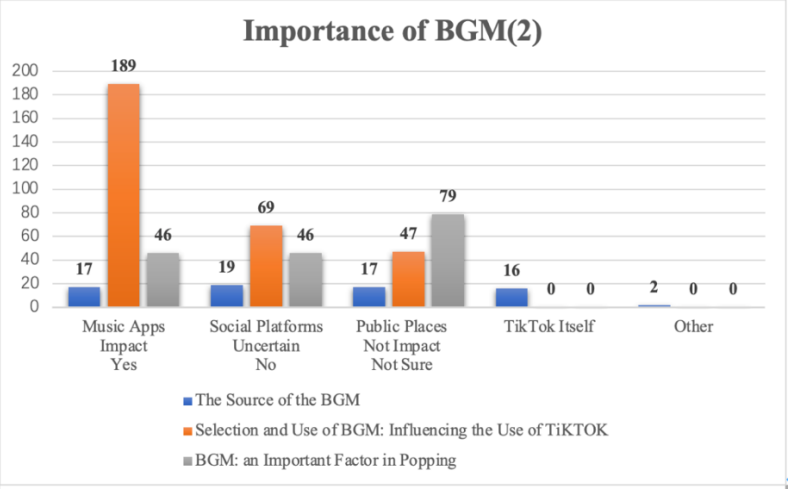


Figure 3: Importance of BGM(2).

Furthermore, the importance of the BGMs of these TikTok videos cannot be overemphasised for both "frequent TikTok swipers" and "infrequent TikTok swipers", as these BGMs are widely and abundantly available on a variety of platforms.

As shown in Figure 3, it can be seen that people are exposed to the BGM of TikTok videos from a wide range of sources: whether it is music platforms, social software, public places, or TikTok itself, the distribution of values is relatively even, which suggests that some of the BGMs are no longer confined to TikTok itself, but are becoming more and more familiar and influential, and are taking on different forms in different time zones spreading in different forms in different time zones.

In the question on the influence of BGM on the use of TikTok, more than 60% of respondents said that the choice and use of BGM influences their use of TikTok, while only 69% said they were "Not Sure"and 47 said they were "Not Affected". This suggests that the influence of TikTok BGM is very strong.

Similarly, when asked if "the appropriate use of BGM was a direct factor in the great popularity of TikTok videos," nearly 60% chose "Yes" and only 40% chose "No" or "Not sure." Thus, the practical application of TikTok BGM is more effective than the theoretical, and may even be a direct factor in influencing videos to become popular.

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3.2. The Importance of Background Music: Already Beyond the Video Content Itself

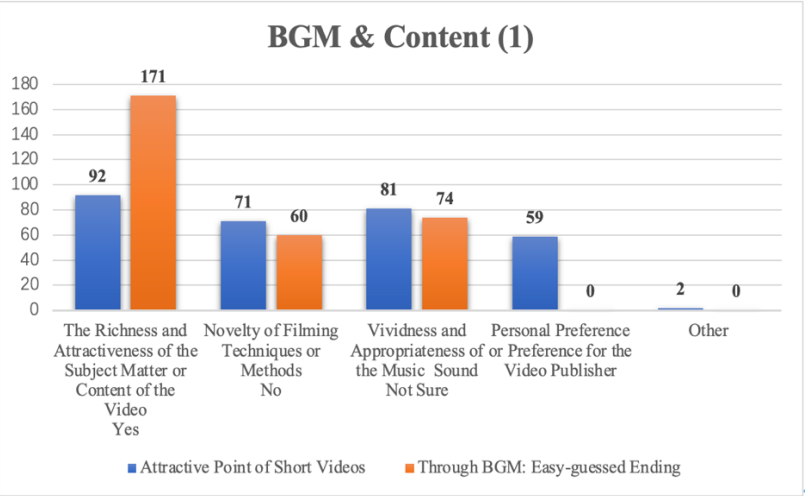


Figure 4: BGM & content (1).

Through this research, the importance of BGM in TikTok has surpassed the importance of the video content itself, breaking the general rule of video creation that "Content is King" and stimulating the audience's interest in watching.

Figure 4 examined what people considered to be "The most important sources of attraction for certain types of TikTok videos". In the questionnaire, 92 people indicated "The Richness and Attractiveness of the Subject Matter or Content of the Video", 81 indicated "Vividness and Appropriateness of the Music Sound", and a total of 132 people indicated other factors. It is easy to see from this question that the difference between music elements and video content is very small, and it has become the most important factor other than content or theme.

Based on the above question, we conducted a further survey. When asked "Whether it is easy to guess the content and ending of a video through BGM", 171 people agreed with this view, only 60 people "Disagreed" and 74 people "Not sure". This suggests that the use and presentation of BGM are more likely to attract viewers' attention than the content and production style.

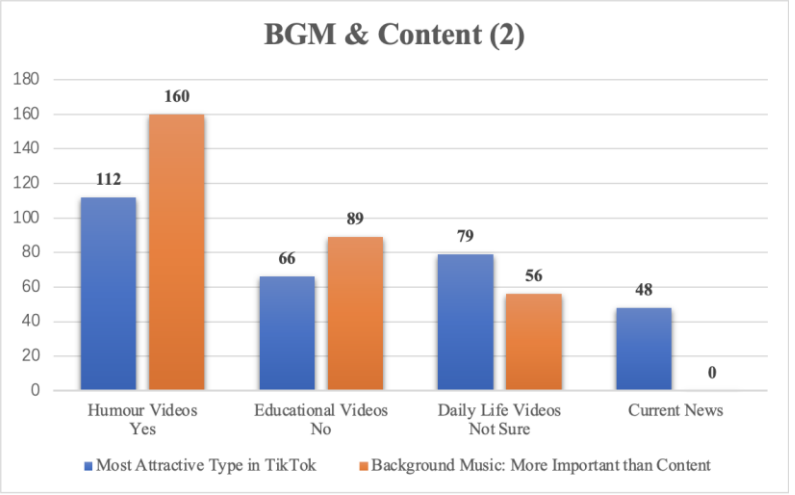


Figure 5: BGM & content (2).

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Based on the above findings. This study also conducted a survey, as shown in Figure 5. When asked "the type of video that appeals to you the most on the TikTok platform", 112 people chose "Humorous Videos", which is almost 1/3 of the total number of people; " Educational Videos" and "Daily Videos" were chosen by 66 and 79 people respectively; while "Current News Videos" was chosen by only 48 people. The theory shows that music plays a very important role in humorous videos, while news is more important for real content, reflecting the fact that music is more popular than content on the TikTok platform.

Another more direct question was " Comparison of the importance of BGM and content"; 160 people (more than half) thought that BGM was more important than content, 89 people disagreed, and 56 people were not sure. This result clearly and directly indicates that the actual effect of BGM is far more important than the content output of the video.

3.3. Background Music: Problematic, but Promising

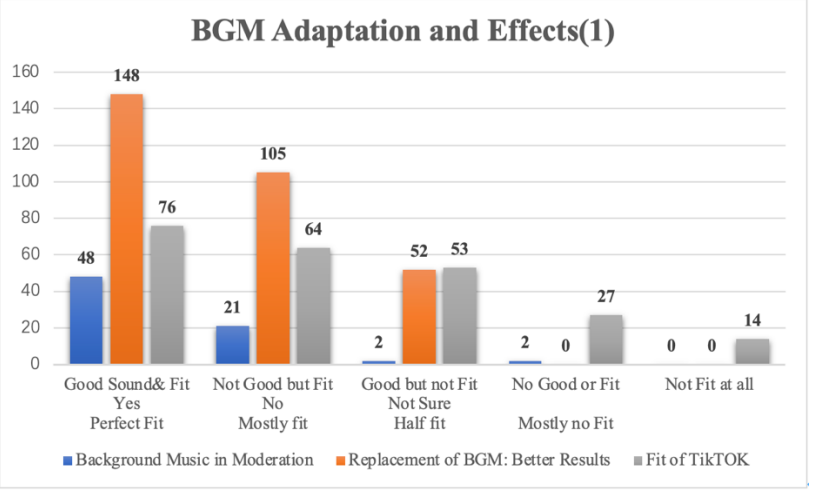


Figure 6: BGM adaptation and effects (1).

Despite the general perception that BGM abuse is a serious problem, there is still confidence and expectation in the future of TikTok BGM.

As shown in Figure 6, on the question of "overall appropriateness of music and videos", nearly 65% of people think TikTok's BGM is "Good and Fit". Only 21% thought it was "Not Good but Fit", and 2% thought it was "Good but not Fit". Overall, most respondents think that TikTok's BGM is suitable for videos, but whether it is good or not is still debatable. However, respondents are basically positive about the efficacy of BGM and compromise on the aesthetics of BGM.

Meanwhile, there is a strange phenomenon when comparing the first two questions in the figure, i.e. when asked whether it is possible to change the BGM to get a better effect of the video, nearly 50% of the respondents think so, only 105 hold the opposite opinion and 52 are not sure.

On the question of the appropriateness of BGM, a large majority thought that the music was generally appropriate, while only 41 people disagreed with this view, and 1/6 were neutral. The results of the experiment suggest that viewers are more tolerant of inappropriate BGM.

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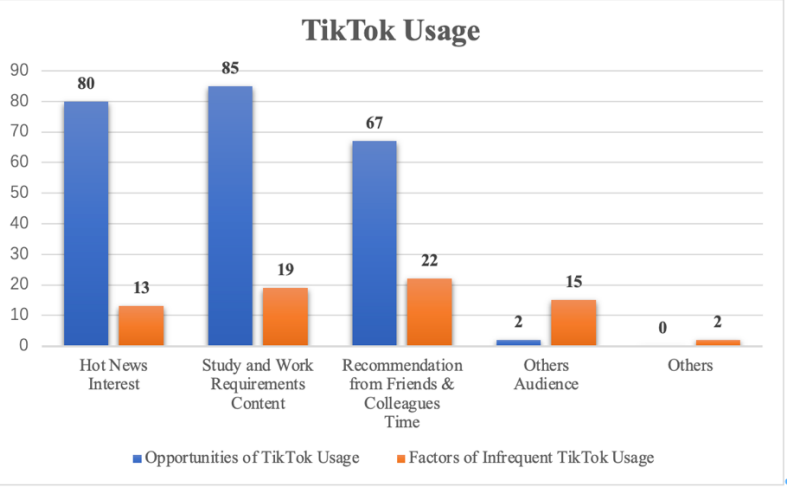


Figure 7: TikTok usage.

As shown in Figure 7, those who "use TikTok frequently" use TikTok more for study and work, as well as to read the latest news, which is an immediate need, while the rest of the population also uses TikTok frequently on the recommendation of their colleagues and friends; whereas those who do not use TikTok frequently are affected by both intrinsic reasons, such as time and interest, and extrinsic reasons, such as the content and the audience. In general, audiences are more likely to be more tolerant of TikTok and its music due to more spontaneous behaviour.

3.4. Effect Guardianship of Background Music: Creators in Charge of a Greater Role

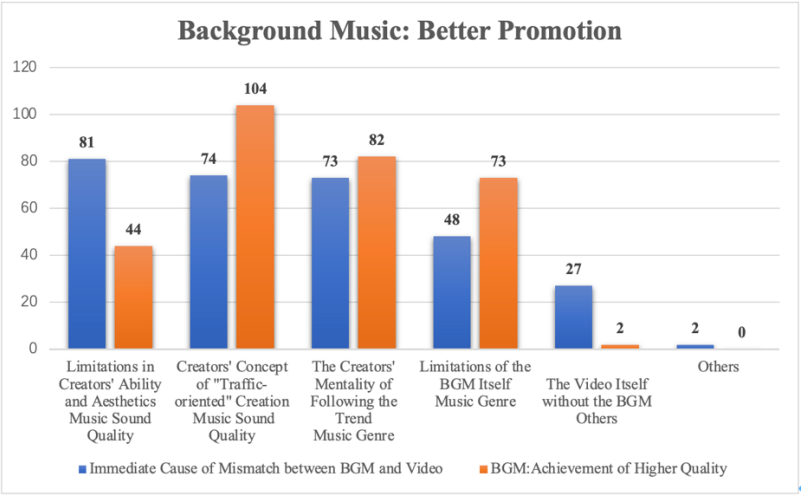


Figure 8: Background music: Better promotion.

Most people believe that audiences should give full play to the feedback function to urge creators to create good works, and platforms should also pay more attention to the role of BGM in videos.

As shown in Figure 8, in the question "In order to improve the overall quality of videos, which aspect of BGM needs to be adjusted and improved the most?", 34% of respondents chose music length, 73% chose music articulation, and only 126 people chose music sound quality and music genre. Music length" and "music articulation" are the parts that the content producer needs to control and organise. Therefore, the responsibility of the content producer is more important.

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When asked about the "most direct reason for the mismatch between BGM and video", the questionnaire divided the questions into two categories: "creator's own reason" and "BGM's own reason". The number of people who thought that the most direct reason came from the creator was more than 70%, while the number of people who thought that it was BGM and other factors was only 77, which means that most people thought that the reason for the unsatisfactory BGM effect was the BGM itself, suggesting that the majority of people thought that the reason for the unsatisfactory BGM effect was more likely to come from the creator and that it should not be attributed to the BGM itself.

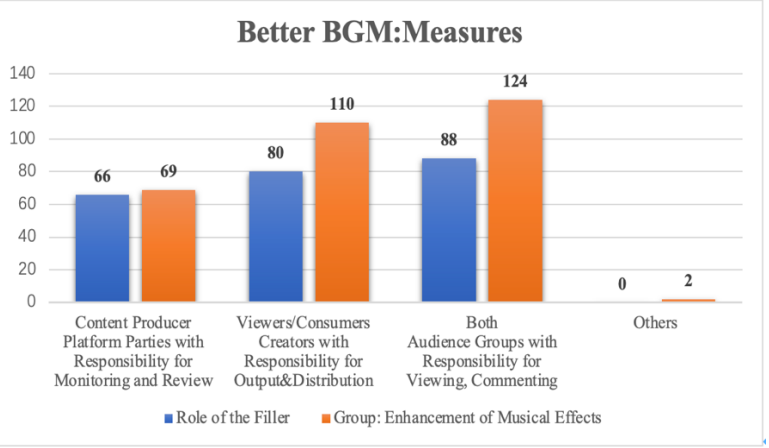


Figure 9: Better BGM: Measures.

As shown in Figure 9, a large portion of the "frequent TikTok users" are content producers and thus have considerable scale and influence in the use and promotion of TikTok music. In terms of the most important group of people who can improve the quality of BGM, 40% of people believe that "viewers" are the most effective in promoting TikTok acoustic music, followed by creators at 36% and platforms at the least.

4. Discussion

4.1. Cause Analysis

There are two main reasons for the above results conclusion:

Firstly, people need highly stimulating short videos in their fast-paced social life. The accelerated pace of people's lives naturally leads to the strengthening of the trend of "fragmentation" of people's leisure time [5], so people can recognise and discover the more stimulating short videos. TikTok's short video platform greatly meets the audience's need for entertainment with its BGM of strong immersion and interactivity [6]. Thus, when the content has not yet been greatly changed and innovated, the importance of music will exceed the content itself.

Secondly, the emotion people put into using TikTok will influence the tendency of conclusions. It is undeniable that some short videos have obvious emotional tendencies in the process of dissemination, in addition to carrying basic information [7]. At the same time, people's emotional giving will be fed back in the comment section or digested by themselves. The investigation of the audience always has a subjective colour.

4.2. Suggestions

Based on the aforementioned conclusions, four key suggestions for improvement can be identified.

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To begin with, content creators themselves should prioritize personal development and avoid blindly conforming to trends. Self-media creators must enhance their sense of responsibility, produce high-quality videos, and recognize the pivotal role of music. They should take responsibility for both themselves and their audience, employing innovative thinking to craft aesthetically pleasing short videos with sound and visuals. Emphasizing precise account positioning and consistent content updates in line with their chosen theme is crucial. Accumulating a substantial fan base and influence should be an ongoing goal [8].

Furthermore, the audience should adopt a more discerning approach when engaging with the platform, rather than passively consuming content. As the primary viewers and information recipients, the audience holds significant sway in shaping public opinion. In many instances, public opinion monitoring by mass media is an effective problem-solving strategy. Regardless of the industry, entities often struggle when faced with public pressure [9]. Therefore, the audience should possess the ability to identify quality music and content, employing stringent standards to monitor the BGM created by content creators.

Additionally, platform regulators must play a proactive role in monitoring and enforcement. TikTok's regulators are responsible for maintaining a healthy environment on the platform and preventing the production of videos featuring vulgar music and content due to unhealthy competition.

Finally, TikTok can leverage music as a connecting point to integrate with other platforms. Video viewers experience pleasure and satisfaction when consuming video content, often leading to spontaneous social interactions. Some users even seek out the full versions of music on dedicated music platforms for further enjoyment [10]. By adopting a win-win strategy, TikTok can provide content creators with access to a richer music library. By implementing these four suggestions, TikTok's short video platform is poised for a qualitative leap in its use of BGM, resulting in more vibrant content that attracts a larger and more engaged audience.

5. Conclusion

In summary, this paper takes music as the starting point, takes the audience as the main research object, and analyses the advantages and disadvantages of the background music presentation effect on TikTok platform and the reasons for its formation. This paper provides a new perspective on the audience level, takes the TikTok platform as a whole, conducts an overview of the effect of music, and finally arrives at a relatively objective result, which supplements the relevant gaps in the study of TikTok music. At the same time, there are also shortcomings in this paper, for example, the single method of investigation, the singularity of the research subject and the subjectivity of the questionnaire will affect the final results of the experiment, resulting in bias and misjudgment. In addition, this paper only discusses the background music issue, and does not make relevant research and elaboration on the sound effects and narrator and other human voices. Therefore, in the future, this study will expand the scope to include the perspectives of supervisors, creators and other groups, and combine psychological, sociological and media theories to analyse and research the various components of music, so as to make the study more systematic and rational, and to draw more authoritative conclusions and more effective solutions.

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A Study on the Similarity of Literary Symbols Used for Social Modelling and Characterisation in Niche Cultures

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Abstract: With the development of contemporary cultural industries, people have more choices of cultural entertainment. Therefore, more niche cultures came into views of the crowed. However, despite the fact that niche cultures were born to meet the specific needs of different groups of people, the author discovered that many of the literary symbols used in the cultural products that are well received by consumers have something in common, such as drawing on historical events and mapping realistic symbols, characterisation of symbols that rebel against stereotypes and status, seeking the most idealised story structure within a realist framework like romanticised symbolic representations of violent means. This reminds the author that the similarity of literary symbols in niche cultures may have something to do with real life social environment and other morre realistic reasons. Therefore, in this study, the author will focus on social modelling and characterisation of the niche cultures to explore the similarities of literary symbols used for social modelling and characterisation in niche cultures, using observational method, documentary research method and Information research methods.

Keywords: cultural entertainment, literary symbols

1. Introduction

With the progression of socio-economic development, the entertainment industry has experienced significant growth, driven by the increasing disposable income of citizens seeking to fulfill their spiritual and cultural desires. Simultaneously, the global impact of the COVID-19 pandemic has disrupted travel activities worldwide, leading to a surge in the modern entertainment industry's online communication sector. This has allowed a broader audience to engage with niche cultures within the cultural industry's various segments.

The author's exploration delves into the narrative elements and character portrayals found in a range of niche cultures, including Arknights, a tower defense game within the quadratic gaming segment, as well as musicals like The Phantom of the Opera, Six, and Hamilton. Through this examination, commonalities emerge within these cultural works, particularly in the utilization of symbolic representations. One of the most notable shared features is the incorporation of real-world mapping, prompting the author to question whether adverse events like the COVID-19 pandemic have eroded people's trust and confidence in society and government. As a result, an increasing

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number of individuals turn to virtual works to seek solace and find a more embellished sense of rational comfort within the realm of display.

Consequently, the author has chosen to embark on a journey that involves drawing inspiration from historical events and employing realist symbols. This exploration aims to challenge established stereotypes and social norms by characterizing symbols that rebel against convention. Additionally, it seeks to identify the most idealized narrative structures within a realist framework. This pursuit involves the romanticized symbolic representations of both non-violent and violent means. By comparing the commonalities across various examples of niche cultures, the author endeavors to shed light on the socio-human motivations underlying these creative expressions.

2. Theoretical Framework

Semiotics, rooted in structuralist thought, was originally conceptualized by Saussure a century ago as "the study of signs" [1]. Roland, a prominent interpreter of semiotics, emphasizes that the relationship between symbols should be seen as reciprocal rather than equal. This perspective shifts the focus from analyzing sequential elements to understanding the interconnections that bind them together [2].

Zhao Yiheng further elaborated on the interpretation of symbols, defining them as perceptions that convey meaning [3]. This definition paved the way for exploring the intrinsic connection between semiotics and literature, enabling an analysis of how the establishment of literary symbols within semiotics impacts individuals.

Semiotics encompasses a wide spectrum of symbols, ranging from global events to minute details like characters, ornaments, verbal communication, or physical actions [4]. Roman Jakobson categorizes symbols into signs, which are directly perceivable, and signs, which can be inferred and understood. Artistic symbols, such as external features of characters, fall into the sign category, while character traits, displayed through individual actions, and social attributes, conveyed through group concepts and actions, belong to the sign category [5].

Peirce's focus lies in the foundations of logic, which exist independently of reasoning and facts. He distinguishes between logic as a symbolic science and other forms of reasoning based on definitions and divisions rather than axioms [6]. Peirce introduces the concepts of object and interpretant, suggesting that symbols represent a consensus to refer to a specific object. This relationship typically involves three elements: representamen, object, and ground, often existing in a triadic state [7].

Peirce's argument posits that anything capable of independent existence, interconnection with other elements, and interpretability can function as a symbol [8]. This perspective leads to the core of the thesis on semiotics, which aims to study not only concrete concepts like figurative representations and objects but also abstract notions such as social patterns and historical impressions.

3. The Social and Historical Nature of Literary Symbols

In the context of narrative analysis, examining the game Arknights provides a compelling case study. One of the most captivating aspects of this game is the intricate storyline set in a fictional nation called Ursus, reminiscent of Tsarist Russia. The narrative unfolds across nine main chapters and two side stories, offering players a deep immersion into the world of Ursus.

Central to Arknights' narrative is the concept of oripathy, a fictional disease that serves as an abstract symbol within the game. Oripathy is portrayed as both contagious and incurable, drawing parallels to real-world diseases like HIV. This allegorical approach allows the game to explore the triggers of prejudice and conflict between nations and individuals. Much like in the real world, where the means of transmission of diseases like HIV may not be fully understood, the characters in

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Arknights exhibit a strong rejection of the infected, driven by survival instincts. This rejection even extends to discrimination at the national level, mirroring real-world stigma associated with diseases.

Within the game's narrative, there are harrowing instances of infected individuals being confined to warehouses in small suburban settlements, left to starve to death. Despite the bleak circumstances, some infected individuals, like those associated with Rhodes Island, a medical company, still hold onto hope. Rhodes Island not only seeks a cure for oripathy but also addresses the broader issues faced by the infected population. Conversely, others infected with oripathy resign themselves to their fate, either passively awaiting death or extracting every last drop of support from their families.

The symbolism of oripathy in Arknights extends beyond its parallels with HIV. It also reflects real-world diseases such as pneumoconiosis and pyrexia, conditions that are challenging to treat due to prolonged exposure to hazardous work environments lacking proper protective measures. In many cases, individuals contract oripathy through unprotected originiums mining, where they are exposed to active originiums for extended periods. The game draws a parallel with the real world as it underscores how capitalist motives often lead to cost-cutting measures that compromise workers' safety, emphasizing the harsh side of human nature in both the game's fictional world and reality.

In contrast to Arknights, musical productions like SIX and Hamilton are also rooted in history, but their narrative approach differs significantly. Rather than using history as a backdrop for an abstract allegory, these musicals engage in a more direct and historically relevant retelling, akin to a calendar of historical events. This distinction leads to delve into the concept of the "Idealized Narrative Approach" in the subsequent chapter of the analysis.

4. Idealised Narrative Approach

In the previous chapter, the discussion centered on Rhodes Island, a prominent pharmaceutical company. This chapter continues to explore the narratives of two accomplished individuals within the company and draws comparisons between their stories and musicals.

In the side story titled "Come Catastrophes or Wakes of Vultures," the character Jessica appears, assuming the role of a symbolically hired gun.Simultaneously, she hides her identity as a young woman seeking to escape her affluent and influential family. This narrative unfolds against the backdrop of Colombia, where a marginal plot of land undergoes infrastructural refurbishment, mirroring the realities of Europe and America. Upon completion of the renovation, the bank, which had assumed control of the land following the government's collapse, faces the task of evicting the original laborers. The story delves into the bank's manipulation of landowners, capitalizing on human greed through aggressive loan advertising. It also sheds light on the darker facets of society, including bankruptcy-induced suicides. However, the story does not culminate in complete devastation. Jessica joins a group of pioneers to steal her mercenary company's owed funds from the bank, subsequently transferring it to provide financial security for the displaced pioneers, legitimizing the source of the money through money laundering. This act offers them a fresh start and diminishes the tragic elements of reality. The character of Jessica, in this context, shapes an adult fairy tale situated in the ethical and legal gray areas, illustrating how people resort to immoral means within the framework of the flawed legal system.

Turning the attention back to "SIX," this musical draws inspiration from the historical account of Henry VIII and his six wives. Nevertheless, it accentuates the historical significance of the six queens and their feminist symbolism, mitigating the portrayal of their rivalry for Henry VIII's affections. Instead, it constructs a platform from which they can narrate history through the lens of oppressed women, invoking empathy among the audience. In the denouement, the six queens recognize that the competition among women for male attention should not be endorsed, leading them to unite in advocating feminist ideals to the spectators. This serves as a noteworthy endeavor to influence the

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audience's perspective by infusing feminist ideas into historical events, employing the Idealized Narrative Approach [9].

Taking the musical "Hamilton" as an illustrative case, it, too, is based on historical facts. However, it simplifies the multifaceted nature of historical figures by exalting them while exposing their imperfections, such as Hamilton's extramarital affair. This approach intensifies the emotional impact of the musical and ensures the restoration of the historical dimension, all while conveying a cohesive spirit of the American dream.

5. The Real-World Impact of the Use of Literary Symbols

These niche cultures fulfill a vital role in contemporary society by offering a unique perspective on reality and compensating for emotional voids created by societal imperfections. By mapping and idealizing elements of reality, they provide individuals with a means to express their emotions, serving as an emotional outlet. This emotional release enables individuals to re-engage with the demands of real-world society. A noteworthy aspect of these cultural expressions, selected and supported by consumers through financial transactions, is their potential to contribute positively to societal development [10].

Simultaneously, these works of art play a crucial role in enlightening the masses. Through their accurate analysis of reality, they shed light on aspects of life that often go unnoticed by the general populace. These cultural expressions bring attention to marginalized and disadvantaged groups, fostering awareness among a broader audience. Consequently, they stimulate human empathy, potentially leading to support, aid, or even policy changes benefiting these disadvantaged groups.

In contrast, musicals like "Hamilton" exemplify a different approach by simplifying the complexity of historical symbols. These productions concentrate on highlighting the positive values and aspects that resonate with the audience. In doing so, they make historical knowledge more accessible and engaging to the general public. By combining entertainment with educational content, these musicals provide a source of intellectual and emotional stimulation, catering to both the mind and body.

6. Conclusion

In summary, this study embarked upon a comprehensive exploration of the use of literary symbols within niche cultures. The initial step involved establishing the research's foundation by highlighting the shared characteristics in the utilization of these symbols across various cultural contexts. Subsequently, the research direction and scope were meticulously defined by an in-depth examination of semiotic theories, which furnished the analytical framework for this investigation. Through a comparative analysis of cultural artifacts such as "Arknights" and musical productions, it was evident that there are distinct commonalities in the application of literary symbols, underscoring their social and historical significance. Moreover, it is noteworthy that both phenomena idealize the Narrative Approach, emphasizing its pervasive influence.

This study's culmination led to a profound investigation into the implications of these shared characteristics on society. The overarching conclusion drawn from this exploration is that these commonalities exert a predominantly positive influence on society and contribute to its overall development. By fostering a shared understanding and appreciation of literary symbols, they promote cultural cohesion and enhance the collective narrative consciousness. This, in turn, fosters greater social harmony and encourages the evolution of a more enriched and nuanced societal discourse.

In essence, the convergence of literary symbols in niche cultures underscores their intrinsic value and societal significance. Their idealization of the Narrative Approach serves as a testament to their enduring relevance in shaping collective understanding of the world. Navigating the ever-evolving

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landscape of culture and communication, it is imperative to recognize and appreciate the role these shared symbols play in advancing societies towards a more cohesive and enlightened future.

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Opportunities and Challenges Brought by Short Videos to Traditional Media

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Abstract: With the popularity of various mobile devices, short videos have attracted much attention as a new form of media due to their relatively low threshold and more flexible reporting style. Traditional media is facing a strong challenge from new media, one of the signs being that long videos are being replaced by short and concise, yet more diverse, short videos. The emergence and popularity of short videos imply that traditional media is facing intensified market competition, which has prompted many traditional media outlets to make changes in content production and distribution methods to adapt to the changing landscape. Therefore, short videos not only bring challenges to traditional media, but also unlimited development opportunities. In terms of content and distribution channels, while new media is impacting traditional media, it also brings new ideas, prompting traditional media to accelerate its transformation by focusing on optimizing content production and expanding distribution channels. On the other hand, the rise of new media has also led traditional media to pay attention to its development, making deep collaboration and integration between the two possible, further providing audiences with high-quality audiovisual experiences. For both viewers and the development of traditional media in the era of media convergence, the emergence of new media undoubtedly serves as a catalyst.

Keywords: traditional media, short videos, challenges, integrated development

1. Introduction

1.1. Research Background

In recent years, with the vigorous development of science and technology and the popularity of mobile devices, traditional media has gradually aligned with new communication technologies and methods, giving rise to the era of integrated media. The advent of the integrated media era means a broader channel for audiences to access information and a larger volume of information. However, for traditional media, it signifies a significant transformation in the media industry ecosystem. Subsequently, major short video platforms have been launched, and short videos have gradually become cultural symbols of the media convergence era. Traditional media, inevitably influenced by this trend, has begun to establish their own new media and short video businesses.

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1.2. Significance of the Study

With the popularity of various mobile devices, emerging short videos and other self-media have attracted much attention due to their relatively low threshold and more flexible reporting style. Traditional media is facing a strong challenge from emerging media, as long videos are being replaced by short and concise, yet more diverse, short videos. However, challenges always come with opportunities. The arrival of the short video era does not mean that traditional media will exit the stage. As traditional media gradually enters the field of short videos, their resources, experience, and talent advantages begin to emerge. Studying the opportunities and challenges that short videos bring to traditional media helps us better understand the communication characteristics of the integrated media era, avoid the "minefields" when implementing short video strategies in traditional media, and leverage the strengths of both traditional and new media. By synergizing their efforts in different arenas, we can provide audiences with a better audiovisual experience.

In summary, in the era of comprehensive media, information is everywhere and ubiquitous, and there are profound changes in public opinion ecology, media landscape, and communication methods. General Secretary Xi Jinping pointed out: "Traditional media and emerging media are not in a relationship of replacement, but one of iteration; it's not about who is primary or secondary, but about mutual growth; it's not about who is strong or weak, but about complementary advantages." "We must adhere to the direction of integrated development and accelerate the transition from addition to integration." In the face of continuous challenges from new media, some traditional media still exist and remain vibrant, and this phenomenon is not a coincidence. The shortcomings of traditional media such as newspapers can be improved by accelerating the development of deep media integration, thereby "making up for" those shortcomings and rejuvenating new vitality.

2. The Background of the Popularity of Short Videos

2.1. Continuous Development of New Media Technology

There are several reasons for the rapid rise of short videos in the era of the internet, with the fundamental reason being the constant innovation of smartphones. The development of smartphones has provided the necessary hardware conditions for the birth and popularity of short videos. Over time, major smartphone manufacturers have entered the market, which has not only enhanced the hardware and software capabilities of smartphones but also lowered the cost of acquiring them due to intense market competition, which has also provided a broader public base for the popularity of short videos. Consequently, the popularization of smartphones has reduced the production threshold for short videos, leading to an increasing number of people joining the short video production industry and injecting vitality into this emerging field.

In addition to the continuous development of smartphones, the growth of mobile internet and social networks has also played a crucial role in the rise of short videos. The increase in mobile devices and improvement in network speed have gradually changed user habits, with mobile internet becoming the mainstream. Meanwhile, the development of social platforms and applications such as Micro-blog and WeChat has constantly updated the content production and dissemination models based on them. Short videos have quickly gained popularity as a result of the hardware conditions provided by smartphones, the platform advantages offered by social networks, and the extensive user base of mobile internet users.

2.2. Support from National Policies

Firstly, favorable policy systems have provided strong support for the development of short videos. With the rapid growth of the short video industry and the increasing importance of the cultural

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industry to the country, the government has intensified its support for the new media industry and implemented effective management measures. Since July 2020, various government departments have issued documents to support the development of the short video industry. The content of these documents includes encouraging innovative management models and content production on short video platforms, promoting the production of popular science short videos to support nationwide scientific literacy campaigns, regulating and promoting the healthy development of online live streaming services, and supporting diversified independent employment opportunities such as internet live broadcasting. This series of policies demonstrates the country's emphasis on the development of the short video industry and highlights its potential and positive impact in various fields. The support from the government is due to the fact that short videos not only enrich people's spiritual and cultural lives but also have practical benefits. This support has attracted a group of knowledgeable individuals who utilize short video platforms to share more valuable content, thereby promoting the rapid spread of short videos among users of different age groups.

2.3. Penetration of Internet Culture

As the general cultural richness continues to grow, the internet has gradually become universally accessible. While internet culture is changing people's lifestyles, it also stimulates their desire for creation and expression. The relatively relaxed online environment provides users with a broad platform for voicing their opinions. New media platforms encourage users to create and share their own content, thereby lowering the barriers to creation and expression. Due to the low entry threshold and the platform's provision of novel, diverse, and rich content, users can freely produce their own content, enjoying a high degree of freedom and discourse power within the platform. As a result, these platforms have gained popularity among the general public, especially among young people with creative abilities and a desire to express themselves. In a short period of time, a large number of highly engaged users have been accumulated. These users are energetic, interactive, and proficient in content creation. Thanks to the content output of the young user group, the content on new media platforms exhibits characteristics such as diversity, youthfulness, knowledgeability, and entertainment value.

3. Limitations of Traditional Media in the New Era

3.1. Unidirectional Communication and Lack of Audience Engagement

Since the emergence of traditional media, such as "Di Bao", there has been a certain level of information monopoly, where media produces content and audiences consume it through a unidirectional channel. With the advent of the new media era, traditional media was ill-prepared for the transformative impact it would bring to communication methods. It continued to maintain the traditional unidirectional communication approach. Moreover, in order to maintain its credibility, traditional media often disregards user opinions and lacks emphasis on user interaction. There is no platform or space provided for audiences to express their suggestions. As a result, audiences can only passively receive information. With the improvement of public knowledge and cultural awareness, this one-way communication approach that neglects the voice of the public and weakens audience autonomy will not be welcomed or recognized by the masses.

The emergence of new media has changed this situation. By emphasizing interaction with the audience, it has shifted from a media-centered approach to a user-centered approach. New media content is adjusted based on audience comments and discussions in terms of information selection, editing methods, and content optimization. Through such interactive communication, audience attention and dependence gradually increase. Traditional media hardly provides platforms for readers to comment or express opinions, offering very limited services. The forms of transmission services

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are also very limited. Consequently, audiences can only passively accept information, resulting in low audience engagement. New media can fully unleash people's initiative, allowing everyone to become a receiver and disseminator of information. Therefore, in today's society, the communication methods of traditional media can no longer meet people's needs, and the unidirectional communication approach is not suitable for the current social context. Therefore, people turn their attention to new media platforms that provide more services.

3.2. Formulaic Content and Lack of Appeal

In the era of new media, audiences have access to a wider range of information channels and have become accustomed to receiving information anytime and anywhere. However, traditional media is still limited by time and space and cannot produce content in real-time. In this era that emphasizes immediacy, traditional media has lost its advantage in producing news at a fast pace. Meanwhile, audiences in the new era are more inclined towards receiving quick, fragmented information. The longer text-based information published in newspapers and magazines and the lengthy videos broadcasted by television media lack the corresponding appeal. Furthermore, the content style of traditional media often tends to be serious and formal, which differs from the aesthetic preferences of the modern audience influenced by internet culture. This means that traditional media is not compatible with the audience that is exposed to online culture. Moreover, traditional media lacks innovation in content format, often lacking user-oriented thinking and resorting to simple reproduction of content. This production model may have occupied a certain market share in an era with limited information channels. However, in today's context where traditional media no longer possesses the irreplaceability as an information source, the lack of appeal in content implies a loss of significant competitive advantage. Additionally, traditional print media, for example, relies on the judgment and writing abilities of editors and journalists, as they lack the support of big data and algorithm-based recommendations like new media content. This is known as experiential production, where experienced editors and journalists make style-fixed but cautious choices based on their decades of work experience. It can be said that the content production of traditional media is still a reflection of the personal aspirations of the editor in chief. Over time, the content produced by traditional media becomes predictable and repetitive, leading to audience fatigue.

3.3. Single Communication Channel and Insufficient Communication Effectiveness

In the past, due to limited economic development and immature technological conditions, audiences had limited choices, and traditional media, such as newspapers, served as the primary source of information. However, with the development of information technology, audiences' attention towards traditional media has been decreasing. Self-media, which is convenient, fast, and not restricted by geography or space, has become an important way for many people to access information. Insufficient subscriptions and low ratings of traditional media have led to a sharp decline in advertising revenue, threatening the survival of some print and broadcasting media. In recent years, the closure of many print media and the suspension of broadcasting reflect the decreasing dependence of audiences on traditional media. Nowadays, the number of people who still watch TV programs and subscribe to newspapers is decreasing, and most of them are middle-aged and elderly individuals. This implies that the influence and communication effectiveness of traditional media among certain age groups are declining. This limitation arises from a single communication channel. Over time, it can be foreseen that traditional media will reach fewer and fewer people, further impacting its social credibility. If there is no voice and appeal from traditional media in the public opinion field, the consequences are unimaginable and uncontrollable.

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4. Advantages of the Integration and Development of Short Videos and Traditional Media

4.1. Filling the Gap in Interactivity of Traditional Media

Different from traditional print and television media that adhere to tradition and maintain a serious style, the most important feature of short videos is their distinct interactivity. Short video producers mostly come from grassroots backgrounds and engage in content production either out of interest or as a career. Therefore, they pay great attention to maintaining relationships with their audience. It is precisely because of this interactivity that short videos have established a development tone that is approachable and popular since their inception.[1]

In the era of short videos, catering to the interests and preferences of viewers is crucial. It is not difficult to find that the comment section in short video apps is highly active, with thousands of comments often found under popular short videos. Authors do not exclude interacting with the audience in the comment section or even actively requesting comments or forwarding for sharing. This is in stark contrast to the one-way dissemination of content in traditional media. It is this interactivity that creates a friendly image for short videos and allows them to easily capture the interests of ordinary audiences, which is lacking in traditional media. It is worth mentioning that new media pays attention to the updates and iterations of internet technology and is eager to apply new technology to its products. In addition to traditional video comment interactions, short videos also rely on big data technology for precise content recommendations. This invisible reinforcement of the connection between the audience and the content producer through personalized recommendations leads to more in-depth interactive content and higher interaction frequency. In recent years, with the rise of live streaming in the field of short videos, the interaction between the audience and short videos has become even closer. Live streaming interactions, compared to previous forms of interaction, are more intuitive and emphasize bidirectionality and immediacy. The level of audience participation continues to increase, undoubtedly further enhancing the interactivity of new media.[2]

The respect that new media shows for the audience's status has also gained recognition from the public. This interaction effectively demonstrates the equal coexistence and interdependence between new media and the audience. New media gains traffic while the audience gains a certain degree of discourse power, increasing the likelihood of quickly accessing content of interest and exercising public opinion supervision on the internet. Objectively, the positive interaction between new media and the audience has also promoted the democratization of public opinion supervision in Chinese society.[3]

4.2. Improving the Traditional Content Production Model

Television, newspapers, and other media absorb numerous professionals to produce content through a fixed mode of gathering, writing, editing, and reviewing. This professional and fixed production model ensures the authority and rigor of the content, but it also suffers from formulaic and stereotypical issues. In the era of converged media, new media enables users to produce and disseminate content through its unique user-generated content (UGC) model. By leveraging its platform advantages, various characteristics are rapidly magnified. The emergence and popularity of UGC have further highlighted the disadvantages of the content production model of the traditional media, which is monotonous [4]. The lack of appealing content is also a significant reason why traditional media is becoming increasingly weak in market competition. Therefore, after the rise of new media, the traditional PGC (professionally-generated content) production model has gradually been challenged by the UGC model of social media. The simple operation and easy reading characteristics of UGC model began to be favored by users, and social media began to have a large number of users. This flexible and diverse style depends entirely on the producer's willingness and

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ability, encountering fewer objective limitations [5]. It supplements the shortcomings of traditional media in terms of the breadth and quantity of content production, enriches the style and form of content production, and provides audiences with a completely different audiovisual experience compared to traditional media content. It satisfies the audience's need to receive new content anytime and anywhere and their curiosity. Although the content produced under this production model may vary in quality due to the lack of gatekeeping, it objectively conforms to the main theme of enriching spiritual and cultural life, serving as an important supplement to the mainstream public opinion content.[6]

4.3. Expanding the Relatively Single Communication Channel

The value of content is realized through communication. The communication channels of traditional media are relatively fixed, mainly newspapers, television programs, and other traditional platforms. However, as representative channels and platforms of credibility, they are limited by various objective factors in terms of content control and selection. They need to consider broadcasting costs, market response, and potential public opinion influence. On the one hand, such strict control and review mechanisms can purify the public opinion environment. On the other hand, this rigid communication model also reflects the importance of channels for content in the era of media. The short video matrix refers to a strategy and model of promotion on multiple short video platforms [7]. It leverages the attribute that the overlap of users between multiple platforms is relatively small, while gaining attention and exposure on different platforms, aiming to increase the overall exposure of brands or products. Matrix communication can enrich the forms of content, increase user stickiness, make the content more influential, and have a higher degree of dissemination, which is lacking in the communication model of traditional media. [8]

Taking the "Fangzhi Sichuan" new media communication matrix, which started operation in 2021, as an example, the establishment process of this communication matrix fully embodies the Internet thinking. The new media communication matrix of "Fangzhi Sichuan" covers "two microblogs, eight accounts, one platform, one store, one magazine, one museum, and one shop". It achieves the integration from online to offline, from virtual to physical, and from promotion to sales. This comprehensive and wide-ranging communication matrix takes into account user groups of all ages, achieves online and offline linkage, traditional media and new media linkage, network and television linkage, and linkage between new media platforms, etc. The emphasis on various forms of linkage ultimately forms a joint force, enabling the previously unpopular Fangzhi culture to surpass 100 million visits within a year. This is the optimized publicity effect brought by the new media communication matrix.[9]

Therefore, the establishment of a communication matrix is an important expansion of the original communication channels. With the massive resources and high-quality content of traditional media as the core, the means of a new media communication matrix centered around short videos are used for external radiation. This can ensure the rigor of content output and enrich the forms of content, making high-quality content known to more people. At the same time, diversified new media services can further enrich the user experience, accelerate their own transformation and upgrading, conform to the trend of integrated development, and play a very important role in enriching the cultural ecology.

5. Conclusion

Short videos in the new media landscape are a product of recent developments in the information age, and the audience can easily consume their content. Simultaneously, short videos themselves represent a new mode of news dissemination, allowing the audience to gain deeper insights into actual news content and better understand the beginnings and developments of relevant events. The development

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of short videos in new media provides opportunities for traditional media, but there are still some challenges and the need for further innovation in the specific transformation and integration process. In order to promote the development of traditional media and maintain its leading role, it is essential to actively draw inspiration from the development patterns of short videos, enabling traditional media to align with the trends of the times.

The integration and development of traditional media and short videos are beneficial for integrating the resource advantages of both sides. In the foreseeable future, the stratification of traditional media will become more apparent. Traditional media actively embracing short videos for platform transformation and upgrading, or cooperating with well-known new media platforms in various fields, will seize the opportunity to diversify and provide users with a variety of short video news products. This optimization of industry layout can further enhance visibility. However, some local traditional media may encounter challenges such as low traffic and insufficient user stickiness. Overall, the role of short videos in the secondary development and utilization of promotional channels and content materials for top traditional media will become more prominent [10]. The content advantages and rigorous review process of traditional media big brands will further optimize the perceived lack of content credibility and the stereotypical impression of excessive entertainment in the minds of some audience groups towards short videos. This is beneficial for short videos to further meet the core needs of users and fulfill the media responsibility of disseminating excellent popular culture. [11] With the further development of technology and the emergence of professional talents, we have reason to expect high-efficiency integration and development of short videos and traditional media in various fields. Regardless of the development outcome, the development goal must be to bring users high-quality content and high-quality user experience.

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The Influence of Social Media on College Student's View of Love

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Abstract: College students enter the campus, leave their family of origin, break away from the control of their parents, and realize the "liberalization" of mobile phones and social media. With the development of Internet technology, Social media is growing rapidly, and college student's view of love will be influenced by social media. Whether college students' love views are correct or not is related to their future happiness in family life. Therefore, it is really important for college students. The main content of the paper is to introduce the definition of love and social media, as well as the positive and negative effects of social media on college students and social media is indeed diss college students' view of love has a great impact. If society and schools can better guide college students through social media, then it is very important for the development of society. This study enriches the content of ideological and political education and provides a new perspective and thought for college educators to carry out love education.

Keywords: view of love, college students, social media, Internet, technology

1. Introduction

Nowadays, with the development of the Internet technology, the social media platforms are becoming more and more abundant. However, the rapid development of social media platforms not only affects the communication and learning methods of college students but also affects the formation of college students' love views, There are some previous investigations of such problems. For example

Yuan Lixiang and others analyzed the influence of social media on college students through questionnaire surveys and other methods and found that excessive dependence on social media may cause mental health problems such as loneliness, vanity, and anxiety, and these mental health problems indirectly affected the formation of college students' love view. Leman and others examined the motivation of young people to use Facebook, conducted a questionnaire survey on 143 college students, and found that those who were good at expressing their expressions on the Internet were more likely to establish new friendships and initiate romantic relationships through Facebook [1]. Zhang Liangyue conducted a questionnaire survey, and found that the use of WeChat positively affected the satisfaction of intimate relationships, and moderate social media contributed to the establishment of emotion [2]. So, from these investigations, we can easily find that social media can significantly influence the relationships of young people, so the study question is As college students spend more time on social media platforms, will their love view be affected by it? The research method is Based on the analysis of the existing literature, analyzing the influence of social media on

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students' view of love. Finally, The purpose of this study is to help students establish a correct view of love

2. Literature Review

2.1. The Concept of Love

The view of love is the attitude, viewpoint, and methodology that a person should have when facing love, and it is also the view of the problem of love between men and women, the outlook on life, values, and world outlook on the issue of love performance.

Different people have different views on the understanding of the love view, and experts always take the love view as an attitude or an opinion about some love problems. For example, Yanhua Liu and others think the concept of love is a concentrated embodiment of a person's world outlook, outlook on life, and values on the issue of love, and it is the basic attitude towards love and the basic attitude of love [3].

2.2. The Concept of Social Media

Social media is a platform for different people to discuss, evaluate, and communicate about social behavior. There are multiple versions of the definition of social media, which are expressed differently but share common connotations. For example, Antony Mayfield defined social media as a new type of online media that opportunities users to participate greatly, and it has several features: Participation, openness, communication, dialogue, community, and connectivity. In addition, Dahong Min says social media can give users a great space to participate, which can not only meet the needs of people's personal basic data storage but more importantly, it can meet the psychological needs of users of "being discovered" and "being worshipped" [4].

3. Analysis of the Negative Impression of Love View in Social Media

3.1. The Lack of Love Education in Colleges and Universities

As social media is used as a platform often used by college students in their daily lives, it has become an important carrier of college students' love state and love problems. Therefore, to avoid the negative impact of social media on college students' love views, colleges and universities need to guide students to establish a correct view of love. At present our country college students love knowledge and experience of learning mostly from social media, family, friends, and siblings, and get the information of the good and bad are intermingled. It causes some college students don't know how to treat love, how to choose a partner, how to love with the opposite sex, how to treat brokenhearted, how to treat a love triangle, polyamorous love, and premarital sex, even because of the lack of knowledge and experience, students don't know how to get along with the opposite sex and express love, so they need school scientific guidance, especially related to love moral content. School is the main body of education and the main place to train people. School education plays an important role in the formation process of students' personalities [5]. What‘s more. However, with the development of sex education in colleges and universities, the quality of education has gradually improved. The education mode is still a one-way indoctrination method adopted by teachers to college students, and its content and essence have not changed. This makes college students unable to combine the content in the class when dealing with the love problem in reality. Therefore, college students' love concept education should pay attention to innovation, make full use of social media platforms, and provide targeted education and guidance to college students, to achieve the expected educational results of love education.

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3.2. The Lack of Family Education

The concept of family education includes respect, fairness, democracy, freedom, unconditional love, a sense of boundary, family meetings, filial piety, contract, and communication. In practice, family education makes it easy to make mistakes, because most of the parents have not been specially trained, many parents ignore their education responsibilities, and parents want their children to be successful and successful psychologically easy to make family education deviate from the direction. At present, the family education concept is conducive to college students establishing a correct view of love. However, there are also some families whose educational concepts are relatively backward. For example, Some parents pay too much attention to their children's education, regard love before college as a wrong behavior, and strictly prohibit the topic of love and sex, which leads to the lack of love knowledge and love experience among college students. At the same time, under such long-term pressure, college students are more likely to be curious about the wrong view of love in social media, such as sexual behavior. In addition, Many parents do not pay attention to the cultivation and education of their children's character, but the development of their children's lives is mostly caused by their character. ignoring the child's character education is to ignore the child's soul. Take confidence as an example, of a person's growth power, confidence often makes people stick to themselves in difficulties and stimulates their potential. to achieve unexpected achievements. However, our parents do not cultivate their children's confidence, or because the reserved national character of the Chinese people is more likely to fall into the self-modesty of "I am not good enough". According to incomplete statistics, in a survey of all juvenile offenders in the Henan Provincial Youth Administration Institute, 22.3% of them thought that their criminal behavior was not recognized by their parents, and they wanted to attract the attention of their parents [6].

3.3. The Lack of Good Self-control

College students themselves have a lack of control over the use of social media. The influence of social media on college students is not only related to social media but also related to the internal efforts of college students themselves. The negative impression of social media on college students' love concept is mainly because some college students do not have good self-control ability. The anonymity and convenience of social media platforms make college students separated from the environment of family members, teachers, classmates, friends, and other acquaintances, and give them extreme freedom. College students can freely browse all kinds of information and make speech according to their own will. College students generally show a rational attitude, but the active thoughts, extensive interests, the pursuit of novelty, and lack of self-control of college students are likely to be seduced by all kinds of temptations. Therefore the love view of college students will be negatively affected. In addition. The content of social media is becoming more and more rich, which makes it difficult for college students to identify effective information independently, It leads to the negative impact of the concept of love. Second, there are many informal love ideas and love moral ideas such as how to brainwash the opposite sex or how to revenge the former this kind of topic, and college students to social media have great curiosity and desire, for this fresh, stimulating information, It is difficult to make their judgment, which leads them astray [7].

4. Countermeasures

4.1. Strengthen Love Knowledge

Ideological and political educators are the transmitters of ideological and political education information and are the decisive factor in the success or failure of ideological and political education Teachers 'educational research ability is of great significance to promoting teachers' professional

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development and improving the quality of education and teaching. Through the sorting of the literature on how to conduct education research, the research results of scholars are summarized, including research interest, problem awareness, research skills, and academic innovation, which provides a reference for educators to engage in education research. The existing research is still insufficient, and the discussion on teacher education research ability is mostly based on the theoretical description, lack of speculative inquiry and theoretical analysis, and lack of empirical research based on investigation. How to educate teachers should further explore the expansion of research content and depth and the selection of research methods [8-9]. Therefore, the implementation of education work plays a vital role in the cultivation of college students' love views.

4.2. Improve the Social Media Network Environment

As an important part of social ideology, law and morality are the important behavior norms of society, and they both restrain people's behavior and adjust their social relationships, If college students want to form a correct view of love, they need not only their self-control but also need clear laws and regulations to improve the social media network environment. In particular, some values that deviate from the socialist core values are easy to mislead college students. Therefore, this kind of bad information needs to improve the network law and enhance the standardization of social media. In addition, The government can also strengthen the control of social media through some reward and punishment systems, and severely punish those contents that deviate from the mainstream social culture on social media. On the contrary, it can reward those contents that spread positive emotional values on social media and contribute to social progress. Spreading the mainstream culture of society greatly reduces the emergence of violence and other bad information [10].

4.3. Create a Good Family Education Environment

Due to the influence of traditional ideas, some parents regard their children's love behavior before college as taboo, and they are silent about love knowledge education, especially about sexual knowledge. According to data, the primary sources and ways for middle and high school students to acquire sexual knowledge include computer networks, books, newspapers and magazines, film and television works, and communication between peers, while the sexual knowledge obtained from class and parents is extremely limited. Therefore, parents should abandon traditional ideas, pay attention to children's grades at the same time, and pay attention to the development of children's physical and mental health. Parents should be aware that they should actively communicate with their children so that they can avoid the influence of lousy love information, and also promote their children to form a correct view of love [11].

5. Conclusion

The development of society cannot be separated from the healthy growth of college students, among which the correct view of love is also an essential part of healthy growth. Nowadays, with the rapid development of social media, college students can easily acquire a lot of knowledge about love on the Internet, which not only provides convenience for college students 'love knowledge but also brings a lot of problems to the formation of college students' love concept. Social media has both advantages and disadvantages for college students 'love concept. This paper analyzes the negative influence of social media on college students' love concept and puts forward countermeasures from the three perspectives of school, family, and society. For example, schools should pay attention to updating educational concepts, meet the learning needs of college students, and actively popularize love knowledge. Families should pay attention to their children's love problems and optimize the family growth environment. Society should strengthen and perfect the network law, strengthen the legal

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protection, and carry forward the mainstream culture However, there is certainly a deviation between the measures and the behavior in reality, so we need to do some questionnaires to improve the research on this subject.

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Psychological Influence of Covid-19 Pandemic on Chinese Infants and Toddlers

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Abstract: While the Covid-19 pandemic brings a brutal hit to social members, it also affects child development. Nevertheless, there is still a research gap about how the pandemic has influenced Chinese infants' and toddlers' development. Under such a circumstance, this quantitative research aims to identify and evaluate the psychological influence exerted by the pandemic. Based on practical developmental screening tools such as ASQ®-3 and ASQ®: SE-2, the survey was oriented to 9 participants in their infancy or early childhood from Baby Friendly East, a China-based early childhood education organization. The descriptive analysis of these survey takers' scores and the thematic analysis of their parents' interviewee responses reveal crucial findings: 1) the pandemic has exerted negligible influence on five aspects related to ASQ®-3; 2) the pandemic obviously adverse influence on the seven areas of social-emotional development; and 3) interviews oriented to parents of sampled infants and toddlers underlined specific ways for the pandemic to take effect on child development, including changes in family environment and parent-kid bond, reduction in outdoor activities, and emotional regulations and children's susceptibility to sleep problems. These findings are supposed to bring positive implications for policy makers, communities and parents to work out feasible and effective interventions to offset negative pandemic-related influence on infants' and toddlers' development.

Keywords: psychological, Chinese infants and toddlers, influence, behavior, Covid-19 pandemic

1. Introduction

1.1. Background Review

The Covid-19 pandemic has exposed numerous Chinese families to physical, psychological, emotional, and financial pressure since its outbreak at the end of 2019 [1]. Under such a circumstance, there exist research gaps about whether and how the pandemic has been influencing Chinese children's personal growth and development. Annie Imboden et al. [2] believe that infants and children exposed to pandemic-related pressure are more likely to experience delayed developmental milestones, problematic emotional regulations, and social or behavioral development obstacles. The pandemic has even been found to cause damage that has the potential to exert a lifelong impact on infants because the first three years are critical to people's brain development and other aspects of personal development [3]. In spite of such findings, there are different opinions

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and heated debates over the exact influence brought by the pandemic on specific demographics like infants and toddlers. As the pandemic can exert an impact on children's development and growth in a long-lasting manner, carrying out an in-depth analysis and evaluation of pandemic challenges helps with policy design and delivery, familial support or community-based programs. All these considerations of research gaps, remaining debates and support for the human future make the topic of psychological influence caused by the pandemic on Chinese infants and toddlers intriguing and rewarding.

1.2. Research Purpose and Significance

The research aims to identify and evaluate the psychological influence caused by the pandemic on Chinese infants and toddlers. Driven by such an aim, this research project is supposed to meet three specific objectives. The first objective is to provide a clear understanding of the development of Chinese infants and toddlers in the post-pandemic age. By using well-established tools designed exclusively for screening and a quick check, this research project aspires to realize its objective of casting light on children's development in critical aspects amid and after the outbreak of the global health crisis. Based on the close observation of the selected demographic, the research project then works on evaluating and analyzing the influence of the pandemic on the development of Chinese infants and toddlers. Using relevant and practical tools and reliable data, this research is supposed to figure out the potentially negative or positive impact brought by the pandemic on Chinese infants and toddlers, particularly in terms of their communication, gross motor, fine motor, problem-solving, personal-social skills, and also social-emotional health conditions. More importantly, major findings about the impact of the pandemic on the development of Chinese infants and toddlers are supposed to help families, communities or other parties concerned to figure out what could have been done to promote the development of children regardless of potential effects brought by the pandemic. Staying committed to these aim and objectives, the research project aspires to update knowledge about psychological development and inform feasible ways to guarantee children's development in the post-pandemic age.

1.3. Roadmap of the Research Paper

To realize the above-mentioned aim and objectives, this research paper includes six major components.

The first chapter is an introduction which provides a background review, states research purposes and significance, and outlines the overall structure of the research paper.

The second chapter is a literature review which provides a clear understanding of theoretical models, concepts and scholarly findings about the influence brought by the pandemic on the development of infants or toddlers.

The third chapter aims to explain and rationalize research design, including the overall paradigm, research approach, data collection and analysis method.

The fourth section revolves around major research findings and results. This pivotal chapter is supposed to offer a clear understanding of crucial findings about the research topic.

The fifth section aims to discuss major research findings by comparing them to preexisting theoretical models or broad themes communicated by academia.

The conclusive section covers research outcomes, identifies potential implications and limitations, and proposes recommendations.

2. Literature Review

Relevant theoretical models have shed light on the complicatedness of children's development and

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their susceptibility to various factors during social, emotional, and cognitive development. Erik Erikson's eight-stage theory of psychosocial development not only describes and separates different life stages from infancy to death but also underscores critically important developmental conflict, which exerts a great impact on an individual's development and growth [4]. In light of the theory proposed by Erikson, infants aged between 0 to 1-year-old face the basic conflict between trust and distrust, while toddlers during their early childhood between 1 to 3 years old face the main conflict between autonomy and shame or doubt. In light of the Erikson's eight-stage theory of psychosocial development, Sunil Batra [5] claims that parents, families, schooling and other factors play an essential role in the personal development of infants or young children. The specific findings confirm the complexity of children's development and multiple factors that could influence their psychological development. In spite of such findings, there are remaining concerns about whether the theoretical model can provide sufficient details about how the pandemic affects infants and toddlers from the selected geographic context.

In addition to practical theory, the current research discourse has also explored and defined the potential impact exerted by the pandemic on infants and toddlers [6]. A general trend is for scholars to voice concern about the negative influence caused by the global public health crisis on the subpopulation's development. According to a study oriented to 539 Canadian infants' and toddlers' language development, the pandemic has disproportionately influenced infants and toddlers from different socioeconomic backgrounds, as those from low-income households face more challenges in their language development [7]. The research findings thus warn people of the negative influence that should have been mitigated in the post-pandemic age. Similarly, Bruna Gabriella Pedrotti et al. [8] also found the pandemic has dropped obstacles for young children and their mothers to ensure mental health, screen time control, and psychological development. In more detailed words, as the pandemic forced many families and their young children to stay indoors, mothers' time spent on media use increased and contributed to an uptrend in young children's media use duration and changes in their daily behavioral patterns. Alternatively, an academic study oriented to 684 infants and toddlers suggests that households from humble backgrounds and lower socioeconomic status disproportionately face pandemic-triggered plights, hindering children's development [9]. The comparative analysis of these prior scholarly findings confirms the negative influence caused by the pandemic on infants' and toddlers' development. Regardless of the common understanding about the adverse influence imposed by the pandemic on infants' and toddlers' development, there exists a research niche about how such a pandemic affects Chinese children's development [10]. As there is limited effort to evaluate and analyze the impact caused by the global epidemic among Chinese infants and toddlers, this research project is supposed to address such a knowledge gap, data gap and practical gap.

3. Methodology

Focusing on the aforementioned research goal and three specific objectives, this research opted for the positivism paradigm. Briefly speaking, this epistemological position appeals to working with observable social reality and searches for regularities or causal relationships as reflected by the datasets available [11]. Based on this overall paradigm, the research project used a deductive research method and a quantitative research approach. A deductive research method was a good fit for the research project since it could generalize from the general to the specific, and the data collection could be used to evaluate propositions or hypotheses related to a specific reality or theoretical model. In more detailed words, as the research project made good use of the quantitative method, it could leverage quantified or numeric information to figure out the underlying patterns or trends related to the influence of the pandemic among Chinese infants and toddlers. The reasons why the quantitative research method was preferred include objectivity and reproducibility of

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research findings about the real-world impact caused by the pandemic among the studied population, generalizability of research outcomes, and the possibility of data-driven policy making for those prone to the impact of the pandemic. With these specific shining points considered, a qualitative research method based on the positivism paradigm and deductive approach could pave the way for a productive research project [12].

The quantitative research method applied for this research project included two major research strategies, which include questionnaire-facilitated survey and semi-structured interviews. On the one hand, Ages & Stages Questionnaires®, Third Edition (ASQ®-3) and Ages & Stages Questionnaires®: Social-Emotional, Second Edition (ASQ®:SE-2) would be distributed to a total amount of 9 survey takers. In other words, the sample size is 9, including an infant aged below 1 year old, three toddlers aged around 1 to 2 years old, and 5 toddlers aged between 2 to 3 years old. These survey takers were selected from Baby Friendly East, an early childhood education center headquartered in Beijing, China. Their responses were collected with the help of the well-designed ASQ®-3 and ASQ®:SE-2, and their survey would be accomplished online with the help of an online web survey platform. On the other hand, a semi-structured interview oriented to the sampled infants' and kids' parents was conducted to collect feedback on the questionnaire-facilitated survey, hopes and concerns about children's development and other additional information. Integration between the questionnaire-facilitated survey and the interview was an appealing choice as it could help the research project gain a clear understanding of how the pandemic has influenced Chinese infants and toddlers.

As the research project chose to use primary data collection, it used descriptive analysis and thematic analysis as primary data analysis approaches. First of all, the description of primary data could help the research project to underline key trends and patterns related to the influence of the pandemic. Using visual aids like tables, the data description could offer a quick look at children's development among the sampled population. Besides, a thematic analysis of interview responses provided by sampled infants' and toddlers' parents could help to reveal how they measured and interpreted the pandemic's impact on child development. Combining descriptive analysis and thematic analysis for the two research strategies could help the project reveal crucial insights into the influence brought by the epidemic.

As the research project involved human research subjects, ethical considerations should be addressed properly to hedge risks or harms [13]. Major ethical considerations applicable to this research project include integrity and objectivity, respect for all research participants, avoidance of harm caused to those involved in the research process, informed consent of research participants, voluntary participation and freedom to quit at any time throughout the research procedures, protection of privacy and confidentiality, and effective measures to cope with confidentiality concern [14]. The ethical compliance can help to establish the quality of the research design and hedge relevant risks.

4. Results and Findings

4.1. Descriptive Analysis

In the view of the Table 1: ASQ®-3 and ASQ®:SE-2 Scores of Chinese Infants and Toddlers, the pandemic did not cause much trouble for the sampled population's ASQ®-3 scores. As showcased in the table, 8 out of 9 infants and toddlers' ASQ®-3 scores are above the cutoffs, suggesting that these children are developing typically in specific dimensions, which include communication, gross motor, fine motor, problem-solving and personal-social aspects. In this sense, the pandemic is found to cause limited restrictions on children's development in these five key areas. Nevertheless, one of the survey takers has his score close to the cutoffs of fine motor. That means he falls into the

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monitoring zone and is very likely to benefit from some targeted intervention in addition to the use of the ASQ as a practical developmental screening tool. In addition to the generally satisfying ASQ®-3 scores, the developmental screening tool casts light on a series of major concerns or risks facing the sampled population. As the pandemic forced many Chinese families to stay indoors, some common concerns reflected by the survey outcomes include the risk of shortsightedness or sideways looks, long screen time duration, potential delays in language and communication skills, interpersonal conflicts and a lack of confidence.

In addition, the primary data collected from the sampled population also provides a clear understanding of an alarming trend for these Chinese infants and toddlers to show poor social-emotional skills and behaviors. As ASQ®:SE-2 scores measure children's development related to self-regulation, compliance, adaptive functioning, autonomy, affect, social communication, and interaction, it could indicate potential impediments to social-emotional skills or behaviors. Among all the 9 survey takers, only 1 has her ASQ®:SE-2 score above the cutoffs, while the remaining 8 infants and toddlers have their ASQ®:SE-2 scores below the cutoffs. That means that a vast majority of the sampled children's social-emotional development is not on schedule. Using jointly with the above-mentioned developmental screening tool, ASQ®-3, these children's general functioning in communication, motor, and cognitive areas under the lingering influence of the pandemic calls for further analysis and evaluation. In addition to the upsetting trend for these Chinese infants and toddlers to face obstacles to social-emotional skills and behaviors, the survey also indicates the need for children prone to social-emotional issues to seek pediatric outpatient preventative care or visit psychological clinics. In simplified terms, the ASQ®:SE-2 scores collected during the survey suggest that the surveyed Chinese infants and toddlers in the post-pandemic age still face serious challenges.

Table 1: ASQ®-3 and ASQ®:SE-2 Scores of Chinese infants and toddlers.

	Demographic Information				ASQ®-3						ASQ®:SE-2		Remark
Participant No.	Gender	Birthday	Age	Completion Date	Communication	Gross Motor	Fine Motor	Problem Solving	Personal–Social	Major Concerns	Score	Conclusions	
1	Male	2022.11.5	9 months 23 days	2023.8.28	55 above cutoffs	55 above cutoffs	50 above cutoffs	50 above cutoffs	40 above cutoffs	Risk of shortsightedness	10 below cutoffs	none	

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Table 1: (continued).

2	Female	2020.10.31	33 months 27 days	2023.8.28	60 above cutoffs	60 above cutoffs	60 above cutoffs	60 above cutoffs	60 above cutoffs	Concern about sight due to screen time duration.	20 below cutoffs	none	
3	Male	2022.4.23	16 months 5 days	2023.8.28	35 above cutoffs	60 above cutoffs	60 above cutoffs	55 above cutoffs	50 above cutoffs	Risk of shortsightedness; Concern about language and communication skills,	25 below cutoffs	none	
4	Female	2020.11.2	33 months 26 days	2023.8.28	60 above cutoffs	55 above cutoffs	60 above cutoffs	50 above cutoffs	50 above cutoffs	Concern about sight due to sideways looks once in a while; Fights with the younger brother; Lack of confidence.	75 above cutoffs	Visits to Pediatric Outpatient Preventative Care or Psychological Clinic is suggested.	A comprehensive analysis is necessary. A referral for mental health evaluation will be recommended.
5	Male	2021.8.4	24 Months 25 days	2023.8.29	55 above cutoffs	55 above cutoffs	55 above cutoffs	60 above cutoffs	40 above cutoffs	sleep debt	45 below cutoffs	none	

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Table 1: (continued).

6	Male	2020.10.31	33 months 27 days	2023.8.28	60 above cutoffs	55 above cutoffs	40 above cutofs	55 above cutoffs	55 above cutoffs	Concern about sight due to long screen time duration and poor time management for outdoor activities.	50 below cutoffs	none	
7	Male	2021.6.25	26 months 3 days	2023.8.28	55 above cutoffs	50 above cutoffs	40 above cutofs	45 above cutoffs	55 above cutoffs	none	45 below cutoffs	none	
8	Male	2021.2.7	30 months 21 days	2023.8.28	55 above cutoffs	60 above cutoffs	25 close to cutofs	45 above cutoffs	55 above cutoffs	none	15 below cutoffs	none	Gameplay experience and monitoring is recommended
9	Female	2022.6.16	14 months 13 days	2023.8.29	55 above cutoffs	55 above cutoffs	50 above cutofs	55 above cutoffs	55 above cutoffs	none	5 below cutoffs	none	

4.2. Thematic Analysis

While the primary data cast light on the pandemic's negligible influence on five aspects related to ASQ®-3 and obviously adverse influence on the seven areas of social-emotional development, the

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follow-up interviews oriented to parents of sampled infants and toddlers provide a clear understanding of specific ways for the pandemic to take effect on child development. One of the key themes underlined by interviewees is that the pandemic has caused obvious changes in family environments or familial bonds. The lockdown measures and social isolation imposed by the Chinese government have exerted a significant impact on family life. The pandemic has made it harder for families to provide infants and toddlers with diverse forms of family structures like multi-generational families or multi-child families and harmonious neighborhood for their development on schedule. Such changes or instability of the family environment and increased parental stress levels were highlighted by interviewees as potential contributors to emotional problems among infants and toddlers. Even though the surveyed infants and toddlers would not directly be exposed to emotional stress or other devastating factors to social-emotional behaviors, being locked up indoors with anxious family members could mean troubled parent-kid connectedness and uncertainties in their early childhood development.

Another alarming theme underscored by interviewees is that the pandemic has drastically reduced social interactions. As the pandemic forced a vast majority of people, including young children, to stay indoors, those in their early childhood could hardly plan or guarantee their outdoor activities. The pandemic outbreak and consequent mandates then led to a series of unfavorable conditions, such as insufficient outdoor activities, longer screen time duration, a lack of opportunities to explore the natural environment, and poor chances to prevent shortsightedness. Because of social distancing and restrictions, infants and toddlers have had limited opportunities for social interactions. The decrease in social interactions may lead to an increase in emotional problems and delays in social and language development. In spite of the negative influence caused by the pandemic on outdoor activities or resources, some interviewees found that being locked up indoors did not necessarily mean helplessness, as they could spend more time and make greater effort to play with their infants or toddlers. This helps to explain why the reduced social interactions during the global public health crisis did not hold back infants' and toddlers' gross motor, fine motor, problem-solving and personal-social aspects.

Besides, parents of the sampled population have voiced their deep concern about the pandemic's negative effect on emotional regulations and children's susceptibility to sleep problems. The uncertainty and tense atmosphere which pervaded the entire society and different families during the global health crisis may result in emotional instability and increased anxiety among social members, including infants and toddlers. The pandemic may have a negative impact on the sleep of infants and toddlers. The lack of outdoor activities and reduced physical activities during the pandemic may affect the quality of sleep and increase the occurrence of sleep problems among young children who are usually energetic in their daily lives.

While the data fail to highlight the pandemic's negative influence on five key areas such as communication, gross motor, fine motor, problem-solving and personal-social aspects, its vicious impact on ASQ®:SE-2 is noteworthy. Due to the pandemic, social restrictions and limited access to critical resources tended to cause developmental delays in infants and toddlers whose cognitive, language, and fine motor development thus face more obstacles in the post-pandemic age.

5. Discussions and Analysis

In view of the above-mentioned research findings, the pandemic has had a negative influence on Chinese infants' and toddlers' development, particularly in terms of their social-emotional skills and behaviors. This general pattern or causal relation stays in line with the mainstream viewpoints communicated by academia. For instance, the findings about limited the influence on ASQ®-3 scores, but the adverse impact on ASQ®:SE-2 scores resonates with research findings of Annie Imboden etc. [15], who found that there existed no significant differences in pre-pandemic and

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post-pandemic ASQ-3 scores for the entire sampled population made up by 1024 ASQ-3 survey takers. While this research project engaged a comparably smaller sample, its follow-up interviews oriented to infants' and toddlers' parents supplement the preexisting research findings by offering a more detailed explanation about how and why the pandemic has profoundly influenced young children. The specific factors identified and elaborated by interviewees, including changes in family environment and parent-kid bond, reduction in outdoor activities, and emotional regulations and children's susceptibility to sleep problems, help to explain why the pandemic should be viewed as a threat to children's development on schedule, particularly their social-emotional skills.

The research findings informed by the primary data collected from infants and toddlers from Baby Friendly East also resonate with major child development theories. For instance, Erikson's eight-stage theory of psychosocial development highlights the critically important developmental conflict that exerts significant influence on an individual's development and growth, such as a conflict between trust and distrust experienced by infants and conflict between autonomy and shame or doubt faced by toddlers, this research project suggests that the pandemic has changed ways or opportunities for children to experience and handle such conflicts during their crucial life stages. As the pandemic forced Chinese infants and toddlers to stay indoors, they might miss out on the chance to cope with basic conflicts or face more obstacles during conflict resolution. Under such a circumstance, the pandemic is bound to hinder the psychosocial development of those in their infancy and early childhood. Alternatively, this research project and its major findings make sense from the behavioral perspective proposed by behaviorists like John B. Watson and B. F. Skinner. From such a perspective, human beings, including infants and toddlers, remain prone to environmental factors, and their learning process takes place merely via a process of association and reinforcement within a specific environment. Such a behavioral perspective resonates with the research findings about how the pandemic changes the complicated environment in which child development takes place, especially the family environment and atmosphere, parent-kid connection, and outdoor or indoor activities. In simplified terms, the research findings echo well-established theoretical frameworks to illustrate the pandemic's undeniable impact on child development.

6. Conclusion and Recommendations

In conclusion, the research project has realized its overall goal and specific objectives of evaluating the pandemic's negative influence on infants' and toddlers' development. Noticeably, there is no obvious negative influence caused by the pandemic on five key areas, as reflected by the ASQ®-3 results, such as communication, gross motor, fine motor, problem-solving and personal-social aspects. Alarmingly, the research findings warn that the pandemic has an exerted adverse influence on major areas, as reflected by the ASQ®:SE-2 results. The survey outcomes thus provide a quick look at general trends and patterns for the pandemic to hinder child development. More importantly, the research findings and the interview outcomes, in particular, provide an in-depth understanding of major ways for the pandemic to affect Chinese infants' and toddlers' development. Key mediating factors, such as changes in family environment and parent-kid bond, reduction in outdoor activities, and emotional regulations and children's susceptibility to sleep problems, illustrate major ways for the pandemic to take effect among the subpopulation under study.

The findings and results are supposed to bring about positive implications from a theoretical perspective and a practical perspective. From a theoretical perspective, the research findings offer primary data for in-depth analysis, critical evaluation and insightful interpretations of child development. The focus on the post-pandemic psychosocial development among Chinese infants and toddlers can fill the knowledge gap, data gap and practical gap about how public health crises or other unfavorable conditions can impede child development. Besides, a combination of a questionnaire-facilitated survey and a semi-structured interview can provide a clear understanding

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of how child development theories like Erikson's eight-stage theory of psychosocial development or the behavioral lens make sense. The research outcomes can be used to guide real-world practices. As research outcomes shed light on potential ways for the pandemic to influence infants' and toddlers' development, all parties concerned, such as health authorities, communities, and parents, are supposed to figure out effective and efficient measures to mitigate pandemic- related risks.

To achieve the aforementioned positive implications, several recommendations are proposed to support infants and toddlers who are vulnerable to black swan events like the pandemic. The first recommendation is for policy makers or health authorities to offer guidelines, instructions or educational campaigns via which knowledge can be spread to families. This can help communities, households and parents to improve their awareness about plights faced by infants and toddlers before taking supportive steps. Another recommendation is for families to seek professional healthcare support from various organizations, such as early childhood education centers, pediatric outpatient preventative care, psychological clinics. Professional support can help parents make good use of various effective developmental tools and resort to effective interventions before young children's development trajectories deteriorate. All in all, these two recommendations are supposed to help primary stakeholders to offer support timely to infants and toddlers during the hard times.

In spite of the above-mentioned findings and positive implications, this research project has multiple flaws that should be addressed by future studies. The first limitation of this research project is the small sample size. Even though the survey and the interview jointly provided reliable primary data for in-depth analysis, a total of 9 survey takers and their parents undermined the generalisability of research outcomes or findings. Therefore, it is highly suggested that future studies recruit a larger sample base from diverse backgrounds and different age groups so as to improve the generalisability and validity of research findings. The second drawback of this research is related to its data analysis methods. While the descriptive analysis and the thematic analysis revealed crucial insights into the major influence caused by the pandemic among Chinese infants and toddlers during their development, future quantitative research is expected to opt for other data analysis methods, such as regression analysis and hypothesis testing.

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Protestant Influence on American Elitism and Democracy

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Abstract: Protestantism is essential in US history and politics and predominantly affects how the American government and people behave. This paper focuses on how Protestant theology and churches affect the politics of the US by discussing the historical background of some denominations in America, the elitism in politics from church traditions, and the dual influence of Protestantism on democracy. Using literature research methodology, the paper concluded that Protestant Christianity, especially the Reformed church, has a considerable impact on US education, politics, and democracy that anyone who wants to analyze American politics cannot ignore. Also, the work ethic derived from Protestantism suggests that Protestant values have contributed to the development of capitalism and industrialization in the United States. Meanwhile, the research of different denominations can help people understand seperation of some states and parties. The research paper provides a perspective for readers to consider America a religiously affected country that cultures and policies are nearly all under Christian influences.

Keywords: protestantism, democracy, politics, United States

1. Introduction

Christianity in the United States has significantly influenced its culture, society, and legislative processes [1]. Almost every U.S. president has belonged to a Christian denomination and regularly attended church services, from George Washington to Joseph Biden, except Thomas Jefferson, a deist. Moreover, when presidents take their oath of office, it is customary for them to place their hand on the Holy Bible rather than the Constitution. Nearly all House and Senate Leaders and speakers have also been Christians. In the symbols and representatives of the United States, one can easily find traces of Christian influence, such as the U.S. national motto, "In God We Trust," and similar lyrics in the U.S. national anthem, The Star-Spangled Banner [2]. In daily life, this influence is even more pronounced, with approximately 70% of the U.S. population identifying as Christian, according to statistics and authoritative estimates. Among them, about 30% attend church services regularly. It is a common sight to find churches in cities and towns, large and small, across the United States.

Among the various denominations within Christianity, branches of Protestantism have had the most significant impact on the United States and boast the largest number of members. Protestantism's influence is evident in various aspects of American life, including politics, where the religious faith of political leaders has been a defining characteristic. As mentioned earlier, this influence extends beyond just the presidency; it includes members of Congress, governors, and other government officials, who often adhere to Protestant beliefs. This religious background is crucial in

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shaping political agendas and policy decisions. Many contentious social and moral issues, such as abortion, divorce, and LGBT marriage, are often influenced by Protestant values and ethical principles [3]. Politicians frequently reference religious regulations to support or oppose specific policies, a common practice in American politics. For instance, in 2022, the Supreme Court overturned the Roe v. Wade decision, which was made in 1973, leading to the rapid enactment of laws prohibiting abortion in many US states [4].

Societally, the Protestant faith has also shaped American traditional culture and values. Protestant ethics emphasize qualities such as hard work, self-discipline, personal responsibility, and charity, widely embraced and revered in American society. Additionally, Protestantism's emphasis on education has profoundly impacted the U.S. education system, promoting the development and accessibility of higher education institutions. For example, Harvard University originated as a seminary for Puritans, and Congregationalists established Yale University. In terms of law, Christian values have left discernible marks on American laws and regulations. Despite the First Amendment of the U.S. Constitution explicitly establishing the separation of church and state, religious and moral values continue to play significant roles in legal enactment and practice. Laws like the Religious Freedom Restoration Act and related legislation aim to protect the freedom of religious beliefs while sparking debates about the balance between religious rights, public interests, and individual rights.

Therefore, this paper aims to explore the influence of Protestant Christianity on elite politics in the United States, including its significant role in political, social, cultural, and legal domains. By delving into how Protestant faith has shaped the American political system and decision-making processes, people can better understand the country's values, politics, culture, and their impact on domestic and international affairs.

2. The Beginning of American Protestant Churches and Their Development

2.1. Anglican Church

The roots of American Protestant churches can be traced back to the early days of European colonization, with the Anglican Church, also known as the Episcopal Church in the United States, playing a very significant role.

Before the founding of the United States, Protestantism had already existed in North America. In the mid-16th century, the first group of British Protestant colonists arrived on America's eastern shores under the auspices of the Virginia Company. Many of these early colonists were Anglicans, a branch of Protestantism. The Anglican Church originated in the English Reformation during the reign of King Henry VIII, when it was established as the national church of England [5]. With the support of Queen Elizabeth I, the Anglican Church grew to become one of the largest Protestant denominations in the world. Despite later challenges, it retained its status as the church of England.

These Anglican believers who settled in British America naturally became the largest Protestant group in the early American colonies. The first British colony in America, Jamestown in Virginia, was established by Anglican colonists. However, their influence was more pronounced in the southern colonies, while other Protestant denominations shaped the northern territories. What's more, because the theology, rituals, and organizational structure of the Anglican Church were not significantly different from Roman Catholicism, Anglican colonists did not exhibit the same enthusiasm for radical change, strict moralism, or religious fundamentalism as some other Protestant groups.

In the years leading up to the American Revolutionary War, the Anglican Church's close ties to the British Crown led to tensions, and it changed to the Episcopal Church in the newly formed United States. Nonetheless, its early presence in America was a foundational element in the development of Protestantism in the New World, and it contributed to the religious diversity that would come to

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define the United States. After the war, the church grew larger and larger, and eleven US presidents were from this church.

2.2. Puritans

The Puritans, in essence, were dissenters within the Anglican Church. Puritanism originated during the reign of Queen Mary I in 16th-century England. Some Anglican believers, influenced by Calvinism, embraced Calvinist theology, including the doctrine of double predestination. They sought to reform the Church by eliminating Roman Catholic rituals and symbols, making it more aligned with Protestantism. They opposed indulgence and embraced a life of austerity and moral virtue.

However, their beliefs marked them for persecution in England, where the monarch staunchly defended the national church. During Queen Elizabeth I's reign, Puritans faced oppression, with authorities demanding adherence to Anglican rituals and suppressing Puritan religious gatherings. Some Puritans were prosecuted, imprisoned, or executed for conducting underground meetings or promoting Puritan doctrines.

Subsequently, a series of religious conflicts erupted during the rule of Charles I, who attempted to suppress Puritanism through strict religious policies. Oliver Cromwell led the Republican Revolution, leading to the execution of the king and exacerbating religious tensions. Many Puritans were persecuted and sought refuge in the Netherlands, while others embarked on a quest for religious freedom in American colonies.

Establishing colonies in the northeastern United States, such as Plymouth, these Puritan refugees further propagated their theological ideas. They significantly influenced the northern territories, especially in the New England area. Their religious persecution led to their suffering, including imprisonment, executions, and exile. However, their experiences profoundly shaped early American values of religious freedom, paving the way for the later Revolutionary War against Britain and developments in religious freedom. Although Puritans have largely faded from the historical landscape, their theological legacy influenced numerous subsequent Protestant denominations, including the Congregationalist church.

2.3. Religious Society of Friends

The Quakers, founded in England after the English Civil War, also played a crucial role in the early establishment of the British-American colonies [6]. William Penn, the founder of Pennsylvania and New Jersey and a great writer in the 17th century, was a member of the Quakers. Under his management, Pennsylvania and New Jersey provinces became famous for religious freedom [7]. Therefore, several immigrants from Europe who wanted to keep their beliefs were attracted and moved to the two colonies established by the Quakers.

Another vital man was Roger Williams, a member of the Quakers. He was a separatist in the Anglican church and disagreed with the theological beliefs and authority of the church. As a result of his religious view, the governor exhaled him from the Massachusetts Bay Colony. Later, he established a good relationship with friendly native troops and built some early settlements. After one year, in 1636, Roger purchased a small piece of land near Massachusetts and founded the Rhode Island colony. This colony was also famous for its religious freedom policy, and all religious groups were respected there. The idea of Rhode Island about religious freedom and separation of church and government also influenced the later policy for religious liberty and the establishment of the constitution of the USA.

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3. The Elitism in American Protestantism

In American Protestantism, both elite and democratic elements have been prominent. Due to doctrines like "justification by faith" and the belief that all believers are priests in their own right, Protestantism, in theory, fosters democratic and critical thinking. Believers are seen as equals in the organization and have the right to express their unique interpretations of the Bible. However, there may still be influential figures within the church who have a greater capacity for influence.

From a political perspective, the colonial history of the United States also reflects democratic tendencies. Each colony had its assembly to create laws (within the framework of British rule), and participation was typically limited to adult white males with relatively low property qualifications. These colonial assemblies had the authority to enact laws, levy taxes, and allocate colonial funds, playing a significant role in advocating and protecting the rights of colonial citizens [8].

During the American Revolutionary War against British rule, these colonial assemblies continued to be influential, and their precedent greatly influenced the Continental Congress. The Second Continental Congress, for example, adopted the Declaration of Independence, a document shaped by democratic principles and infused with strong Christian values, including the famous phrase, "We hold this truth to be self-evident, that all men are created equal." Despite the limitation of rights to white males at that time, this slogan carried progressive significance as the US, by this declaration, became the first modern democratic republic country in the world, emphasizing that God bestowed rights applicable to all. However, one thing that shouldn't be ignored is that the Protestant church may also be under an elite man's lead, and this person may guide others to think. Usually, this privileged man is a presbyter or a renowned reverend, which can significantly influence church members and finally have more political power. Also, the theology of Calvinism emphasizes predestination, that only the one who has been chosen can participate in voting and ruling, and this belief somehow improved the elitism in politics.

From the perspective of education, American Protestant denominations have played a vital role in shaping elite politics. Some of the earliest universities in the United States were founded by immigrant Protestant denominations, especially Puritans [9]. As mentioned earlier, the essence of Protestantism emphasizes individual interpretation of the Bible and theology rather than blind acceptance of church teachings. Mainstream Protestant denominations like the Anglican church, Lutheranism, and Puritan churches considered colleges and universities essential for promoting religious and civic education. They were willing to fund these public institutions to enhance citizen education. This ideology led to the founding of elite colleges and universities where outstanding students received excellent education and often went on to influence American politics, shaping the nation's trajectory in the future.

Even today, well-educated white males who have received elite education continue to hold a dominant position in American politics, with 83% of senators being white and approximately 76% being male and having received elite education [10].

4. Positive and Negative Impact of Protestantism on Political Democracy in the US

American Protestantism's positive and negative impacts on democracy in the United States are significant. As mentioned, the positive influence is rooted in Protestantism's theological beliefs and organizational structure.

Compared to other Christian denominations worldwide, especially Catholicism and Protestantism, particularly the Puritanical branches, this research was predisposed to democracy. In Catholic countries, the rule of kings and emperors was predominant, and the church tended to be more rigid and intertwined with the monarchy, with blurred lines between religious authority and political power. For instance, France, under several monarchs, experienced highly centralized royal control, with King

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Louis XIV famously saying, "L'État, c'est moi" ("I am the state"). Catholic clergy and nobility often collaborated to oppress the lower classes, exacerbating social tensions [11].

In contrast, Eastern Orthodoxy faced its challenges, with Greek Orthodoxy under Ottoman rule and Russian Orthodoxy exhibiting a solid blend of church and state, lacking democracy. Then, the United States, influenced by Protestantism's ideals and religious freedom, was more inclined toward democratic principles. The Protestant emphasis on individual interpretation of the Bible and theology, rather than blind adherence to church doctrine, encouraged the idea of equality among believers. This laid the groundwork for a democratic mindset.

During the colonial period, assemblies were established in each colony for lawmaking, often with relatively low property qualifications, allowing for broader participation. These assemblies played crucial roles in advocating and protecting the rights of colonial citizens and later contributed to the American Revolutionary War. The Second Continental Congress, influenced by these colonial assemblies, adopted the Declaration of Independence, a document rooted in democratic principles and Christian values. In education, Protestant denominations played a pivotal role in shaping elite politics. Protestant denominations often founded the early universities in the United States. These institutions provided exceptional education to outstanding students who would go on to influence American politics, fostering a tradition of educated white males in leadership positions.

However, over the past few centuries, certain negative aspects have emerged within American Protestantism that have challenged democracy. In addition to the elitist tendencies of some longstanding Protestant denominations, the rise of fundamentalist and evangelical movements has introduced elements of religious conservatism and anti-democratic sentiment. These movements often advocate for biblical literalism, seek to establish religious authority and align with right-wing or far-right politics. For example, many former President Trump's supporters were evangelical Christians, representing a conservative faction in modern America. Some of these groups have displayed extremist tendencies, as seen on January 6, 2021, when a mob stormed the U.S. Capitol to overturn election results, which is detrimental to democratic principles [12].

In summary, American Protestantism has positively and negatively influenced democracy. While its early roots nurtured democratic ideals, the emergence of fundamentalism and religious conservatism within certain Protestant denominations has challenged democratic values in modern America.

5. Conclusions

The paper explores how Protestantism has nurtured democratic ideals and influenced the evolution of democratic politics in the United States. Additionally, it analyzes Protestantism's positive and negative impacts on American politics and society. The paper highlights the theological characteristics of Protestantism, including the individual interpretation of faith, emphasis on equality, and religious freedom. These characteristics have laid the foundation for democratic principles in the United States by encouraging individual rights and participation and fostering liberty and equality. The role of Protestantism during the colonial period in shaping American political structures is also discussed. The paper also examines the American Revolutionary period and discusses its historical background. For education, it observes how Protestant denominations played a constructive role in establishing universities, providing high-quality education, and influencing elite politics. This educational tradition has had a profound impact on American politics and society.

However, the paper also delves into some negative trends within Protestantism, such as the rise of fundamentalism, often aligned with far-right political ideologies. These trends have posed challenges to democratization ideals and contributed to social divisions. This paper comprehensively explains how Protestantism has shaped American political thought. It emphasizes how Protestantism's historical legacy and beliefs have left enduring imprints on American politics. This holistic study aids

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in a better comprehension of the formation and evolution of American politics and the intricate relationship between religion and politics. Nonetheless, the paper has limitations. While it focuses on Protestantism, it does not delve into the significant influence of the Catholic Church, which also played a pivotal role in American politics and has been extensively studied by scholars. Additionally, considering the ongoing secularization of America, the influence of Christianity, including Protestantism, may continue to diminish, necessitating further research and analysis.

Future research could explore how Protestantism impacted different historical periods in American politics and democracy. Moreover, comparative studies can examine how Protestantism has influenced politics and society in other countries and cultures. Overall, this paper underscores the profound impact of Protestantism on American political thought and institutions while recognizing the need for nuanced exploration of its influence alongside other religious and secular factors, especially in contemporary America.

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The Dilemma and Coping with the Inheritance of Traditional Culture Enabled by Artificial Intelligence

–A Case Study of Chinese Traditional Culture

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Abstract: With the continuous change in human civilization triggered by the rapid development of technology, it is worth considering the role of AI in the inheritance of traditional culture. This essay primarily investigates the impact of AI technology on traditional culture and applies Chinese culture as a case study. Through introducing the prevalence of artificial intelligence, demonstrating the functions of AI in the spread of traditional culture, and analyzing the pros and cons brought by AI, this essay utilizes both quantitative and qualitative analysis to reveal the overall influence of AI in the case of Chinese traditional culture. This essay will be helpful for researchers and scholars interested in topics related to the future expectations of Chinese culture and students who are learning the change brought by AI to the cultural impact of artificial intelligence.

Keywords: Chinese traditional culture, artificial intelligence, cultural inheritance, social change

1. Introduction

There is always a term that can accurately represent the most significant movement in an era. For the 21st Century, artificial intelligence is the most representative element, no doubt. According to the estimation, 53.6% of the population in the world now have access to digital technology before the COVID-19 pandemic [1]. In addition, "the global shutdown due to the COVID-19 pandemic also accelerated the rate of change" [2]. During this unusual period, all types of work were conducted online, from teaching at school to communication and work and even the creation of arts. This further increased AI's importance and attachment to cultural content. Thus, it is reasonable to conclude that AI's participation in human lives has been increasingly frequent, from simple repetitive work to complex white-color occupations [3]. Besides physical changes, the involvement of AI technology in human life also profoundly impacts the relationship between people and the operating mode of society.

In this trend, applying this new technology and preserving the precious culture of the past is very important for people worldwide. "Any records kept before 2000 do not exist because we cannot view them. We urgently need to bring our archives into the digital age. We must not lose contact with the past' [4]. The person who said this is Frederic Kaplan, who initiated the prototype Venice

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Time Machine project. This machine can analyze more than 1,000 years of history in Europe. Iran Davar Ardalan also established IVOW as a tool to incorporate traditional cultures [5].

In China, artificial intelligence creates an even more substantial impact on the cultural perspective. As a country with a history of more than five thousand years, the history of China is complex and varied. Since cultural value is relatively challenging compared to other data like economic indicators, there are few comprehensive studies on artificial intelligence's impact on traditional Chinese culture.

However, it is undeniable that AI indeed has a widespread impact on multiple fields of traditional culture in China. Accessibility is one of the advantages brought by AI in the digital era. By recording traditional cultural content and publishing it on the internet, people worldwide can learn about these cultures they cannot see in person. In this way, many uncommon cultures from rural areas in China can be seen by people from other places. Enhancing the popularity of these minority cultures is also a way offered by AI to protect these traditional Chinese cultures. Furthermore, artificial intelligence can also improve the traditional culture in China. This advantage is beneficial in fields like medicine and architecture. Last but not least, digitally presenting conventional cultural information can change people's stereotypes of traditional culture, thus making it more acceptable to the general public.

Although AI brings many benefits at the cultural level, many drawbacks also co-occur. "Information cocoon" is the most commonly mentioned concern by artificial intelligence. In the modern era, AI can already recommend what users are interested in based on the analysis of their data. Nonetheless, this would result in a severe problem of narrowing users' vision. By only suggesting internet users view information that they are interested in, much information in the past and traditional culture will risk disappearing in the future. Other potential issues of AI in Chinese culture include the precision of cultural records and the accuracy and fairness of AI content. Hence, this essay's primary focus will be artificial intelligence's impact on the inheritance of traditional culture in China. Through analyzing the function of AI in the spread of Chinese conventional culture, discussing the advantages and disadvantages of AI, the combined influence brought by artificial intelligence to Chinese historical culture in the digital era will be evaluated.

2. The Function of AI in the Spread of Traditional Culture

The development of artificial intelligence has provided many application opportunities in the cultural industry. Some of these vital technological innovations can be combined with the cultural industry to achieve innovation in the production of cultural content. In this process, artificial intelligence mainly acts as the disseminator in the field of art culture, the supervisor in the field of traditional medicine, and the transmitter in the field of literature.

Firstly, AI can protect and preserve the less well-known cultures in China. China has experienced more than ten dynasties, has more than 5,000 years of history, and has 56 ethnic minorities. Therefore, not every culture in China is famous. Many cultures included in China's Intangible Heritage are gradually forgotten. Thanks to the digital era and the rapid development of AI, many of those cultures can be preserved and spread worldwide. "ChinaVine" is a collaborative website founded by the University of Central Florida, the University of Oregon, and other organizations in China. "The group is sharing Chinese customs and folk culture using modern technology" [6]. With the development of the Chinese economy, more and more people are moving from the countryside to urban areas. Due to this, many folk tales and regional cultures originating in rural areas are endangered. Initiators of ChinaVine highly value these traditional folk cultures and believe they should be protected. In the past ten years, they captured descriptions and pictures, including forms of dance, music, art, and architecture, and posted them on the website. There, people from all over the world can get familiar with this distinctive culture without traveling to

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those small places in China. The precious content of these cultures can also be preserved permanently.

Secondly, artificial intelligence can also provide accurate estimation, which benefits the application of traditional medical systems in China. Traditional Chinese Medicine is a well-established system that has been applied widely. By using the four diagnostic methods of looking, listening, asking, and hearing, TCM could provide relatively effective medical treatments for patients [7]. Although the involvement of scientific and biological experiments in the industry of medicine weakens the priority of TCM, artificial intelligence can improve TCM's accuracy of diagnostics. In this case, the old method of four diagnostics is sometimes inaccurate and can be abandoned. Objective data analysis based on data collection from patients can generate very accurate judgement on the body conditions of patients, thus improving the performance of TCM considerably [7].

Artificial intelligence also creates new ways for Chinese traditional culture to spread by transforming their style. One of the significant reasons that directly leads to the loss of culture is the unattractive form. The usage of AI in the spread of traditional culture changes the bland characteristics of this content and makes it attractive to the general public. The Chinese Poetry Conference is one of the most representative examples that indicates the success of artificial intelligence's function. In the past, people often thought it was tedious and complicated. The only few places people can see them are the textbooks at school and some art museums. However, this form of culture has been transformed into another style and included in a Chinese Poetry Conference TV show. This change made the poetic elements very popular in China, and many people were willing to memorize those poems and learn their historical insights. The innovative combination of tradition and modernity changes traditional culture transmission and the audience's learning and cognition of traditional culture, which can better promote the inheritance of traditional Chinese culture [8].

3. Difficulties Brought by AI in the Inheritance of Traditional Culture

While artificial intelligence plays a vital role in preserving Chinese culture, it also brings many drawbacks to traditional Chinese values and conventions. This effect can be primarily seen from the social, linguistic, and production perspectives.

Firstly, with the increasing use of technology in daily life, face-to-face communication and interaction between people are decreasing rapidly. With numerous software and machines supported by artificial intelligence, the need for personal interaction is decreasing continually. The most affected part is the domestic dialects. Since China is a country with a long history and more than 50 ethnic minority groups, it has 302 official languages [9]. However, "the number of speakers of many of China's minority languages and dialects has decreased in recent years, and some of them are now considered endangered" [9]. The presence of AI-supported technology and devices is considered the leading cause.

On top of that, artificial intelligence also boosted the skills of production significantly. The production of many objects, once done manually, is now conducted automatically by machines. Indeed, the rise of AI in manufacturing improves production and economic performance in many fields, but it also causes the loss of traditional craftsmanship. Some examples of this include ceramics, traditional Chinese opera, and craftsmanship. The process of constructing these objects often requires very detailed techniques that are passed through generations. With AI gradually replacing the construction of these traditional objects, their cultural value is also disappearing at the same time. With this, society must balance applying artificial intelligence and preserving traditional culture. How to maximize the benefits of automatic technology and minimize the loss caused by this double-edged sword is the purpose of manufacturers and the Chinese government.

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4. How to Apply the Advantages of AI in the Inheritance

With a long history and valuable connotation, Chinese traditional culture is an essential trace of human development. It ranges from arts, literature, language, and countless physical objects. Therefore, how to apply the rapidly evolving artificial intelligence technology in the preservation of culture is essential. "The integration of modern science and technology and traditional culture is bound to broaden and upgrade the inheritance and innovation path of excellent traditional Chinese culture so that it can achieve new development" [10]. This section will present the advantages of artificial intelligence in the inheritance of Chinese culture. They will be divided into three parts: fundamental preservation, innovative transformation, and cross-cultural communication.

4.1. Preservation of Traditional Culture

Among the various ways to protect the history of China, the most crucial aspect is the protection of past artifacts and documents. These firsthand objects and materials are beneficial for researchers to identify their content and for citizens to continue to inherit them. The newly developed technology supported by artificial intelligence can digitalize many of the pieces and protect them from getting damaged. For example, one of the recently developed skills called "machine learning algorithm" can fulfill the goal of protecting and recording past culture successfully. "Machine learning algorithms are computational models that allow computers to understand patterns and forecast or make judgments based on data without explicit programming" [5]. With the help provided by my machine learning algorithm, historians can categorize historical items and record them permanently. On top of that, the ability to replicate existing objects developed by AI can also assist in the inheritance of traditional culture. Researchers can analyze the formation, technology, and cultural background of found objects without using the real ones. Therefore, the authenticity of these original crafts can be preserved while the cultural values are found effectively.

4.2. Transformation of Culture to Raise People's Awareness

In the conventional Chinese education system, the history of China and the culture of multiple dynasties are compulsory parts of Chinese standard education. However, this way of teaching cannot guarantee students a good learning experience, causing most people to have no interest in traditional culture. With the inclusion of artificial intelligence in the education system, the way Chinese culture is taught has been changed completely. The adaptive setting of AI can create a personalized learning experience for each participant. With this, each student can acquire knowledge related to their interest, thus making learning traditional culture more effective and joyful. The online system powered by AI can also enrich learning experiences by revolutionizing former ways of reading and memorizing into interactive activities. The Chinese Poetry Conference mentioned before is a real-life application of this method. By transforming the process of learning historical poems into a contest, audiences of different ages and social classes are more willing to participate and learn from this process. With this, the public interest in culture will increase, and the goal of inheriting traditional culture can be reached.

4.3. Cross-cultural Communication

Exchanging Chinese traditional culture with foreign culture is also a way to preserve the heritage of Chinese ancestors. Furthermore, this can also promote multiculturalism from a global perspective. "With the application of artificial intelligence technology, the protection and utilization of Chinese folk intangible cultural heritage is being carried out in an orderly manner, and the revival and prosperity of national traditional culture is imminent" [11]. People from all over the world can learn

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about the intangible cultural heritage of ancient China through the power of government, social media, and academic exchange. At the same time, Chinese citizens can also learn about foreign culture's values. This "trade of culture" worldwide can protect the precious traditional culture and promote the understanding, identification, and integration between different cultures.

5. Conclusion

With the increasing engagement of artificial intelligence in human lives, it is impossible to separate traditional culture from the involvement of artificial intelligence. Hence, the impact of artificial intelligence on culture should be identified. By using the case study of traditional culture in China, an eastern country with more than 5,000 years of history and the largest population in the world, this essay reveals the function of AI in the spread of culture, difficulties of preservation of traditional culture caused by AI, and the advantages of AI in cultural inheritance.

There are many advantages of AI in the inheritance of traditional culture in China. In investigating the functions of AI in the spread of conventional culture, artificial intelligence has enabled the ability to spread rural minority cultures by posting them online through creating websites. It also enhances the validity and credibility of measurement in traditional methods applied in medical care, such as Traditional Chinese Medicine (TCM). Furthermore, the adaptive learning system supported by AI can allow participants to study the culture they are interested in, thus increasing the public interest in conventional culture. Lastly, AI can also spread traditional culture by exposing it to the general public through innovative ways such as television shows.

There are also drawbacks brought by artificial intelligence. The increasing involvement of technology in daily life is likely to cause a decrease in face-to-face communication between people. Uniform communication via the Internet can lead to the extinction of many dialects, especially in a country with more than 300 different languages. However, it is worth mentioning that there is a potential flaw in this research essay. Since the analysis is based on the case study restricted to the region of China, the conclusion might not be applicable worldwide.

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Interaction Between Digital and Reality: Identity Construction of Virtual Avatars

—A Case Study of Virtual Network Streamer Kizuna

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Abstract: With the development of artificial intelligence, virtual anchors began to appear and became popular among young people. For various reasons, young people have built a community in the circle of virtual anchors and established a sense of identity. At this time, young people can eliminate their passive identity and gain the power to influence society. Therefore, how virtual anchors can subtly create a sense of identity for young people is a topic worthy of study. This research chose to use the process tracking method in the case study. First, this research read much literature to understand the virtual anchor and its operating mechanism. Focusing on the virtual anchor "Kizuna," This research conducted an identity construction analysis and finally found that it carried out real-time actions through its people. Communicate to display virtual images that satisfy the aesthetics of fan groups and display personal elements during the live broadcast to enhance fan cohesion and gain recognition. However, due to the excessive involvement of capital and the lack of people involved, and the elements displayed during the live broadcast were too complex, it could not reach a tacit understanding with fans and was eventually abandoned by the fan group. In this study, the way virtual anchors construct identities is restored. By learning this method, young people can build their sense of identity in society.

Keywords: virtual anchors, identity construction, live broadcast

1. Introduction

The birth of virtual personas can be traced back to the 1980s with the creation of Max Headroom in the UK [1]. Since 2018, virtual streamers have proliferated, driven by the continuous development and widespread application of next-generation information technologies such as big data, cloud computing, the Internet, artificial intelligence, advancements in the digital economy, and live-streaming techniques. Virtual streamers first emerged on the YouTube platform in Japan and were defined by their fans as Vtubers. Starting in 2018, they began to gain traction in China through media like "Bilibili." In 2020, they began to rise gradually due to the influence of the COVID-19 pandemic, expanding the live-streaming market [2].

While conventional online streamers engage in profound interactions with viewers and fans during live streams, relying on gifts and subscriptions as their primary sources of income, virtual streamers

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adopt 2D or 3D avatars voiced by real individuals and generate revenue through live streams, video uploads, and other formats [3]. Compared to human streamers, virtual streamers possess numerous advantages, primarily lower costs, enhanced stability, and heightened entertainment value, aligning well with the prevalent aesthetic preferences of today's youth.

Due to the extensive development of society's transition into a networked realm, the lives of social groups have shifted from traditional to online communities. Concurrently, based on social psychology and sociology research, individual identity is evolving towards group and social identity. Network space, a "disembedding space" by Giddens, is an open area where Internet users can communicate freely and gather thoughts [4]. As information spreads through the online sphere, it brings about significant social integration and mobilization capabilities, enabling members to establish a mutual senses of identity.

Virtual streamers, acknowledged and influential among the younger generation online, can foster a greater sense of group identity in young people. Currently, most virtual streamers in China are concentrated on the Bilibili platform due to its inherent attributes of culture and live-streaming, catering to the aesthetic preferences of the virtual streamer's audience and fostering an interactive virtual community. Within this community, members easily share their perspectives with strangers and enhance communal cohesion through resonances between members and between members and streamers. This underscores that individuals no longer need to relocate to engage physically in the online space, fostering a sense of identity within virtual communities through shared interests and everyday needs among members. Young people who watch virtual streamers can exchange information, breaking away from traditional, passively accepted identity structures and acquiring the power to influence society. Therefore, investigating how young individuals construct their identification with virtual personas in the virtual online world is a subject worthy of research.

2. Literature Review

2.1. Construction of Online Social Identity

The definition of "identity" is highly complex, but its essence lies in information exchange and communication. When individuals seek or construct identity anywhere, they must do so through certain media. Internet technology disrupts mass media's monopoly over information dissemination, allowing more people to express their viewpoints. Thus, the Internet can serve as a medium for mass communication. When individuals identify with a community, they must find the commonality and distinctiveness between themselves and their group [5]. Perceiving internal commonality reflects in their sense of community belonging, reinforcing a shared psychological bond among community members, enabling them to believe they are part of the collective and willingly adhere to its norms. The process of seeking distinctiveness must be undertaken to differentiate between different communities.

As people detach from the industrial society model, modern individuals question previously universally accepted values such as class, family, and gender [6]. Consequently, people turn to the internet to find new group identities. This form of identity shifts from affiliative identity to evaluative identity. It is collective, active, and meaningful. However, in this process, real-world social identity is significantly impacted. The Chicago School introduced the concept of "deviant behavior," suggesting that subcultural groups reinforce specific traits to attract and develop similar individuals, leading to more significant differentiation.

2.2. Virtual Images on the Internet and the Audience

Projecting human images onto visual representations and perceiving oneself while viewing these images has been a process throughout human history. The emergence of digital virtual avatars in

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recent years builds upon this concept. Internet virtual human images break the traditional boundaries between visual and tangible, enabling interaction between real and digital beings. By closely mimicking human behavior, virtual images can resonate with reality, generating visible conflicts and evoking empathy in viewers [7].

Virtual influencers represent a further development beyond virtual characters and idols. They possess interactivity and sociality, allowing real-time presentation of virtual character information, with the audience as the interpreters [8]. Within the limited screen space, virtual influencers present visual richness, causing viewers to focus on the reproduced scenes within the frame, neglecting the physical space outside the screen. Viewers might experience the illusion of real-time interaction when making eye contact with simulated digital beings. Alternatively, they could find their digital counterparts in the virtual world, engaging in self-reconstruction through gaze behavior.

2.3. Construction of Identity for Virtual Influencers

Audience members construct identity alignment with virtual images primarily through self-reshaping, decentralization, and cloud interaction [9]. These features satisfy users' imaginative, emotional, and social experiences, giving them a discernible identity that spontaneously gathers into a community. Users prioritize their subjective entertainment experiences when interacting with virtual influencers and eagerly establish simulated social relationships within homogeneous groups [10]. The foundation of these relationships lies not in administrative power but in emotions, creating a stronger emotional resonance among individuals and enhancing their sense of belonging within the group.

The fan circles of virtual influencers possess unique cultural systems and solid subcultural attributes. Users within this group wield varying degrees of discourse power and exhibit relative exclusion of individuals from other artistic circles. They even establish corresponding operational rules, rendering their cultural group highly distinctive and exclusive, allowing individuals to sense the differences between them and others, thereby fostering deeper emotional connections.

3. Case Restoration

3.1. The Rise of Kizuna

Kizuna Ai's story began on November 29, 2016. She is a virtual streamer, artist, and YouTuber. At that time, people did not understand a virtual avatar and thought she was a pure avatar similar to Hasten Miku. So they did not pay much attention to it. The principle behind virtual streamers is that real people control the characters through motion capture technology. In her character setting, she knows she is a virtual character. She calls herself an independent artificial intelligence, denying the existence of the human being (the natural person controlling the feeling behind the scenes). She posted videos of herself playing games on YouTube and started live streaming. The live content is mainly live game commentary or funny videos. In the live broadcast, as a virtual streamer, she combines the perfection of the two-dimensional virtual image with the interactivity of a natural person. She uses this as a selling point to quickly attract the love of the audiences who love two-dimensional animations, allowing some viewers who want to escape from real life to achieve sustained satisfaction. Due to market scarcity, Kizuna attracted millions of fans on YouTube within a year, released her records, photos, and concerts, and participated in TV shows.

3.2. The Decline and Fall of Kizuna

In June 2019, Kizuna's operating company Activ8 launched a "doppelgänger project," launching three Kizunas played by three people—No. 4 can speak Chinese and is called "Chinese Kizuna". Since then, whether it is birthday parties or live broadcasts, the original Kizuna's outing rate has

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become increasingly low, and various conspiracy theories have emerged among her fan base. The first, Kizuna Ai, tweeted that almost confirmed that she was marginalized. The operating company even released a video of Kizuna making insulting expressions. At this time, the sense of belonging that fans briefly gained from escaping reality during the initial virtual streamer's live broadcast disappeared. Moreover, due to the exposure of inappropriate remarks, more fans were angry and chose to unfollow. The incident ended with the establishing of a new company to take over Kizuna's image. In the end, No. 2 and No. 3 of the four Kizunas were renamed and established as new virtual Vtubers, and No. 4 Kizuna was mainly used for Chinese operations.

Since then, Kizuna's popularity has continued to decline. She began to follow the trend and make some song cover videos playing popular games, and even said, "I am no longer special" in a live broadcast. Although she has relatively good traffic based on the number of fans she has accumulated before, the overall number of viewers has remained the same. Finally, on December 4, 2021, Kizuna announced that she would hold her final concert on February 26 of that year and then began to enter a dormant state, that is, to cease activities indefinitely.

4. How to Build Group Identity

The image of the virtual streamer is derived from the virtual idol. Unlike the traditional virtual idol model, virtual streamers are a collective term for people who use virtual images to carry out activities on video websites and other platforms [11]. Virtual streamers like Kizuna Ai construct their identity from three aspects: first, the person in it. Second, their virtual image, and finally, the persona they create for themselves and the image they display in videos and live broadcasts. In the original vision of the creative team, the virtual streamer itself is the unshakable center, and the people in it are just tools to assist the virtual image to complete the live broadcast task. However, as its fans increase, the people who can interact in real-time become the natural center [12].

4.1. The Man in the Middle

While virtual idols are developing towards becoming more intelligent, virtual streamers have begun to "technically degrade." The company introduces human elements into the live broadcast of virtual streamers - since the virtual idol cannot communicate through algorithms, human actors are added so that she can interact with fans. Virtual singers such as Hatsune Miku complete the task of speaking and singing by copying and adjusting the voices in the voice package. However, such copying will reduce the unique sense of possession of the fan group, and the emotional value provided to fans will also depreciate [13]. The actual fan base pursues not this type of emotional satisfaction but to feel the unique charm of the virtual streamer. When the people among them interact with fans in real life according to their social circles, they can not only bring "beautiful" emotional value to fans through their perfect two-dimensional image but also satisfy the fan group's desire to escape from the real world, allowing them to get sustained satisfaction.

4.2. Avatar

Kizuna's audience is mainly two-dimensional otakus. The composition of fans on various communication platforms shows that male fans are much more accepting and enthusiastic than female fans. Therefore, to cater to its audience, Kizuna's character is an image of a beautiful girl who is ignorant, cute, and full of the desire to be protected. They fully conform to Southeast Asian men's "white, thin" aesthetics and can stimulate their protective appetite and imagination, not just pure sexual impulse. Therefore, many otakus believe that "the beauty of Kizuna Ai is a very pure and artistic and creative act." When fans get such a consensus, they develop a sense of identity [14].

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4.3. Live Broadcast Character Design

Fans of Kizuna Ai will gradually break down the elements of her body into more minor details and look for similarities between her and themselves. At this time, the richer the personal aspects of the avatar and the closer it is to a natural person, the stronger the fan adhesion will be. Moreover, during the live broadcast, Kizuna can create an identity gap between the consumer and the consumer. Her behavior of asking for rewards during the live broadcast makes her a commodity, making consumers feel responsible for her [15].

5. The Mechanism of Identity Disappearance

5.1. Capital Intervention

Many fans are addicted to two-dimensional virtual anchors, mainly to escape reality and feel the positive emotional feedback brought to them in the online world. In this process, they will gradually regard Kizunai as someone who has a close relationship with them [16]. When disputes arise between the operation teams behind virtual anchors and capital begins to enter the two-way relationship between anchors and fans, fans feel the power disputes and economic disputes in the real world. This contradicts their values in the virtual world, so they cannot accept it. Moreover, as capital becomes more deeply involved in the relationship, they will treat Kizuna's love as a commodity rather than a natural person. This differs from the identity gap between consumers and consumers created by Kizunai in the live broadcast. It is a passive identity that fans cannot control. Fans cannot continue to have a sense of intimacy and gain with the host in such a delicate relationship, so the importance of identity brought about by building and virtual social interaction cannot continue to be built.

5.2. Missing "People in the Middle"

What disappointed fans was that four companion loves appeared simultaneously, and the original Kizuna love was gradually marginalized. The person in the middle is another crucial point for the virtual anchor to realize the fans' experience. She has established the premise that "the virtual anchor has a real physical existence" among the audience. During the live broadcast, the virtual anchor shows he is no different from an average person. Specialty. The audience can also construct a personal communication experience with the virtual character through communication with the people in it, enhancing the fans' sense of identity in the group. Keep the people away from the fan base; they cannot put their emotions on pure virtual images. It can be seen that the importance of the people in the fan group is self-evident. However, the person he loves has been repeatedly exposed as being suppressed by the company. In the process of enjoying the virtual live broadcast, fans will have extra care and psychological burden for the people involved, and they will have doubts about the authenticity of the virtual live broadcast, thus disappearing their sense of identity.

5.3. Inconsistent Image

During the live broadcast, Kizuna Ai's expressiveness determines how fans perceive her character and is also directly related to whether fans can deconstruct her identity and find relevance. However, due to the company's capital operation, Kizuna Ai's original person was replaced. Kizunai's voice and interaction mode with fans have also changed in many live broadcasts and videos. What is more important is that different people, due to their personalities, embody the image of Kizunai that is different from the idea of Kizunai recognized initially by fans. They cannot create a familiarity with the original fans, and there is no way to achieve a tacit understanding. Due to the lack of a medium that can determine the identity and the personalities of multiple different characters concentrated on

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one avatar, Kizunai's original nature was scattered and lacked unity. Due to the lack of symbolic symbols they see in companions, some fans may lose their willingness to participate in live broadcast interactions.

6. Conclusions

Virtual anchors such as Kizuna Ai communicate in real-time through people in the broadcast, allowing fans to feel the emotional value of beauty and gain continuous satisfaction from escaping from the real world. Virtual anchors usually use the image of ignorant and cute beautiful girls, which meets the aesthetic needs of their audience and allows the audience to gain the emotional value of "beauty." The personal elements displayed by virtual anchors during live broadcasts, such as "loving to play games," "ignorant," etc., can enrich their image, allowing fans to find similarities and create dependence. These techniques can help virtual anchors bring a sense of identity to their viewers. If these elements are broken, the subtle connection between virtual anchors and fans will be destroyed simultaneously. In the case of Kizuna Ai, fans who are escaping from reality feel the unfairness of the natural world due to the excessive involvement of capital. The simultaneous appearance of four people made it impossible for fans to tell which companion they were communicating with during the live broadcast, which raised doubts about the authenticity of the live broadcast and contributed to the disappearance of the sense of identity. Moreover, because the people in the broadcast are often replaced, fans cannot structure Kizuna Ai's behavior in the live broadcast and find similarities between them. Therefore, they cannot continue to have a tacit understanding of the anchor, and the sense of identity built by the virtual anchor gradually disappears.

This paper fills this gap by focusing on a virtual anchor and analyzing the identity construction and disappearance process in detail in this case. Moreover, the conclusions drawn can be applied to other studies in sociology. In this case, Kizuna Ai still has the support of a large number of fan groups, and they are still constructing identity with the anchor, so the "disappearance of identity" part here may not explain most of the phenomenon, and more cases need to be found for research and analysis.

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Interests and Responsibilities: Multiple Subjects and Their Normative Settings in Engineering Ethics

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Abstract: The complexity of modern engineering makes engineering increasingly become a collective activity, and the multiple subjects involved are constantly being highlighted. When engineering risks occur, it is often impossible to attribute all the responsibilities to a specific person, especially when researching to maximize profits. Engineering activities face more significant risks and challenges. Engineering ethics research addresses the ethical challenges and dilemmas engineers encounter in their professional practice. However, existing research methods and models may not adequately capture the diversity and interdependence of the actors and factors involved in engineering projects. For this reason, it is urgent for engineering ethics research to build a research and decision-making model that can integrate multiple subjects and multiple disciplines to solve ethical problems in specific engineering practices. By doing so, this paper hopes to promote ethical awareness and responsibility among engineers and other stakeholders and to ensure that engineering activities can genuinely serve the common good of humanity.

Keywords: engineering ethics, multiple subjects, interest, responsibility

1. Introduction

In recent years, accidents such as “fatal bridges,” “honeycomb roads,” and “unfinished buildings” have occurred across the country. More and more people have begun to care about engineering risks and safety issues and think about engineering ethics principles in engineering activities [1]. To discuss engineering ethics issues, this research must first clarify the concept of “engineering.” The idea of engineering was originally mainly used to refer to military-related design and construction activities, such as the design and construction of artillery, ladders, and other war tools [2]. After modern times, the meaning of engineering has gradually become broader. People often refer to the behavior of human beings to purposefully transform nature and build artificial objects to meet human needs as engineering, such as building water conservancy and bridges. With the advancement of industrialization, human transformation of nature is increasingly linked to science and technology. Therefore, engineering is based on technology, and technology selection and application will directly or indirectly affect the progress and development direction. Chinese scholar Professor Li Bocong pointed out that engineering activities are a material construction social activity, including technology, economy, knowledge, ethics, management, and other factors. The ethical issues and dilemmas formed by the entanglement of these elements are the academic premise and practical basis of engineering ethics research [3].

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The study of engineering ethics must involve the engineering subject. The ancient engineering subject was relatively single, the "craftsman," while the modern engineering subject combines scholars and craftsmen, the "engineer." Engineering evolves from simple to complex as productivity increases, from low-level to high-level. The scale of modern engineering is getting larger and larger, various technologies are becoming more and more comprehensive, and their impact on human society and nature is becoming more and more profound. This requires engineering professionals to not only master solid theoretical techniques but also have professional ethics and Engineering ethics literacy. The complexity of modern engineering makes engineering increasingly become a collective activity, and the diversity of its subjects is constantly highlighted. Engineering activities include engineers and builders, investors, decision-makers, managers, workers, governments, the public, and other stakeholders. Therefore, when engineering risks occur, all responsibility cannot often be attributed to one person, but multiple subjects are involved. For example, when a driverless car causes a car accident, which party should bear the responsibility? software engineer? Chipmaker? Car company? Or the vehicle driver? In today's society, as engineering becomes increasingly complex, engineering ethics research urgently needs to construct a research and decision-making model that can comprehensively integrate multiple subjects and disciplines to solve ethical issues in specific engineering practices.

2. Ethical Responsibility of Multiple Subjects in Engineering Activities

In today's era, engineering accidents are gradually increasing due to the complexity faced by the project itself. This reminds us that this research must standardize and embed engineering ethical principles into engineering practice activities. The essence of engineering ethics is to play a preventive role, using norms, guidelines, clauses, etc., to prevent accidents in engineering activities [4].

The diversity of subjects in the process of engineering activities has its benefits. For example, the decision-making of a particular project is a collective decision of multiple issues rather than an individual decision. This is conducive to scientific decision-making to a certain extent but also makes the project subjects at different stages. The other responsibilities are intertwined, and the duties are therefore more complex, which can easily lead to the generalization and ambiguity of tasks. The pursuit of duties can be in trouble, forming a de facto "collective irresponsibility," which leads to the difficulty of investigating the responsibility for engineering accidents. It is a difficult situation that even an individual can bear. Therefore, this research must clarify the ethical responsibilities of each project subject.

2.1. Engineers' Ethical Responsibilities

Engineers are the most critical subjects of engineering responsibility ethics. They play an active role in economic, political, cultural, and other fields through engineering construction. They have universal responsibilities for the entire society. Human welfare has become the focus of engineers' ethical obligations.

Engineering activities have unique knowledge requirements. Engineers, as professionals, must have specialized engineering knowledge. They should have a more comprehensive and profound understanding of the benefits that a particular engineering result may bring to humanity and the potential risks. Therefore, engineers have an unshakable ethical responsibility to prevent engineering risks. That is, engineers should consciously think, predict, and evaluate the possible adverse consequences of the engineering activities they are engaged in and proactively grasp the research direction; when circumstances permit, engineers should take the initiative to Stop hazardous work. In addition to fulfilling ethical responsibilities within the scope of their duties,

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engineers must also use appropriate channels and methods to stop actual activities that violate ethical decision-making and proactively reduce engineering risks [5].

Individual engineers have limited decision-making power in the process of engineering activities. At this time, engineers should fulfill their ethical responsibilities of notification and suggestions, that is, notify relevant decision-making departments of their foreseen results, actively participate in the decision-making process of decision-makers, put forward their pertinent advice, and positively Influence decision-maker behavior. The ethical responsibilities of notices and recommendations also include that engineers should effectively disseminate relevant engineering theories to the public through various means and channels to promote the public's correct understanding of engineering activities.

2.2. The Ethical Responsibilities of Governments or Other Decision-Makers

In engineering activities, the government or other decision-makers, such as enterprises, have considerable or even decisive influence on engineering activities due to their absolute superiority in funds, resources, and power. Therefore, governments or other decision-makers must also assume relevant engineering ethics responsibilities [6].

The government and other decision-makers should give priority to protecting the interests of the public as the highest principle, fully consider not only ensuring social development but also being fully prepared for possible risks in project approval and project funding, and clarify which engineering activities should go first, which engineering activities should make concessions, or the scope and extent of application of a specific engineering project, when formulating relevant laws and regulations, comprehensively consider the interests of the country and society, and try to avoid benefiting some people at the expense of others. Engineering activities that cause burden or damage and unify humanity's actual and long-term interests [7]. The government and other decision-makers should improve specific ethical and legal norms for engineering activities, build a sound ethics review and supervision agency, conduct ethical investigations on controversial projects, listen extensively to the opinions of professionals and the public, and conduct ethical investigations based on ethical and moral principles. And legal requirements to make decisions to minimize the negative impact of engineering activities.

2.3. The Ethical Responsibilities of the Public

The public has to bear engineering ethical responsibilities mainly because their value preferences and tendencies considerably influence engineering activities. The public's recognition of a particular project affects the attitude of the government and other decision-makers to a significant extent.

The public's engineering ethics mainly focuses on paying attention to and understanding the development of science and technology and engineering, having a basic understanding of science and technology and engineering, and establishing correct views on concepts and consciousness so that they can better participate in the decision-making discussions of the government and other decision-makers. Provide your opinions, support proper engineering practices through actions, and refuse to use engineering activities that pollute the environment or damage human society in pursuit of short-term interests.

In short, with the rapid development of society today, the era of the traditional sole subject of engineering ethical responsibilities has ended. Engineers, governments, other decision-makers, and the public must bear corresponding ethical responsibilities because they all have influence and benefits in engineering activities. Engineering activities can benefit humanity only when the diverse subjects of engineering ethics each assume their moral obligations.

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3. Ethical Risks of Engineering Activities Based on Maximizing Interest

Engineering is a technical and economic activity, and "profit first" is its criterion. "Interests" include economic, cultural, environmental, etc. Although the implementation of projects must fully consider social, ecological, and other factors, economic interests are undoubtedly the most important motivation for people to carry out engineering activities. Many projects can be approved and implemented mainly because they bring significant economic benefits. In an era of diversified project entities, the interest groups involved in the project are more complex, such as project investors and owners, organizers of project implementation, designers of project plans, project builders, project users, and those affected by the project. Other groups affected by the project. They coordinate the relevant demands of different interest groups as much as possible while striving to maximize benefits, an essential issue in engineering ethics and a fundamental problem to be solved in engineering activities.

To maximize economic benefits, reducing costs has become an essential way for engineering projects to improve economic benefits when other factors remain unchanged. Generally speaking, there are two main ways to reduce costs: to improve engineering efficiency and reduce costs through technological progress; the other is to reduce engineering investment by reducing engineering and production costs. The former is a way to reduce expenses pursued by all engineering activities; the latter is an issue that must be focused on in engineering ethics: a critical root cause of many major engineering quality problems at home and abroad is artificially reducing necessary investments without hesitation. Inferior materials and poor technology even cut corners to reduce costs. For example 1971, Ford considered adding an $11 component to each vehicle. This component could protect the vulnerable fuel tank from exploding in the event of a rear-end collision, thus significantly reducing the casualties of car users. But by adding this $11, the cost will rise, and the approximate increase will be $137 million. On the contrary, paying for casualties without installing this component will cost nearly $50 million annually. Under the principle of "profit first," the company will not add this component. Investors gain economic benefits but leave the risks to users and society [8].

Under the "interests first" principle, relevant interests often dominate project subjects. For a project to achieve its expected goals, it must require the project subject to maintain a high moral quality and ethical awareness in the face of interests or economics. However, many engineering subjects have low moral quality and lack ethical understanding, making engineering activities fall into ethical anomie. For example, a designer in the project body cannot resist material temptations and is driven by economic interests. He adopts means of lowering standards, distorts relevant principles, ignores project quality indicators, and ultimately destroys the environment in exchange for economic interests.

4. How to Identify and Standardize Engineering Ethics

A large part of these ethical anomie problems among engineering entities in engineering activities is the need for engineering ethics education. As Zhang pointed out, this lack may even bring the risk of good people doing bad things: "Most engineers are social elites. It's not that they don't understand ethical and moral choices. It's just that under certain circumstances, they don't realize that their choices are contrary to ethics and morals, which ultimately tarnishes their reputation." [9] When making decisions, many project decision-makers hope that the project can benefit humanity through their choices. However, because they did not realize the inherent ethical demands of the project and the relationship between project decision-making and ethics, they originally wanted to benefit humanity. Human beings, but they didn't expect that it would endanger one party. Therefore, engineering ethics education is critical today with the rapid development of engineering. The United

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States is the first country to develop engineering ethics education and requires that all engineering education programs must include ethics education content. As China moves towards becoming an "engineering power," engineering ethics education has not received due attention, and technical education in engineering majors is more critical than ethical education. To change this situation, the national government should fundamentally solve the practical problems of engineering education, give more institutional care to engineering ethics education, and provide policy guarantees for the lifelong implementation of ethics education for engineering subjects.

Judging from a large number of engineering misconducts and engineering anomalies, in reality, quite a few engineering entities have not actively and effectively assumed their social and ethical responsibilities. To improve this situation, it is necessary to strengthen engineering ethics education for engineering subjects, promote communication and dialogue between engineering subjects and ethicists, and cultivate and enhance the "self-discipline" of engineering subjects, that is, the internal supervision and evaluation system of engineering subjects. , which requires engineering subjects to internalize engineering ethics principles, consciously understand and recognize engineering ethics awareness and sense of responsibility, and thereby constrain their own behavioral norms and value choices in engineering activities. In addition, engineering ethics education must also vigorously advocate engineering ethics ideas in the whole society, form a social atmosphere and pressure of public opinion, and form a "heteronomy" for engineering subjects, that is, an external supervision and evaluation system for engineering subjects [10]. External supervision and evaluation models such as supervision agencies and evaluation systems impose constraints and controls on project subjects, thereby promoting project subjects to carry out engineering activities by ethical standards and fulfill decision-making responsibilities. Only under the joint action of "self-discipline" can engineering activities be genuinely and effectively promoted to serve the development of society and humanity.

5. Conclusion

Engineering activities not only create human material civilization but also profoundly affect the appearance of nature and change the human spiritual world and lifestyle. Today's China is at the climax of industrialization. Engineering practice plays an increasingly important role in social development. Engineering activities have an increasingly extensive impact on people's lives. The types of engineering activities are rich. The scale is grand, and the story The unique methods are among the best in the world and have achieved remarkable results. At the same time, the challenges faced by Chinese engineering are unprecedentedly complex. In the atmosphere of industrialization, informatization, urbanization, marketization, and globalization, how to deal with engineering activities in the face of climate change, resource shortages, environmental pressures, and other problems and ethical issues such as ecological protection, social development, and human welfare. These ethical issues involve thinking and value judgments on the legitimacy of engineering actions, which often require making correct value choices in value conflicts. Therefore, the importance of contemporary engineering ethics education has become increasingly prominent. A core issue that engineering ethics education focuses on is how to standardize the professional ethics of engineering subjects. This standard is conducive to enhancing the awareness of the ethical responsibilities of engineering subjects, constraining engineering subjects to engage in engineering practice activities under the principles of engineering ethics, and based on moral principles, the diversity of engineering, the issue carries out persuasive specifications and strives to achieve the dual achievement of engineering practice and ethics.

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Generational Differences and Causes of Social Media Functional Applications in the Information Age Within Chinese Regions: A Case Study of WeChat

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Abstract: In the context of the information age, the use of social media has been popularized and become widespread. While bringing a convenient life, how middle-aged and older adults adapt to and skillfully use social media as a tool has become a topic of discussion. This paper analyzes the differences in social media use between the two generations and an in-depth investigation of the reasons and insights behind them. Therefore, this paper introduces the research subject through the social trend of "aging", focuses on the differences between Generation X and Generation Z in the use of WeChat and the reasons behind it, provides the corresponding aging reform suggestions according to the research subject, and finally summarizes the research process and emphasizes the importance of aging reform. Finally, it outlines the research process and emphasizes the importance of aging reform. This paper finds significant intergenerational differences in social media use, which are caused by potential factors: application design, living environment, and psychological factors. This paper makes a series of recommendations to improve the social media experience of middle-aged and older adults, including the design adjustment of social media applications and the government's policy adjustment to create an age-friendly social atmosphere.

Keywords: inter-generational study, social adaptation, social media usage, adaptive reform

1. Introduction

With the development of network technology, how people communicate has become easier and faster. We are now in a new era, also known as the information age, which comes along with it. How people communicate information has changed from disseminating physical information to using computers and big data to upload and download the required information resources [1]. People born between 1996 and 2010 are known as Generation Z. They were born and raised in the Information Age, have been exposed to the Internet since childhood, and have been influenced by the Information Age. They are more adaptable to the many technological innovations of the Information Age than people born in other eras, and Generation X refers to people born between 1964 and 1980 who were exposed to the Information Age at a later age and, therefore, may exhibit different behaviors and perceptions when using social media than Gen Z [2].

Current academic research on young people's interactions with social media has been relatively abundant, based on the impact of social media on mental health, family relationships, and social

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relationships [3]. Meanwhile, middle-aged and older adults are often chosen as subjects for research due to the more prevalent barriers to using social media. Few cross-sectional comparisons have been made between these two generations, Gen X and Gen Z. This study visually compares these two groups' social media use preferences.

Against the growing importance of aging issues, there has been a rise in hunger focusing on discussing older adults' adaptability to social media, with scholars aiming to examine the significant resistance that hinders older adults' social media use. By comparing the two generations, this study highlights the existing differences. It looks at possible causes of barriers to social media use among older adults to find ways to help alleviate the walls and support middle-aged and older adults in adapting to social media use.

To investigate the differences in social media use and the potential reasons behind the differences between Generation X and Generation Z. Focusing on the functional cognitive differences in social media use between the two generations, an investigation is launched to explore the differentiated attitudes towards social media resulting from different ages.

This paper studies the Generation X and Generation Z groups to examine the differences in social media use and the factors contributing to the differences. The trend generated by the aging society not only makes the middle-aged and elderly groups receive more attention but also triggers people to think about the degree of adaptation of the middle-aged and elderly groups to the information age nowadays. Now, more and more virtual and non-physical services are beginning to enter the horizon of the information age, in the use of WeChat, for example, the payment code of cell phone scanning, the communication platform constructed by the Internet, as well as the short videos and tweets pushed by big data. These social media functions involving information technology have permeated our lives. For the digital natives of Generation Z, it is relatively easy for them to adapt to and use these functions because they live in an era of rapid information development and social media innovation. On the other hand, middle-aged and older adults show different attitudes toward social media, which are reflected in both differences in their social media use and their perceptions of social media functions.

Theoretically, it is hoped that the study can enrich the understanding of social media use barriers among middle-aged and older adults, primarily through the comparison of the two generations, to explore the reasons for the formation of differences to gain inspiration and make some suggestions for the improvement of facilitating the use of social media by middle-aged and older adults in the future. In a practical sense, by exploring the reasons for the differences, we can improve the quality of life of middle-aged and older adults in social aspects in the future, such as the use of WeChat, QQ, and other social media, by reducing the difficulty of their operation. And help the middle-aged and elderly understand and familiarize themselves with the Internet, intelligent algorithms, and other technological innovation products in the information age.

2. Differences in Social Media Use by Generational Groups in China

2.1. Breadth

Nowadays, social media are widely used by people with various functions, such as WeChat, which combines entertainment, socialization, payment, service, etc. The social media functions that Gen X and Gen Z are exposed to are not limited to socialization and communication, and their breadth of functions provides more room for operation and flexibility for these two generations to use. Gen X and Gen Z show different ways of using social media when they are exposed to this comprehensive social media platform. After acquiring such a comprehensive social media platform, Gen X and Gen Z showed different ways of using it. Gen Z have grown up in a social media environment where they are familiar with and accustomed to using WeChat to expand their social circles, spend their leisure time, and present themselves. Therefore, they fulfill their social media needs through applications

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involving more functions [4]. On the other hand, middle-aged and older adults view social media as a platform for them to obtain information and express their opinions, often with a strong sense of purpose. They see WeChat as a tool for maintaining relationships and dealing with work and life issues [5]. People at work use WeChat to improve their work efficiency and to communicate with their customer base on a work-related basis. Some retired Gen X groups use WeChat to maintain frequent contact with their loved ones and friends and build stronger intimate relationships [6]. Therefore, Gen X groups use WeChat to focus more on its social communication functions, and by using WeChat's social functions, they have satisfied their needs for social media function usage. Middle-aged and older adults' motivation to actively explore unknown parts will be weaker than Gen Z.

2.2. Depth

Gen X and Gen Z also show differences in the depth of information they care about when using WeChat. Among the social features of WeChat that both generations use together, Gen Z is more inclined to explore more ways to use WeChat beyond the range of known elements, such as the pat-a-pat feature and emoticons. They expanded the deeper parts of WeChat by changing the prefix content of the pat and adding new emoticons. Among the established features, Gen Z was more skillful in utilizing them and more in-depth in researching and exploring the parts themselves. On the other hand, the Gen X group's use of the WeChat function is relatively fixed, and the number of pats and emoticons used is relatively small, which also leads to understanding barriers in communication between the two age groups [7]. The difference between the emoticons utilized by middle-aged and older people and those of the Gen Z group can lead to a lack of understanding between the two parties, resulting in decreased intercommunication between the two generations and forming a relatively closed circle for each [1].

2.3. Strength

Gen Z uses WeChat more frequently and for longer than Gen X and spends more time keeping in touch with friends and family, such as liking and commenting on friends' circles, with middle-aged and older people tending to spend more time on WeChat [6]. Gen Z's WeChat use also involves more frequent use of WeChat Pay to make purchases and a focus on entertaining tweets and videos. The setup of features such as fingerprint recognition and face unlocking may be a barrier for some middle-aged and older adults, so they may try to avoid using WeChat for consumption, thus further reducing the time Gen X spends on WeChat [8].

3. Potential Influences Causing Intergenerational Differences in Social Media Use

3.1. Application Design

Most of the graphic designs of social media platforms nowadays take young people as the target consumer group, and the interfaces launched are also focused on serving the needs of young people. In the "All Functions Index Area" of the software design, its thinking logic and usage habits are mostly set according to the characteristics of young people, and middle-aged and old people need to spend more time adapting to this section [8]. In WeChat, many of the function areas are represented in the form of icons, and for aesthetic reasons, they are set smaller, which is difficult for middle-aged and older adults to understand. Due to the decline of memory and eyesight, recognizing and identifying the functions represented by icons will be difficult for the middle-aged and elderly groups. If memory errors occur, it is possible to mistakenly touch other parts, which further creates no change in use. In this case, it is possible that middle-aged and older adults deliberately reduce the frequency

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of use of certain WeChat functions to minimize mis-touching into an unfamiliar functional block. This phenomenon is expected in the 60+ age group, but the barriers created in interface design have extended to the Gen X group. Although cell phone systems can adjust font sizes and page layouts to help middle-aged and elderly groups, the settings within social media software are still limited to enlarged font icons, and the simplicity of function use has not improved significantly. As a result, while Gen Z can use WeChat conveniently, Gen X's willingness to use it is considerably lower.

3.2. Environment

The environment can impact the frequency and form of social media use, with economic conditions and government policies playing a significant role. The Information Age has seen increased income and quality of life compared to previous eras. China is also focusing on eliminating absolute poverty and reducing income inequality. As a result, in the age of Gen Z's life, the economy was developing rapidly, and people were more likely to have their material needs met. And they turned to social media, built by internet technology, for spiritual fulfillment. Gen X grew up in an environment that did not reach the standard of living of today's information age, and people were struggling to make a living and get enough of the necessities of life. Spending more energy on work income reduces Gen X's need for social media to provide spiritual fulfillment, so social media platforms such as WeChat may not be as important to Gen X as it is to Gen Z.

3.3. Psychological Factors

Another important reason for the difference in the use of WeChat between the two generations is the psychological factors of the users themselves, especially fear. First, when middle-aged and elderly people have difficulty adapting to social media, a kind of fear will arise, called "technophobia." Even if the ability of middle-aged and older adults to adapt to social media is not significantly lower than that of other groups, the inherent thinking of the general public will give them the psychological implication that it is difficult for them to learn and use new social media functions, making them fearful of new parts and even technology. Secondly, "learned helplessness" is shared among the middle-aged and elderly. When they try to explore WeChat several times without success, they form a reflex that links attempting to use WeChat with failing to do so, which can lead to a feeling of depression and frustration among middle-aged and older adults, resulting in a decrease in their self-confidence in using WeChat successfully and a decrease in the frequency of using WeChat actively [8].

In addition, the fear of the middle-aged and elderly may also stem from the large amount of disinformation in their sphere of exposure. Gen X, while obtaining information through social media, forwarding information that they find helpful to their close friends is one of the main ways to socialize. By forwarding, they believe they can expand the reach of the information and make more people aware of an article. It is worth noting, however, that the social media used by the middle-aged and older population tends to contain false information, including exaggerated advertising campaigns, scams, and misleading remarks. This is because webpages automatically redirect them to unrelated pages when they are mistakenly accessed, leaving the opportunity for false information to enter social media. When middle-aged and older adults interact with other groups and realize that the sources of information they believe to be true may not be reliable, they may perceive much of the information on social media to be untrustworthy, becoming fearful and reducing their use of social media platforms [9].

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4. Generation X's Social Media Use Dilemma and Adaptive Reforms

Gen X's social media barriers will deepen with the further development of technology. With the inability to adapt to the use of social media platforms, there will be a more closed and prominent circle between the middle-aged and the young, i.e., Gen X and Gen Z. The two generations will have difficulty understanding each other, which will make it difficult for the two generations to communicate with each other smoothly. The problem in understanding each other will make it difficult for the two generations to communicate smoothly. Moreover, with the rapid development of the Internet, middle-aged and older adults's identification of their own identity will deviate, and they will be forced to connect with unfamiliar technological products and use them to live their lives. Therefore, there is a need for software and platforms that are more convenient for the middle-aged and the elderly to adapt to this information age. The following are potential recommendations for age-appropriate reform of social media:

Governments can encourage the use of social media by middle-aged and older adults through policy development and advocacy. For example, the World Health Organization's (WTO) "active aging," proposed in 1999, aims to achieve the best possible quality of life in old age. By encouraging middle-aged and older adults to participate in training or universities for older people, their ability to accept new things can be improved, and a social atmosphere that cares for middle-aged and older adults is also more conducive to alleviating the inner fear of trying social media. In response to the large amount of false information, the government can strengthen the supervision of online information platforms to reduce the appearance of such data on social media sites for all age groups to enhance the public's trust in social media. When the fears of middle-aged and older adults are reduced, they are likely to develop a need to want to actively explore social media because social media can be used to fill the leisure and entertainment gap in senior life. Intergenerational communication barriers will also be alleviated when Gen X groups actively learn about social media.

In addition, social media itself can also make some aging reforms, such as WeChat's Care Mode, which has now been launched to provide a smoother experience for older people by simplifying the mode of operation. However, in addition to increasing font and icon sizes, more adjustments should be made to facilitate the operating habits of older people, such as reducing the number of steps to send a message, labeling the use of icons, and making the keyboard more conducive to the use of older people with declining eyesight [10]. Adjustments can also be made to the video phone, which is commonly used by middle-aged and older adults, such as enhancing the system to adjust the upper limit of the sound to assist the needs of people with hearing loss.

5. Conclusion

The emergence of social media has facilitated people's lives and accelerated the speed of information dissemination among people, but for some groups, namely Gen X, adapting to social media platforms and using them proficiently is also a challenge. This paper analyzes the literature, compares the social media habits of Gen X and Gen Z, and gives recommendations for aging reform based on the potential factors leading to differences between the two generations. The deepening trend of aging in the information age has brought attention to the social topic of adapting social media for Gen X. Their fear of using social media platforms is caused by false information and difficulty. Helping them to alleviate their inner fears to enhance communication between Gen X and Gen Z generations requires the intervention of others. This requires government policies that create a social climate more conducive to the positive acceptance of innovation and technology by middle-aged and older adults and investment in university programs for the elderly. There is also a need to innovate the functionality of the social media software itself to minimize the emergence of "learned helplessness"

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in the use of social media by middle-aged and older adults and to help them overcome their internalized fears.

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Picture Perfect or Picture True: A Comparative Study on Social Media Profile Picture Presentation and Motivations for Use among Chinese and American from Cultural Perspective

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Abstract: This research explores the impact of cultural contexts on the choice and significance of social media avatars, focusing particularly on the contrasting behaviors of users in China and the United States, which represent the two largest global social media markets. Avatars, as visual representations of users online, offer a unique lens to examine implicit behaviors and self-perceptions, as they make manifest aspects of individuals' identities that may remain concealed in traditional forms of communication. The disparities in avatar selection between these two cultures are striking: while US users predominantly opt for authentic photographs, Chinese users display a preference for idealized or virtual images, such as anime, animals, or landscapes, often employing filters and beautification tools when their own images are used. The aim of this study is to scrutinize these differences in avatar styles, analyzing how varying cultural definitions of the 'self' and differing value systems influence personal definition and expression. In-depth interviews with social media users from both countries were conducted to corroborate these theories and provide firsthand accounts of user experiences. The central conclusion of this research posits that the divergences in avatar choices between Chinese and American users are primarily driven by distinct cultural conceptualizations of the 'self' and the varying influence of societal values on self-definition in the two countries. This study contributes to the ongoing discourse on the intersection of technology, culture, and identity, highlighting the role of social media as a platform for self-expression and cross-cultural understanding.

Keywords: social media, cultural differences, avatar, self-view

1. Introduction

The advent of the internet during the Third Industrial Revolution has enabled information sharing on an unprecedented global scale, interconnecting people worldwide. The rapid rise of social media has transformed traditional interpersonal communication by creating new channels for interaction. Platforms including Facebook, Twitter, Instagram, and China's Weibo, WeChat, and RED have become integral to daily life and work for people across the globe.

The evolution of information and communication technologies is reshaping people's everyday lives. Social media platforms aim to enhance user experiences through diverse functionality. Twitter,

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for example, became one of the most popular social networks through its innovative "Tweet" feature for real-time sharing of photos, text, and locations, enabling users to continually update their status and sustain connectivity. This feature enhanced the distinctiveness of previously anonymous online users. Similarly, China's Weibo emulated the Twitter model to provide Chinese users with a means of interacting with global internet users despite firewall barriers. However, users from different cultural backgrounds demonstrate behavioral variations in utilizing analogous features.

Both Weibo and Twitter strive to transform internet browsers from a homogenous mass into distinct individuals, encouraging personalization. Among various affordances, avatar selection further accentuates the uniqueness of each user, intensifying their "self" experience. Notably, substantial discrepancies exist between Chinese and American users' avatar choices. On Twitter, Americans predominantly use unedited real photos as avatars. In contrast, Chinese Weibo users tend to customize their avatars by beautified photos, anime, scenery, celebrities, or pets [1]. This dichotomy persists cross-platform, with Westerners on Weibo still favoring genuine photos, unlike the Chinese majority.

What's the real reason for the different avatar choices between Chinese and American users? This paper will examine the underlying cultural contrasts between China and America that contribute to divergent avatar predilections of users, and provide a novel idea for subsequent research on social media avatars, suggesting its potential significance in social and personal life.

2. Literature Review

Social media avatars have become an important tool for individuals to construct and present self-images in the virtual world [2]. They reflect the roles people wish to play in a collective setting and serve as external manifestations of self-identity and self-definition. Avatars have thus drawn much scholarly attention in communication studies, sociology, and psychology.

A study conducted by Noelle J. Hum et al. involved a comparison of young male and female Facebook users' avatars to functionally analyze identity construction and gender roles on social networking platforms. This research indicates that gender does emerge as a variable impacting avatar selection divergence, yet no distinct gendered tendencies manifest [3]. The authors posit this owes to avatars constituting cultural imagery representing a more holistic conception of the "self", of which biological sex is but one facet [3]. Hence, by approaching avatars as cultural symbols and examining the "self" through the lens of dominant cultural philosophies, the present study was able to delineate a more comprehensive narrative of the "self" underpinning observed differences. Framing avatars as cultural embodiments of multifaceted self-concepts, rather than focusing narrowly on gender, enables elucidating the sociocultural roots of self-representation choices on social media.

Another study by Elizabeth Mazur and Yidi Li analyzed American and Chinese social media posts to examine public self-presentation. They found Americans were more likely to share upbeat, self-focused content than Chinese users [4]. This study attributed the results to China's collectivist traditions and ongoing societal shifts [4]. While the article contrasts Chinese and American social media use through a cultural and social values framework, its analysis overlooks key contextual realities of the Chinese internet landscape. Empirical observations indicate Chinese online platforms also prominently feature upbeat, optimistic subject matter aligned with mainstream societal priorities and interests. For example, Sina Weibo's 2022 annual trending topics list underscores the lengthy engagement around celebratory, achievement-focused narratives like the Beijing Winter Olympics, FIFA World Cup, and advancements in aerospace technology [5]. Such persistently viral discussions centered on athletic victories, technological progress and national prestige suggest a prevalence of positivity-centric discourse among Chinese netizens. Rather than solely characterize the Chinese internet through a deficit lens focused on censorship and control, as the article implies, these observational data point to how users actively and voluntarily concentrate discussion on hope-

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inspiring topics that boost social cohesion and morale. As Chinese values evolve in an increasingly prosperous, technologically innovative society, scholars must update analytical frameworks to more accurately capture this aspirational, community-building dimension of Chinese online expression and exchange. The attitudes that people maintain on the Internet affect their avatar use, so it is necessary to conduct interviews and cultural perspectives on the usage expectations of contemporary Chinese netizens.

The second research category examines avatars from a collective perspective, mainly Chinese scholars investigating factors shaping avatar choices as a collective-influenced outcome. For example, Lin Shengdong et al.'s study interviewed Chinese users on avoiding real photos, showing concerns over others' opinions significantly affected avatar selection [6]. However, they speculated on reasons for Westerners' common use of real photos without collecting self-reported data. In other words, the article is merely theoretical speculation about the motivations of Western users and does not test the hypothesis through actual interviews. In this case, this research will address this gap through in-depth interviews with Western users on the prevalence, authenticity, and motives behind using real-life photos.

Moreover, in their exploration of Eastern and Western self-concepts, Liu Shuang and Ma Jingran invoked philosophical traditions to elucidate the observed disparities in avatar usage on social media platforms. A comprehensive examination of Western notions was conducted, interpreting the concept of an autonomous self through the frameworks of philosophical thought and psychoanalytic theories [7]. Simultaneously, the Chinese conceptualization of self was evaluated in light of Confucian and Daoist perspectives [8]. Due to the fact that avatars serve as a mechanism for self-representation and definition, these divergent cultural thought processes may shed light on the differing directions observed. However, their study does not leverage these cultural differences to their full practical extent. In the absence of an objective representation, such theoretical postulations may indeed present more challenges in comprehension.The avatars studied in this research provide a practical manifestation of these cultural differences, offering a tangible lens through which these theoretical perspectives can be examined. This recontextualizes the philosophical and theoretical discussion into a more concrete and observable realm, thereby enhancing the accessibility and applicability of the study's findings.

In summary, scholarly definitions of the "self" diverge significantly on individualist versus collectivist lines. Avatar choices deliberately reflect cultural traditions and self-construction, allowing self-expression and presentation. Avatars visualize subjective self-concepts, enabling interpretation and understanding of differing Eastern and Western self-views.

This study integrates the divergent definitions of the self in predominant Chinese Confucian and Daoist schools as well as Western philosophy with the phenomenon of contrasting avatar selections to elucidate potential correlations. Moreover, an analysis is conducted on how the values of China and the United States, shaped by disparate philosophical mainstreams respectively, lead to "collectivist" versus "individualistic" orientations affecting avatar choices. In-depth interviews were subsequently carried out with Chinese and American social media users to garner insights into their motivations for avatar use. Responses serve to validate hypothesized relationships stemming from cultural and social value perspectives.

Overall, this research furnishes a cultural examination of the differing self-concepts in Chinese and American societies. It opens new avenues to conceptualize future scholarship at the intersection of social media and cultural divergences. The study provides a foundational cultural framework to comprehend variances in virtual self-representation through avatars on social platforms.

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3. Methodology

This study utilizes three main research methods. First, due to its analytical perspective from a cultural perspective, Corpus was used to collect the views on "self" from both Chinese and Western classical philosophical texts. In addition, the different cultural perspectives summarized in the rest of the articles will also be used in the analysis. Secondly, this study uses the method of Archive, which accesses statistics published by common social media programs in China and the United States. Another research method is in-depth interviews. In this study, 10 interviewees were selected from China and the United States, totaling 20 interviewees. Interviews were conducted on the phone and on the Internet. Through the interviews, the real experiences and thoughts of users in both countries were captured.

3.1. In-depth Interview

This study employed a qualitative research approach, utilizing in-depth interviews as the primary method of data collection. A total of 10 participants from the United States (US) and 10 participants from China were selected for this study. The sample size was determined based on the aim of capturing diverse perspectives on the "view of self" from a cultural standpoint. No additional participants were recruited, as the focus was on exploring and contrasting cultural perspectives rather than achieving statistical representativeness.

To ensure the suitability of interviewees for the study, certain criteria were established. Specifically, users with personal accounts were included, while accounts associated with official entities such as companies or bloggers were excluded. This approach aimed to preserve the value of analyzing cultural perspectives by focusing on individual users' experiences.

The process of selecting interview samples in China involved labeling the 34 administrative regions alphabetically and subsequently utilizing a random number generator to obtain five numbers between 1 and 34. These numbers corresponded to different provinces, namely Guangdong Province, Beijing City, Jilin Province, Gansu Province, and Sichuan Province. Within each province, the "Chahua (Super Topic)" community on Sina Weibo was identified, and users were selected for interviews in chronological order based on the timing of their posts. Two respondents were chosen from each province, resulting in a total of 10 Chinese participants.

Similarly, in the United States, a comparable sampling method was employed. The operator function of Twitter was utilized to search for 10 users from Virginia, New Mexico, Florida, Rhode Island, and Nevada. Again, two respondents were selected from each state, yielding a total of 10 American participants.

The interview questions were carefully designed to encompass a comprehensive range of topics, including avatar motivation and self-assessment from a cultural perspective. Different sets of questions were tailored for Chinese and American users to account for cultural variations. The language used in the questions was formulated to be straightforward and easily understandable, facilitating respondents' ability to express their perspectives truthfully. In total, 10 interview questions were posed to each participant, ensuring a comprehensive exploration of the research objectives.

3.2. Corpus

This study aims to provide a comprehensive analysis of the concept of "self" within the contexts of classical Chinese Confucianism and Taoism, drawing upon idioms derived from traditional Chinese thought. Furthermore, it incorporates references to the understanding of the "self" within mainstream Western philosophical doctrines.

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To achieve this objective, the study relies on a theoretical framework that encompasses previous scholarly articles and publications. By integrating and summarizing the theoretical foundations established in prior research, this study endeavors to present a more comprehensive cultural perspective on the notion of the "self."

By synthesizing the insights from classical Chinese philosophies, Western philosophical doctrines, and existing academic literature, this study seeks to offer a nuanced understanding of the concept of the "self" from a cross-cultural perspective.

3.3. Archive

Through the archival research approach, the study accessed publicly available data and content on social media platforms, enabling a comprehensive analysis of the characteristics of Internet usage in both China and the United States. By comparing and contrasting the online landscapes of these two countries, the study aimed to draw conclusions about their similarities in terms of factors such as the size of the online population and prevalent topics of discussion. This serves to refute some of the misconceptions in the literature.

4. Explicating Variances in Avatar Choices Between Chinese and American Social Media Users

Social media avatars, as representations of online identity, play an important role and are subject to observation and scrutiny by both self and others. In some ways, they can be seen as an extension and reflection of real-life self-concepts. Moreover, self-views are a core facet of culture, situated in the deepest structures and permeating all aspects of a group's life, comprising individuals' perceptions and definitions of their existence and worth [9]. Thus, understanding differences in self-views between Eastern and Western cultures can predict and elucidate variances in communication behaviors. Exploring differing interpretations of the "self" concept against diverse cultural backdrops will facilitate a more comprehensive, nuanced understanding of social media avatar applications and meanings.

Through examining lifestyle variations between the U.S. and China historically, culturally, and in terms of social conventions, this study finds definitions and understandings of the "self" notably diverge between the two cultures. Unlike application distinctions, this stems from fundamental disagreements rooted in sociocultural conceptualizations of the self, in turn shaping online social interaction modes.

This paper will further analyze differences in Chinese and Western cultural definitions of the self, including influences from traditional philosophical thought. It will describe and trace the origins and formulations of these two self-views, highlighting the unique characteristics of each. By comparing and analyzing the formation of these differing cultural self-concepts, this research aims to gain deeper insight into the contrasting avatar application patterns on social platforms.

4.1. Chinese Users' Self-View

Chinese individuals are often stereotyped as conservative and quiet due to their reserved, polite nature. These traits cannot be separated from China's social values. Collectively, the Chinese emphasize contributing to and finding value within the group. In family relations, they prioritize protecting the clan's reputation and collective sentiments - hence the saying "Family scandals should not be aired publicly (家丑不可外扬)."

Traditional Chinese philosophies implicitly shape modern Chinese mindsets as well. When making mistakes, the introverted Chinese tend to blame themselves, believing it reflects insufficient personal cultivation.

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Within this unique cultural milieu, contemporary Chinese self-views exhibit markedly different styles and explorations of the "self" compared to the Western world.

4.1.1. Establishing Self by Collective Comparisons

In Chinese socio-cultural contexts, the collective consciousness significantly influences self-positioning. As part of a group, individuals determine their place by comparing themselves to others. Chinese self-theories focus on studying how to find the ideal relationship between the individual and society in real environments. By integrating into and contributing to society, individuals can establish their potential identities and selves through external feedback [6]. From this perspective, the self-view in traditional Chinese philosophy is more an expression of values, behaviors, and social relationships.

The Confucian self-concept pursues "inner sage" and "outer king," emphasizing inner cultivation and outer social contribution. This self-view integrates personal aspirations with collective norms. Such a "self" benefits society by pursuing a harmonious, stable social order from the collective standpoint [8]. As the Confucian classic "Book of Rites (Liji)" stresses, inner "self-cultivation" and outer "family regulation", "country governance", and "the tranquil and happy of the country" are not in conflict [10]. Rather, they complement each other as crucial steps to realizing the ideal self.

Therefore, the Confucian self encompasses not just personal identity but also relationships with others and society. The overall Confucian self-view is constructed through these connections via mutual assistance and need fulfillment. In this process, people establish self-identity by observing their position and contributions to society along with feedback from others.

In Chinese idioms, many phrases with being "alone" have negative connotations. For instance, "一意孤行" denotes disregarding others' advice and acting blindly, while "孤陋寡闻" indicates ignorance from lacking outside information. "孤苦伶仃" paints a picture of poverty and difficulty without assistance. These reflect Chinese cultural values emphasizing collectivism.

In modern China, unity and collectivism have become integral to social values. During the Anti-Japanese War, they manifested as resisting oppression and seeking national independence. China ceased internal conflicts to unite against external threats, gaining strength through military-civilian unity and laying the foundation for victory. After the PRC's establishment, the national anthem also stressed the importance of "united hearts." Economically, collectivism's influence was evident in land reforms and the establishment of people's communes. Despite developing market economies after Reform and Opening Up, collectivist thought remains deeply rooted, as seen in the goal of common prosperity.

Under such ideological conditions, Chinese users place more weight on social expectations of the self when choosing avatars. During interviews, four out of ten Chinese Sina Weibo users mentioned a desire for approval from others regarding their avatar selections.

For instance, when asked about her reasons for using beautified photos, respondent "Hazel" said she "hopes to gain others' recognition through good-looking pictures of herself." She added, "Sometimes my face gets pimples or gets dark circles that I don't want others to see."

Similarly, respondent "Yang," who uses a rear shot of himself exercising as his avatar, noted: *I feel I'm not good-looking, so I don't use a selfie as my avatar. Using my back while working out also highlights some of my strengths and avoids showing my weak points.*

When asked about avatars and social integration, Shenzhen resident "Riki" said her avatar is a virtual broadcaster she admires and that she wants to *find her organization online and integrate into the fan community.* She desires attention from like-minded peers and widespread acceptance.

This study also found that, constrained by collectivism, some Chinese adopt less conservative styles and openly use real photos on foreign social media. Chinese student "Aron" in the U.S.

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mentioned wanting to *do as the Romans do* and assimilate into the local community. *The foreigners around me all use their own photos as avatars. I feel using mine makes me appear more similar to them. Even ugly foreigners use their own pictures, so I feel I can as well.*

In summary, Chinese users place greater emphasis on others' perceptions when selecting avatars. They embellish flaws and highlight positive traits, demonstrating how Chinese self-views are affected by collective opinions. Chinese avatar choices also shift based on surrounding cultural circles and environments.

4.1.2. Formation of the Chinese "Ideal Self"

Unlike Western cultural definitions of the self that emphasize individualism and uniqueness, the Chinese self-view stresses personal betterment and cultivation as goals of human expression and practice, representing an idealized identity. Beyond Confucian self-cultivation, personal refinement and mindset shifts are especially critical in Chinese Daoist thought, which seeks transcendence through transforming inner states. The Daosim masterpiece "Dao De Jing" sets reaching states of "desirelessness," "unknowing," and "no action" as the ideal self's highest realm. "Unknowing" and "desirelessness" describe attained mental states, while "no action" refers to conforming to natural laws [11].

Under traditional conceptualizations of an "ideal self," modern Chinese people pursue identity idealization, hoping their self-image meets personal or others' expectations. The internet's anonymity and creative freedom with avatars facilitate constructing this ideal self.

In this study's in-depth interviews, eight out of ten Chinese Sina Weibo users chose virtual avatars, while the other two used edited or rear-view photos, demonstrating a desire to pursue idealized online personae in an unfamiliar environment.

Additionally, eight Chinese users described selecting current avatars because they looked "good," "cute," "handsome," "funny," or even "sexy." Further analysis showed three used anime avatars, two had pets, two used celebrity photos, and one employed humorous meme expressions. This signifies differing notions of an "ideal self," with avatars carefully chosen to match individual expectations.

Evidently, the essence of the "self" lacks emphasis in mainstream Chinese thought compared to idealization. Differing ideal self-concepts shape users' avatar content and themes [6]. Within public aesthetic constraints, users conceal blemished actual identities in pursuit of superior imagined selves.

4.2. American Users' Self-Views

Unlike the Chinese perspective emphasizing self-cultivation, the American and broader Western world has long endeavored to explore the fundamental meaning of the "self." Since Descartes' famous "I think therefore I am," the concept of self became an objective matter. Western scholars began examining this inherently "internal" self much like an "external" body of knowledge [7]. The West defines the "Self" as a protean concept - a set of sometimes contradictory, sometimes interdependent assumptions without an absolute flawless definition. The objectified concept of the Self is identity - the ideas and attributes attached to the Self.

America inherited Western academic traditions and perspectives of the self as independent from others, continually attempting to understand it by assigning definitions. This habit and ideology also took root among the American populace.

4.2.1. Self-Portraiture and Individualism

Influenced by the enduring Western values of independence and freedom, Americans tend to view the "self" as a distinct individual, emphasizing uniqueness and differentiation as an "existential experience" [7]. This diverges from the Chinese self-concept entangled with social relations.

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Due to its relative separateness, Americans conceptualize "others" external to the "self" as discrete entities, regardless of whether they are family, friends, strangers, or foes [6]. Compared to the Chinese, they place greater importance on the singular and independent "self", seeking to protect their most direct distinctiveness – their genuine appearance – to highlight their divergence from the outside world.

In this study's interviews with ten American Twitter users, seven utilized their own unedited, frontal headshot photos as avatars. These images embodied the American belief in distinguishing themselves from others.

For example, high school student Michael's avatar displayed a smiling headshot. When asked about considerations in selecting it, he wanted his avatar to be "unique", "straightforward", and "instantly recognizable" to reflect his desire to differentiate himself. When queried about not editing his photo, Michael remarked: *I don't really see any point in using beauty filters or editing photos. I'm not one of those girly girls who's super into makeup and stuff - I'd rather just be myself.* This demonstrated his wish to present an authentic self and delineate boundaries from particular groups.

Of the remaining three users, two adopted pet photos and one used a nature landscape as avatars. Some Americans provided rationales for eschewing self-portraits. Virginian waitress Daisy mentioned she previously used her own photo but frequently encountered appearance-based attacks, with insults like "Pig", "Fatass", and "Korean Bitch" despite not being Korean. This distress led her to change to a photo with her cat, as she felt it still reflected her genuine self. She avoided editing to prevent increased self-image distress. This indicates Americans without selfies still seek uniqueness and authenticity in avatars.

Additionally, 25-year-old teacher Scott retained his self-portrait for his Chinese social media accounts despite residing in China for six years. He did not conform to typical Chinese avatar preferences, stating: *I noticed my Chinese colleagues don't do the same, but I don't feel the need to follow their style. I mean sometimes I cannot even match their photos with them.* Thus, individualism disinclines Americans from altering avatars to assimilate, preferring direct self-representation. They also view Chinese avatars as confusing for identification, further illustrating American straightforwardness in self-conceptualization.

In summary, individualism profoundly shapes American avatar selection by supporting perceptions of the self as distinct and exceptional, predisposing preferences for genuine self-imagery over other objects or images.

5. Conclusion

In conclusion, this study reveals distinct differences in avatar selection and self-perception between Chinese and American users, reflecting the influence of cultural values. Chinese users prioritize idealized self-presentation in avatar selection, considering it a representation of their inner, aspirational identity influenced by collectivist values. They may modify their avatars to align with changing social environments. In contrast, American users view avatar choice as a means to express their authentic self, emphasizing uniqueness and personal identity. Even without using actual self-imagery, Americans prioritize avatars that are associated with their sense of self.

Regarding self-concept, traditional Chinese scholars perceive the self as an ongoing refinement process, valuing self-cultivation and self-improvement as integral aspects of personal growth and self-actualization. Western scholars, including Americans, detach the self from the individual, adopting a more objective conceptualization. This is exemplified by the Delphic maxim "Know Thyself," which emphasizes defining selfhood externally. These divergent perspectives have shaped different self-perceptions among Chinese and American individuals.

In summary, this research provides a unique cultural and value-based perspective on the differences in avatar usage between Chinese and American users. It offers insights into the crafted

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idealized selves of Chinese users and the authentic self-differentiation pursued by Americans, aligning with their respective cultural values. The study also employed in-depth interviews to explore users' authentic considerations. However, certain challenges and limitations were encountered during the research process.

Firstly, some interviewees provided perfunctory responses when questioned about their avatar choices, hindering a deeper understanding of their underlying motivations and considerations. Their explanations often revolved around subjective preferences or random selection, lacking substantive insights. Additionally, the selection of suitable samples posed challenges due to Weibo's user filtering mechanism, which prioritizes users based on follower count. As a result, a random selection approach was employed, targeting users from different regions within the "Caohua (Super topics)" community based on post timing. It is important to note that the "Chaohua" community within administrative regions exhibits lower user activity compared to the more popular "Chaohua" community, where the majority of users are concentrated. This discrepancy further complicated the sample selection process, potentially resulting in inadvertent errors in the selection of interviewees.

While in-depth interviews provided valuable insights into the underlying factors driving avatar selection, the study did not facilitate large-scale analysis to establish correlations between these factors and the selection process. Future research could benefit from incorporating quantitative methodologies, such as survey questionnaires, to validate the prevalence of these trends across broader demographic groups. Additionally, the use of ethnographic research methods could offer a more nuanced understanding of the interplay between culture and avatar choice. These complementary approaches would enhance the generalizability of the findings and provide a comprehensive view of the cultural influences on avatar selection in social media.

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The Path, Limit and Optimization of Information Technology-Enabled Wisdom Pension: A Case Study of Haidian District

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Abstract: The demand for pensions is becoming increasingly important as China's population ages, but the outdated pension model has been unable to keep up with the senior population's changing needs. The advancement of science and technology has given China's pension system novel prospects and adjustments, but it has also created specific issues that must be resolved. This paper investigates the feasibility and sustainability of information technology-enabled wisdom pension in Haidian District, Beijing, focusing on development, advantages, disadvantages, and optimization strategies. The research takes the aging crisis of China as the background. It profoundly discusses the emergence of intelligent elderly care and the role of science and technology in reforming elderly care. A comprehensive examination of the development path in the Haidian District reveals government leadership, technological innovation, and community engagement as key drivers. While showcasing the advantages, such as improved quality of life and healthcare services, this study underscores the challenges: privacy concerns, accessibility, and the need for human interaction. At the same time, wisdom pension also needs to be combined with sustainable development to create a green pension model. This paper not only provides a scientific basis for the government, enterprises, and society to formulate relevant policies and strategies to promote the development of this pension model but also provides the future development direction and suggestions of the wisdom pension industry. In this case, the wisdom pension will develop better and comprehensively in China.

Keywords: wisdom pension, elderly care, information technology, Beijing

1. Introduction

The aging of the population is one of the significant issues in China. By the end of 2022, 280 million senior citizens aged 60 or above, accounting for 19.8 percent of the total population, according to the National Health Commission [1]. It is expected that by 2035, the older adults aged 60 and above will exceed 400 million, accounting for more than 30% of the total population, entering the stage of severe aging. The issue of pensions is receiving greater attention as the world's population ages faster than it used to. Yet, the old pension model has struggled to meet the senior population's increasingly diverse demands. Wisdom Pension offers a fresh approach to meeting the varied requirements of older people and raising the standard of elderly care services as a cutting-

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edge model fusing information technology with senior care services. Wisdom pension promotes social contact, communication, and collaboration among older people, enabling them to engage in activities, combat loneliness, and integrate through online platforms and virtual communities. It also supports the development of artificial intelligence, big data, and information technology in senior care services. To implement wisdom pension, it is crucial to thoroughly investigate information technology's potential, constraints, and societal benefits.

The area of wisdom pension has recently been under the spotlight of study. Some studies begin at the technical level, based on the growth and development of technology, and examine how technology offers technical support and assistance in addressing population aging, including the use of information technology in elderly care, the creation of smart devices, and the development of novel delivery systems for elderly care. For example, a wisdom pension service platform designed by Gong Ge and Yong Liuyang is based on emerging technologies such as 5G networks, artificial intelligence, and edge computing [2]. Second, it analyzes the current model of wisdom pension or proposes a better model construction, such as Wang Hongyu and Wang Xiaoyu's refined elderly care service system of building innovative communities and smart homes [3]. In addition, Zhuang Yiting and Zhu Xinya proposed a new social resource synergy pension model based on blockchain technology [4]. Moreover, the research on pension products mainly focuses on design, function, advantages, and existing problems. Jamal suggests integrating remote monitoring into senior care offerings. Older adults's lives and health may be continuously tracked using smart home and medical monitoring devices [5]. However, China has rarely conducted a comprehensive and in-depth discussion on the path selection and overall optimization of wisdom pension. Instead, most of the existing research remains at the level of technology application, discussion of opportunities and prospects, or analysis of its development model. As a result, it is essential to begin from a larger perspective and carefully examine the fundamental problems in this area.

In this study, the Beijing Haidian District will be used as the research object, and it will be thoroughly discussed whether or not information technology-wisdom pension is feasible and sustainable from three perspectives: path, limit, and optimization. The report first examines the development process and application route of transmission technology-wisdom pension in this community. Second, it looks at the benefits of an efficient wisdom pension, such as productivity, development promotion, and social engagement. While doing so, it will also consider limitations, such as technological hurdles, privacy protection, and other difficulties, to demonstrate technology's viability in intelligent senior care. Finally, to effectively utilize information technology in elderly care, some strategies to maximize the wisdom pension model will be proposed, including technological advancement, policy support, social engagement, and other plan elements. The research on wisdom pension will help attract the attention of all sectors of society to the aging problem, promote the deep integration of science and technology and elderly care services, and improve the quality of life of older people.

2. Literature Review

The British Life Trust was the first to advocate for a "wisdom pension," also known as the "brilliant elderly system" at the time, which would allow seniors to remain in their homes with dignity and enjoyment, unrestricted by time or location. It also refers to employing cutting-edge information technology to provide networked, intelligent aged care services for older people at home. This practice is called "intelligent home care." Its essential component is using cutting-edge management and information technology to link more senior people with the government, communities, healthcare facilities, medical professionals, and other entities [6].

Intelligent personalization, socialization, specialization, scientific, institutionalization, industrialization, etc., are a few of the features of wisdom pension. It rebuilt the conventional aged

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care service regarding action mode, fundamental structure, and overall mode. The wisdom pension, a new sophisticated form, demonstrates the modernity of China's senior care system [7].

Some domestic scholars have also defined the connotation of wisdom pension. According to Zuo Meiyun, "wisdom pension" is the use of information technology to support elderly life services and management to achieve positive interaction between the Internet, social networks, the Internet of Things, mobile computing, and other technologies with older people. This can enhance older people's quality of life while highlighting their experience and wisdom [6]. Zhang Shue et al. concluded that "wisdom pension" specifically refers to a new model of elderly care service in which various subjects use scientific and technological products as service media and means to provide all-around, full-service project coverage for different elderly groups and care about "holistic people" [8]. To sum up, information technology-enabled wisdom pension is based on information technology, which applies intelligence, data, and specialization to the field of elderly care, aiming to provide more comprehensive, efficient, humanized, and personalized elderly care solutions and improve the quality of life and happiness of older people.

The significant technological environment change drives the transition of aged care services from technicalization and digitalization to intelligence. In light of this, Zhou Lingyi et al. contend that wisdom pension presents the core attributes and evolution logic from fragmentation to unrestricted collaboration, from vague and extensive to clear and precise, from one-way provision to two-way interaction, and from technical validity to technical temperature [9]. Through in-depth research, Gao Peng Yang Cuiying gave the logic of the accurate supply system of Shanghai wisdom pension services: "target positioning - consolidating top-level design - environment construction - market development - publicity" [10]. Wu Yuxia and Wu Ninglu proposed that competent elderly care needs a collaborative mechanism of multiple subjects to form a diversified cooperative governance model between the government, the private sector, and civil organizations [11]. In the "White Paper on the Smart Pension Industry (2019)", it is mentioned that the mainstream smart pension logic system in the United States is "family + pension information platform + medical institutions + insurance companies;" UK: "Government + community service station + elderly care information platform;" Japan: "Government + Enterprise + information platform" [12]. In summary, whether at home or abroad, the core logic of competent elderly care is people-oriented, and all services are based on the actual situation of older people. Modern superb technology builds an information platform, a multi-party collaborative service for older people, as far as possible to meet the individual needs of older people. In addition, national governments play a central role.

The development process of intelligent elderly care in China can be roughly divided into four stages. The first is the embryonic stage (2012-2013). In 2012, the National Office for Aging proposed the concept of "wisdom pension" for the first time. It carried out time exploration in the form of wisdom pension experimental bases nationwide. In 2013, The State Council issued the "Several Opinions on Accelerating the Development of Elderly Care Service Industry," the National Aging Committee established the "National Intelligent Elderly Care Expert Committee" to set goals and guide the development of China's intelligent elderly care industry8. The second is the phase of vigorous development (2014-2016). In 2015, the "Guiding Opinions on Actively promoting 'Internet+' Action" issued by The State Council pointed out that it is necessary to "promote the development of smart and healthy elderly care industry." In 2016, The State Council issued the "Guiding Opinions on Promoting and Regulating the Development of Big Data Application in Health Care," aiming to promote the integration, sharing, and open application of big data in health care. At the same time, the People's Bank of China, the Ministry of Civil Affairs, the Banking Regulatory Commission, and other departments have also issued the "Guiding Opinions on Financial Support for the Accelerated Development of the Elderly Care Service Industry," increasing credit support for the elderly care field. During this period, the national government

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promoted a series of policies on elderly care, which made it develop rapidly. Then there is the demonstration and advanced phase (2017-2019). In February 2017, the Ministry of Industry and Information Technology, the Ministry of Civil Affairs, and the National Health and Family Planning Commission issued the "Action Plan for the Development of the Smart and Healthy Elderly Care Industry (2017-2020)," marking the introduction of the first national industrial plan for the intelligent elderly care. This was followed by a series of complementary and support programs released in 2017. From the end of 2017 to 2019, the national government has frantically carried out pilot demonstration work of wise elderly care and established bases across the country. Finally, in the maturity and optimization phase (2021 -), after the COVID-19 outbreak, telemedicine and health monitoring have become a significant trend. At the same time, with the development of AI technology, artificial intelligence plays a role in diagnosis, prediction, and assisted decision-making, providing more personalized and accurate medical treatment and health management for older people. In 2021, the three departments of the Ministry of Industry and Information Technology, the Ministry of Civil Affairs, and the National Health and Health Commission jointly issued the "Action Plan for the Development of the Smart and Healthy Elderly Care Industry (2021-2025)," to further promote the development of the intelligent and healthy elderly care industry.

3. The Development Path of Wisdom Pension in Haidian District

3.1. The Main Body of the Wisdom Pension Industry in the Haidian District

The wisdom pension service industry in the Haidian District of Beijing is mainly led and guided by the government, which provides policy and financial support for developing the wisdom pension industry. The government cooperates with significant technology enterprises and nursing homes to provide intelligent, scientific, standardized, and personalized elderly care services for the local elderly. With the goal of "scientific layout, functional differentiation, service standardization, team specialization, and intelligent operation," the Haidian District government adheres to the guidance of the Party, strengthens top-level design, strengthens departmental planning and resource integration, innovates service mechanisms, and strives to solve prominent problems and bottlenecks restricting the development of home and community wisdom pension services. To achieve a breakthrough in the construction of a wisdom pension service system.

3.2. Lifecare

Because many older adults have trouble moving, the community provides them with intelligent food delivery machines for older people. Residents can enjoy healthy and assured meals by ordering meals one day in advance and swiping the "Smart Elderly Care Service card" to take feeds on the day of eating.

The government introduced home intelligent service terminal equipment, including intelligent service robots and rope alarms, and took the lead in free delivery to residents in the area. Intelligent robots can have barrier-free conversations with older people, providing them with more convenient and targeted advice and services. At the same time, the robot also has a one-click help function: directly press the phone button on the robot screen, dial the phone of the community service center, and seek a variety of required services. Rope alarms can pull the rope or press the emergency call button when older people feel unwell or have another emergency. The device uses the NB-IOT Internet of Things to notify the family crisis.

Some communities have also started to help the elderly taxi warm heart stations. The Friendly Heart Station combines the advantages of mobile phone-hailing and taxi-hailing stations, simplifies the process of ordering, expands the scope of hailing, and supports cash payment with the Warm Heart station as the meeting point to facilitate older people to call a car and take a taxi.

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3.3. Medical Treatment, Physical Health and Monitor

In 2014, Haidian District's first intelligent community residents' "medical, old-age care, health management" comprehensive service platform landed in the community health service center. The platform uses information technology to meet the needs of residents for self-detection, contract file management, online health consultation, health education, chronic disease monitoring, and guidance before the first diagnosis through mobile Internet, cloud computing, Internet of Things, and other information technologies.

The hospital builds a "combination of medical care and family doctor telemedicine support system." Through the hospital Internet technology, the patient's medical information can be shared and effectively used between the elderly care institution and the hospital. The combination of medical care, hierarchical diagnosis and treatment, and continuous medical service can be realized.

The government has provided free "e with filial piety core" smart terminals to elderly residents in the region. The project, a home-based service, is jointly offered by the street and "Yi Ban" (Beijing) Information Technology Co., LTD. The terminals provide real-time dynamic reminders, automatic greetings, voice interaction, track positioning, and one-click alarms to provide care for empty nests, let alone older adults. As long as the elderly wear "e with filial piety core," family members or guardians can understand older people's life status at any time through the mobile app, timely detect the abnormal behavior of the elderly, enhance communication and interaction with older people, and help busy children protect more senior people. The street also connects the 53 elderly living alone with community staff, ensuring they understand their needs, respond quickly to emergencies, and arrive at the scene for rescue to reduce security risks and avoid significant accidents and tragedies caused by delays.

The MMwave radar intelligent scheme developed by Qinglei Technology has been used. An accurate perception of sports and life goals can be achieved through edge and cloud computing. Through data mining, various functions needed in intelligent elderly care and competent medical care can be finally realized. It has realized the functions of human position detection and tracking, breathing and heartbeat monitoring, human posture recognition, and so on.

Haidian District also creatively launched the community comprehensive health index evaluated from the three dimensions of "physical fitness, brain fitness, and emotional fitness," built a health care service system management system platform, used information technology to quantify health level, and built a virtuous cycle of "assessment - training - improvement - re-evaluation" health service system.

3.4. Humanitarian Care

The community has held a series of intelligent product training courses, such as smartphone training courses for the elderly and computer training courses for the elderly, many times, providing opportunities and platforms for the elderly to learn and narrowing the "digital divide" between the elderly and the young.

Relying on Baidu's artificial intelligence products such as "Xiaodu at Home," the needs of community elderly care are connected with the services of elderly care institutions, and elderly groups can enjoy the aging intelligent life and the fun brought by rich audio and video content. For example, if older people say, "small degree, I want to learn regular script techniques," they can enter video teaching.

AI intelligent voice fully interactive robot "Xiaolian," with entertainment, reminder, service, dialogue, and eight other functions, built-in several elderly care service projects and a voice knowledge base. "Little United" will remind older people to take medicine on time, chat with older people, and sing. When the elderly need to accompany the hospital, car travel, and other services, as

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long as the mouth is called "small," the professional service staff in the background will receive instructions and immediately arrange door-to-door service.

4. Advantages and Disadvantages of Wisdom Pension in Haidian District

4.1. Advantages

Beijing was one of the first cities to start the intelligent pension project industry as the capital of the People's Republic of China and the center of politics, culture, science and technology, education, and international exchanges. The primary advantage of intelligent elderly care in the Haidian District is that the district government actively leads and guides the development of the intelligent elderly care industry. This demonstrates the Government's commitment to addressing the needs of the elderly population. The government provides policy and financial support, which is crucial for developing the intelligent elderly care industry. This support can lead to innovative solutions to better care for older people.

There are many colleges and universities in Haidian District. Peking University and Tsinghua University are located here. Therefore, the Haidian District is undoubtedly far ahead in the scientific and technological support of the intelligent pension industry. In cooperation with the government, several technology companies have innovatively integrated intelligent robots, intelligent terminals, intelligent medical monitoring, and protection technologies into the lives of older people and improved the quality of life of the elderly by providing convenient and personalized services. The government attaches great importance to the physical health of older people, so it has introduced many intelligent systems to deal with emergencies and nip safety risks in the bud.

Due to the improvement of intelligence in elderly care communities, the government has launched several community projects, such as smartphone training courses for the elderly and computer training courses for older people. This can promote social interaction and learning, bridge the "digital divide," help elderly people feel less lonely, and improve their mental health.

4.2. Disadvantages

The first is the issue of privacy. With the collection of health and personal data, there may be concerns about the privacy and security of elderly residents' information. The disclosure of personal information may also attract telecom fraud, explicitly targeting older people. The second is cost and accessibility. While these services are innovative and convenient, a high price can make it difficult for low-income seniors to access them. Even with government subsidies, the distribution of intelligent robots and high-tech pension products is limited to some notable families or older adults with relatively large difficulties and cannot do full coverage.

While technology can enhance elder care in many ways, it cannot completely replace the need for human interaction and companionship. Over-reliance on technology can lead to social isolation for some older people.

Lack of unified standards and shared platforms. The development of the intelligent elderly care industry relies on platform construction. At present, the innovative elderly care service platform in the Haidian District involves many departments and complex inter-departmental relations. Each block and each department have its platform system, which lacks effective coordination and docking. Different departments also have different standards for statistical data, so the integration of resources is limited. It is difficult for the government to give more targeted policies and solutions.

To sum up, the development of intelligent elderly care services in the Haidian District of Beijing shows a promising prospect in improving the quality of life and health of the elderly population. However, it also raises concerns about issues related to technology dependency, privacy, and accessibility, which need to be addressed for more inclusive and effective implementation.

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5. The Optimization Path of Competent Elderly Care in Haidian District

First of all, it is necessary to strengthen the pertinence of policies, formulate clear policies and regulations, and standardize the operation of the intelligent elderly care industry. The government should actively promote the establishment of an innovative elderly care system and industry standards, protect the rights and interests of older people, and provide a stable legal environment for the development of the industry. Competent elderly care needs to monitor all aspects of the elderly data, such as physical conditions, living habits, etc., to develop personalized service programs. Therefore, the protection of the personal privacy of older people should be in the first place. Relevant legal provisions need to be introduced to strengthen the safety of the confidentiality of information and data security of older people and their relatives in the brilliant elderly care service to reduce and eliminate the risk of older people being defrauded.

At the same time, the government also needs to improve the supervision and evaluation mechanism for the intelligent elderly care industry and regularly evaluate the quality and effect of innovative elderly care services, including the inspection and maintenance of intelligent elderly care infrastructure. Adopt more feedback from older people and make adjustments and improvements.

Although the current intelligent robot is very advanced and can have barrier-free dialogue and interaction with older people, it cannot replace human beings. So governments and tech companies need to further integrate technology with social interaction to encourage older people to interact with family, friends, and community. Provide online social platforms and virtual social events to reduce social isolation. In addition, high-tech enterprises can consider using VR and AR technology to provide entertainment and cognitive support for older people, such as virtual tourism, cultural experiences, and memory training. This can help older people stay active and optimistic.

Multi-party cooperation, mainly government subsidies and support, will reduce the price of some innovative pension products so that most older adults can afford them. High-tech enterprises to increase the innovation of intelligent pension products, research and development efforts, the pursuit of raw materials, and efficiency to reduce product costs.

In addition, scientific research institutions, think tanks, and social organizations should actively take on roles in the development of the intelligent elderly care sector, provide governance support for technological innovation in the industry, actively conduct industry-university research cooperation, and optimize the organization to make up for the shortcomings of enterprise-only research and development. It is possible to supply the intelligent senior care sector with more realistic routes by conducting multi-topic research, development, and brainstorming sessions.

The innovative senior care business is a comprehensive, cross-departmental service initiative that requires the active participation and assistance of several government agencies and communities to succeed. To accomplish information exchange and resource integration, it is crucial to establish communication between various departments to enhance the creation of the fundamental pension database.

Competent care institutions must strive to build a sustainable care ecosystem and promote sustainable development to reduce the environmental impact of care institutions and communities. Environmental protection and energy conservation principles should be adopted in designing and constructing elderly care institutions and communities. This includes using renewable energy sources, adopting energy-efficient lamps and equipment, and improving thermal and acoustic insulation materials to reduce energy consumption and environmental impact. Promote organic food and local ingredients to reduce food transportation and packaging waste. Elderly care institutions can also be encouraged to grow their vegetables and herbs for consumption, promoting sustainable agriculture. Finally, intelligent care institutions establish monitoring and reporting mechanisms to

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track and evaluate the effectiveness of sustainable practices and provide transparent information to communities and stakeholders.

6. Conclusions

In conclusion, the development of wisdom pension services in Haidian District, Beijing, reflects a promising pathway towards improving the well-being of the elderly population. Significant strides have been made in enhancing senior citizens' quality of life and healthcare through government leadership, technological innovation, and community engagement. The government's commitment to policy support and financial investment has propelled the industry's growth, making Haidian District a prime example of how technology can be harnessed to address the evolving needs of an aging demographic.

However, this journey is not without its challenges. Privacy and data security concerns persist, necessitating robust legal safeguards and regulatory frameworks. The cost and accessibility of high-tech solutions remain obstacles, demanding more inclusive strategies to ensure that all elderly residents can benefit. Moreover, while technology can enrich elderly care, it should complement, not replace, human interaction and companionship. Social isolation remains a critical issue that needs to be mitigated through innovative approaches.

In terms of theoretical significance, this study provides a comprehensive overview of the development of wisdom pension services, offering insights into the advantages, disadvantages, and optimization strategies in a specific geographic context. It highlights the critical role of government leadership, technological innovation, and community involvement in shaping the intelligent elderly care landscape. Future research should delve deeper into the intricacies of privacy protection, cost-effective models, and practical strategies for promoting social interaction among older people. Pursuing a sustainable care ecosystem and aligning wisdom pension with sustainable development principles should also be explored further. This paper sets the stage for continued exploration of how technology can be harnessed to support and improve the lives of senior citizens in an aging world.

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Gender Equality Challenges in 'Wolfish' Workplaces: Examining Stereotypes and Biases

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Abstract: Despite significant progress in women's education and employment opportunities in contemporary China, gender discrimination and objectification continue subtly impacting women's workplace experiences. This study unveils the hidden facets of this inequality, encompassing wage disparities, stigmatization of female leaders, pregnancy-related recruitment biases, and the intricate and enduring "glass ceiling." Employing a framework of culture, workplace culture, and education, this research delves into the deep-rooted causes of gender discrimination. Subsequently, it seeks to provide relevant strategies and recommendations. Through our investigation, we discover that the roots of gender discrimination are entrenched in various aspects of Chinese society, stemming from multiple factors rather than a single cause (such as traditional Chinese culture). This study offers a comprehensive perspective on the multifaceted nature and origins of gender inequality in the Chinese workplace. It provides valuable insights for academic discourse, facilitating a better understanding of the complexity of gender discrimination issues. Additionally, it serves as a source of inspiration for future research and policy interventions.

Keywords: feminism, cultural norms, gender inequality, gender discrimination

1. Introduction

Since the latter half of the 20th century, the status of women in Chinese society has significantly improved. There have been substantial advancements in employment, rights, personal freedom, and gender equality. According to the Fourth National Survey on the Social Status of Chinese Women conducted recently, the social status of Chinese women has continued to rise, with further expansion in the field of employment. The survey indicates that women's employment levels have increased in recent years, encompassing the primary, secondary, and tertiary sectors. Specifically, the employment percentages for women in these three sectors are 28.8%, 17.1%, and 54.1%, respectively. Notably, the proportion of women employed in physically demanding jobs in the primary sector has decreased by 16.5 percentage points compared to 2010, while the ratios in the secondary and tertiary sectors have increased by 2.6 and 13.9 percentage points, respectively.

Furthermore, the educational level of Chinese women has shown significant improvement. The survey reveals that the average years of education for women aged 18-24 are 12.81 years, representing an increase of 1.85 years since 2010. Even more remarkable is that, according to this 2021 survey, the proportion of Chinese women receiving high-level education has surpassed that of men, with 18.0% of women obtaining junior college degrees or above, exceeding men by 1.6 percent [1]. These

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statistics undoubtedly reflect a trend of improving the status of women in China, where society is becoming increasingly equal, seemingly without any issues.

However, it is worth noting that official information often contains biases and may not fully reflect the actual societal circumstances. Despite the apparent gender equality in areas such as educational attainment and employment opportunities, women in China still face inequalities in less overt aspects, such as employment salaries and workplace discrimination. According to research on gender pay gaps among executives in private companies in China, the disparity in total compensation between male and female executives amounted to ¥151,000(in 2011) [2]. Notably, this income gap cannot be attributed to differences in performance between male and female executives and thus underscores the significant income disparity between genders, particularly in senior positions. The primary reason for this gender inequality phenomenon lies in the imposition of a series of negative labels on women, such as "untrustworthy," "emotional," "fragile," and more. These labels often lead to a lack of trust in female executives within organizations.

In addition to the evident wage gap, women often encounter the "glass ceiling" in their career progression, or more accurately, a complex and convoluted "labyrinth" they face throughout their entire professional journey. Within this "labyrinth," women must contend not only with overt or covert gender and appearance discrimination but also with the expectations stemming from societal scrutiny and evaluation of women, often referred to as the "male gaze," which extends beyond professional competence to encompass various aspects of their lives. Additionally, women face significant challenges in the workplace, including employment discrimination related to maternity leave. However, as mentioned earlier, data clearly show no significant differences in abilities between female and male employees. So, we may ask, what causes this significant inequality?

This article will analyze the phenomenon of labeling women from three main perspectives: culture, institutional factors, and education. Through the review of various sources, prior research data, and personal insights, we will find out the root causes behind this phenomenon. Ultimately, we will discuss potential solutions to address this issue.

2. Current Situation of Gender Inequality in the Workplace

During the job-seeking stage, women may encounter various forms of gender discrimination. When several equally capable job applicants compete for the same position, companies favor male applicants due to societal gender biases. This bias is especially pronounced in traditionally male-dominated industries, such as information technology, construction, and heavy industry. In these fields, women often face greater competition due to a misalignment with the traditional gender roles associated with these industries. These sectors are often linked to traits associated with "male strength" or masculine qualities, leading to fewer employment opportunities for women. Additionally, when women apply for leadership positions, they may face incredible difficulty securing these roles due to their traditional societal images, which are associated with lower power, income, and social status. This misalignment with the masculine characteristics typically attributed to leadership roles, often seen as male-dominated, can result in challenges and make it harder for women to be selected.

Furthermore, childbirth issues present another challenge for women during the job-seeking process. Many companies, and even some women themselves, believe that maternity could bring additional burdens to the company and its employees. According to the "2023 China Women's Workplace Status Survey Report" published by Zhilianzhaopin [3], 61.1% of women are asked about their marital and childbearing status during job interviews, with questions like "Do you have plans to have children in the future?" or "Our company offers children's holiday benefits; how many do you need?" These suggestive questions reflect the bias women face during recruitment. Among these women, 57% believe that maternity is an inescapable burden for women. Maternity-related matters unrelated to job performance may reduce women's prospects in job applications.

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In addition to the challenges during the job application stage, women face childbirth-related pressure. When women require maternity leave, they may be away from work for a period, yet the company is still obligated to pay their salaries. This can lead to concerns within the company regarding the costs associated with childbirth and potential decreases in productivity. Consequently, companies may lean towards providing more opportunities to male employees who do not pose the same maternity leave-related challenges.

Moreover, in the fast-paced Chinese society, the period of maternity leave often results in a temporary disconnect from the workplace. When women return to their jobs after giving birth, they may encounter challenges due to the extended break, which can lead to a lack of familiarity with knowledge and business processes and a potential decline in human capital. Therefore, driven by profit maximization, companies may favor male employees who do not face the pressures of maternity leave [4]. Additionally, within traditional Chinese family values, women are expected to balance family and work responsibilities after childbirth, potentially leading to decreased work efficiency. As a result, companies may unfairly label women as lacking ambition or competence. Especially with the implementation of the comprehensive two-child policy in China, those who choose to have a second child are often older mothers. This demographic typically requires more time for postpartum recovery. Furthermore, after recovery, they must deal with the dual pressures of caring for elderly parents and raising young children. This may lead them to exit the labor market, becoming full-time homemakers.

Furthermore, another crucial and often concealed aspect is that women have minimal workplace advancement opportunities. This phenomenon is often metaphorically referred to as the "glass ceiling" or the "labyrinth".

3. Causes Behind the Phenomenon

3.1. Society and Culture

Gender discrimination finds its fundamental roots in deeply ingrained societal and cultural norms. In traditional Chinese values, women were expected to assume passive and protected roles within the home, responsible for caregiving and household chores. At the same time, men were the primary breadwinners and the "heads of the household." This traditional concept aligns with the principle that men work outside, and women manage the home. These deeply rooted beliefs have persisted for thousands of years and have not been significantly challenged. In the modern workplace, when gender roles and characteristics do not align, or women do not occupy positions that match their expected roles, they may face backlash effects. This means that when female leaders exhibit traits consistent with leadership roles, people may perceive them as lacking feminine characteristics. They may be seen as lacking leadership ability when they show more feminine features. Furthermore, this gendered stereotyping begins in childhood and profoundly impacts how women view themselves. Compared to men, fewer women may aspire to higher social status and leadership positions [5].

3.2. Political and Social Institutions

In contemporary China, the legal system and unique political structures have significant implications for gender discrimination in the workplace. Although Chinese labor laws explicitly stipulate the principle of equal pay for equal work, prohibiting discrimination based on gender, age, ethnicity, disability, and region, and strengthened the protection of women's rights through the "Law of the People's Republic of China on the Protection of Rights and Interests of Women" enacted on September 3, 1992 [6], these laws may fall short in practice due to limited enforcement and resistance to changing social norms. Due to women's unique reproductive function, many countries provide maternity leave to support them in their pre and postnatal recovery and rest. Some countries also offer

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paternity leave for the partners of birthing women, enabling them to care for their partners and participate in the early upbringing of their children. However, there is inequality in the duration of maternity and paternity leave in China. Employers must fully pay their employees' salaries during maternity leave rather than receiving government subsidies. These potential costs may make employers reluctant to hire female employees due to their financial interests. Compared to developed countries like Europe and America, China's legal framework for gender equality still requires further refinement and strengthening.

3.3. Workplace Culture and Education System

In China, sexual harassment in the workplace is a widespread issue closely tied to the country's traditional male-dominated culture. This issue is rooted in the traditional belief that men hold a superior position and authority, relegating women to subordinate or secondary roles. This cultural perspective continues to manifest itself in the workplace. Female employees are seen not merely as equal colleagues and laborers but sometimes as potential sexual objects in the eyes of male colleagues or superiors. Certain companies even directly associate the appearance of female employees with their hiring criteria, where physical appearance becomes a benchmark for assessing the value of female workers. For instance, in a recruitment advertisement released by China Railway Third Bureau in 2022, female clerks were required to possess "well-proportioned features and a good figure." This implies that the company evaluates the worth of female employees based on their appearance rather than their professional abilities and potential. This warped workplace culture prioritizes physical appearance over professional competence, restricting the possibility of competent female employees.

According to the fourth China Women's Social Status Survey, the average years of education for Chinese women aged 18-64 is 9.41 years, while for men, it is 9.66 years. However, this data has biases, as in rural western China, women's average years of education dropped significantly to 7.44 years, with a noticeable decrease in the proportion of women receiving higher education [1]. In many underdeveloped regions of China, families prioritize educational opportunities for their young male children, often at the expense of their female children's education. These girls may leave home early to work or get married to support their younger brothers' education financially. This is due to the prevailing "son preference" ideology still dominant in these areas, where the teaching of female children receives less emphasis.

As a result of these women missing out on their educational opportunities, they face limited career choices and unequal treatment in the workplace. Despite China's well-established nine-year compulsory education system, the lack of gender equality awareness in societal norms is particularly evident in higher education.

4. Methods of Response

To address gender inequality in the workplace in China, many scholars believe that enacting appropriate policies is crucial. Scholars from Northeast Normal University argue that a comprehensive "Anti-Discrimination Basic Law" is necessary. This law should clearly define the boundaries of gender discrimination, including both explicit and indirect forms of discrimination. Furthermore, it should specify what constitutes "employment," requiring companies to transparently detail the location, duration, job benefits, and specific job responsibilities, demonstrating that their requirements are relevant. In addition, based on international experiences, a robust gender discrimination litigation system and third-party oversight bodies should be established to ensure that gender discrimination disputes can be impartially adjudicated by a third-party entity [7].

Equal pay for equal work and job security policies must be effectively implemented. Existing laws may guarantee women's employment benefits on the surface, but they need help in implementation.

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The government is responsible for using more stringent measures to enforce these policies. However, research suggests that these two policies should complement each other. Ensuring equal pay while guaranteeing employment equality can reduce the negative impact of similar pay policies on women's employment and promotion. In practice, equal pay and employment equality may be the two most effective anti-discrimination policies. Still, neither is a Pareto-improving policy, and their adverse effects must be correctly identified and thoroughly assessed [8].

As mentioned earlier, women must balance work and family responsibilities, which can constrain their careers. The government should establish a comprehensive public childcare service system for children aged 0 to 6 to relieve women of childcare responsibilities and ensure compatibility between women's employment and childcare duties. In contemporary China, most childcare services are operated by private enterprises and are not part of public goods. If the government intends to include early childhood education as part of public services beyond the nine-year compulsory education, it will undoubtedly require more financial support [9].

The government should also implement occupational integration policies. Due to occupational segregation, women's concentration in "female" professions tends to depress female labor wages. However, if some women can choose "male" domains, it will reduce the overcrowding in "female" jobs. Wages must be increased to attract women to these professions, and gender labels should be removed [10].

At the societal level, society has a responsibility to promote gender equality concepts vigorously to improve the working environment for the next generation of women. While China's political climate does not allow public organizations too much influence, women's and gender equality organizations gradually contribute to gender equality in China's workplace as society develops. Scholars should also intensify research into the causes of gender discrimination, conducting long-term tracking studies on women. This involves analyzing factors influencing women's early growth and their ultimate impact on career development, aiming to identify and address the root causes of gender discrimination in the workplace [5].

5. Conclusion

This article aims to explore the issue of gender inequality in the Chinese workplace, analyzing its causes from various perspectives, including culture, institutions, and education. A literature review shows that despite China's progress in education and employment opportunities, gender discrimination persists in aspects such as unequal wages, negative labels for female leaders, discriminatory practices related to maternity leave, and the "glass ceiling" phenomenon.

Subsequently, we delve into the deeper roots of gender discrimination, as observed from cultural, institutional, and educational angles. These roots include traditional societal norms that prescribe rigid gender roles, deficiencies in legal frameworks, and gender inequality within the educational system. These factors collectively contribute to the continued existence of gender discrimination in China's workplaces.

Lastly, drawing from previous researchers' experiences, we offer some recommendations for breaking the objectification of women and combating gender discrimination in the workplace. These recommendations encompass policy measures that the government can enact, the establishment of third-party oversight bodies, and the importance of further academic research in this field.

In terms of academic contributions, this article provides a comprehensive perspective, conducting an in-depth analysis of various facets and causes of gender inequality in the Chinese workplace. This contributes to a better understanding of the issue's complexity and offers insights into potential solutions for future research.

However, this article has its limitations. Firstly, research data sometimes have constraints and may need to reflect the actual circumstances fully. For example, the Chinese Women's Social Status

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Survey report only reflects information from surveyed regions, making it less convincing when portraying the development status of women in underdeveloped areas of China. Secondly, while policy recommendations are presented, their implementation may require further research and effort, considering the political environment. In conclusion, this article acknowledges the need for improvement in various research methodologies and the persuasiveness of specific insights. Gender inequality and the objectification of women are complex and profound social issues in China, currently requiring significant attention and concerted efforts from all sectors of society to address.

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Two Goals, One Thing: Ensuring Short-Term Political Efficacy Without Sacrificing Social Responsibility Crossing Powerful Social Media Platforms

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Abstract: Social media platforms develop rapidly into vital channels for information dispersal, raising questions about the effect on societal well-being and political landscapes. This study explores how social media companies can effectively balance long-term social obligations against immediate political imperatives. Through a comprehensive literature review, content analysis, and case studies, this research examines the policies and practices of popular platforms such as Facebook, Twitter, and LinkedIn. The objective of this paper is to propose a multifaceted approach for social media companies to advance in social responsibility. This study employed a comprehensive approach that involved optimizing algorithms to prioritize content quality, fostering strong collaborations with third parties, promoting community self-governance, investing in research initiatives, and implementing a comprehensive social responsibility strategy. The central argument of this paper is that tension between corporate objectives and social responsibility can be alleviated, paving way to enhanced sustainability and a stronger ethical foundation for these platforms.

Keywords: Short-term political goals, Social responsibilities, Social media platforms, Information, Social polarization

1. Introduction

In the field of media studies, there has been significant interest in examining the social impact of digital platforms, especially social media. While earlier research focused on user engagement and data privacy, current research addressed the platforms' societal and ethical roles. However, a research gap remains on how these platforms balance long-term social responsibility with immediate political objectives in a complex global context.

This study aims to fill this gap by exploring the strategies used by social media companies in striking a delicate balance between social responsibility and short-term political goals. To be specific, it tried to answer the questions of how social media platforms can modify algorithms to align with social responsibility, the role of third-party collaborations in building public trust, and how self-governance within digital communities contribute to ethical standards.

To find the answers of these questions, the study adopts a mixed-method approach that combines a comprehensive literature review and case studies. The findings of this research will contribute to the ethical discussions related to digital platforms, providing practical insights for policymakers,

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industry stakeholders, as well as the academic community. Besides, it will shed light on the ways for platforms to engage in socially responsible behavior while still meeting corporate and political objectives.

2. The Impact of Social Media Involvement on Short-term Political Goals

2.1. Information Control and Dissemination

In today's digital world, social media platforms like Twitter and Facebook hold significant power, extending beyond social interaction. During the "Arab Spring," they showcased their ability to spread information rapidly and widely, turning tweets into protest tools and Facebook posts into catalysts for revolution. The 2017 Women's March, organized online, demonstrated Facebook's capacity to mobilize people in the real world. Similarly, the "Black Lives Matter" hashtag transformed from a digital outcry into a force influencing policies and legislation. These examples highlight the substantial impact of social media movements. Twitter and Facebook have become influential tools, shaping collective action and making their presence felt beyond the virtual realm [1-3].

2.2. Data and Manipulation

The modern digital era is characterized by a constant flow of data, with platforms like Facebook and Twitter serving as not just communication tools but also repositories of valuable information. However, the misuse of data for political purposes, as exemplified by the Cambridge Analytica scandal during the 2016 U.S. Presidential Election, has raised concerns about the vulnerability of a data-driven world. This incident highlighted the risks associated with manipulating digital footprints for political gain, leading to increased awareness of manipulative political marketing [4,5].

2.3. Social Segmentation and Polarization

The advent of digital platforms initially promised open dialogue but has increasingly fostered closed echo chambers. Underlying algorithms have solidified viewpoints, leading to societal polarization. The concept of "Filter Bubble" has tangible implications, notably observed during Brazil's 2018 presidential election, where algorithmic segmentation exacerbated political divisions. To address these challenges, it is crucial to recognize the consequences of algorithm-driven content curation beyond the digital world [6,7,8].

3. Importance of Long-term Social Responsibility

3.1. Information and Cognitive Stress

The contemporary digital environment presents a paradox where individuals have unprecedented access to information but also face cognitive stress and challenges in discerning truth from falsehood [9]. The rise of social media platforms exacerbates this dilemma by converging information streams and amplifying the difficulty of reliable information evaluation. Examples such as the influx of misinformation during the 2016 U.S. presidential election and conflicting data during the COVID-19 pandemic highlight the complexities faced by individuals and society [10,11].

3.2. Data and Manipulation

The utilization of vast data resources in the social media matrix presents both opportunities and risks [12]. On one hand, it enables customized user experiences, while on the other hand, it can be manipulated to shape public sentiment and influence elections. The Facebook-Cambridge Analytica

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scandal exposed the dark side of data misuse, highlighting the ethical concerns of surveillance capitalism [13]. This commodification and manipulation of personal data violate privacy norms and threaten democratic foundations [14].

3.3. Socio-economic and Legal Concerns

Social media giants, like Facebook, exert significant influence on society, impacting the economy, digital law, and national security. Through adept use of user data, they dominate the economy, exacerbating economic disparities [15,16]. Legal challenges, such as copyright complexities and defamation disputes, pose a regulatory dilemma for platforms [17]. Exploitation of platforms for cyber espionage activities raises concerns about national security. Thus, stricter oversight and regulations are necessary to address the concerns [18,19].

4. Potential solutions

4.1. Optimizing Algorithms and Content Quality Management

The pressing need to align algorithms with societal well-being is evident. Algorithms primarily prioritize content that generates quick engagement, sometimes leading to the amplification of misinformation. By reconfiguring these algorithms, platforms can slow down the spread of misleading narratives. A notable example of proactive action is Twitter's initiative to highlight dubious political tweets [20]. That being said, the challenge lies in addressing concerns raised by users who claim it infringes upon freedom of speech. To translate this need into action, platforms must not only refine algorithms but also engage in ongoing dialogues with users to ensure transparency. Additionally, strengthening user education, as demonstrated by comprehensive information literacy programs in Finland, is essential for promoting responsible content consumption [21].

4.2. Strengthening Third-Party Collaboration and Transparency

Third-party verification and transparency are vital in the pursuit of public trust. Although Facebook's Oversight Board has shown promise, it has also faced skepticism [22]. To overcome these doubts, platforms must provide transparency regarding their data policies and partnerships. Google's biannual "Transparency Report" serves as a testament to this approach [23]. By collaborating with non-governmental organizations and government agencies, platforms can strengthen their commitment to societal welfare and avoid political agendas [24]. However, such collaborations might sometimes be seen as compromising user data. Therefore, practical steps involve establishing clear collaboration guidelines and ensuring users are consistently informed.

4.3. Community Self-Governance and Legal Compliance

Empowering communities to monitor their own content can foster a strong sense of ownership. The success of Reddit's science community moderation serves as evidence [25]. However, it is crucial to ensure that user-led moderation does not deteriorate into censorship or bias. From a legal standpoint, platforms' adherence to international norms is essential. The Indian controversy surrounding TikTok highlights the consequences of inadequate oversight [26]. To take actionable steps, platforms should actively collaborate with legal experts across different regions, ensuring compliance while also upholding user rights.

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4.4. Continuous Research and Innovation

Conducting research steadfastly ensures that platforms develop in a responsible manner. Surveys conducted by institutions such as Pew Research have revealed the social impact of social media [27]. These findings should directly influence platform modifications. Additionally, inviting user feedback and taking action based on that feedback ensures that these innovations resonate with the user community.

4.5. Comprehensive Social Responsibility Strategy

The interaction between social media platforms and its social responsibility has long been a topic of academic interest. As Weller et al. emphasized, the multifaceted nature of social responsibility is crucial in today's digital age [28]. Firstly, adjusting algorithms to eliminate echo chambers is not only a technical challenge but also a societal urgency. Tufekci argues that platform neutrality often distorts genuine public discourse, underscoring the necessity of algorithmic transparency [29]. Beyond the digital realm, platforms can also find value in historical and cultural contexts. Inspired by European initiatives, public and educational programs that foster critical thinking can mitigate the challenges posed by misinformation. In this regard, Ito et al. highlight the role of "connected learning" in modern teaching strategies, which can align seamlessly with platform policies [30].

Research on the relationship between mental health and digital platforms is lacking. However, emerging tools like Woebot, as mentioned by Fitzpatrick et al., imply the potential of AI-driven mental health assistance in this field [31].

The current challenge remains in ensuring user trust and accessibility. Lastly, ethical considerations are crucial for the future development of platforms. According to Floridi's research on information ethics, it is essential to establish clear and user-centric technological guidelines [32]. From the perspective of academic insights, the implementation of these strategies can strike a balance between the platform's business ambitions and social responsibility.

The main focus of this article is to timely explore how social media platforms negotiate between short-term political objectives and long-term social responsibility. Due to its structural emphasis, this article inevitably overlooks other related factors such as international politics or the role of multi-stakeholder governance in shaping these dynamics. These additional factors can provide additional dimensions for analyzing the tension and coordination between short-term political interests and long-term social welfare.

5. Conclusion

This study delves into the balance between real-time political agendas and long-term social responsibility on social media. While presenting potential strategies for coordination, it acknowledges their limitations, particularly in terms of the feasibility of actual implementation due to potential government or corporate resistance. The key message emphasizes the importance of individual awareness of this tension. The practical constraints imposed by states or corporations on these strategies should also be a focus of future research.

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Research on Harbin Smart Community-based Elderly Care Services

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Abstract: Due to the rapid development of the aging population in Chinese society, the traditional service model of relying on the family as the unit of elderly care is currently unable to adapt to the needs of society. Therefore, the government proposes to activate the role of community-based organizations in elderly care services, and to provide intelligent social elderly care on a community basis and in conjunction with artificial intelligence platforms such as computers. The population aging situation in Northeast China is higher than the average level of population aging in China, and the penetration rate of computing and the Internet, such as artificial intelligence, is lower than that in other regions. Therefore, by means of the literature review and theoretical analysis, this paper chooses Harbin (Heilongjiang) as the research object, and mainly discusses the popularization of the intelligent community-based home elderly care service, as well as the solutions. The policy needs to popularize and train the service object in terms of technology in the process of implementation, so as to improve the degree of acceptance. In addition, the government needs to pay attention to the protection of information when popularizing intelligent community-based elderly care services to prevent problems such as information leakage that jeopardize the safety of the lives and property of elderly groups.

Keywords: community, elderly care, aging population, smart community-based elderly care

1. Introduction

With the increase in the ageing population and the gradual decline in the number of newborns, China is now fully entering an ageing society. According to data from the seventh population census, the number of elderly people in the country, especially those aged 60 and over, is about 264 million, accounting for 18.70 per cent of the total population. Among them, the aging level in Northeast China has been higher than the national average. According to the data of Harbin Statistical Yearbook 2021, the elderly population aged 60 and above in Harbin is 2,287,600, accounting for 24.12% of the total population [1]. And under the double pressure of aging and shrinking average family size, the traditional model of relying solely on the family to provide old-age services can no longer meet the growing life, health and social needs of the elderly. The 2022 government work report proposes that efforts should be made to solve the people's livelihood issues that are of general concern to the people, and at the same time, there is a need to actively respond to the social problems of an aging population and to accelerate the construction of an elderly care service system that is coordinated with home-based community-based institutions and

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that combines medical care and recreation with nursing care. Among other things, the community-based home care service is a synthesis of traditional family care and professional institutional care, which allows the elderly to enjoy a high level of senior care provided by professional institutions on the basis of not leaving the familiar family environment. In addition, the 15th Party Congress of Harbin City has also put forward the goal of creating "seven metropolises", of which the creation of a livable city is an important part of the goal [2].

However, the ideal ageing environment for many older persons is one in which all factors are harmonized, including the natural environment, supporting facilities and community services for the elderly. Although governments at all levels, from the central government to all levels, have attached great importance to the implementation of innovations in the model of ageing at home in urban communities, there are still many problems and deficiencies in practice, which fail to satisfy the needs of the elderly in terms of their life, health and social aspects of ageing, such as mismatches between the demand for and the supply of ageing services, insufficient support facilities for ageing services, insufficient levels of intelligence, and the small number of community-based professionals. Other countries and cities have already begun to explore in the community home wisdom elderly care as early as the 1980s, so we can learn from their research and development experience, and combined with the specific realities of Harbin, to improve the level of community home wisdom elderly care services in Harbin [3]. At the same time, with the continuous development of science and technology, senior care services can make full use of the Internet and big data, and integrate advanced technology into the community home care life. This can not only provide technical support for intelligent and convenient community home care services, but also promote the upgrading of the home care industry.

This paper discusses the popularization of community-based home-based intelligent elderly care services by means of literature review and theoretical analysis, and chooses Harbin City in Heilongjiang Province as the research object to elaborate on its problems and suggestions. The increase in the proportion of the elderly population continues to increase the pressure of social security services, especially the problem of old age is becoming more and more prominent. The analysis and study of intelligent and convenient community-based home care services can help society to alleviate the many problems brought about by the aging population, and assist the government and society to solve the problem of elderly services. An in-depth and systematic study of the theory of community-based home care in Harbin is of great significance to the improvement of the theory of old-age security and the social security service system, and it can also provide theoretical support and a basis for the development of community-based home care in Harbin and even in other urban areas of China in the future.

2. The Current Situation of Harbin's Community Home-based Intelligent Elderly Care

According to Harbin Statistical Yearbook 2021, the elderly population aged 60 and above in Harbin is 2,287,600, accounting for 24.12% of the total population. The average annual growth rate of the elderly population aged 60 and above in the past five years is about 3%, and the proportion of the elderly population aged 80 and above is very high, accounting for 11.4% of the total population. More than 95% of the elderly population choose to age in the community or at home [1]. Harbin's population has been growing negatively for four consecutive years, and the phenomena of childlessness, empty nesting and aging are more prominent, with the degree of aging higher than China's average level. The vast majority of the elderly choose to age at home in the community, so the government has also done a lot of useful exploration in improving the community home care service model, and introduced relevant policies. With the support of the government, 271 new senior care service organizations have been built in the past three years, but compared with the large elderly population, these service organizations and facilities are still far from meeting the demand

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for services. At present, Harbin City, the elderly care business in accordance with the development plan formulated by the Heilongjiang Province to carry out the transformation. By the original guaranteed old-age social service system gradually turned to market-oriented old-age. Pension services also from the original single type to the socialization of comprehensive transformation. Some exploration has also been carried out in the construction of intelligent elderly service platforms. In 2017, the city's elderly service hotline "12349" was opened, and Nangang District set up the "Jialehui" service platform docked with the "120" emergency center. "service platform, Xiangfang District in 2018 using the Internet + intelligent service platform, launched the care of the empty nest elderly program, for them to install home intelligent monitoring equipment, the body of the elderly and the living conditions of real-time monitoring, to provide them with emergency rescue and life help services [4].

3. Problems and Causes

3.1. Low Level of Intelligence

In 2020, the intelligent pension service industry gradually entered the maturity period after development, but the overall construction of intelligent pension facilities in Harbin City started late. The main performance is that the online service platform is used for a short time (4-5 years), the information collection equipment is in the primary stage (mainly some intelligent wearable equipment, mobile pager, GPS locator, daily health detector and some other equipment), and the degree of automation is not high (a lot of equipment needs to be manually triggered by its relevant functions). Therefore, the current smart elderly service facilities are only applicable to some of the elderly who are in good physical condition and can learn the relevant operations, while most of the elderly are unable to use the existing relevant platforms and equipment due to their low level of education or partial incapacitation [5]. Therefore, the current infrastructure construction required for smart elderly services does not meet the requirements of the elderly and elderly service personnel to use them. In addition, the platform's utilization of the data already collected on a daily basis is not particularly adequate. Existing platforms are unable to analyze the collected data in depth and provide it to the service supply side, which is not conducive to the service supply side's timely adjustment of supply services according to demand. Data such as health tests have also not yet been shared with healthcare monitoring platforms, so the efficiency of data utilization needs to be improved.

3.2. Low Willingness of the Elderly to Receive Smart Elderly Services

Smart elderly services require the use of smartphones and body-worn devices for data collection and analysis, service booking, and evaluation and feedback, which requires users to have a certain level of competence in the relevant operations. However, according to the 2021 Harbin City Statistics, the current percentage of Harbin's elderly with junior high school education or below is 66.3%. As there is a positive correlation between the literacy level of the elderly and the willingness to accept, it is difficult for the elderly with a low literacy level to use the smart elderly service platform. Although Harbin has opened the 12349 public welfare hotline to help the elderly, most of the elderly do not know the information about the smart aging service platform, and have not seen or heard the publicity content related to the smart aging service platform, so there is no opportunity to contact the smart aging platform services. In addition, based on the negative correlation between age and willingness to accept smart elderly services, the older the elderly the lower the willingness to accept [6]. However, there is a positive correlation between health condition and willingness to accept, i.e. the better the health condition, the more willing the elderly are to accept smart aging

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services. In addition, the willingness of the elderly living with their children is stronger than the willingness of the elderly living alone.

3.3. Inadequate Supply of Elderly Services

The growing demand for community-based home-based intelligent ageing is an important part of the people's demand for a better life. At present, more than 90% of the elderly in Harbin City choose community home care, but the number of more functional community elderly service stations is very small, far from meeting the demand. According to statistics, the proportion of elderly people over 60 years old in Harbin City who do not live with their children has reached 65%, and the issue of access to medical care is one of the common problems these elderly people encounter in their lives [4]. Elderly people suffer from a high proportion of basic diseases, and usually need common prescription drugs to govern and physical indicators to check. Most of the existing elderly care institutions cannot provide the services required for daily medical care, resulting in the need for the elderly to visit major hospitals and purchase regular medications. This is not only time-consuming and laborious for the elderly, but also raises the risk of being infected with other diseases and is a waste of medical resources. The current elderly service platform lacks a module to solve this problem.

3.4. Lack of Harmonized Industry Standards

As many of the technologies have not been put into formal use, there is duplication in the construction and services provided by various elderly care institutions and uneven service quality. In terms of industrial layout, the newly built community-based senior care institutions are generally concentrated in the main urban areas, and there are large differences in the services provided by different institutions. In terms of the regulatory mechanism, there is a multi-departmental cross-functional situation in Harbin's community home-based intelligent aging, which directly leads to communication inefficiencies and other situations, and thus the overall service efficiency is not high [7]. In addition, due to the same lack of information security supervision, it is unable to satisfy the environment that needs to ensure the information security of the users of the elderly machine in the process of smart elderly service.

4. Suggestion

4.1. Enhancing Technology Development

The extent to which technology is utilized determines the degree of intelligence of intelligent elderly services. It is possible to draw on the experience of applying some age-friendly products from abroad and utilize the scientific research results of local research institutes to develop new products, thereby changing the situation in which existing equipment is not easily operated by the elderly. In the design of products, it is necessary to develop terminal equipment that actively captures information according to the psychological characteristics and behavioral habits of the elderly, using technologies such as the Internet of Things, voice recognition, image recognition and so on. In addition, in the development of the elderly service platform, it is necessary to avoid the problem of the elderly not being able to use it smoothly due to too many operation paths. By designing an operating system with a friendly interface, the elderly can complete the operation alone. In response to the online medical needs commonly found among the elderly, the platform can develop a medical care module, thus effectively solving the problem of the elderly's difficulty in going to the hospital to see a doctor [5]. The module can support online operation to meet the daily

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medical needs of the elderly by keeping records of their case diagnosis records, routine drug purchase records, and routine examination needs.

4.2. Providing Professionals Support for Intelligent Elderly Care

The proportion of professionals in community-based elderly care facilities in Harbin is low. Mainly because the elderly service industry is generally recognized as domestic service nature of the work, and the job is not well paid. At present, this type of position can not attract relevant professionals, and can not meet the needs of the elderly in the spirit of comfort and other higher level of professional talent. In this regard, organizations need to increase their efforts to train professionals in local universities and vocational colleges, and encourage graduates to have a proper understanding of elderly services. In addition, the government can give some preferential policies to professionals, such as raising wages, improving the working environment, and giving appropriate policy preferences for promotion and continuing education, so that more talented people will be willing to devote themselves to the elderly care industry [8].

4.3. Strengthening Advocacy Efforts

There is a need to step up publicity on intelligent elderly services, for example, by organizing thematic activities for publicity on a community basis, and also by using banners, slogans, and bus bulletin boards. For some mobility problems, not often go out to walk the elderly, the community can be organized to carry out household publicity. In addition, you can also use the community's WeChat group to introduce the elderly and their families to the relevant functions of the intelligent elderly service platform, as well as to explain the use of the relevant modules. So that the elderly and their families fully understand the convenience and low cost of the smart elderly service platform, including online appointment for medical care, home care, home care and other services [9].

4.4. Training Operation of the Platform

The use of the smart elderly service platform requires the operation of intelligent terminal devices to complete the realization of telemedicine, home appointment and other services. Through a visit to the Citizen's Learning Center of Harbin College, we learned that the center has set up free training courses for the use of smart devices for the elderly, which are offered on a cyclical basis. The selection of course trainers was also based on patient and experienced professionals. The overall effect of the training is good, as shown by the fact that the elderly can master the use of smart devices. In addition, the community also makes full use of local colleges and universities or other volunteer organizations to popularize and train the elderly to use the various functional modules of the Smart Elderly Service Platform, as well as to skillfully operate smartphones [8]. Volunteers usually organize training activities centrally on a community basis, or go to households to explain and train the elderly and their families. While helping the elderly to familiarize themselves with the operation of the smart elderly service platform, the utilization rate of the smart elderly service platform can also be increased.

4.5. Additional Demand for Services

By improving the functional modules of the Smart Elderly Service Platform, the data collected or generated by the platform can be analyzed in-depth, thus tapping into the demand for elderly services for the elderly. The smart elderly service platform collects, analyzes and integrates the data and provides them to the various institutional sectors cooperating with the platform, such as

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professional medical institutions, volunteer organizations, elderly care institutions, assisted living services and convenient catering, so that they can better provide services for the elderly. In addition, The data automatically uploaded through smart devices can be shared with family members and emergency centers to provide early warning of special situations where certain risk indicators exceed the normal range, which can save lives in a timely manner [10]. Therefore, it is possible to set up a module to add a request for service demand in the smart elderly service platform. Elderly people will upload personalized demands tailored to their own situation through the module of soliciting service demands, and the platform will categorize and summarize such data, thus helping to develop functions that are more in line with the actual requirements of the elderly.

5. Conclusion

This paper points out the future social potential of smart aging by analyzing the problems and suggestions of community-based smart aging services in Harbin. The development of the Internet and computer technology has provided a platform and direction for a new way of aging, but due to the older population's fear of new things, rejection, and low acceptance, the scope of popularization is lower than the expected goal. Meanwhile, the low level of platform intelligence and the lack of reasonable supervision standards have also added to the difficulty of promoting community-based intelligent ageing. However, the government and the community need to pay attention to the popularization and training of service recipients in the implementation process. It is also necessary to enrich the usability and functionality of the platform by continuously exploring customer needs. In addition, the government needs to pay attention to the protection of users' information when popularizing the smart community elderly care service, and further improve the market norms of the smart community elderly care service platform to ensure the rights and interests of users.

However, this article mainly analyzes the existence of the phenomenon through the perspective of theoretical analysis, and does not assess it through quantitative methods. Meanwhile the suggestions given in the article are all based on literature reading without socialization test. In the future, more information on elderly services in urban areas will be collected to test the problems of this article.

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The Impact of Short Videos Clips on the Socialization of Children in China

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Abstract: Socialization trends in society have already reached out to children, and the effect of socialization has become a concern for parents nowadays. The usage of Douyin, such short video clip application, among children in China increased over time. The aim of this study is to learn about the effects of short video clips on children's socialization. A case study with in-depth and semi-structured interviews was employed to understand the potential channels of this effect. Through the case study, the paper investigates what factors cause early socialization among children in China and the effect of early maturation that brings to children. This paper found that children's early maturity and socialization may be influenced by their intrinsic imitative behavior after observing new things, which could be explained by applying Tarde's Law of Imitation and Bandura's Social Learning Theory in the study. The paper also discussed the improvements and future studies on the topic.

Keywords: socialization, early-maturity, children, short videos clip

1. Introduction

Socialization's definition varies among disciplines. Austrian psychiatrist Alfred Adler described it as the method through which individuals grasp the customs of a specific society or group, enabling them to operate within it [1]. Socialization is an omnipresent process found in every corner of society, reaching not just adults but also adolescents and young children. Children, being in their formative years, undergo an accelerated form of socialization, especially noticeable in rapidly advancing times. While there are numerous pathways to achieve socialization, this paper is centered on examining the influence of short video clips. An emerging yet subtle trend is taking over, where a significant number of adults and adolescents are gravitating towards apps like Douyin, using them as a pastime. In scholarly realms, there's a vast body of research discussing the effects of short video clips on adolescent socialization. However, the realm of children's socialization through these clips remains relatively underexplored [2-3].

This paper delves into the influence of short video clips on the socialization of children, particularly those aged between 6 to 12 years. To obtain a comprehensive understanding of this subject, this paper employs both case study methodologies and in-depth paper analyses. These methods are deemed fit as they offer an intricate view of the potential impacts that short video clips might have on children's social development and behavior. Understanding this relationship is pivotal. It can equip experts, educators, and scholars with insights that might assist in mitigating any adverse effects arising from children's exposure to these clips. The negative ramifications of such exposure

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might include skewed perceptions, distorted social interactions, or even hindered emotional growth. By shedding light on these areas, this paper aims not only to raise awareness but also to serve as a valuable resource for other researchers delving into the domain of children's socialization and media's role in it.

2. Background of Chinese Children Socialization

Over the past few decades, China has experienced an unparalleled economic surge, as a result of adjustments in economic and social policies. This economic growth has profoundly transformed the lifestyles of the Chinese populace. However, alongside these beneficial shifts, certain challenges have also emerged within society. In particular, the rapid societal changes have had implications for children's mental well-being, educational experiences, and their overall personal development [4]. Many experts and scholars have found the early maturity phenomenon, which has become a heated discussion among society [5-6]. They argue that children's early maturity should be attributed to the snackable lifestyle of this era, in which, short video clips have been the most representative. Moreover, some newspapers and analyses also have found that children nowadays spend a large amount of time watching Douyin and Kuaishou. Among the monthly active users of the Douyin app, users under the age of 18 accounted for 6.7%, reaching 32.56 million [7]. While the Douyin app has set a time limit for its underage users, many of these users choose to access the app alongside their parents. This has raised concerns among parents, as the content of the videos that children are exposed to seems to be increasingly mature. Such exposure might affect their speech patterns, lifestyle choices, and even their academic performance, particularly during their elementary school years. Concurrently, the early onset of socialization through such platforms can usher in stress and anxiety, heightened by the burgeoning realization of peer pressure. Continuously watching short videos in a static posture can inhibit physical activity, which isn't beneficial for the proper muscular and skeletal development of young users [8]. Children may also have more risk-taking behavior which causes negative consequences such as injuries and so on. It is important for children to form good learning habits and build foundations for their cognitive abilities.

The growing environment of Chinese children tends to be harsher and live under deep pressure [9-10]. By facing the pressure from Zhongkao and Gaokao tests during secondary school and high school, the time for Chinese children to have fun and entertain has automatically become less than children in other countries [11]. According to the National Center for Biotechnology Information, the highest total daily outside time was reported by children in South Africa (3.70 1.86 h/day) and Brazil (3.46 1.96 h/day), while the lowest total daily outdoor time was recorded by children in Portugal (1.75 0.86 h/day) and China (1.87 1.09 h/day) [12]. For Chinese children, Douyin is an easy-approachable entertainment and becomes an outlet for relieving their daily stress. Due to this characteristic of Douyin and Kuaishou, these types of applications perhaps have the most significant impact on Chinese children.

3. Methodology

This study employs a case study approach to investigate the root causes of early socialization and the implications of early maturation on Chinese children. Through in-depth and semi-structured interviews, the research aims to uncover the underlying mechanisms through which these influences might take shape.

3.1. Sample and Data

The subject of this case study is an 11-year-old girl referred to as Julie (a pseudonym) who is enrolled in an elementary school in urban Shanghai. She has been a consistent performer academically,

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securing high grades and actively participating in various school activities. However, Julie's parents have noted that since the onset of the pandemic, she has developed an increasing affinity for short video clips, which has begun to influence her daily routines. After obtaining consent from both her parents and Julie herself, she agreed to be a part of this study. Data collection will commence once the research design is finalized.

3.2. Research Design

For this study, semi-structured interviews were chosen as the primary data collection method. The interview took place on a Sunday afternoon at Julie's residence in urban Shanghai. Distinct questions were curated for both Julie and her parents.

For Julie, the study inquired about:

a. The daily frequency of her Douyin usage and the total time she spends on the app.

b. Her preferred categories of content on Douyin and her rationale for such preferences.

c. The specific aspects of Douyin that captivated her attention.

d. Whether she found herself emulating the behaviors and vernacular presented in Douyin content.

The paper also presented Julie's parents with a set of questions:

a. Whether they observed any changes in Julie's communication patterns with family and friends.

b. How they would compare Julie's behavior and socialization patterns before and after her introduction to TikTok (Douyin).

c. Their foremost concerns regarding the potential impacts of the app on Julie.

3.3. Result

Through the interview, Julie and her parents answered these questions respectively. Julie responded that she watched Douyin approximately two hours per day, usually after dinner and homework. There isn't a specific genre that she is most interested in, among all the videos, she frequently related to lifestyle and pop culture, and sometimes humor videos as well. She said that although she couldn't understand some of the content in the videos, the props and colors that were used in these videos attracted her. Also, she enjoys the hot-trended music and dances performed by influencers in Douyin as well. While watching Douyin, Julie had always maintained a good mood and felt that the pressure accumulated from school was relieved. She didn't notice that she would mimic the entire way that people talk in the video, but some words or phrases that she would absorb and use in her daily life. She also mentioned that her classmates also use Douyin, so she felt happy that she could have some common topics with them.

Julie's mother claimed that she sometimes found that Julie would say some words that she wasn't familiar with, and she thought these were internet slang. Julie sometimes used language that was similar to her language system, and this really shocked her. She would sometimes ask questions related to society even in the political field as well. Julie's father agreed with the point that Julie talks more and more like an adult. Because she only got chances after eating dinner and finishing homework, her homework quality decreased since she could not fully concentrate on her worksheets. Before being exposed to Douyin, she could focus on her homework all the time until she was finished. When Julie and her parents were sitting in the car, they chose to listen to the radio, but after touching this app, Julie wanted to listen to pop music in Douyin more often. Julie's mom talked about her concerns that Julie will not be able to concentrate properly on anything, because children are active by nature and often tend to direct their attention to unrelated targets or in many different directions at the same time. In addition, her dad is concerned that people have much less time and experience in real human interactions and are prone to the degradation of verbal and communicative skills.

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4. The Effect of Douyin on Children's Socialization

Based on the result, it is indicated that child socialization is significantly influenced by short video clips. Through interviews with Julie and her parents, this paper revealed that children's behaviors and perceptions have changed significantly since they started spending time on short video apps in previous years. These changes are reflected in ways of early maturity, by measuring the change in speaking habits, concentration level, and daily life change. The possible channels of how this impact is exerted could be explained by Gabriel Tard's law of Imitation and Bandura's social learning theory.

In Tarde's law of imitation, Tarde believed that all human behavior is imitation, that imitation is innate, and that people keep their behavior consistent by imitating each other and not following up on expanding social similarities [13]. He believed that the most basic law of imitation in social life is the law of logical imitation. Tarde also argued that "innovations proposed or accepted by the upper classes spread easily to the lower classes because the lower classes always felt the prestige of the upper classes" [14].

In Bandura's social learning theory, not all forms of learning could be accounted for by direct reinforcement. A large portion of human behavior is taught through observation and example. By watching others, one forms an understanding of how the new behavior is carried out, and subsequently, this coded knowledge serves as a guide to action [15]. Bandura believes that people either observe behavior directly via encounters with other people in social settings or indirectly through media. Rewarded behavior is more likely to be imitated, whereas discouraged behavior is avoided. In Bandura's study, kids saw an adult behave violently towards a Bobo doll. When the kids were eventually permitted to play with the Bobo doll in a room, they started acting aggressively like what they had seen [16].

In Julie's case, when she is watching Douyin, she is exposed to front of abundant amount of information that is new and fresh to her. As Tarde said, imitation is innate, children will automatically imitate the new thing they have seen. She watches a lot every day, and the more she watches, the more information she receives and absorbs. The content she receives also becomes cluttered. At the personality level, imitation is always motivated by an internal desire to resemble the subject of the imitation. Children are interested in everything in the adult world, and watching Douyin gives them access to the adult world where they aspire to be. Children here are considered as the lower class in society, so when looking at things that are relatively "superior" and are naturally filled with admiration and the urge to imitate them. So, Julie sings pop songs and talks like an adult because such behavior makes her feel cool.

In Bandura's experiment, children will imitate things that they observe. When the children saw their parents treat the doll violently, they couldn't distinguish whether or not the behavior was good or bad, so they would just follow what they had seen. This is why Bandura's social learning theory emphasizes the importance of role models in the process of human socialization. There is too much information about both the good and the bad mixed in with Douyin, and as children observed all of them while watching the app, they unconsciously learned these new behaviors. Later in their daily life, when Julie and her friends are socializing with each other, they gradually bring out these behaviors which learned from the internet.

5. Conclusion

The research discusses the factors that lead to early socialization and the effects that early maturation has on children in China. This study employed semi-structured interviews and found that children's socialization and early maturity may be driven by their innate imitation after observation of new things. However, the study is not out of limitation. First, the sample size in this case study is limited. One limitation of the case study is that it is inappropriate to make an empirical generalization based

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on only Julie's case. Julie as a sample can be a special case in the situation and, thus may not be able to be generalized in the targeted population. Future research can conduct surveys and collect relevant quantitative data to study if this effect is statistically significant so that it can be empirically generalized.

Second, in the case study, Julie comes from Shanghai. However, children in urban and rural areas may be varied in socialization processes and behaviors. Some studies suggest that short-form video apps may have a greater impact on children in North China and rural areas. In future studies, researchers should focus on different cases in decentralized areas within China, searching about children's attitudes and socialization in rural areas compared to urban areas.

Third, the questions that have been asked in the case study also need to be scrutinized as well. Because the problem is self-designed, it has not been supported by a large number of other studies to verify its reliability.

However, this study still contributes to the current knowledge of child socialization and the impact of short video clips by putting forward a hypothesis regarding the pathways of this influence. In order to apply this research, short-form video companies should develop policies that prohibit the use of big data models to place content regardless of age. Protecting children's physical and mental health so they can grow up healthy and happy.

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A Study on the Consumption Behavior and Psychological Motivation of Fans' Celebrity Endorsement

--Based on the Perspective of Parasocial Relationships

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Abstract: With the emergence and popularization of social media, the influence of celebrities, especially entertainment stars, has penetrated every aspect of daily life, and the fan culture derived from the phenomenon of "star chasing" has increasingly penetrated ordinary people. Compared with the market in Western Europe, consumers are also more rational, but in China's social media platforms, advertisements and other content endorsed by celebrities occupy a large part of each platform. By using the Likert scale, the research conducted an online questionnaire survey to analyze whether the three major factors of relationship identification, emotional needs, and fan support had a positive correlation with netizens' purchase of celebrity endorsements. The results showed that "Relationship Identity (RI)" "Emotional needs (EN)" and "Entertainment support from fans (ESFF)" are positively correlated with each other. Thus, relationship identity, emotional needs, and entertainment support all had a positive effect on fans' purchase intentions, celebrity endorsement ads could be targeted to platforms where fans congregate, and celebrities who endorsed products could establish an emotional bond with their fans during the endorsement.

Keywords: parasocial relationship, relationship identity, emotional needs, entertainment support, purchase intention

1. Introduction

With the advent and proliferation of social media, the influence of celebrities, particularly entertainment stars, has permeated all aspects of daily life. This impact extends beyond their direct fanbase, that is, the culture catalyzed by the "chase-star culture" phenomenon increasingly infiltrates the general populace.

In recent years, there have been many social media software in China, and they have rapidly gained a large number of users. Weibo has emerged as one of the most popular social platforms. On this platform, endorsements by celebrities constitute a large fraction of its content. With the popularization of the Internet and mobile phones, the pervasiveness of Weibo, China's social media software which has further enlarged the influence of fan culture. This phenomenon, colloquially referenced as

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"enclosure itself" in terms of the scope and user base, is garnering increasing attention from researchers.

Celebrity endorsements, a more gentle and trustworthy marketing method, have led more and more consumers to use social platforms to learn about new products. At the same time, this kind of positive feedback will further expand the influence of the celebrity generation [1]. On the bridge built by social media, fans and celebrities have become more connected, and interactions have become more frequent and convenient [2]. The purchasing power of fans has become the main force of consumption that can not be ignored in all walks of life. A burgeoning of literature has elaborated on the definition and generation of the star-chasing phenomenon, but they did not focus on the internal tendency of fans that produces this phenomenon and the influences on social media users. By reading some literature, it is found that there are parasocial relationships between stars and fans [3]. This relationship acts as an intermediate variable to trigger different parasocial interactions of fans. This different parasocial interactions will have different impacts on users on Weibo, such as the effectiveness of celebrity endorsements on Weibo users [4]. Therefore, this article aims to integrate the theory of parasocial relationships with celebrities on social media to discuss the behavior of fans buying celebrity-endorsed products and its impact from a new perspective.

The current study conducts an online survey to investigate how fans construct self-concept, seek identity, and obtain self-needs through purchasing and consumption behaviors. The purpose of this study is to deepen people's understanding of the motivations and effects of fans' purchasing behavior, thereby shedding light on the influence of emotional factors and psychological needs on the star perception relationship.

2. Research Process

2.1. Method

The study uses the form of an online questionnaire, it uses the Likert scale type. This is a research method combining observation, and qualitative and quantitative data. This research aims to the endorsement consumption behavior and psychological motivation of stars or idols. Among them, based on the theory of parasocial relation, the independent variable is divided into three dimensions including relational identity, emotional needs, and fan support which comes from the theory. Also, the dependent variable is consumption motivation. According to this theory, the study have established three hypotheses. On one hand, the three dimensions of relationship identification, emotional needs, and fan support are positively correlated with the purchase of products endorsed by stars. On the other hand, the higher the degree of identity, the more it can stimulate fans' entertainment support behavior for stars. Meanwhile, the degree of identity is positively correlated with idolaters' emotional needs, and the higher their emotional needs, the more it can stimulate their entertainment support behavior for stars.

In 1956, Donald Horton and R. Richard Wohl published their seminal article in the journal Psychiatry, which introduced the concept of parasocial relationships [5]. It shows that media users can build parasocial relationships with celebrities, live-action fiction characters, social media influencers, animated characters, and any other characters they encounter through media through movies, TV shows, podcasts, radio, or social media platforms such as Weibo, TikTok and so on, this is the sources of parasocial relationships. According this, the research focuses on the positive friendship bonds between media users on Weibo based on the existing theoretical basis and objective reality, the dimension is divided into three aspects: relationship identity, emotional needs, and fan support, from the perspective of parasocial relations, the problem of fans' motivation to buy idol endorsement is analyzed.

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A total of 264 valid questionnaires were collected by Snowball sampling. The respondents were all star-obsessed fans, mostly women and young people. The questionnaire consisted of 25 questions, including 20 scale questions and 5 basic information surveys. At the same time, in the questionnaire, researchers emphasized the confidentiality of this study, so that respondents would not have concerns during the filling process, to ensure the accuracy of the questionnaire.

This study used SPSS to analyze the recovered questionnaire data, including reliability and validity analysis and correlation analysis, testing the correlation between three dimensions and dependent variables, to study the influence of fans' star-chasing behavior on their three consumption motives, namely relational identity, emotional needs, and fans' supports, from the perspective of parasocial relationship.

2.2. Hypotheses

To have a better understanding of the problem, Three hypotheses are proposed for the relationship between the three variables:

H1: A higher degree of identity stimulates fans' entertainment support behavior towards celebrities. Relational identity will positively influence fans' consumption intentions.

H2: The degree of identity is positively correlated with fans' emotional needs. Emotional needs will positively influence fans' consumption intentions.

H3: The higher the fans' emotional needs are, the more likely they are to motivate fans' entertainment support behavior towards celebrities. Fan support will positively influence fans' consumption intentions.

3. Data Analysis

3.1. Result

Cronbach's alpha reliability was first analyzed for the three main factors examined in the scale questions. The alpha sizes of the three factors, namely, Parasocial Relationships (Relationship identity), Emotional needs, and entertainment support, ranged from 0.901 to 0.933. 0.933, as shown in table 1. Therefore, the scale has sufficient reliability and validity.

61.11% of the participants who filled out the questionnaire were 18-25 years old, which is more than half of the number of people surveyed. The number of people who think that celebrity endorsement does not influence consumer decision-making is only 20.24%.

Table 1: Questionnaire reliability analysis.

Reliability statistics			
	Cronbach Alpha	Normalized Term-Based Clone Bach Alpha	item count
Relationship identity(PSR)	0.928	0.928	7
Emotional needs	0.933	0.933	5
entertainment support from fans	0.901	0.902	8

Conduct correlation analyses of the scale questions within the three dimensions. Thirteen questions were extracted for data processing and the questions were as follows:

Q13:I believe that buying celebrity-endorsed products improves my social status and sense of identity

Q14: Focusing on celebrities makes me feel accompanied

Q15: I think buying a celebrity-endorsed product satisfies my emotional needs

Q16: When I'm depressed, buying products endorsed by my idols makes me feel better.

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Q17: Buying products endorsed by my idols will give me encouragement and emotional support.

Q18: I would watch entertainment commercials endorsed by my idols.

Q19: I think buying a product endorsed by a celebrity is also an interaction with the celebrity (act of solidarity)

Q20: If my idol tweets about a product, I will buy the same product.

Q21: I will purchase items endorsed by my favorite celebrities that do not match my consumer philosophy.

Q22: I will buy non-essential but entertainment-oriented items endorsed by my favorite celebrities.

Q23: I won't buy goods endorsed by my favorite celebrities when there is negative news about them.

Q24: When a favorite celebrity shows me how she/he feels about a product, it helps me make my judgment about it.

Q25: I'll buy from the crowd the "hot" items endorsed by my favorite celebrities.

The correlations between all three motives were significant ($p < 0.01$). The correlation between the three motives was significant ($p < 0.01$), and the correlation coefficients were all greater than zero, meaning they were positively correlated with each other.

As an example, the relationship between emotional needs and supportiveness is shown in Table 2. Three of the values exceeded 0.7, indicating a significant correlation. The maximum value of 0.776 represents the strength of the relationship between Q15 and Q20. The correlation between Q23, which represents "supportive behavior," and the five questions with emotional needs as the independent variable is less than 0.4, while not less than 0.29, which does not have a salient impact on the general correlation.

Table 2: Correlation test between "EN" and "ESFF".

Pearson Correlation								
	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25
Q13	.506**	.532**	.617**	.519**	.419**	.290**	.541**	.543**
Q14	.601**	.618**	.645**	.497**	.550**	.398**	.588**	.528**
Q15	.622**	.648**	.751**	.541**	.676**	.310**	.613**	.620**
Q16	.602**	.664**	.776**	.627**	.651**	.340**	.605**	.620**
Q17	.623**	.683**	.729**	.550**	.656**	.399**	.638**	.623**

* $p < 0.05$, ** $p < 0.01$

3.2. Results Analysis

From the above data results, "Relationship Identity (RI)" "Emotional needs (EN)" and "Entertainment support from fans (ESFF)" are positively correlated with each other.

In measuring the relationship between RI and ESFF, the highest correlation was found between the set of questions "My favorite celebrity makes me feel comfortable and like I'm with a friend" and the set of questions "Favorite celebrities presenting a product helps me make judgments". That is, fans will find celebrity recommendations more persuasive because of their sense of their own identity. Additionally, this relationship will motivate fans to pay attention to idol-related messages, including advertisements and endorsements. H1 is supported.

Second, from the perspective of RI and EN, there is a moderate correlation between the data. Recognition in the PSR creates an emotional bond between the fans and the celebrities.H2 is supported.

As shown in Table 1, when fans feel lonely, the desire for companionship may drive them to fulfill their emotional needs by interacting with celebrities. H2 is supported. This interaction includes the purchase of products endorsed by celebrities. Fans will see it as an act of solidarity (a concept in fan

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culture). They are satisfying their inner emotional needs and at the same time they are supporting their favorite celebrities.

By analyzing the interaction of these three endogenous factors, the influence of the independent variable on fans' purchase intentions is evident. The stronger the fan identification, the more favorable the perception of the celebrity. This leads to greater adoption of the values and behaviors promoted by the celebrity [6].

People who identify themselves as fans of a certain celebrity will accept the settings and expectations of their identity to support the celebrity, and internalize it into their behavioral standards, such as watching performances and buying products endorsed by the celebrity [7]. Take "When my idol posts a tweet about a product, I'll go buy the same product." as an example, The positive correlation between RI and this problem can be used to support H1. The positive correlation between EN and this question suggests that the purchase of products endorsed by idols has a positive effect on fans' emotions so that EN in turn promotes purchase.H2 is supported. Finally, when fans view the purchase of celebrity-endorsed products as an act of solidarity, fans will spontaneously purchase those products. Hypothesis 3 holds.

4. Discussion

4.1. Cause Analysis

From the user portrait, the age level of this questionnaire is mainly concentrated in 18-25, mostly young people, especially college students, and the average monthly living expenses and wages are concentrated at 1000-3000 yuan. The main reason is that young people have a stronger ability for information dissemination and information collection, and they want to gain recognition of the circle. Because they are still completing their studies or just working, their living standard is not particularly high, so celebrity endorsement will only affect consumption to a certain extent.

From the perspective of motivation, necessities of life in the survey group have the greatest impact on the purchase of products endorsed by stars, followed by entertainment needs and brand effect. This shows that consumer purchase is affected by fan-following psychology and circle identification, because of the star effect, consumers' good impression of the star will turn into a good impression of the product to a certain extent. However, some consumers still measure whether to buy a product based on its practicality and follow their consumption concept. And with the development of social media, consumers' access to product information has become more diversified. They will pay more attention to the performance, quality, and function of the product itself, rather than relying solely on celebrity endorsement to make decisions. When fan-favorite stars face negative events and controversies, it will not only affect business and brand benefits but also affect consumer decisions.

From the parasocial relationships, first of all, star-chasing is an important social behavior, through which people can know more peers, generate more communication and interaction, and pursue a sense of identity and resonance. Consumers appropriate brand symbolism that comes from celebrity endorsements to construct and communicate their self-concepts [8]. Secondly, the life and career of stars are very wonderful and colorful, and fans tend to pay more attention to the relevant news of stars, such as daily Posting, endorsement advertising, etc., and get a strong sense of stimulation from the attention. Similarly, the star, as a person with a distinct personality and values, can make the fans obtain psychological satisfaction, and they will regard each other as a person of longing or a friend. Fans like stars, in essence, emotional projection, and stars are also specific carriers of emotional projection. Fans will project their emotions to the star's similarities with their own, to see a more perfect version of themselves, or their shortcomings, to make up for their dreams or regrets that they have not completed. Many fans will project the emotional needs of love on the stars, such as girlfriend fans and boyfriend fans [9]. Finally, star-chasing and celebrity endorsement can satisfy part of

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curiosity. As public figures, stars' lives and emotional states attract the attention of fans, who are willing to get more stories and secrets about stars [10]. It can be seen from the results of the questionnaire that many people hope to meet themselves in real life, which reflects people's desire and pursuit of the stars' lives.

4.2. Suggestion

First, standardize star endorsement and adhere to the right direction. The relevant government can issue regulations to regulate the advertising and endorsement activities of stars, strengthen the self restraint of stars, maintain the field of star endorsement, and improve safety. Second, consumers and fans should consume rationally, avoid impulsive consumption, be vigilant about consumption, purchase in combination with their own economic strength and product quality, and maintain the safety of their property. In addition, from a consumption promotion perspective, brands can stimulate consumption through the effect of celebrity endorsements on fans. Corporate brands should use celebrity endorsements carefully and appropriately. Before choosing a product endorsement star, enterprises should fully understand the employment situation and personal credit of the star, and resist the use of unethical artists as spokespersons [2]. Look for charismatic celebrities and people with expertise. Their image should match the company product image. What's more, in order to increase the reliability and persuasiveness of endorsement ads, celebrities need to stand in the shoes of product users, and ads need to look real enough [11].

5. Conclusions

In summary, relationship identity, emotional needs, and entertainment support all have a positive effect on fans' purchase intentions. Therefore, some suggestions can be made from these three dimensions. First, celebrity endorsement ads can be targeted to platforms where fans congregate, such as Weibo. This is because media users as fans are more likely to be persuaded by celebrity endorsements. Second, celebrities who endorse products can establish an emotional bond with their fans during the endorsement. The content of the advertisement can be more empathetic to the fans. Based on the above research, the emotional orientation of fans is one of the key influences on their purchase intention. Therefore, these ads can be more humanistic, put themselves in the consumers' shoes, and provide them with some emotional comfort. This will increase the fans' willingness to buy. Finally, the endorsement of a product should ideally reflect the value that the celebrity embodies in it, otherwise, it will be difficult for fans to pay for the product. This study provides researchers with a new perspective: to analyze purchase motivation from the perspective of fan culture, which is an extension of the study of fan culture.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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The Impact of Instagram on Feminist Activism

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Abstract: The debate on the Instagram effect on feminism become increasingly heated, the advocacy of feminist ideals through Instagram embodies a crucial initiative aimed at propelling gender parity and amplifying the voices of women in their pursuit of rights. This research uses the case method to find out the impact of Instagram on shaping feminist activism. Initially, the comprehensive exploration of visual storytelling within the realm of feminist activism on Instagram underscores the potential of compelling imagery and narratives in fostering profound and empathetic connections between activists and their audience. Moreover, the dynamic nature of Instagram as a platform facilitates accessible educational opportunities for feminist consciousness, allowing a diverse array of voices and experiences to enrich dialogues concerning feminism. Additionally, the cohesive influence of hashtag campaigns on Instagram underscores the platform's capacity to galvanize a unified front in support of feminist causes, thus emphasizing the paramount importance of leveraging social media for advocacy and societal transformation. In short, leveraging Instagram for feminist activism presents a potent avenue for not only advancing gender equality but also establishing a deeper understanding and collaboration among activists and their audience. The ability of social media, particularly Instagram, to facilitate meaningful engagement and mobilize collective action underscores its potential as a vital tool in driving positive societal change toward a more equitable future.

Keywords: visual storytelling, accessible educational opportunities, hashtag campaigns

1. Introduction

The advent of social media has remarkably transformed the landscape of activism, providing a dynamic platform for individuals and movements to voice their concerns, advocate for change, and mobilize support on a global scale. Instagram, as one of the most influential social media platforms, has emerged as a significant tool for feminist activism. One of the examples is the #MeToo movement on Instagram represents a pivotal moment in contemporary feminist activism, sparking a global conversation on the pervasive issue of sexual harassment and assault [1]. Instagram provided a crucial platform for survivors and advocates to share their stories, creating a powerful collective voice that shattered silence and stigma. The hashtag became a symbolic rallying cry, unifying diverse experiences and underscoring the prevalence and gravity of sexual misconduct across all walks of life. The visual and storytelling elements of Instagram amplified the emotional impact of these narratives, driving empathy and fostering a sense of community among survivors. The dynamic

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platform of Instagram enables easy access to educational resources promoting feminist awareness. This accessibility encourages a broad spectrum of voices and experiences to enhance discussions surrounding feminism. Furthermore, the unifying impact of hashtag campaigns on Instagram highlights the platform's ability to mobilize a united front in advocating for feminist causes, underscoring the critical role of social media in both advocacy and societal transformation. Promoting feminist activism on Instagram is a matter of great significance for gender equality and the female voices for speaking up.

2. Visual Storytelling for Feminist Activism on Instagram

Visual storytelling for feminist activism on Instagram encompasses a multifaceted examination of the potent role that visual content plays in contemporary feminist movements, with a comprehensive exploration of three interconnected dimensions. First, it explores the significance of visual impact and emotional resonance. This sheds light on how compelling imagery and narratives not only capture attention but also evoke empathetic responses, fostering a deeper connection between activists and their audience. Second, it scrutinizes the intricate process of constructing a digital public space for feminist action. This elucidates how Instagram, as a digital platform, functions as an innovative and dynamic arena for feminist discourse, engagement, and collective mobilization. It also dissects the challenges and opportunities in shaping and maintaining these virtual spaces. Finally, it investigates the nuanced interplay between feminism and digital communication. This sheds light on how the feminist movement leverages digital tools, strategies, and networks to amplify its voice, advocate for intersectionality, and catalyze social change in an ever-evolving digital landscape.

2.1. Visual Impact and Emotional Resonance

In terms of visual impact and emotional resonance, visual storytelling on Instagram can be a powerful tool for feminist activism. Instagram provides a platform for users to express their political beliefs and challenge gender and beauty stereotypes [2]. The design and norms of the platform, such as liveness, authenticity, and emotionality, can influence political imagery expectations and the reception of political visual communication. Activists can convey the essence of their cause through carefully curated imagery and compelling visuals, inspiring empathy and inciting action. A series of posts, for example, featuring diverse women holding placards with empowering slogans or images illustrating gender inequalities can be extremely effective. These images immediately capture attention and elicit emotions, whether it's anger, solidarity, or a desire for change. The emotional resonance of such visuals fosters a deeper connection between the cause and the audience, inspiring people to engage, share, and eventually join the movement. These visuals become a powerful tool for fostering understanding and sparking meaningful dialogues about feminism and gender equality when paired with well-crafted captions that provide context and encourage discourse.

2.2. Constructing a Digital Public Space for Feminist Action

Instagram and other digital spaces can be used to establish safe spaces for transnational feminist organizing and to resolve conflicts arising from doing so across differences [3]. The platform allows for an extension and amplification of feminist voices, enabling individuals to share their perspectives, stories, and advocacy efforts on a global scale. One crucial aspect is the prioritization of safety over revealing one's real name, granting flexibility and a sense of security for activists. Instagram's feature of not mandating the display of a real name affords users the ability to engage in feminist discourse without the potential risks associated with public exposure. This emphasis on safety fosters a more inclusive and diverse participation within the feminist community, encouraging open dialogues and constructive contributions without compromising personal security. For instance, an individual using

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a pseudonym on Instagram can openly share their experiences of gender discrimination, offer support to fellow activists, and engage in discussions without the fear of personal exposure. This creates an inclusive environment where feminism can thrive, emphasizing the importance of safety and anonymity in fostering a robust online feminist community.

2.3. Feminist's Intersection with Digital Communication

The rise of digital communication has had a significant impact on feminist activism, opening up new avenues for organizing, raising awareness, and mobilizing support. Some of the key ways in which digital communication has influenced feminist activism include alternative media and digital spaces for disclosure and support. Firstly, the lifeblood of contemporary social activism is alternative media, which is defined as "news media produced by activists," which seeks to effect change by operating outside the purview of mainstream media. These media have a purpose at their core and have influenced social movements for LGBTQ+ movements, discussions of injustice, and even celebrity discourses [4]. Secondly, digital feminist activism (DFA) has created online spaces for women to disclose their sexual violence experiences and find support. These spaces have been beneficial to those who use them, but research has yet to determine whether DFA can influence key demographics for prevention, such as young men [5]. Instagram's visual-centric platform allows feminist activists to leverage imagery and design as powerful tools for conveying complex messages. Through this digital medium, feminists can amplify their voices and advocate for change in a visually compelling and accessible manner.

3. Accessible Education Through Instagram for Feminist Awareness

Accessible education through Instagram for feminist awareness manifests in several crucial aspects. Firstly, it democratizes feminist education by breaking down traditional barriers to knowledge. Instagram's user-friendly interface and widespread usage allow individuals from diverse backgrounds and demographics to access feminist content, promoting inclusivity and understanding. Secondly, this platform facilitates feminist education across societal divisions by reaching a global audience. Whether in urban or rural areas, Instagram's reach enables the dissemination of feminist ideas and information, helping bridge gaps in awareness and education about gender equality. Lastly, Instagram supports diversity in feminist education by offering a space for various voices and perspectives. It allows for the representation of diverse experiences, identities, and intersectionalities within the feminist movement, fostering a richer, more comprehensive understanding of feminism. This amalgamation of democratization, broad societal reach, and inclusivity through diverse voices makes Instagram an effective tool for accessible feminist education.

3.1. Popularzing Feminist Education Through Instagram

Democratizing feminist education can be accomplished by making feminist education more accessible to a wider audience via social media platforms such as Instagram [6]. Instagram's platform provides a democratic setting for people of all backgrounds to interact with feminism-related content, regardless of their location, socioeconomic status, or level of education. Complex feminist concepts are simplified and made approachable through Instagram's user-friendly interface and visually appealing posts, ensuring that anyone with an internet connection can take part in the learning process. This democratization removes traditional educational barriers, empowering people to learn about feminism on their own, promote inclusivity, and advance the cause of gender equality.

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3.2. Feminist Education Across Societal Divisions Through Instagram

Accessible education through Instagram for feminist awareness extends feminist education across societal divisions, transcending geographical, cultural, and economic boundaries. Instagram's global reach ensures that feminist content is accessible to individuals regardless of their location or socio-economic background. Moreover, social media platforms have a global reach, allowing educational content to reach a wide range of people [7]. Instagram is especially popular among young adults, with 75% of users between the ages of 18 and 24. Educators can effectively reach and engage young adults through this platform, promoting feminist awareness and activism among this demographic. Instagram's addition to platforms like Twitter and Facebook can reach out to different demographics, making feminist education more accessible to a wider range of users. For example, a feminist organization can utilize Instagram to share educational videos, infographics, and campaigns related to gender equality. A person in a remote area with limited access to formal educational resources can engage with this content, gaining insights into feminist principles and perspectives. By effectively reaching a diverse audience, Instagram serves as an influential tool in leveling the playing field for education on feminism, fostering a more informed and empowered society irrespective of societal divisions.

3.3. Diversifying Feminist Education

Instagram's inclusive platform facilitates a unique approach to education, one that transcends traditional classroom learning and embraces interactive, discussable methods. This interactive education model on Instagram enables a plethora of voices, experiences, and perspectives to actively contribute to discussions about feminism. Users have the opportunity to follow accounts and hashtags representing diverse perspectives, spanning across genders, sexual orientations, ethnicities, abilities, and socioeconomic backgrounds. This rich diversity enriches the educational discourse around feminism, creating a vibrant space where individuals can engage with and learn about the challenges and triumphs experienced by various communities within the broader feminist movement.

In Indonesia, the advent of social media platforms like Instagram has revolutionized educational opportunities for feminist ideas, enabling them to reach a broader and more diverse audience. Various Instagram accounts, such as @indonesiafeminis, @lawanpatriarki, and @feminismanis, have emerged as strong advocates for gender equality and feminism. However, this growth has also given rise to opposing groups, as evidenced by the account @indonesiatanpafeminis.id [8]. Maryani and Ratmita's research on Instagram reveals the platform's frequent display of feminism misconceptions, especially from women strongly identifying with religious beliefs, often reinforcing gender-biased and patriarchal values using religious arguments. Despite these challenges, @indonesiatanpafeminis.id has served as a public forum for open discussions and comprehensive education on feminism. The diversity of perspectives and backgrounds showcased in these online conversations emphasizes the urgency for inclusive feminist education. This education should confront concerns and misconceptions, fostering a comprehensive understanding of gender equality and women's rights. As an increasing number of voices join the feminist chorus, the evolution and impact of feminism continue to grow exponentially, driven by engaging and interactive educational opportunities on platforms like Instagram.

4. Unifying Feminist Activism Through Instagram's Hashtag Campaigns

Unifying feminist activism through Instagram's Hashtag campaigns signifies a transformative shift in how feminist activism is mobilized and amplified. Firstly, these campaigns harness hashtags for inclusive participation, offering a collective space where individuals from diverse backgrounds and identities can unite under a common cause. Hashtags facilitate the organization of content, allowing

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users to contribute to discussions, share their stories, and engage in activism with ease. Secondly, hashtags serve as symbols of feminist action, encapsulating the essence of a movement or campaign in a concise and powerful manner. These symbols create a sense of belonging and identification for activists, reinforcing their commitment to the cause. Lastly, hashtags make it easier to spread feminist action, enabling the rapid dissemination of information and enabling a global audience to participate in and support feminist initiatives. The simple act of tagging and searching for a hashtag can lead individuals to a plethora of knowledge, resources, and stories, empowering them to join the collective efforts for gender equality and social change.

4.1. Harnessing Hashtags for Inclusive Participation

Hashtags serve as digital rallying points, gathering individuals from various corners of the world under the umbrella of feminism. When a feminist campaign employs a specific hashtag, it allows anyone interested in the cause to contribute their thoughts, experiences, and resources simply by using that hashtag in their posts. This inclusive approach ensures that diverse voices, perspectives, and narratives are woven into the fabric of the movement. In addition, the challenge-accepted hashtag movement on Instagram serves as an example of how hashtag activism can be used to bring attention to violence against women. Sharing content with the challenge-accepted hashtag and other cause-related words, phrases, and mottos was a part of this movement. To find particular themes relating to online activism, descriptive and content analysis were used to examine these posts [9]. A single hashtag transforms into a shared space where individuals, irrespective of their background, identity, or location, can unite in the fight for gender equality. This fosters a sense of community and amplifies the collective impact of the movement, illustrating the significant role hashtags play in unifying feminist activism on Instagram.

4.2. Hashtags as Symbols of Feminist Action

Hashtags on Instagram serve as a unifying thread, allowing users with shared interests and beliefs to converge and engage in meaningful conversations. For instance, campaigns like #MeToo and #TimesUp have brought together survivors, activists, and allies to share their stories and demand an end to gender-based violence [1]. The influential symbol that represents the collective cries of sexual harassment and assault survivors is the hashtag #MeToo. People who posted using this hashtag did more than just share their own stories; they also added to the narrative of systemic abuse and the urgent need for change. This image sparked a movement, compelled survivors to tell their tales, and created a bond between those going through similar things. The hashtag #MeToo is an example of how a straightforward but memorable symbol can bring feminist activism together, draw attention to important issues, and encourage society to address the pervasive issue of sexual violence. Through this simple yet effective tool, Instagram democratizes the platform, giving a voice to those who may have felt marginalized or silenced. It encourages a diverse array of individuals to participate, from different cultures, regions, genders, and backgrounds, fostering a rich and inclusive dialogue around feminism and its various facets. The beauty of hashtags lies in their ability to bridge gaps and connect a global community in the fight for gender equality.

4.3. Hashtags Make It Easier to Spread Feminist Action

With a simple addition of a relevant hashtag, a post gains visibility within the broader feminist community and attracts engagement from like-minded individuals. The dissemination of feminist initiatives, narratives, and educational materials is accelerated by this virality effect. Hashtags can be used to create a sense of community among activists, raise awareness about specific issues, mobilize people around a cause, and raise awareness about specific issues. ButNotMaternity, which emerged

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in the UK during the COVID-19 pandemic to raise awareness about pandemic maternity care restrictions and their disproportionate disadvantages for pregnant women, is one example of a feminist hashtag campaign [10]. Hashtags simplify the sharing of feminist content, encouraging collaboration, igniting conversations, and fostering a sense of unity and purpose within the global feminist movement, whether it be promoting equal pay, dispelling stereotypes, or addressing reproductive rights. In essence, hashtags act as the catalyst that propels feminist activism forward in the digital realm, connecting advocates globally, amplifying their voices, and propelling their causes toward greater awareness and action.

5. Conclusions

In conclusion, promoting feminist activism on Instagram represents a vital endeavor in advancing gender equality and amplifying the voices of women in the fight for their rights. The multifaceted exploration of visual storytelling for feminist activism on Instagram highlights the potential of impactful imagery and narratives in fostering a deep and empathetic connection between activists and their audience. By utilizing Instagram as a dynamic platform, accessible education for feminist awareness is made possible, allowing for a diverse range of voices and experiences to contribute to discussions surrounding feminism. Moreover, the unifying power of hashtag campaigns on Instagram showcases the platform's ability to mobilize a collective force for feminist causes, further reinforcing the significance of utilizing social media for advocacy and social change.

This research significantly contributes to the growth of feminism by shedding light on the transformative potential of Instagram as a tool for feminist activism and education. It underscores the importance of leveraging visual storytelling, accessible educational content, and collective campaigns to advance feminist agendas and encourage a broader and more informed societal dialogue on gender equality.

In future endeavors, this research can be enhanced by delving deeper into the specific impact of hashtag campaigns on Instagram, examining their reach, effectiveness, and engagement levels. Additionally, exploring strategies to combat misinformation and hate speech within online feminist spaces would be valuable, ensuring a safer and more inclusive environment for meaningful discourse and advocacy.

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The Evolution of Female Character Representations in Video Games from a Feminism Perspective

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Abstract: As a form of artistic cultural product, video games exert a subtle yet profound influence on societal culture and value systems. In an era where video games have become an integral component of popular culture and entertainment, the depiction of female characters within these virtual realms not only reflects the individual perspectives of game designers, but also serves as a mirror to broader societal attitudes and inclusivity towards women. This paper conducts a comprehensive analysis of iconic games spanning different eras since the inception of video games in the public eye, adopting a feminism perspective. The aim is to elucidate the diverse characteristics of female characters and their corresponding manifestations of societal ideologies. The research will meticulously trace the evolution of video game development from the 1980s to the present, dissecting mainstream representations of female characters across different epochs. Through this analysis, this study endeavors to unravel the intricate interplay between video game narratives and evolving societal values, shedding light on the dynamic process of shaping these portrayals in relation to prevailing cultural norms. This study contributes to a deeper understanding of the multifaceted role of video games in influencing perceptions and conversations surrounding gender representation and empowerment.

Keywords: female game character, video games, feminism, stereotypes, misogyny

1. Introduction

Video games have undeniably become a powerful cultural phenomenon since their integration into mainstream society [1]. Yet, with their ascent, the portrayal of female characters within these virtual worlds has come under intense scrutiny and critique within feminist discourse. This scrutiny arises from a glaring gender imbalance between male and female characters, coupled with a prevailing tendency to objectify and hypersexualize the latter. These manifestations are viewed as reflections of entrenched patriarchal norms within the gaming industry [2].

With the continuous advancement of technologies and the watchful eye of the feminist movement, there emerges a discernible evolution in the representation of female characters. This evolution marks a departure from conventional, often one-dimensional depictions, towards more nuanced and empowered representations of women. This transition underlines the industry's responsiveness to the escalating demands for diversity and inclusivity, driven by both technological capacities and the influence of feminist advocacy.

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As this study embarks on an exploration of iconic games spanning different eras, this study endeavors to unpack the intricate relationship between video games, feminism, and evolving societal values. Through a meticulous examination of titles such as *"Pac-Man," "Super Mario Bros.," the "Legend of Zelda" series, "Tomb Raider," "League of Legends," "Bayonetta,"* the reimagined *"Tomb Raider" series, the "Horizon" series,* and *the "The Last of Us" series,* this study aims to illuminate the diverse characteristics of female characters and the corresponding reflections of prevailing societal ideologies within these digital realms. By tracing the developmental arc of female game characters from the 1980s to the contemporary landscape, this analysis seeks to unveil the evolving role they assume in shaping and advancing feminist discourse. In doing so, this study sheds light on the pivotal role of video games in the ongoing narrative of gender representation and empowerment.

2. Early Era of Gaming (1970s - 1990s)

2.1. Overview of Female Characters in Early Video Games

Due to the limitations of early game development technology and hardware conditions, the design of female characters during this period was typically relatively simple. The gender of the characters was often implied through visual cues such as the color pink, long hair, and so on. In *"Pac-Man"* (1982), the color pink and a bow were used to indicate the female character, Ms. Pac-Man. In *"Super Mario Bros."* (1985), the only female character, Princess Peach, is depicted with long golden hair and a pink dress. She is often depicted as being trapped in a castle, waiting for Mario, the player-controlled character, to rescue her. A similar character also appeared in *"The Legend of Zelda"* (1986), where Zelda is the main female character who serves as a princess in need of rescue by the player. However, she makes only infrequent appearances throughout the game, and her princess status is primarily conveyed through her name "Zelda" and the location of the palace. Additionally, in early fighting games, optional female characters were often characterized by features such as long hair and the color pink, serving as symbolic traits.

2.2. Societal Values of Female Characters in Early Video Games

In the Early Era of Gaming (1970s - 1990s), female representation in video games was notably lacking, painting a vivid picture of their marginalization within the medium. These early portrayals tended to reduce female characters to simplistic, often limiting, feminine stereotypes [3]. These characters were frequently cast in roles characterized by passivity, vulnerability, and a perceived need for male protection. This narrative design not only perpetuated outdated gender norms but also hindered the exploration of their personalities and backgrounds, rendering them one-dimensional and devoid of agency. Even in instances where female characters were granted playable roles, their abilities and capacities were often artificially constrained. This only served to reinforce the prevailing notion that female characters were inherently less capable and impactful compared to their male counterparts [4]. This stark underrepresentation and limited characterization underscored the urgent need for a transformation in the portrayal of female characters in video games, marking a crucial juncture in the evolution of their representation.

3. 3D Gaming Era (1990s - 2010s)

3.1. Changes in the Portrayal of Female Characters in Transition Period

With the advancement of 3D graphics technology, there was a qualitative leap in the portrayal of character images in games. *"Tomb Raider"* (firstly published in 1996) marked the first AAA-level

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game with a female protagonist. As one of the most iconic female characters, her image broke through the traditional stereotype of women in games, demonstrating that women can also play leading roles in adventure and action games. In the game, Lara is portrayed as an extremely independent, confident, and capable archaeologist and combat expert. She often faces danger alone, showcasing formidable survival skills and courage [5]. However, Lara's image sparked some controversy in its early days due to the overtly sexualized appearance, with criticism directed towards the excessive emphasis on the curves of the female body.

In *"League of Legends"* (firstly published in 2009), which became one of the most played MOBA games worldwide upon release, the majority of female characters are often criticized for being overly sexualized and objectified [6]. Controversial heroes like Ahri, Ashe, Katarina, among others, are characterized by revealing outfits that accentuate strong secondary sexual characteristics, projecting a seductive and deadly femme fatale image. Additionally, in the initial versions of the game, the number of male heroes far outnumbered female heroes (30:10), and female heroes were predominantly assigned to support roles, further reflecting gender stereotypes within the specific context of *"League of Legends"*.

The game *"Bayonetta"* (firstly published in 2009) stands out as the first widely recognized hardcore action game with a female protagonist. The main character, Bayonetta, is known for her extremely provocative appearance. As a witch capable of shape-shifting and employing various weapons, her iconic image features a backless bodysuit and high heels. She showcases visually striking body curves through exaggerated combat poses. Simultaneously, Bayonetta possesses a witty and humorous personality, along with a complex backstory. In the game, she displays a strong sense of independence and autonomy, being a character capable of resolving problems on her own rather than relying on others for rescue. This makes her a compelling and charismatic character

3.2. Societal Values of Female Characters in 3D Gaming Era

During this stage, an increasingly diverse range of female game characters are witnessed. These characters departed from symbolic features from an aesthetic perspective, becoming more varied. In terms of game mechanics, this was specifically manifested by the emergence of female protagonists, narratives centered around independent female characters, an elevation of their status within the game, and a more diverse range of aesthetic styles and visual expressions.

However, an outstanding issue during this stage was the tendency to design female game characters in a way that overly catered to male aesthetics [7]. This included exaggerated physical features and revealing attire, making the sensual qualities of the characters a prominent characteristic. Female characters were often categorized into simplistic archetypes of virtuous, pure heroines or villainous, seductive femme fatales [8], reflecting societal values that prioritized physical attractiveness in female representation.

4. Modern Gaming Era (2010s - Present)

4.1. Transformation of Female Characters in Modern Video Games

After 2010, the video game industry entered the modern gaming era, and female characters in video games began to exhibit noticeable diversity and complexity. In comparison to earlier times, they became more independent, powerful, and characterized by distinct personalities. Additionally, there was a trend towards desexualization and neutralization in their appearance. These transformations were particularly evident among influential mainstream game developers [9].

In the trilogy of the *"Tomb Raider" reboot series* (firstly published in 2013), the character of the protagonist, Lara Croft, was further enriched. It narrated Lara's first adventure at the age of 21, providing her with a deeper background and a more well-rounded character image. It depicted her

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vulnerability and helplessness, her growth trajectory, making Lara more authentic and relatable. She experiences fear of the unknown, just like an ordinary person, yet she is strong and resilient.

In *"The Last of Us" series* (firstly published in 2013), one of the main characters, Ellie, displays formidable survival and combat abilities. Her character is crafted as a determined, intelligent, and brave female figure, striving to survive. In terms of appearance, she also lacks excessive sexualized features, instead reflecting a closer resemblance to the appearance of real-world women.

In the *"Horizon" series* (firstly published in 2017), the protagonist, Aloy Sobeck, is a female hunter and adventurer in a post-apocalyptic world. Aloy's physical design aligns more closely with real-world women. Her skin texture and color are more naturally realistic, devoid of intentionally exposed bodies or strong secondary sexual characteristics. Some even argue that the character adopts a slightly androgynous female image. In the game, she showcases powerful combat skills, embodying courage, wisdom, and independence. It's worth noting that both Aloy and Ellie are depicted as lesbians in the games, representing an early attempt in AAA games to include LGBTQ+ protagonists.

4.2. Societal Values of Female Characters in Modern Video Games

In the modern gaming era, a palpable shift in societal values towards female game characters has emerged, markedly distinct from earlier periods. This era places a premium on diversity and inclusivity, reshaping the portrayal of women within the gaming landscape. Now, female characters exhibit a striking range of ethnicities, body types, and backgrounds, presenting a far more authentic and encompassing representation of women. This progressive evolution is not limited solely to gender; it extends to encompass the intersectionality of gender with other facets of identity, such as race, sexuality, and disability. This nuanced approach results in a richer and more inclusive tapestry of female representation, resonating more authentically with the diverse experiences of real women. Moreover, some modern games deliberately challenge entrenched gender norms, delving into explorations of gender identity and expression. By doing so, they contribute to a more nuanced and sophisticated understanding of gender dynamics in society, pushing the boundaries of conventional discourse and broadening the horizons of inclusivity in the gaming world. This seismic shift in the portrayal of female characters in contemporary games underscores not only the industry's responsiveness to evolving social values but also its pivotal role in shaping a more equitable and inclusive narrative for women in the digital realm.

5. The Role of Female Video Game Characters in Feminism Development

5.1. Breaking Misogyny and Stereotypes

For a long time, female characters in games have often been overly sexualized or objectified, which may have negative consequences for female gamers, such as internalizing negative attitudes and beliefs towards women [10]. However, modern games tend to showcase the inner abilities and qualities of women, reducing their positioning solely based on appearance. Seeing positive, empowered, and influential female characters can inspire female players to enhance self-awareness and confidence. They can find role models in games, leading to increased confidence and determination in real life. Some game narratives and character designs deliberately avoid traditional gender roles, challenging stereotypical impressions of women by highlighting their active performances in various roles [11]. Additionally, modern games increasingly portray female figures from diverse racial, cultural backgrounds, and sexual orientations, contributing to the reduction of stereotypes and promoting a more diverse and inclusive perspective.

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5.2. Promotion of Women's Self-awareness

When female players encounter female characters with whom they resonate and who possess well-rounded personalities, a sense of identification and empathy arises. They may see aspects of themselves reflected in these characters, thereby enhancing their self-awareness and sense of belonging. Simultaneously, strong, capable, and complex female characters have emerged as positive role models. They demonstrate to players, regardless of gender, that women can be leaders, problem solvers, and catalysts for change. This can inspire women to pursue their own aspirations and goals. Some games incorporate feminist themes or present thought-provoking narratives about gender issues, encouraging players to engage in critical thinking and discussions. This can lead to a deeper understanding of the challenges related to gender. Witnessing a diverse range of female characters can motivate women, both within and outside the gaming industry, to create their own stories and characters. This can result in a more diverse and inclusive representation of women in games and other forms of media.

By providing a platform to showcase diverse and well-developed female characters, video games have the potential to play a significant role in challenging societal norms and fostering self-awareness and empowerment among players. Games, as a powerful cultural product, have the capacity to subtly influence perceptions. In contemporary gaming, there is a growing trend towards portraying resilient, intelligent, and independent female characters. Such portrayals allow players to see women taking on active, decision-making roles within the game, thereby promoting the core values of feminism. Modern games are increasingly striving to reflect the principles of diversity, inclusivity, and equality that exist in the real world. This is crucial for advancing feminism.

6. Conclusions

This study has meticulously examined the evolution of female characters in video games since their emergence in the public eye, delving into their role in the development of feminism. Through a systematic analysis of prominent female figures across three distinct eras—the Early Era of Gaming, the 3D Gaming Era, and the Modern Gaming Era—a discernible positive trend in the portrayal of female characters emerges, marked by an increasing emphasis on diversity and inclusivity. However, despite these strides, a persistent disparity exists between the representation of male and female characters, with the latter often relegated to subordinate roles and subject to the objectifying lens of the male gaze. This discrepancy is reflective of broader issues within the gaming industry, where female professionals face marginalization and discrimination, perpetuating a production landscape that caters primarily to male preferences. The depiction of female characters, in many ways, mirrors societal expectations and perceptions of women, giving rise to recurrent themes of compliance, vulnerability, and objectification. These findings underscore the imperative of feminism within the realm of video games. Yet, within this context, female characters wield immense potential to challenge prevailing norms, dispel stereotypes, and bolster women's self-awareness. Through intentional character development that prioritizes diversity, video games serve as a powerful platform for advancing feminist consciousness. This progressive trend not only contributes to cultivating a more inclusive and equitable gaming culture but also exerts a positive influence on society at large. In summation, the evolving portrayal of female characters in video games not only reflects the shifting dynamics of the industry but also mirrors broader societal attitudes towards gender. By acknowledging the progress made thus far and recognizing the work that remains, this study charts a course towards a more inclusive and empowering future for female representation in this influential medium.

Due to time constraints, not all representative game samples can be analyzed. This study leans towards selecting three to four of the most popular and widely recognized female game characters

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from each stage, which may restrict a comprehensive understanding of the evolution of female game characters. In future research, it will be imperative to take into account different cultural and societal backgrounds. For instance, conducting separate analyses of the status of women and gender cultures in East Asia and the Western world can provide a more comprehensive and specific understanding of the relationship between female game characters and their respective cultural environments. This approach will yield insights into how cultural context shapes the portrayal and representation of female characters in video games.

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The Hardship Faced by University Female Students in Sexual Harassment Events

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Abstract: Sexual harassment is defined as a behavior of sexual violence, often happening when the assaulters outpower the victims, causing hardship for female victims to protest and resist. Women in universities who experienced sexual harassment are facing hardships in the expression of sexual harassment, the protest process, and stigma after harassment happened. The first hardship after sexual assault is aphasia, this may be due to both internal and external factors. The shame and self-loathing may be the internal factors, while external factors are the unjust treatment women received. This aphasia causes women to not fight back and the increasing rate of sexual harassment. Secondly, the dilemma faced by victims of sexual harassment is the dilemma of fighting for their rights. The protection of victims of sexual harassment is sufficient due to the less comprehensive law and the public behavior. Such insufficient protection causes female victims in college not to report the assaults they suffered. Finally, the hardship faced by female victims is the difficulty of protecting their reputation, stigmatization is the main hardship faced by female college students.

Keywords: female students, university, feminism, sexual harassment

1. Introduction

Sexual harassment is defined as a behavior of sexual violence, often happening in a situation when the assaulters outpowered the victims, causing a hardship situation for female victims to protest and resist. The term "sexual harassment only came into widespread use starting in the 1970s [1]. Sexual harassment can be classified by the place the events occurred, and whether it is verbal or physical. There is a large number of women who face sexual harassment, while this amount is only limited to women who are willing to speak up. University is a common place where harassment takes place, while few reasons are causing female victims to choose not to protest. Even in modern society, one of the pervasive responses toward sexual harassment is still recognizing sexual harassment as feminine attraction and blaming female victims for the harm they suffered. The law determining whether a behavior is sexual harassment or not remains vague. Even though activities such as "Me Too" were organized, women still struggled to express the assaults they experienced. The conservative social opinion and cultural norms led to the hardships female victims faced.

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The research introduces the hardship of female victims while they protest sexual harassment, the negative public opinions they face, and the reasons and effects of being stigmatized. The essay is separated into three parts, it investigates the three different dilemmas faced by women who underwent sexual harassment hardships it can be classified into the dilemma to speak up， the dilemma to protest, and the dilemma that female victims face on their reputation. The essay aims to investigate the hidden reasons for the dilemma and promote gender equality.

2. The Dilemma of Expression of a Female College Student Who Was Sexually Assaulted

2.1. The Collective Aphasia of Female College Students During Campus Sexual Assault

The first dilemma faced by victims of sexual assault is after the occurrence of sexual assault, female victims may choose to remain silent, this may be due to many factors, and will lead to serious impacts.

According to the report carried out by Hunan Women's University, 20% of women experience sexual harassment on the internet, while only 52% of them are willing to speak up [2].

Both the sense of shame and external opinion lead to aphasia, according to the report in People's Daily, in 2022, a school in Guangzhou claimed that sexual harassment happened because victims were attractive. The school required female victims not to wear exposing clothes. This is a typical example of negative public opinion and if such opinion continues, female victims won't have any space to express the assaults they suffered.

2.2. Reasons Why Female College Students Dare Not Speak Out

Several reasons lead to the aphasia of female college students, it can be concluded as the factor on women themselves, and the external factors.

The internal reason for the aphasia of women is the sense of shame they feel after harassment happens. The misogyny in our society leads to the objectification of women, which means objectifying women's bodies into objects and losing the ability to subjectify themselves [3]. This leads to self-loathing and creates shame while facing sexual harassment, female victims may not consider such behavior as sexual harassment, and as a result, female victims in college choose not to report the assaults happened.

As for the external reasons, the public opinion toward female college students being harassed can be negative and unjust, deep misogyny in society causes the public to blame the victims for the harm they suffered. Female victims were blamed for attracting men, while the public helped injurers to find excuses. Even though female victims considered some behaviors as sexual harassment, the public may consider those victims as sensitive. In some cultures, the virginity of a woman is extremely important, and women are required to be conservative. After harassment occurred, the first thought that came into people's minds was the behavior of the female victim, whether she wore exposed clothes or whether she seduced the injurer. The attitude that the public has caused aphasia in women because of the fear of being treated unfairly and blamed by the public after reporting sexual harassment.

The other external factor causing the aphasia is the position of the injurers. University female students' study is essential, however, some of the injurers who committed sexual harassment may be the professors, causing victims to dare not to speak out because of the power the injurers have, they faced threats on their studies.

2.3. The Dangers of Aphasia for a Female College Student Who Was Sexually Assaulted

The aphasia of female college students may lead to something more severe. One of the severe impacts is the growing rate of sexual harassment, without resistance from the victims, injurers may consider

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this as a sign that gives them further opportunity to continue to commit assaults. Sexual harassment may develop into further violence such as rape.Secondly, the aphasia of female victims leads to the abuse of power and injuries. authority and power may use their power to prevent the resistance of victims. The aphasia of women may cause no support after suffering assaults, without support, female victims may suffer psychological issues such as lower confidence [4].

3. The Dilemma of Female College Student Who Was Sexually Assaulted in Fighting for Their Rights

3.1. Female College Students Who Were Sexually Assaulted Fight for Their Rights

Although there have been numerous previous victims began resisting and took action to fight for their rights - some college girls reported sexual harassment experiences to their relatives and friends to ask for support and assistance, and some opened up about their personal sexual assault stories on social media and wished to seek understanding from the public, hoping someone can help them defend their rights, and some of the victims who suffered more severe injuries have filed legal appeals hoped to get their cases fairly adjudicated - there are still numerous victims in college did not get the protection and compensation they deserve. Thus, some college girls who have experienced sexual harassment on campus choose to be silent and hold their tongue rather than fight back to defend their rights in time, because they need to get admission for their graduation thesis or maintain harmonious relationships with others, which means they may take the risk of delayed graduation by speaking out against some professor's will. In a piece of recent news, a graduate student at Huazhong University of Science and Technology who had suffered sexual harassment for 2 graduate years dared to defend her rights by publishing an article about sexually harassed experiences both physically and verbally from her professor only after she graduated.

3.2. Insufficient Protection of Female College Students' Rights Against Sexual Infringement

In the first place, due to the lack of accurate laws to delineate the boundaries of sexual infringement, several perpetrators did not receive the punishments they deserved, giving them the chance and courage to continue harassing girls. The introduction of Article 1010 of the Civil Code was a significant leap forward in the history of civil law on sexual harassment in China. However, according to some scholars, this article is a product of the law adapting to the needs of society and does not provide detailed provisions on the meaning of sexual harassment at the legal normative level. The latest amendment to the Law of the People's Republic of China on the Protection of Rights and Interests of Women lists common forms of sexual harassment, and it can be assumed that the concept of sexual harassment has been relatively well established in China. Because the Civil Code, as the guiding law for the subordinate law, is more principled and abstracted in its provisions, it is easier for the subordinate law to discuss in detail. However, the subordinate law is limited to legislative technology and reality and cannot exhaust the list of manifestations of sexual harassment. In addition, because of the subjective nature of the interpretation of the concept, in practice, there is a dilemma of "differentiated judgment" [5].

Secondly, a lot of bystanders did not speak out against sexual harassment to protect victims due to the bystander effect. The bystander effect occurs for two reasons: diffusion of responsibility which means if others are present, someone feels that other observers are responsible for intervening, and social influence. Some bystanders observe others' behavior to determine the correct behavior, so if no one is intervening, then that seems to be the correct behavior, as people abide by the status quo. This can even give the appearance that the abuser's behavior is condoned by observers [6]. Furthermore, the lack of popularization of an explicit definition of sexual harassment causes different people to have disparate perspectives on the same cases. A study aimed to delineate the definitions of

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sexual harassment and their relation to various subject characteristics. Results showed that although some Chinese demonstrated a high level of consensus regarding overt unwelcome physical contact and coercive sexuality as sexual harassment, only a small percentage of them classified sexist and misogynistic behaviors, verbal disrespect, pressure for dates, and unsolicited disclosure of personal and emotional feelings as sexually harassing [7], which means the boundaries for different people to define sexual harassment vary from one to another. In some eyes, some victims' behavior is also problematic. Instead of thinking sexual harassment is caused by men who cannot control themselves or have certain fetishes that drive them to continue harassing women, some onlookers may believe it is caused by these girls' seduction, accusing the girls of wearing revealing clothes, and others assert that some verbal disrespect is just normal jokes between friends of the opposite sex, attacking them by saying that they are overly sensitive and cannot even take a joke. This phenomenon in society also leads to fewer supporters of sexual harassment victims in fighting for their rights.

3.3. The Harm of the Lack of Protection of the Rights of Female College Students Who Have Been Sexually Assaulted

From time to time, due to the lack of accurate and explicit laws to define different levels of sexual harassment, many women believe they do not need to or lack the courage to tenaciously defend their rights because they believe that the courts will not grant them the judgments they seek and that men will not be severely punished no matter how hard they fight for their rights, considering the numerous experiences of previous victims who were not given a fair sentence by the courts. Moreover, the harasser may even retaliate against them for their resistance. Fear of retaliation Just as in the Carlson case, many of the women we interviewed said they did not report harassment against themselves or others because of the fear of retaliation by the harasser or organization. There's a reason for this—research has found that sexual harassment can be trivialized by organizations or result in hostility and retaliation against the victim [6]. Also, as the case mentioned above in 3.1, the graduate student at Huazhong University of Science and Technology is a good case in point. The fear of being retaliated by making her delayed graduation prevents her from rejecting her teacher's inappropriate words and speaking out for help, which causes her to submit to humiliation for 2 years. While some other college students report sexual harassment to people around them and ask for assistance, rather than getting enough comprehension, they receive a lot of discrimination and prejudice, accusing them of not defending themselves and disliking them for having a stain at such a young age. In other words, instead of affording sufficient comprehension and protecting them from being misunderstood, some biased bystanders may even add more pressure on these girls' shoulders and make them feel ashamed, causing even more serious psychological problems. Consequently, more and more victims in college decide to hold their mouths to spare themselves further trouble rather than adding to their already heavy load.

4. The Dilemma of a Female College Student Who Was Sexually Harassed in Protecting Her Reputation

4.1. The Stigma of Sexually Harassing Female College Students

The concept of stigmatization was first elaborated by sociologist Goffman in his 1963 book Stigmatization: Notes on the Management of Damaged Identities. According to Goffman, stigma is what people in a community learn to recognize demeaning markers and respond accordingly. A stigmatized person is reduced in the normal mind from a normal person without flaws to a defective, despised person. He makes it clear that people assume that the stigmatized group is no longer fully human, and based on that assumption, people begin to discriminate of all kinds. Through these kinds of discrimination, we can effectively and often unthinkingly reduce the life chances of stigmatized

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groups [8].

Because some people believe that sexual harassment is orchestrated or induced by women, many comments show a strong tendency to dislike and despise it. There were 734 Weibo posts with such feelings in 2014 and 267 in 2018. For example, in the case of Professor Wu Chunming at Xiamen University, a female student exposed a chat record of Professor Wu Chunming harassing her after drinking. "Don't talk about forced kissing. You deserve rape," one netizen commented. On the contrary, some netizens commented on Professor Wu Chunming: "He may also be pure, but some girls are not as simple as everyone thinks, who is the victim is hard to say [9]!" As shown above, the gratuitous attacks and rumors against these women are stigmatization of women who have been sexually harassed.

4.2. Reasons Why Female College Students Who Were Sexually Harassed Are Stigmatized

Stigmatization of sexually harassed female college students reflects people's "otherization" of women. "The other" is a keyword in Western philosophy and even literary criticism, which refers to "those alienated people who have no or lost self-consciousness, are under the domination of others or the environment, are completely in the status of objects, and have lost their subjective personality [10]. The "other" in feminist theory refers to women, that is, in male epistemology, "the non-autonomous person relative to man is closed, passive and uncreative [10]." Japanese feminist scholar Chizoko Ueno pointed out that in the gender binary system of gender order, the core position is discrimination against women's "otherization" [11]. It can be seen from all kinds of people's criticism of the sexually harassed women that people put the harassed women in a position of "sex barter" and regard the sexual harassment as a "benefit exchange" on the premise that the women are willing. The typical view is that female students who have been sexually harassed can successfully graduate or pass their papers through this matter, that is, seek their interests. Such views display the logic of objectifying the female body. Seeing women as "servers" and men as "takers" is itself an agreement. The exposure and disclosure of women after the event are both acts of "being bitches and standing archway". It should be criticized by everyone. Thus, the most important "involuntary" feature of sexual harassment is removed from this bandit logic. This is what stigmatizes college women who are sexually harassed.

4.3. The Secondary Trauma of Being Stigmatized by Sexually Harassing Female College Students

Whether a person is flawed or tainted is not important. What is important is whether the person is perceived as flawed or tainted by others in a certain social group and relationship. Because this will directly affect the public opinion of his evaluation, to his indelible harm and inestimable consequences.

After experiencing sexual harassment, female college students have suffered a great negative impact on their studies and psychology. Under the already depressed emotions, some of them dare to speak out about their misfortune, to seek support and help from society. At this time, such stigmatization is undoubtedly worse for these women and may become "the last straw that breaks the camel's back". This will cause secondary trauma to these female victims.

5. Conclusion

In conclusion, hardships women face come from multiple directions, both the expression and protest process of victims of sexual harassment may all face difficulties. If this situation continues, this will lead to severe impacts. The impacts include the increasing seriousness of sexual assault, the risk of abuse of power, etc. Prevention of sexual harassment is extremely important and is a social issue faced by all of us. Reduce the hardship faced by women and provide them an environment to protest,

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promote gender equality, and reduce the level of sexual violence. This research is limited in the reason and phenomenon behind the hardships. However, no solutions are mentioned. Future research can focus on the solution to the hardships of sexual harassment faced by victims.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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A Comparative Study on Returns to Higher Education in China and the United States from the Perspective of Gender Equality

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Abstract: With the changes in social culture, the role of women in higher education worldwide has gradually strengthened. Although women have made significant progress in higher education, they still face inequality after graduation in the workplace. This article explores the similarities and differences between China and the United States in terms of higher education returns from a gender equality perspective and offers suggestions. The study finds that China and the United States have gender disparities in employment opportunities, levels of employment, and compensation. Some American women face more challenging employment situations than Chinese women. While women in the United States are gradually taking important positions in certain fields, there isn't a prominent phenomenon like this in China. The returns on higher education for Chinese women are more influenced by family factors and traditional views, while in the United States, the impact of these factors is smaller. To address these issues, relevant measures should be implemented. Firstly, it is essential to strengthen anti-gender discrimination laws and regulations to reduce the unfair treatment women face in the workplace. Secondly, promoting women to leadership positions and encouraging them to enter non-traditional fields after graduation are effective ways to reduce occupational gender discrimination. Additionally, employers should offer parental leave, flexible working hours, and remote work options to help women better balance their professional and family responsibilities. Lastly, the state can use social media and cultural events to disseminate the concept of gender equality and encourage women to engage more freely in their career development.

Keywords: higher education, returns, gender equality

1. Introduction

With the opening of culture, changes in social structure, and the strengthening of female agency, the feminization of higher education has gradually become a global phenomenon [1]. The "Gender Equality and Development" report indicates a significant global increase in women's access to higher education opportunities compared to men [2]. As a representative country of higher education feminization, the United States provides some noteworthy findings. Since the 1990s, women in the United States have not only caught up with men but have also surpassed them comprehensively, with white women leading the way [2]. Women make up 53.1% of adults with bachelor's degrees or above

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in the United States, while males make up 46.9%, according to statistics from the U.S. Department of Education for 2021 [3]. Similarly, in China, women are gradually gaining a significant presence in higher education. Over the ten years from 2000 to 2013, the number of Chinese female university students rose from 6.43 million to 13.65 million, representing a growth rate of approximately 112.33% [4]. In comparison, the number of Chinese male university students increased from 7.73 million to 12.83 million during the same decade, with a growth rate of 66.00%, much lower than that of female university students [4]. China and the United States are currently experiencing trends of feminization in higher education. However, despite women attaining higher educational degrees, their employment prospects are not optimistic. Women's higher education return cannot match their higher education attainment [1]. China and the United States share similarities and differences regarding the return on investment in higher education. Next, this paper will analyze the commonalities and differences in the return on investment in higher education in China and the United States from a gender equality perspective and provide recommendations to address inequality issues.

2. Concept Definition

Higher education return refers to the income, employment opportunities, and career development prospects a person can obtain after a higher education degree [5]. Returns to higher education are usually presented in the form of economic and career success, including improvements in salary levels, employment opportunities, career advancement, and social status [5].

3. Similarities

3.1 Facing Issues of Gender Inequality in Employment Opportunities

Gender conflicts in employment opportunities within higher education returns represent an unfair phenomenon individuals encounter due to gender differences during the initial screening of higher education returns [6]. In the United States, data from the U.S. Bureau of Labor Statistics (2020) indicates that in the employment rates of doctoral and professional master's degree holders, both women and men maintain relatively high employment rates. However, during 2004-2011, the employment rate for women was lower than that of men, particularly in 2010 and 2011, where women's employment rates were 1.9% lower than men's [7]. Over the eight years from 2004 to 2011, the average employment rate for women with professional degrees was 97.51%, while for men, it was 98.68%, with men outperforming women by 1.17% [7]. In China, gender inequality in post-graduation employment opportunities is also a significant concern. According to a survey conducted at a Chinese university, under the same conditions, female graduates had only 87.7% of the employment opportunities that male graduates had, and the initial employment rate for female graduates was only 63.4%, which was 8.7 percentage points lower than that of male graduates [1]. Additionally, according to a national statistical monitoring report, a survey of 62 cities across China revealed that 67% of employers imposed gender restrictions, undoubtedly negatively affecting female graduates' access to employment opportunities [8]. The Chinese National Bureau of Statistics (2021) reports that 81.4% of female university students encountered gender discrimination during their job-seeking process, with 37.1% experiencing repeated rejections [4]. Female university students face gender conflicts in the initial screening of educational returns, and gender discrimination is a severe issue.

3.2 Exhibiting Differences in Employment Levels Between Men and Women

In the United States, while there has been an increase in the number of female chief executive officers (CEOs) within Fortune 500 companies in 2021, it is still evident that the majority of companies are

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led by men, outnumbering those led by women by a significant margin [9]. Additionally, nearly half of the U.S. workforce consists of women (47.0%) [7]. However, despite completing higher education and entering the workforce, some women find that their educational background does not provide sufficient career advancement opportunities. In fact, in 2021, only 40.9% of senior management positions were held by women, compared to their 47% representation in the labor force market [3]. This disparity indicates challenges in achieving greater equality in higher education outcomes and leadership positions within U.S. workplaces. In China, men and women occupy key team positions differently in businesses and organizations, which also makes a big difference in how much power they have [10]. According to a survey conducted among 636 Chinese companies, only 6.4% had female CEOs, and 26.3% had female chief financial officers (CFOs) [10]. Furthermore, a study by the Chinese National Bureau of Statistics (2021) revealed that women face obstacles when it comes to attaining high-level administrative roles at the provincial, municipal, and higher levels in government agencies and public sectors where decision-making power predominantly rests with men [4]. These findings highlight the challenges faced by women in both China and the United States as they strive for better career development.

3.3 Having Disparities in Employment Treatment Between Men and Women

The gender pay gap is a recognized issue of workplace inequality worldwide. Women in the US only make 79 cents for every dollar earned by men, resulting in an average salary that is just 79% of their male counterparts [2]. Moreover, male scientists earn $29,000 more annually than female scientists; male doctors make $15,000 more per year than female doctors and male teachers receive $6,600 higher salaries compared to female teachers [2]. These statistics demonstrate an apparent trend: even when holding the same positions and performing the same job responsibilities as men, American women generally receive lower salaries. Similarly, China also experiences similar patterns. Despite Chinese Labor Laws stipulating equal pay for equal work between genders, a wage gap persists in the Chinese workplace [11]. According to data from the Chinese Government Website (2021), on average, female university graduates earn only 71.57% of what their male counterparts do [8]. To be more specific, women in the same positions or industries frequently face lower wages compared to men [6]. For instance, women still face wage disparities in equivalent positions in manufacturing, finance, or the technology sector [6]. This reflects the universality of the gender pay gap issue, not limited to a specific industry or region.

4. Differences

4.1 Some American Women Face More Challenging Employment Situations

The reasons for the career inequality American black women face can be traced back to intersectionality. Intersectionality highlights that an individual's social identities are not isolated but interconnected [12]. Intersectionality theory posits that understanding a person's or group's social status and experiences requires considering multiple identity factors rather than singular identity characteristics [12]. On one hand, black women in the United States face workplace discrimination due to their female identity. Gender-related factors contribute to some unequal treatment. On the other hand, their black identity also subjects them to racial discrimination in the workplace. These women not only encounter discrimination related to their gender but also face discrimination related to their race, and these two forms of discrimination intersect to create a unique social experience for American black women [12]. This results in them facing more obstacles in the job market, and their salary package is generally lower than that of white individuals [7]. According to the U.S. Bureau of Labor Statistics (2020), black women's earnings in 2020 were only 63% of what white men earned in the United States [7]. In contrast, while Chinese women also face discrimination in their work, the

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reasons for their discrimination are relatively singular. They experience some inequality based on their female social identity. China does not have a severe issue of racial discrimination. Therefore, American black women, with the dual social identities of gender and race affecting them in the workplace, face more complex oppression and inequalities than Chinese women, who are primarily influenced by a single identity factor.

4.2 Women in the United States Gain Significant Positions in Specific Fields

Some traditionally male-dominated occupations in the United States undergo profound gender equality transformations. For example, taking the legal profession as an example, the percentage of women lawyers holding valid law licenses has risen from 29% in 2000 to an inspiring 38% [13]. According to the U.S. Bureau of Labor Statistics (2020), the employment rate of women in legal and law-related professions after graduation increased from 63.8% in 2010 to 68.5% in 2020 [7]. This indicates an increase in employment opportunities for women in the law field and a rise in higher education returns but also reflects the trend of women gradually occupying dominant positions in the legal sector. A similar trend is observable in the medical field. In 2022, the proportion of female medical students reached nearly 30%, a significant increase from the 10% in the 1970s [13]. However, in China, the educational return rates for women in these fields are somewhat disappointing. In China, national or local, the proportion of female judges remains relatively low, consistently hovering between 20% and 25% [14]. In some less developed areas, the proportion of female judges at grassroots courts is even lower, falling below 20% [14]. In healthcare, over 90% of registered nurses nationwide are female [15]. Fewer women enter fields like surgery or hold higher-level and more remunerative positions, such as surgeons [15]. Women do not have an advantage in salary levels, career advancement, and social status after graduation.

4.3 Differences in the Impact of Family Factors and Traditional Beliefs on Women's Higher Education Returns

In China, the family is seen as the foundation of society, and traditional beliefs place importance on women's roles within the family [16]. These values often portray women as primary caregivers and educators for children, prioritizing family stability and happiness [16]. As higher education becomes more common among women, these traditional beliefs can cause a dilemma for them: choosing between career success or focusing on family life. Despite significant progress in Chinese women's higher education, they still face constraints from family factors and traditional beliefs when participating in the workplace. Decisions about career development are influenced by considerations related to family responsibilities, thus impacting how far they can pursue their career goals. This, in turn, affects various aspects like salary levels, employment rates, career advancement, and social status after investing in higher education [16]. In contrast, American culture emphasizes individual autonomy and freedom to pursue career achievements [2]. While gender equality challenges exist in the United States as well, societal pressures are comparatively lesser than those in China [2]. This allows American women greater freedom to choose their paths without being constrained by social or familial expectations [2].

5. Conclusion

From the perspective of gender equity, there are similarities and differences in higher education returns between China and the United States. Similarities include gender inequality in employment opportunities, differences in employment levels, and disparities in employment treatment in both countries. Differences include lower higher education returns for black women in the United States compared to Chinese women, the gradual advancement of American women in some traditionally

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male-dominated fields compared to Chinese women, and the greater influence of family factors and traditional beliefs on Chinese women's higher education returns compared to the situation in the United States. Several measures can be taken to address the issue of unfair higher education returns and promote gender equality. Firstly, strengthening anti-gender discrimination laws is essential. Relevant authorities should enhance and rigorously enforce anti-gender discrimination laws to reduce the unfair treatment of women in the workplace. Secondly, promoting women into leadership positions and encouraging them to enter non-traditional fields after graduation is an effective way to reduce gender discrimination in the workplace and increase women's higher education returns. Governments and enterprises can take action to encourage more women to take on leadership roles and enter fields traditionally dominated by men. They can provide leadership training, scholarships, and career development programs to attract more women. In addition, the implementation of family-friendly policies is crucial. Employers should offer parental leave to help women balance their professional and family responsibilities better. Lastly, public awareness and changes in traditional culture are also conducive to improving the issue of unfair higher education returns for women. Nations can use social media and hold cultural events to promote gender equality, allowing women to engage in career development more freely.

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Analysis on the Influence of Fandom Culture on Contemporary Young People and Countermeasures

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Abstract: This study aims to explore the influence of star-chasing culture on young people and corresponding strategies. To achieve this goal, a discussion on fan culture was carried out, and the comprehensive impact of popular culture on people's daily social life was studied as economic globalization, social informatization, and cultural diversification deepened. The star effect and the worship of star idols, as important forms of popular culture and carriers of dissemination, popularize popular culture and become an essential force. The worship of star idols, as a part of popular culture, promotes the connection and development between idols and fans, fans and fan culture, gradually entering the public's view. With the rapid development of new media, supported by capital and traffic, the youth lacks discernment, and the traditional fan culture has upgraded to a fan circle culture, which has caused many negative effects on teenagers, such as wasting time and energy, influencing personal cognition, leading to deviation in consumer attitudes, and hindering the formation of correct moral concepts. Fan circle culture not only brings negative influences but also brings psychological comfort to fans. Idols create a perfect image that fans love and transmit positive energy to them. Some fans take idols as examples and motivate themselves to become better people.

Keywords: Fan circle culture, young people, idols, fan psychology

1. Introduction

This study focuses on the enthusiasm of contemporary young people for star-chasing. It is of great significance to study how young people understand their obsession with star-chasing and how the public can properly address the problem of excessive star-chasing. This study mainly discusses the aspects of the era background, characteristics of star-chasing, and solutions. By using the method of literature analysis, searching, and reading relevant materials and documents, it can deeply analyze the pros and cons of star-chasing, which is helpful for promoting research. The ultimate goal of this study is to explore the influence of star-chasing culture on young people and propose coping strategies. To achieve this, it has discussed fan culture and studied the comprehensive impact of popular culture on people's daily social lives as economic globalization, social informatization, and cultural diversification deepen. The star effect and the worship of star idols, as important forms of popular culture and carriers of dissemination, popularize popular culture and become an essential force [1]. People are the carriers of culture, which also means that culture shapes people. The worship of star

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idols is a transitional behavior during adolescence, since the reform and opening-up, teenagers mainly idolize and pursue star idols.

2. Background

In the era of the rise of the entertainment wave and the rapid development of new media technology, popular culture not only influences the living environment of the public but also shapes the image of star idols and popular culture through the cultural behavior of fans and the public, including the cultural relationship between fans and non-fans. Secondly, idol worship as popular culture has maintained and developed the relationship between idols and fans, as well as the emergence of fan culture into the public eye [2]. The development of fan culture has also been driven by the idol economy. With the booming entertainment industry, the number and influence of idol groups and celebrities have greatly increased. Idols promote their works through various channels to attract followers. At the same time, idol management companies have also realized the commercial value of fan culture and profit from fan activities and merchandise sales. This further promotes the development of fan culture. In summary, fan culture, as a new type of social culture phenomenon among young people, has rapidly emerged and continues to develop under the impetus of the Internet and the entertainment industry. It not only has a significant influence on contemporary young people but also has profound effects on the entire society and culture. Positive and uplifting fan culture plays a leading role among young people, but in recent years, distorted fan culture has had a negative impact on their sense of right and wrong, consumption outlook, moral standards, and independent personality formation. It also poses significant challenges to the ideological and political education of contemporary young people. Fans engage in commenting, supporting, and showcasing their love for idols in the "fan circle" to achieve self-identification and group identity [3]. Not only in China but also with the invasion of overseas popular star culture, this phenomenon has been exacerbated: the maturity of the Korean Wave in its star-making model has attracted a large number of loyal fans in China, especially K-Pop fans. The interactive process of fans interpreting, sharing, and discussing star-chasing practices in the online space has gradually surpassed the scope of ordinary entertainment and has become a discourse practice integrated into fans' daily lives. Alongside this interactive practice, a series of cultural phenomena have emerged in the process of media usage and consumption by K-Pop fans.

Chinese K-Pop fans, in the process of cross-cultural idol worship, not only engage in localized interpretation and practice of foreign cultures but also maintain a high degree of political sensitivity. In recent years, the changes in the political and cultural context have made K-Pop consumption in China more complex. Chinese K-Pop fans face various challenges in the process of transnational fandom. On the one hand, there has been a rise in anti-Hallyu movements in China's online space, tarnishing the identity of Chinese K-Pop fans with nationalist stigmatization. The cultural disputes between the two countries hinder fan activities. On the other hand, Chinese idol groups that emulate the K-Pop style are rapidly developing, providing Chinese youth with more culturally familiar and politically safer choices for idol culture. Unexpectedly, despite these challenges, the number of K-Pop fans in China has not decreased. With the rapid development of new media, coupled with capital and traffic support, as well as the weak discernment of the youth group, the traditional fan culture has evolved into the fandom culture, which has many negative influences on adolescents. It wastes time and energy, affects personal cognition, leads to distorted consumption perspectives, and hinders the formation of correct moral awareness. Therefore, sorting out the impact of the current "fandom culture" on the values of young people, actively responding to and guiding new ideas for the education of young people's values, is conducive to promoting the correct formation of values from various perspectives and angles.

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3. Overview

The fan community has expanded into a massive Internet society with high levels of organization, actionability, and influence. Its culture and subculture deeply intertwine with various social issues, refreshing mainstream society and the academic community's perception of fan culture and fan communities. "Fandom" fans idealize idols as their own 'personal ideal,' projecting their empty selves onto the idols they aspire to be, seeking identity and self-affirmation. This projection often creates a significant gap between fantasy and reality, leading young people to indulge in their imagined 'perfect world,' resulting in a need for ideological transformation among adolescents.

The idol worship culture in China has undergone a transformation from singularity to diversity, from elitism to populism, and from politics to culture. Chinese idols have developed from heroic idols to celebrity idols, from talent shows to grassroots idols, and from popularity-driven idols to nurtured idols. Currently, idol worship among Chinese youth exhibits generalization and high involvement. Celebrity idols are the mainstream, while second-dimensional idols reflect the characteristics of the times. Technological usage and consumer behavior have become norms in idol worship activities, with active self-awareness. Fandom culture is a typical form of youth culture, where young people who immerse themselves in idol chasing may experience irrationality, hollow life beliefs, and false collective behavior. The underlying reasons include the mismatch of satisfaction needed for adolescent growth, the implicit induction of group life, and the value influence of virtual environments.

4. Influence

Fandom culture has had a multifaceted impact on contemporary young people. Firstly, it provides a social platform for young individuals to find like-minded friends and share common interests and hobbies. This environment of mutual support and communication helps foster a close-knit community among young people, promoting emotional and psychological exchanges, and enhancing their sense of belonging. Secondly, fandom culture cultivates young people's teamwork and organizational abilities. Within fandoms, fans actively organize online and offline activities, create fan merchandise, and plan celebratory events for their idols' birthdays, among other things. These activities require fans to collaborate and work together, nurturing their spirit of cooperation and organizational skills. However, if "fangirls" are not guided in a targeted manner, they may easily become obsessed. To some extent, the chaos and behaviors that occur in the "fan circle" have brought negative impacts on the values of some young people, greatly affecting the positive cultivation and practice of their values [4]. Taking the recent highly popular Chinese boy band 10th-anniversary concert as an example, nine out of ten trending topics are related to them. One of the topics is about the excessively passionate behavior of fans: two groups of fans even got into a physical fight in order to secure the best cheering spot for their idols, resulting in further chaos at the venue, which was already in a disordered state. This disorder extends to the online arena, where fan wars are even more intense, featuring various means of verbal disputes and conflicts. In addition to the above-mentioned incidents, forced hugs, hotel voyeurism, airport delays, online verbal violence, and excessive obsession to the point of emotional involvement are common negative fan incidents. "Fangirls" and "fanboys" among young fans have sparked widespread discussions in society. These incidents reveal that excessive idolization and obsession with celebrities often lead to irrational and serious consequences and social issues [2]. It is necessary to strictly control online order, enhance media control, and also strengthen the guidance on fans' mentality to change their unhealthy obsession with idol worship.

"Fan culture" not only has negative impacts but also brings psychological comfort to fans. Idols create a perfect image, which fans love and are influenced by. They spread positive energy to fans, some of whom take idols as role models and motivate themselves to become like them. At the same

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time, some fans add happiness and a mental pillar to their lives through idols. They see idols as mirrors, reflecting the person they most want to be.

5. Strategies

Teenagers are the future of a nation, and the subcultures they create are diverse and significant. What sets them apart from mainstream popular culture is that they emerge and spread rapidly within the youth community. Not only do they form a distinction from the general adult population through the use of new media technologies, but they also undergo rapid changes, elimination, and succession in cultural forms. "Fandom culture" originated on internet platforms and quickly rose to prominence with the development of internet technology. A healthy online environment is a vital external force for its healthy development. To ensure the healthy development of "fandom culture", it is necessary to create a clear online environment, regulate it, and govern unhealthy online environments. The "obsessive" nature of "fandom culture" not only disrupts normal communication order but also directly harms the healthy growth of young people who are in a crucial period of development, thus becoming a pressing issue that various sectors of society urgently need to address.

In order to deal with the negative impact of fan culture, it is necessary to take some countermeasures and suggestions. Firstly, families and schools should strengthen the education of young people, guiding them to have a proper attitude towards fan culture and balance their interest in idol worship and drama-watching with the needs of normal life. Parents can provide children with more meaningful activities and hobbies to cultivate their diverse interests. Secondly, social media platforms and idol agencies should enhance guidance and management of fan behavior. By promoting correct values and moral standards, fans can be guided towards positive and constructive idol worship, while strict measures should be taken to combat online violence. At the same time, idol agencies should focus more on the healthy development of idols and avoid excessive packaging and commercial exploitation of young idols. Lastly, young people themselves should maintain a rational and objective mindset, avoiding excessive immersion in fan culture. While pursuing idols and dramas, one should always remember their own identity and goals, striving to balance entertainment with education, and work, in order to participate in fan culture in a healthier manner.

Through sorting out the harm of the fandom culture, the "Clean and Rectify Fandom Chaos" special action aims to promote the healthy development of the fandom culture [5]. Adolescents are a vital force for advancing the modernization of national governance. To promote the healthy growth of adolescents, it is essential to guide the positive functions of the fandom culture in terms of values, purify the interpersonal ecological network of the fandom in terms of communication methods, and regulate idol and fan behavior to eliminate extravagance and waste [6]. With a scientific understanding of the fandom culture, while respecting differences and interests, it should govern uncivilized and non-compliant aspects of the fandom culture. By supervising and restraining negative fandom culture, it can create a harmonious and positive online environment. To address the problem of rational confusion among adolescents caused by the fandom culture, it is necessary to create a social environment conducive to rationality, cultivate a nurturing ground for rational incubation in schools, and establish a support system for rational growth within families. This will lead to the rational return of adolescents and help mitigate the negative impact caused by the fandom culture [7]. Public opinion should be positive, taking positive energy as the starting point, allowing idols to truly become role models so that university students can enhance their cognition and enrich their spiritual world in a relaxed and happy atmosphere [8]. No media should maliciously hype the uncivilized phenomena of the fandom culture [9]. Strategies and recommendations for dealing with the fandom culture include strengthening educational guidance, enhancing the management of social media platforms and idol agencies, encouraging diversified interests and participation, as well as promoting personal self-regulation and consciousness shaping. Through efforts from various aspects and shared

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attention, it can better guide young people to view the fandom culture correctly and let it become a part of enriching life rather than a source of negative influence [10].

6. Conclusion

The research findings show that the influence of fan culture on contemporary young people is always a double-edged sword, but overall, the benefits outweigh the drawbacks. Therefore, the research conclusion indicates that with proper guidance, being a star-chaser does not generate the negative impact that the public often assumes, and positive advice can even lead to unforeseen positive effects. This research has provided valuable reference significance for future studies in this direction, mainly focusing on how to deal with excessive fanaticism toward star-chasing fan culture. Future research should delve into the positive guidance direction of star-chasing fan culture.

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Analyzing Public Sentiments: A Study of Weibo Users' Comments on People's Daily Coverage of the Japan Nuclear-Contaminated Water Discharge Incident

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Abstract: Social media have become paramount platforms for information transmission. The extended online communication space enables netizens to express themselves with more freedom and autonomy. As China's official news outlet, *People's Daily* plays a key role in policy dissemination and social affairs reporting. This study examines the public's sentiments based on Japan's nuclear-contaminated water discharge incident on Weibo, utilizing content analysis as the research method. The most popular comments of *People's Daily* relevant coverages were selected by purposive sampling to analyze the masses' emotions. The researcher found that a significant portion of the public expressed negative attitudes towards the incident and the comments are characterized by fragmentation and disorganization. Besides, anonymous on Weibo often results in casual and emotional expressions, which may also be accompanied by offensive remarks. Despite the extensive participation, numerous netizens share similar views, leading to one-sided discussions on Weibo. Alleviating public doubts and preventing the spread of rumors and panic requires government and media efforts. These findings could help them grasp and interpret the situation of public sentiments, better monitoring and guiding public opinions.

Keywords: public sentiment, Weibo, comment

1. Introduction

The Japan nuclear-contaminated water discharge incident can be traced back to the 9.0-magnitude earthquake that struck Japan on March 11, 2011, which triggered a huge tsunami at the same time. Due to the dual impact of the earthquake and tsunami, the Fukushima Daiichi nuclear power plant in Japan suffered severe damage, resulting in a nuclear leakage incident. Tokyo Electric Power Company (TEPCO) injected a large amount of seawater into the damaged reactors to cool down the nuclear fuel. Approximately 100 tons of high-concentration radioactive contaminated water is generated each day.

As the storage capacity of wastewater gradually reached its saturation, the Japanese government found itself unable to manage the disposal. On April 13, 2021, the Japanese government finalized the notification to discharge a large amount of nuclear wastewater accumulated at the Fukushima Daiichi

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nuclear power plant into the sea, stating that the nuclear wastewater would be purified and treated to meet international safety standards.

On March 3, 2023, Japanese Prime Minister Fumio Kishida confirmed that more than one million tons of nuclear wastewater would be discharged into the Pacific Ocean this year, and on June 12, TEPCO began test runs of the equipment related to the discharge of contaminated water into the sea.

The report issued by the International Atomic Energy Agency (IAEA) concluded that Japan's plan to discharge nuclear wastewater from Fukushima into the sea complies with international safety standards and allows TEPCO to discharge nuclear-contaminated water into the sea. However, the international community has questioned the accuracy and fairness of the report issued by the IAEA.

On August 22, the Japanese government announced that it would start the discharge from the 24th. On August 24, TEPCO formally began the first phase of discharging nuclear-contaminated water from Fukushima into the ocean. On September 11, the first 7,788 tons of contaminated water was released into the Pacific Ocean.

Neighboring countries such as China and Russia have voiced their protests against the irresponsible behavior of the Japanese authorities and their disregard for international morality. Additionally, experts from various countries have expressed their deep concern about the ecological environment and human health problems that will be caused by this incident, while the public has also condemned the actions of the Japanese government. Opposition voices mainly focused on questioning the irresponsible and unconvincing argument of the Japanese side in hastily stating that the treated nuclear wastewater is safe, clean, and harmless without sufficient scientific proof, as well as the dissatisfaction with Japan's implementation of the discharge plan without discussion in the face of the important issue that concerns to the whole international community.

The incident sparks heated discussion among netizens on Weibo. Weibo, which was launched by Sina Corporation in August 2009, is the largest Chinese social media network for short-form content sharing. By the end of the first quarter of 2023, Weibo's monthly active users reached 593 million. Weibo provides a platform for users to generate real-time communication and interaction. Registered users can produce the content and share information online with other users. User-generated content is the main function of Weibo, which also enables users' expression. Besides, this platform highlights real-time updates. This feature of Weibo makes it a suitable platform for event dissemination and speedy interaction. Besides, there are also hashtags facilitating netizens to notice and capture trending topics. This function plays a crucial role in forming discussion groups online and engaging with users. As a result, due to its powerful functions and design, Weibo is conducive to unfolding public emotions, shaping public opinion, and promoting communication. The penetration and impact of Weibo have extended to politics, business, entertainment, culture, and all aspects of Chinese society and the public's daily lives.

But at the same time, as a core part of information sharing and dissemination in China, Weibo, like any other social network platform, is regulated and censored by the government in order to avoid the emergence of voices that jeopardize social harmony and go against mainstream values. In the new era of the Internet, mainstream social media is relying on Weibo, which has attracted a lot of attention from the public, to set up accounts and play a role in delivering and interpreting government policies, as well as promoting mainstream viewpoints.

Among mainstream media, the *People's Daily* is the official newspaper of the Central Committee of the Communist Party of China. *People's Daily* has a considerably high political status and influence. It is also an important source of information. It conveys the political line and policies of the Communist Party of China and disseminates domestic and international events. Liu et al. found that new communication technologies enable public emergencies to be spread quickly and widely by social media networks, thereby increasing the public's participation in the dissemination of news and the expression of opinions on events [1]. Nowadays, *People's Daily* has been actively developing its

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official website and social media accounts, which is conducive to disseminating information more widely and engaging with readers, building more effective two-way interactions with the public.

Weibo is also a significant platform for information dissemination. It enables *People's Daily* to spread news, articles, and other important information to a wider range of audiences, enhancing the spread of policy ideas and the population's awareness of domestic and international events. Furthermore, due to the real-time nature of Weibo, *People's Daily* is able to promptly report and comment on news events and trending topics, which contributes to reflecting essential social and political topics of the day.

2. Literature Review

This study centers on Weibo users' responses to the Japanese nuclear-contaminated water discharge incident as posted on the *People's Daily* Weibo account. It aims to analyze the public's sentiments and comprehend how Weibo serves as a platform that allows individuals to observe and express their views on social events by employing content analysis.

Liu et al. suggested that social network platform like Weibo provides a platform for internet users to share their feelings and engage with fellow users during significant events. Consequently, these public comments play a vital role in monitoring shifts in users' emotional well-being [1]. This study has illuminated the way public opinions about the "Liangshan Fire" incident spread on Weibo. It has been found that gender and geographic location play a significant role in determining people's involvement in these discussions. In terms of the willingness to participate in topic discussions, women surpass men, and residents in China's coastal regions exceed those in the central and western regions [1].

Huang discussed the importance of Weibo in terms of people's emotional expression. As one of the most widely used and typical social media in China, Weibo is the main field of public network discourse practice. Besides, users will form a relatively stable group in their interactions on a certain event. These participants share the same stance and attitude, corroborating and complementing each other towards grouping [2]. Communication in the Internet age transcends conventional constraints of time and space. The internet has emerged as a crucial platform for individuals to convey and release their emotions [3]. Most of the interaction between people has turned to virtual space, which makes the public communication space have been greatly extended. Compared with traditional media, online media excels in applying the functions of sharing, discussion, and debate, rendering the Internet the optimal field for communication and self-expression. In addition, online media also has equality, which is reflected in the equality of identity and discourse rights. To a certain extent, the subjects of network communication can abandon the constraints in real life, obtaining more independence and freedom [4]. However, this kind of empowerment can also lead to the irrational and emotional tendency of netizens to some extent.

Jia and Peng suggested that Weibo is an essential platform for audience reflection, which has generated and gathered quantities of comments. Public sentiments also show various reactions. The voices of netizens on social network platforms contribute to the government's comprehension and interpretation of people's emotions, enabling it to enhance its functions of propaganda, supervision, and guidance [5].

In terms of trending topic discussions on official events, Chinese official state media plays a leading role in setting up topics, followed by the local media. However, they do not participate in the discussion of specific topics, nor do they make any replies or judgments [6]. Through the public sphere theory, another research investigation delved into the intensified discussions about the pandemic on Swiss Twitter and emphasized the identity of the users. This paper underscored the heightened involvement of scientists and specialists on the platform, faced with such professional

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health disease issues. Notably, there is a decrease in the variety of subjects discussed on Twitter and the problems that people focus on are more concentrated [7].

Lin et al. suggested that the topic itself affects sentiments. For negative news, most netizens just vent their emotions rather than output content [6]. One study indicated that the expression of negative emotions online is universal. Because of the virtual nature of cyberspace, online identity promotes the expression of negative and passive emotions, which is more irrational and radical than offline emotional expression [8]. The rise of new media empowers internet users, but it also introduces potential problems for disrupting established norms. Some netizens' behaviors are extreme and unguided, adding complexity and difficulty to the management of the online public sphere. Therefore, striking an equilibrium among government, media, and the public is imperative in promoting a robust and steady progression of political engagement and expression [9].

Li and Xie proposed that Weibo's hot search list is a visual and concrete manifestation of public concern. The actions of netizens, such as reposting, liking, and commenting imply their acknowledgment of value and psychological attitudes. Besides, netizens' thinking and public attention become increasingly divergent, with individuals engaging in discussions often expressing opinions based on their personal judgment criteria [10]. Therefore, it is crucial for the mainstream media to explore how to integrate news and reporting in the new media world and how to set agendas in different social network platforms.

People's Daily, which has the highest number of followers among Chinese mainstream media, represents authority and professionalism. Through content analysis, Fan takes the report on the table tennis match of the Tokyo Olympic Games as an example to study the way *People's Daily* sets the agenda on the Weibo platform. *People's Daily* conveys the significance of the issues through the increase in the number of reports. Besides, it utilizes credible information sources to strengthen the authority. Weibo, owing to its high level of openness and socialization properties, has become the main battlefield for the agenda-setting of mass media. The reports of *People's Daily* on Weibo show comprehensiveness and consistency in terms of news tracking and narrative presentation [11].

Although many scholars have studied public attitudes and social media's role in promoting public participation, few articles have focused on one official mainstream media and explored netizens' sentiments reflected in comments, especially discussing an international event with global influence and significance. This study would contribute to the government and media better grasping netizens' emotions and concerns, thus scientifically and effectively acting in propaganda and public opinion guidance.

3. Methodology

This study concentrates on the characteristics of public discourse on Weibo regarding the Japanese nuclear-contaminated water discharge incident. To classify and analyze netizens' sentiments, this research employs content analysis as its research method, which is a text analysis approach employed to examine and interpret information for research purposes. The researcher collected netizens' comments under the *People's Daily* Weibo account, summarizing the traits quantitatively while concurrently investigating variations in user attitudes.

The researcher selected comments from August 24, 2023, which was the day when the news of Japanese nuclear-contaminated water discharge formally started and was reported by *People's Daily*. The relevant topics rapidly became the trending topics of the day and appeared at the top of the hot search list, arousing numerous people's focus.

In this study, the researcher used a purposive sampling approach and selected. On August 24, 2023, the *People's Daily* published 16 relevant posts about the Japanese nuclear-contaminated water discharge incident, including text, pictures, and videos. As a Chinese mainstream media with 150 million followers, the 16 posts published by *People's Daily* have obtained a total of about 75,000

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retweets, 60,000 comments, and 710,000 likes. By selecting the 25 most popular comments under each post, the researcher collected a total of 400 comments for further analysis. In addition, to better classify the public's sentiments, the researcher encoded all the picked comments. By scrutinizing the text content, such as language, rhetoric, punctuation, and emojis, the comments were categorized into negative, neutral, and positive groups.

4. Results

Through analyzing the text of the Weibo netizens' comments, the researcher found that the vast majority of the public's emotions are negative. They expressed anger, frustration, and condemnation over the Japanese nuclear-contaminated water discharge incident. Besides, those comments under the posts of the *People's Daily* official account also showed some characteristics.

At first, the overall posts from netizens who express their viewpoints and emotions in terms of Japan's behavior display the traits of disorganization and fragmentation. Those posts tend to be netizens' emotional and subjective expressions. Besides, the public's personal posts are scattered, lacking professionalism, depth, and a comprehensive explanation of this incident, making the text itself have limited contributions for other users to grasp useful information. Instead, the public sentiments unfolded can serve as a direction and guidance for the government's further propaganda towards this incident.

Additionally, the anonymity of identity is an indispensable factor that influences netizens' expression. By analyzing the content, the researcher noted that netizens are highly positive to participate in the discussion of this trending topic. However, because of the anonymity of their identity online, numerous netizens' comments are very casual, and there will be more emotional and radical expressions rather than rational analysis. Faced with the decision of the Japanese government, many people use intense language, rhetoric, punctuation, and emojis to express emotions. Due to the particularity of this topic, some netizens even make considerably offensive remarks. There are even malicious personal attacks and bullying among users.

Furthermore, although many netizens engage with *People's Daily*, most of them have similar views. Few netizens hold different opinions or publicly express the opposite sentiment. The voice on Weibo tends to be one-sided. In terms of the public's discussion, few experts have dispelled netizens' anxieties and doubts about the future impact of nuclear-contaminated water. Plus, the official *People's Daily* account rarely responded to people's comments and participated in the interaction.

5. Discussion

News about Japan's nuclear-contaminated water discharge has attracted widespread public attention. Weibo has become the key battleground for public opinion. Many users leave comments and express emotions under *People's Daily*'s official platform. Several related topics are formed and rushed to the Weibo hot search list. This incident has constantly caught people's attention for days, arousing the public's great focus. The fragmentation and disorganization of people's comments are more determined by the function setting and positioning of the Weibo platform itself. The 140-word limit for comments and the timeliness of the news are conducive to forming mass participation in a speedy and effective way. Netizens' comments provide references for media and the government to grasp the public's sentiments, better arranging the propaganda and public opinion guidance for the following steps, though the content itself without sufficient evidence and suggestions has little contribution to the government's decision-making.

The openness and equality of social media make citizens free from the constraints of realistic factors, and at the same time, it is easier to generate radical expression. People's gaps in social status, age, income, ethnicity, educational background, appearance, and lifestyle have been greatly narrowed

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on social network platforms. Anonymity makes everyone a relatively equal subject in online communication. In the past, under the dominance of traditional media, people were passive receivers of information. Nowadays, the prevalence of the Internet and social media has offered users more autonomy. Each subject is in a relatively independent space with fewer restrictions from the social environment. This helps people to express themselves freely but can also lead to some discordant and uncivilized behaviors.

Additionally, the emergence of those offensive and radical voices was also influenced by people's insufficient awareness of the impact of events. At the same time, it is noticeable that the majority of netizens are fearful of nuclear-contaminated water, and there is a lack of interpretive voices regarding the impact of nuclear-contaminated water discharged into the sea on the lives of individuals. In addition to expressing strong dissatisfaction, condemnation, and ridicule of the Japanese government, some netizens have called for a total boycott of Japanese goods and even for stockpiling iodized salt at home. The reason for this phenomenon could be that the government has relatively little interpretation and explanation of the issues that matter to the masses. In the posts published by the *People's Daily*, there are more voices from politicians, but fewer voices from professionals solving netizens' doubts and concerns and offering feasible measures.

Japan would cause an underlying crisis of public opinion, such as the aggravation of panic and anxiety among the public, and even the emergence of mass impulsive behavior. Therefore, the government needs to take action early, subsiding netizens' negative sentiments. The act of discharging nuclear-contaminated water into the sea will inevitably lead to public concern about marine environmental monitoring, and the disclosure and release of marine data should be timelier.

There are some daily life issues that are close to the public's daily lives, such as whether seafood, cosmetics, and other food and daily necessities imported from Japan will be affected by the discharge of the nuclear-contaminated water, and whether the daily contact or consumption of such goods will cause damage to the health, and whether iodized salt needs be stored in advance. For those concerns, the government and the media should play the role of information transmitters and carry out necessary science popularization and expert interpretation to alleviate people's doubts, reducing the spread of rumors and panic.

With strong professionalism and keen insight into news events, mainstream media should make good use of social network platforms like Weibo, which greatly reflects the public's sentiments. By forecasting trending topics and then selecting and setting agendas, *People's Daily* can better enhance communication effects and guide public opinion.

6. Conclusion

Weibo, an indispensable platform for information sharing and dissemination in China, is conducive to promoting public expression. This research discussed netizens' comments on *People's Daily* coverage of the Japanese nuclear-contaminated water discharge incident. Through the content analysis method, the goal of this article is to explore and classify public sentiments and understand how Weibo functions as a platform for medium-audient reflection on societal events. The researcher found that the overwhelming majority of Weibo netizens' comments regarding the Japanese nuclear-contaminated water discharge incident predominantly revealed negative emotions such as anger, frustration, and worry. Furthermore, these comments are emotional, and lack organization, professionalism, and depth. The fragmentation and disorganization of comments are influenced by Weibo's character limit and the real-time nature of news and the platform. As a result, there is limited useful information but those opinions could serve as an indicator for the government and media. Moreover, on social network platforms, the constraints from realistic factors are reduced and netizens can express themselves more equally and freely. The anonymity encourages active participation but also leads to offensive and radical expressions. Some comments include total resistance to Japanese

goods without sufficient evidence and personal attacks. The lack of information could exacerbate public panic and anxiety, potentially leading to mass impulsive behavior. Additionally, the public discussions on Weibo are shown to be one-sided, with the majority holding similar views. Few experts address public concerns about the future impact of nuclear-contaminated water and the official *People's Daily* account rarely engages in response to comments. Comments prominently mirror public sentiments. The interpretation could help the government and mainstream media predict trending topics, grasp the direction of the audience's attitudes, and do a better job of agenda-setting and public opinion guidance.

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The Influence and Mechanism of the Nervous System and Other Factors Inducing Anxiety-like Behavior in Animal Models

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Abstract: Researches on the actions that trigger anxiety is being undertaken gradually, which has shown that anxiety is a common occurrence. In order to gain a comprehensive understanding of the influences and mechanisms of the nervous system and other factors inducing anxiety-like behaviors, this paper employs an animal model as its research topic in order to better understand how the nervous system and other elements impact anxiety and its mechanism. Using optogenetic activation, chemical genetics, electrophysiology, total internal reflection fluorescence (TIRF) imaging, immunoelectron microscopy, viral tracer, and other techniques, this study examines the interaction between the immune and neurological systems in a simulated animal model. The development of the NAc-VTA circuit, the nucleus accumbens, the ventromedial prefrontal cortex's action mechanism, and three other elements, show that the nervous system and related components may induce anxiety-like behavior in a mouse-based animal model and that these factors can also create or obstruct the regulatory pathway for anxiety-like behavior. Human anxiety can be controlled using this knowledge.

Keywords: animal models, anxiety-like behavior, nervous system, optogenetics, chemical genetics

1. Introduction

To comprehend anxiety-like behavior, which is a common occurrence in daily life, people need study the mechanisms of action of the critical neurological system components that create it. The human body is used as the experimental object to thoroughly explore the mechanisms of disease, the research progress is relatively slow, the clinical accumulation experience has time and space limitations, and many experiments also have ethical and methodological restrictions. This necessitates the indirect study of animal models. Animal models are mostly employed in clinical trials, mechanistic studies, and validation. Currently, pigs, mice, and monkeys are some of the animals regularly used in scientific research.

Mice were used as animal models in this work, and the The following studies were conducted on mice: When compared to spleen cells, it was shown that meningeal NK cells and innate lymphocytes (ILC) influence and control certain brain networks, which in turn govern mouse behavior; behavior measurements showed that photoactivation of NG2 glial cells caused anxiety-like behaviors and further led to persistent social stress; In the chronic pain paradigm, the excitatory projection of the

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posterior subregion of the paraventricular thalamic nucleus (PVT) acts as a neuronal input to activate neurons that express vmPFCnNOS. The anxiety signal is then created from the pain signal, and finally NO is created. Mice's ventral tegmental area (VTA) dopaminergic neurons were in charge of regulating impairments in anxiety-like behavior. CES caused chronic emotional stress (CES), which caused VTA dopaminergic neurons to behave anxiously in the naturally anti-anxiety environment, despite chemogenetic inhibition of these neurons helping to strengthen resistance to CES-induced anxiety-like behavior. Furthermore, mice have been shown to activate dopaminergic neurons in the VTA that receive information from the nucleus accumbens (NAc). As a consequence, the NAc-VTA circuit was created, and it proved successful in reducing anxiety-like behavior in mice mediated by CES. Behavioral analysis was also done using optogenetics and chemogenetics methods, electrophysiology, viral tracer, immunoelectron microscopy, and total internal reflection fluorescence (TIRF) imaging in order to observe, research, and comprehend the pertinent nervous system components and their mechanisms. It may establish, using mouse-based animal models, or block the route to govern anxiety-like behavior. It can also stimulate or inhibit the activity of neurons and other factors.

2. Analysis of the Immunological and Neurological System Interactions That Cause Anxiety-like Behavior in Mice

In the mouse brain's diaphragm compartment, innate and adaptive immune cells may continually scan the central nervous system for infections. The contact between the immune system and the nervous system is facilitated by neurotransmitters and cytokines, two soluble molecules [1-3]. T cells are crucial for memory, social behavior, and spatial learning [4-10], and interleukin (IL)-4, -17, and interferon (IFN) have been found to influence GABAergic neurotransmission in mice. Brain microglia and signal neurons are also altered by natural killer (NK) cells. Age-related increases in the number of NK cells in the dentate gyrus of the hippocampus render older neuroblastocytes hazardous, reducing synaptic plasticity and cognitive function. According to research, ILC1 and NK cells alter neuronal activity, modify certain neural networks, and regulate mouse behavior, making them unexpected players in the immune system's management of brain homeostasis. The deletion of NK1.1 cells in mice reduced anxiety-like behavior and may have hampered non-spatial memory through the release of IFN- and acetylcholine (ACh) [11]. For the regulation of the hypothalamic-ventral tegmental region (VTA), the three factors that make up the hippocampus network's effect on anxiety-like behavior are as follows: (1) ACh stimulates dopaminergic receptors in the hippocampus area; (2) dopaminergic neurons in the VTA are activated; and (3) orexin neurons in the hypothalamus are activated.

2.1. NG2 Glial Cells and Hippocampus

There have been reports that NG2 glia, also known as OPCs, form NG2 glia to neuronal synaptic complexes in response to specific light stimulation and Selective light stimulation of NG2 glia that express the channel rhodopsin 2 (ChR2), which also enhances adjacent interneurons in the inhibitory synaptic transmission microcircuit, functionally drives the release of GABA. There is proof that NG2 glia cells convey GABA signaling because they produce GAD67 and exocytose vesicles that contain VAMP-2 [12]. Optogenetic activation, NG2 glial selective genetics, transcriptome, electrophysiological, total internal reflection fluorescence (TIRF) imaging, immunoelectron microscopy (EM), and behavioral analysis were the approaches used in this study. According to our research, NG2 glial activation resulted in anxiety-like behavior in a mouse model of chronic social failure stress (CSDS). We first measured Ca^{2+} levels in the CSDS mouse model. The majority of calcium ion fluctuations seen in NG2 glial cells after the mice underwent failed social stress point to

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the activation of NG2 glial cells in CSDS. NG2 glial cell signaling by NG2-CREERTM. Mice were also placed through the elevated maze test (EPM) and the open field test (OFT) in order to examine the behavioral changes in mice before and after CSDS. Because the light stimulation of NG2 glia in the hippocampus had no effect on the CSDS mice's motor activity or social avoidance behavior, the results showed that the activation of NG2 glia directly produces anxiety-like behavior.

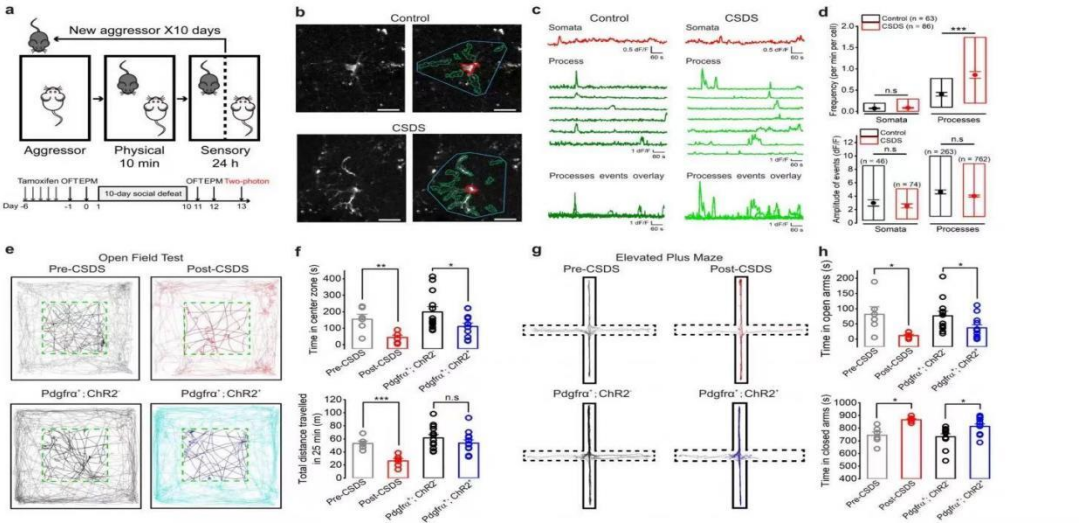


Figure 1: Increased calcium signals in NG2 glia and enhanced anxiety-like behavior in chronic social defeat stress (CSDS) mice [13].

The intracellular Ca^{2+} of mouse cells was measured in a CSDS mouse model, and NG2 glial cells were using NG2-CREER to signal (Figure 1a). Experimental results showed that hippocampal NG2 glial cells started to fluctuate freely but gradually, in contrast to normal animals. (Figure1b-d) Figure 1(b&c) displays hippocampal NG2 glial cells measured 2-8 weeks after birth in control and CSDS mice. Somatic waves (red) and process waves (green) are displayed in the CSDS. Ca^{2+} waves are seen during social failure stress in mice exposed to NG2 glial cells. The wave features of CSDS mice (three animals per group) and the intrinsic activation of NG2 glial cells are compared in Figure 1d with the average Ca^{2+} data. Mice were subjected to elevated plus maze and field tests to compare their behavior before and after CSDS. Animals exhibit more anxiety-like behavior when social failure is present. Figure 1e shows how visual stimulation affects mouse and control movement patterns in an open environment. Figure 1f shows the core region of the two groups of mice in the open field throughout a 25-minute period in terms of time and distance. The EPM test showed that mice spent less time in the middle of the open field and less time with their arms extended (Figures 1e and 1f). Activity traces showing how CSDS mice and their control interact in the raised plus maze group. Further evidence that activation of NG2 glial cells directly results in anxiety-like behavior in mice was provided by the fact that anxiety-like behavior persisted in CSDS mice after in vivo application of simple light activation of hippocampal NG2 glial cells without affecting motor activity or social avoidance behavior (Figure 1h).

Among other serious neurological conditions, disruptions in the excite-inhibitory (E-I) balance or dysregulation of the GABAergic system in the hippocampus can contribute to stress and mood issues [14-16]. In response to NG2 glial cell photo-stimulation, the AP firing rate of pyramidal neurons increased but the neuronal resting membrane potential remained constant, upsetting the E-I balance in the hippocampal circuit. As was previously mentioned, NG2 glial cells regulate postsynaptic inhibitory activity by encouraging the release of the GABA neurotransmitter through release by

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selective optogenetic stimulation. This, in turn, causes E-I balance disruption, which eventually causes anxious-like behaviors and may be related to CSDS [12].

2.2. Mechanism of Action of VMPFC Ventromedial Prefrontal Cortex Mediating Anxiety-like Behavior

It has been found that anxiety induced by pain depends on nNOS-expressing neurons in the ventromedial prefrontal cortex (vmPFC). As a consequence, a mouse model of chronic pain was studied using optogenetics and chemogenetic methods. When vmPFC NNOS-expressing neurons convert pain impulses into anxiety signals, nitric oxide (NO) is released [17]. Previous studies have demonstrated that nitric oxide synthase (nNOS) and its product, nitric oxide (NO), can modify mouse anxiety-related behaviour.Numerous neurons in the neocortex, including those in the vmPFC, express nNOS [18]. Increased nNOS enzyme activity and NO production in the vmPFC are associated with long-term antianxiety-like effects caused by predator exposure and acute constraint stress [19, 20]. NO is a key neurotransmitter in the perception of pain from injuries. Neuropathic pain can be lessened by inhibiting nNOS [21, 22]. Therefore, it may be hypothesized that NNOS-NO signaling and neurons in the vmPFC that produce nNOS are implicated in anxiety brought on by chronic pain [17]. Three days after CFA injection in mice, nNOS protein levels and enzyme activity were assessed, and it was shown that anxiety-like behaviors brought on by chronic pain were obvious. Enzyme activity dramatically increased while nNOS protein levels remained unchanged (Figure 2a & 2b). When vmPFCnNOS expressing neurons were stimulated by chemogenetics, nNOS enzyme activity increased in comparison to animals that had received NS injections [17]. As a result, the presence of dispersed NO modulates the anxiety brought on by chronic pain.The neuronal population is stimulated by the glutamergic pPVT-vmPFC input to create anxiety signals, which in turn causes the creation of pain signals. AMPARs are then transported to the plasma membrane and interact with the protein S-nitrosoylation by diffuse NO, which increases their capacity to cause anxiety in those who are suffering from chronic pain.

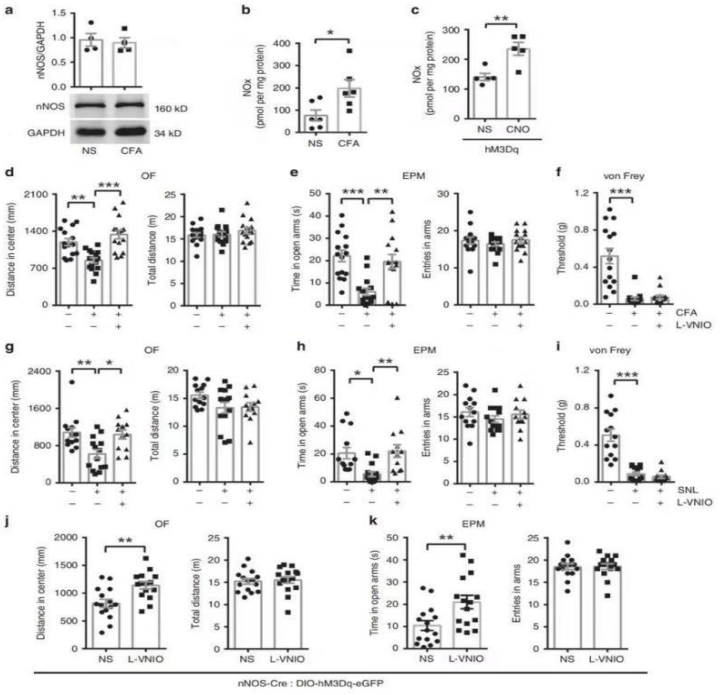


Figure 2: n-NOS-expressing neurons in the vmPFC mediate chronic pain-induced anxiety through diffusing NO.a,b [23].

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The NO donor used in the experiment was 3,3-bis(aminoethyl)-1-hydroxy-2-oxo-1-triazene (DETANOate), while the Nos-specific inhibitor used was N5-(1-imino-3-butenyl)-L-Ornithine (L-VNIO). Topical l-VNIO administration to the vmPFC did not significantly reduce anxiety in normal mice, but 3 days after CFA injection, it reversed anxiety-like behavior brought on by chronic pain. However, it had no impact on mouse movement. In the SNL-induced chronic neuropathic pain study, inhibition of nNOS enzyme activity was revealed to have the same antianxiety effect and had no influence on motor activities. NOS-CRE animals (n=3) were injected with vmPFC 30 days after CNO (0.5 mM, 1 L) or 21 minutes after NS administration, respectively, or the vmPFC's nNOS enzyme activity. Von Frey test (f) in L-VN1O (1.5mM, 1pl) or NS (1l) withdrawal threshold of the posterior posterior paw after 3 minutes after microinjection into vm PFC CFA or NS on day 15 after injection. D-f in the OF test for total distance from height (d, right) and distance from center (d, left) n=30. G-i uses the open arm time (h, left) and the total arm entry (h, right) of the EPM test, as well as the center distance (g, left) and total distance (g, right) of the OF test, and the exit threshold (i) of the posterior posterior paw in the vonFrey test on day 1 following SNL or sham surgery in the vmPFC L-VNIO (5.1mM, 1l) or NS (7l) 13 minutes after microinjection in VMPFC. n=14, 12, and 30. j, k center distance (j, left) and total distance (j, right) with the OF test.

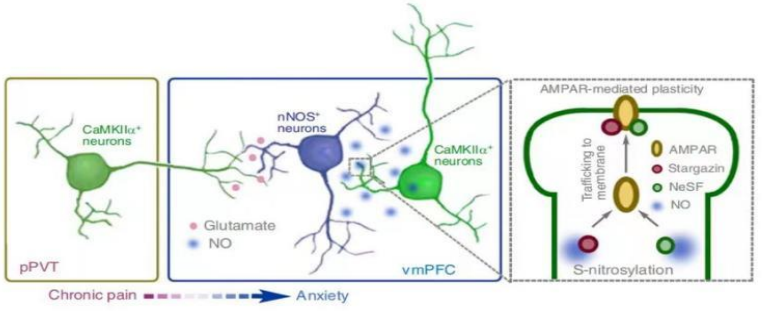


Figure 3: A model diagram illustrating the role of vmPFC nNOS-expressing neurons in chronic pain-induced anxiety [24].

Figure 3 shows that during chronic pain, vmPFCnNOS-expressing neurons were activated by glutamatergic input from pPVT CaMKII alpha pyramidal neurons. S-nitrosylation of AMPAR interacting proteins in CaMKII alpha pyramidal neurons, which was brought on by the enhanced expression of nNOS neurons, promoted AMPAR trafficking to the plasma membrane. As a result, enhanced AMPAR activity in vmPFC CaMKII alpha pyramidal neurons contributes to anxiety-like behavior.

2.3. Mechanism of Anxiety-like Behavior Induced by Nucleus Accumbens (NAC) Related Factors

The circuit mechanism underlying anxiety-like behavior is examined in the next section. Both chronic emotional stress (CES) and chemogenetic activation of dopaminergic neurons in the ventral tegmental area (VTA) have been shown to directly cause anxiety-like behaviors. Here is a diagram of a three-compartment mouse replacement. It is demonstrated using the 3C-VSDS model of social failure stress that mice subjected to chronic emotional stress (CES) exhibit anxiety-like behavior and temporary changes in social interaction. We found that the nucleus accumbens (NAc) of CES mice contains active VTA dopaminergic neurons. To mimic or counteract the effects of anxiety-inducing CES, the NAc VTA circuit can be manipulated in both directions [25]. One of the crucial regions in the adaptive behavioral coping circuit is the ventromedial prefrontal cortex (vmPFC), is also responsible for controlling anxiety. It was proven in the 3C-VSDS model that VTADA neurons govern anxiety-like

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behavior in CES using a combination of viral tracer, in vivo electrophysiological, calcium ion monitoring, chemical genetics, and optogenetics approaches [25]. During the course of the investigation, it was proposed that the NAC-VTA circuit generates and mediates the anxiety-like behavior of CES by examining the functional role of the nucleus accumbens (NAc) on the VTA circuit.

3. Conclusion

In conclusion, the results demonstrate that: (1) the nervous and immune systems can cooperate to regulate anxiety-like behavior in mice; (2) photoactivation of NG2 glial cells directly causes anxiety-like behavior; (3) NNOS-expressing neurons in the vmPFC and the nNOS-NO signaling pathway directly cause anxiety-like behaviors induced by chronic pain; and (4) bidirectional modulation of the NAc-VTA circuit mimics or inhibits CES-induced anxiety-like behavior. The study attempts to manipulate these pathways to promote anxiety-like behavior in animal models where neurological and other related factors contribute to anxiety-like behavior. There are also certain time and space restrictions, as well as a small number of animal models used in this study, that must be taken into consideration. The previous research described in section 2.3 indicate that there are not many reports between anxiety and chronic pain. Both chronic pain and anxiety have similarities and differences.

These problems with this paper must be resolved: (1) NG2 glial cells, as opposed to other glial cells, may be able to directly sense the synaptic input of neurons, although further research is needed to determine the physiological importance of this synaptic activity. Furthermore, it is still unclear how NG2 glial cells communicate with neurons and affect the synaptic structure of the neural network. (2) Psychology has historically been the main area of research for anxiety, but little is understood about the brain circuits and chemical signals involved in the anxiety-like behaviors caused by chronic pain, making management and relief of these behaviors difficult. This paper is intended to inspire people to do study and develop strategies for lessening anxiety-like behaviors. (3) Although the biological information and brain regions linked to emotional stress have been discovered in the early phases of the investigation, the neurological mechanism of the circuit is still unclear. (4) Since the anxiety stress experiment is challenging and there are few animal models of pure emotional stress, the development of ideal animal models can enhance the experiment. There are no better tools for studying the CES process in mice directly at the level of individual circuits and neurons, hence the 3C-VSDS model was employed in this work. If the circumstances are good, more research should be done to look into these limitations in the future.

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Legal Challenges of Artificial Intelligence in the Field of Criminal Defense

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Abstract: The introduction of Artificial Intelligence (AI) in the realm of criminal defense introduces the potential for innovative transformations within the judicial system, albeit accompanied by a series of intricate and significant challenges. This paper encapsulates the primary challenges faced by AI in criminal defense. Initially, technical challenges encompass data privacy and security, algorithmic transparency and fairness, and model interpretability. Secondly, ethical issues involve the moral guidelines of AI adjudications and its impact on human rights and social justice. Thirdly, legal challenges include the legitimacy and reliability of evidence, and the regulation of AI decision-making within the legal framework. Lastly, the application of AI may also induce an evolution in the roles of legal practitioners, thereby redefining their function within judicial processes. In essence, the development of AI in the field of criminal defense necessitates a holistic consideration of these challenges and the formulation of corresponding strategies to ensure its application is both effective and equitable, while aligning with legal and ethical values. The significance of this research lies in providing innovative and improvement opportunities for the judicial system by exploring the application of AI in the field of criminal defense and the challenges it faces, while also confronting the challenges brought about by new technologies and actively seeking solutions to ensure that the application of AI in criminal defense can fully unleash its potential while adhering to legal, ethical, and societal norms.

Keywords: artificial intelligence, criminal defense, legal challenges, preventive remedies

1. Introduction

In early January 2023, DoNotPay announced that its developed “robot lawyer” would enter the courtroom to advocate for cases. According to the original plan, the defendant would wear headphones equipped with the AI robot to the court, which would listen to the court proceedings in real-time and convey reply content to the defendant, instructing them on how to conduct court debates. Subsequently, amidst vehement opposition from the Bar Association, the plan was declared abandoned. Although the plan for AI to participate in criminal defense has temporarily stalled, this emerging trend prompts us to ponder the profound changes and impacts that will occur once AI is introduced into the field of criminal defense in the future, and how we should respond to this new situation.

This paper explores the challenges faced by AI in the field of criminal defense. Firstly, it introduces the applications of AI in criminal defense, such as evidence analysis, legal research, and

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case prediction. Following that, it delves into the technical challenges brought about by AI in criminal defense, including issues related to data privacy, algorithmic fairness, and model interpretability. Subsequently, this paper explores the moral and ethical issues related to the use of AI in criminal defense, such as the fairness of AI judgments and the protection of human rights. Then, it analyzes the legal challenges involved in AI in criminal defense, including the legality of evidence, privacy law, and accountability. Finally, it also examines the possible social impacts triggered by AI in the field of criminal defense, such as changes in the roles of legal personnel and enhancements in the efficiency of the judicial system.

In summary, while the application of AI in the field of criminal defense brings opportunities for innovation and improvement to the judicial system, this study also squarely faces the challenges brought about by these new technologies and actively seek solutions to ensure that the application of AI in criminal defense can fully realize its potential while also adhering to legal, ethical, and societal norms.

2. The Current State of Legal Artificial Intelligence

AI has already been widely adopted in other industries, such as healthcare, finance, and retail. In healthcare, AI is being used to improve diagnoses, develop new drugs, and personalize treatments. In finance, AI is being used to detect fraud, improve risk management, and automate trading. In retail, AI is being used to optimize supply chains, personalize marketing, and enhance customer experiences.

In general, there are six ways that AI is being used in the legal arena: document discovery, expertise automation, legal research, document management, predictive analytics, contract and litigation document analytics - and Contract and Litigation Document Generation [1]. In criminal defense, AI is still in the early stages of adoption, but there are some promising signs of its potential. For example, AI is being used to analyze large volumes of data, such as police reports, witness statements, and forensic evidence, to identify patterns and anomalies that may be relevant to a case. AI is also being used to develop predictive models that can help lawyers assess the strengths and weaknesses of a case and make more informed decisions about trial strategy.

One of the most significant examples of AI in criminal defense is the use of risk assessment algorithms to predict the likelihood of recidivism. These algorithms are designed to analyze a defendant's criminal history, demographic information, and other factors to determine the probability of them reoffending if released on bail or parole. While these algorithms have been criticized for their potential biases, they have also been shown to be more accurate than human judges in some cases.

Overall, the widespread adoption of AI in other industries and the early signs of its use in criminal defense suggest that AI has the potential to transform the criminal justice system. However, it is important to ensure that the use of AI is transparent, ethical, and fair to all defendants.

3. Algorithmic Principles of Legal Artificial Intelligence

Legal artificial intelligence (AI) refers to the use of algorithms and other AI technologies in the legal domain. The principles of AI algorithms used in the legal field are similar to those used in other fields, but with some important differences due to the unique nature of legal information.

One mainstream algorithm used in legal AI is the deep neural network (DNN) algorithm. DNNs are a type of machine learning algorithm that is particularly good at processing large amounts of complex data, such as legal documents, case law, and regulations. Deep learning is an advanced form of machine learning, inspired by the interconnected neurons of the human brain [2].

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Mimicking this biological system, deep learning structures algorithms in multiple internal layers to create an artificial neural network that can learn and make intelligent decisions [2].

The principles of DNN algorithms in legal AI include the following:

(1) Data collection and preprocessing: Legal AI requires a large amount of data, which needs to be collected and preprocessed. Data preprocessing involves cleaning, normalizing, and encoding the data to make it suitable for use in DNN algorithms.

(2) Model training: Once the data is collected and preprocessed, the DNN algorithm is trained using a supervised learning approach. The algorithm learns to identify patterns and relationships in the data, which can be used to make predictions or classifications.

(3) Validation and testing: After the DNN algorithm is trained, it needs to be validated and tested to ensure that it is accurate and reliable. Validation involves using a portion of the data to test the model's performance, while testing involves evaluating the model's performance on new data that it has not seen before.

(4) Interpretability and explainability: Legal AI algorithms must be able to provide explanations for their predictions and classifications. This is particularly important in legal settings, where decisions need to be justified and explained to clients or other stakeholders.

(5) Transparency and accountability: Legal AI algorithms must be transparent and accountable, meaning that their decisions must be understandable and explainable to stakeholders. This requires careful attention to the design and implementation of the algorithm, as well as ongoing monitoring and evaluation to ensure that it is operating fairly and ethically.

Overall, the principles of legal AI algorithms, such as DNNs, emphasize accuracy, interpretability, transparency, and accountability. These principles are critical for ensuring that legal AI is used ethically and effectively to support legal professionals and their clients.

4. Delineation of Legal Subjectivity Pertaining to Artificial Intelligence Within Criminal Defense

In the strictest interpretation, Artificial Intelligence (AI) does not embody the capability to be ascertained as a legal subject. AI, devoid of autonomy and volition, cannot assume responsibility for its actions. Consequently, AI cannot directly engage in criminal defense in a legal capacity, as per extant legal norms, the privilege to engage in legal practice is confined to humans who have successfully navigated the judicial examination and comply with other statutory requisites.

While AI is precluded from direct participation in criminal defense, it may, with judicial permission and defendant authorization, function as a consultative instrument. AI can proffer legal knowledge and defense strategies to the defendant, albeit, it is ultimately under the defendant's control and operation. In the case alluded to in this introduction, AI's role parallels that of a legal consultation robot, with the defendant assuming responsibility for the outcomes of its utilization.

Nonetheless, employing AI as a consultative tool may precipitate ethical and legal quandaries. For instance, to what degree should the defendant exert control over AI? Should the defendant bear responsibility for AI's actions, even absent direct control over AI? Should AI adhere to identical legal and ethical standards as human attorneys?

AI can also serve as an instrumental extension for criminal defense attorneys. It can facilitate attorneys in conducting case research, evidence analysis, and formulating defense strategies with heightened efficiency and precision. AI, through the analysis of voluminous data, legal provision retrieval, and outcome prediction, functions akin to a legal assistant, aiding attorneys in executing their duties with augmented efficacy. Some companies already offer similar systems to private law firms [3], while others focused on prediction technology that tries to anticipate litigation outcomes and opposing arguments [4].

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However, attorneys utilizing AI as an instrumental extension may also encounter ethical and legal dilemmas. For example, to what extent should attorneys rely on AI? Should AI serve as a surrogate for human discernment and decision-making? Should AI adhere to identical ethical and professional standards as human attorneys?

5. The Tangible Value of Artificial Intelligence in Criminal Defense

Notwithstanding the multifaceted and acute controversies enveloping AI, it is incontrovertible that the application of artificial intelligence retains a certain tangible value:

(1) Improved Efficiency: AI can perform tasks faster and more accurately than humans. For example, AI can quickly search through vast amounts of legal and factual data to identify relevant information that can be used in a case. This can save lawyers time and increase their efficiency, allowing them to focus on other aspects of the case.

(2) Evidence Analysis: AI can analyze evidence more accurately than humans. For example, AI can identify patterns and inconsistencies in large sets of data, which can be difficult or impossible for humans to identify. This can help lawyers build a stronger defense case by identifying weaknesses in the prosecution's evidence.

(3) Legal Research: AI can help lawyers conduct legal research more efficiently. For example, AI-powered legal research tools can quickly identify relevant cases and legal precedents, allowing lawyers to develop stronger legal arguments.

(4) Predictive Analytics: AI can use predictive analytics to help lawyers anticipate potential outcomes of a case. For example, AI can analyze data from similar cases to predict the likelihood of a favorable or unfavorable outcome. This can help lawyers develop more effective defense strategies.

(5) Cost-Effective: AI can be cost-effective for clients. With AI assistance, lawyers can perform tasks faster and more accurately, reducing the amount of time and resources required to handle a case. This can help clients save money on legal fees and other expenses.

However, it is important to note that AI should not be seen as a substitute for human lawyers. AI should be used as a tool to assist lawyers in their work, and lawyers should exercise human judgment and oversight over AI's recommendations and analysis. Additionally, the ethical and legal implications of using AI in criminal defense should be carefully considered to ensure that AI is used appropriately and in accordance with legal and ethical standards.

6. Risks, Challenges, and Countermeasures of Legal Artificial Intelligence

The advent of Artificial Intelligence undeniably presents novel challenges to traditional legal theories, legal ethics, and judicial systems, subverting established paradigms. While individuals relish the conveniences brought about by AI, they are concurrently compelled to contemplate and address the concomitant crises.

6.1. The Capability of AI to Handle New Types of Cases

AI has the potential to adapt to the challenges of new types of cases. However, the extent to which AI can adapt depends on a variety of factors, including the complexity of the case, the availability of training data, the sophistication of the AI algorithms, and the computing resources available to support the AI system. One of the advantages of AI is its ability to learn from large amounts of data, which can be used to train algorithms to identify patterns and make predictions. This means that if there is enough data available for a new type of case, AI can potentially be trained to recognize and respond to it.

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However, there are also limitations to AI's adaptability. For example, AI may struggle with cases that involve complex reasoning, subjective judgments, or nuanced interpretations of legal or ethical principles. In addition, AI may also be limited by its programming, which may not allow it to handle cases outside of its designated scope or context.

Consequently, in light of the aforementioned circumstances, Artificial Intelligence is not omnipotent; an excessive reliance on AI will inevitably lead to an inability to effectively manage new types of cases. This realization is invigorating for humanity, affirming, at the very least, that human intellectual labor retains its value. New types of cases necessitate legal practitioners to exercise subjective initiative to resolve them, with Artificial Intelligence serving merely an auxiliary role.

6.2. The Potential Undue Limitation of Rights for AI "Defense Attorneys"

Initially, authoritative entities may harbor certain misconceptions and apprehensions regarding the application of AI. The complexity and unpredictability of AI may instill unease among some decision-makers. They might fear that AI "defense attorneys" could be utilized for unethical or illegal activities. Consequently, they might impose overly stringent restrictions on the use of AI. Under such circumstances, the rights of AI "defense attorneys" might be somewhat constrained, paradoxically resulting in criminal suspects not receiving adequate defense, infringing upon their legitimate rights, and contravening the original intent of autonomous defense.

Secondly, some individuals, possibly with the aim of safeguarding traditional professions, might attempt to prevent AI "defense attorneys" from supplanting human lawyers. Although AI can enhance efficiency and reduce errors, if AI "defense attorneys" excessively replace human lawyers, it may lead to a significant loss of employment opportunities. Therefore, many might advocate for restrictions on the use of AI "defense attorneys", as exemplified in the case mentioned at the outset of this article, where the bar association itself was an opponent of the AI defense attorney.

Subsequently, another issue is that existing laws may be unable to adapt to the new circumstances brought about by AI "defense attorneys". Law often lags behind technological advancements and may be unable to promptly resolve legal issues brought about by emerging technologies. Therefore, authoritative entities might adopt a preventative stance, imposing strict restrictions on the use of AI "defense attorneys".

Lastly, authoritative entities might impose restrictions on the use of AI "defense attorneys" to prevent AI misuse and abuse. For instance, AI "defense attorneys" might be used for fraudulent activities, or there might be risks of privacy breaches when dealing with sensitive information. To prevent these issues, authoritative entities might impose restrictions on the use of AI "defense attorneys".

In summary, the rights of AI "defense attorneys" might be unduly restricted by authoritative entities. However, this does not imply that all restrictions are unjust. To a certain extent, regulation is necessary for the public interest and societal safety, and a balance must be sought. Therefore, pre-emptive scrutiny of AI algorithms might be considered to determine whether there are any undue restrictions, which is further discussed in section 6.5 of this article.

6.3. Remedies Following AI Decision-making Errors

The widespread application of Artificial Intelligence (AI) has inevitably brought about issues of decision-making errors. Remedies following AI decision-making errors constitute a complex issue, involving multiple facets such as technology, ethics, and law.

Firstly, from a technological perspective, AI decision-making errors might originate from algorithmic flaws, issues with training data, or inappropriate inputs, among others. Thus, the initial

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step in rectifying AI decision-making errors typically involves identifying the root of the problem. Once the issue is identified, it can be rectified through means such as algorithm improvement, training data optimization, input adjustment, and, in certain instances, system-level adjustments, such as modifying system architecture or altering parameter settings.

Secondly, from an ethical and moral standpoint, AI decision-making errors might inflict harm upon individuals or society. For example, AI might cause losses due to predictive errors or infringe upon human rights due to unjust decisions. In such instances, moral and ethical norms might be required to guide AI behavior to avoid further harm. Simultaneously, mechanisms should be in place to ensure that individuals or groups who have been harmed receive appropriate compensation.

Lastly, from a legal perspective, AI decision-making errors might involve issues of legal liability. This remains an unresolved issue, as existing legal systems often struggle to address problems induced by AI. However, with the progression of AI, an increasing number of countries and regions are beginning to attempt to formulate relevant laws to ascertain AI legal liability and provide appropriate remedies. For example, some countries have begun exploring whether AI should be granted legal personhood or whether specialized AI liability laws should be enacted.

In conclusion, remedies following AI decision-making errors constitute a multifaceted issue, requiring comprehensive consideration of technological, ethical, and legal factors. In the future, as AI technology continues to advance, a more robust framework may be required to address issues induced by AI decision-making errors and to provide appropriate remedies.

6.4. Challenges to Judicial Adjudicative Authority

Driven by technological advancements, the development of artificial intelligence is increasingly impacting various industries, including the legal sector. However, when the application of AI begins to encroach upon the adjudicative authority of judges, it inevitably sparks a series of challenges and concerns.

First and foremost, it must be emphasized that law is not merely a set of rules or procedures but a complex system concerning human behavior, morality, and social justice. Judges are not merely machines interpreting the law; they need to comprehend the social and historical contexts behind it, understand the positions of the parties involved, and make just and fair judgments accordingly. Although current AI systems excel in processing vast amounts of information and recognizing patterns, they are yet incapable of understanding and interpreting this complexity. This represents the most fundamental challenge of AI to the adjudicative authority of judges.

Secondly, AI systems might lack transparency in the decision-making process. This is because many AI systems, particularly those based on deep learning, operate as a “black box,” meaning that their decision-making processes are not fully understood even by their developers. Developers do not really know how the algorithms used by such systems operate. Deep learning machines can self-reprogram to the point that even their programmers are unable to understand the internal logic behind AI decisions. In this context, it is difficult to detect hidden biases and to ascertain whether they are caused by a fault in the computer algorithm or by flawed datasets [5]. In the legal domain, this lack of transparency might give rise to a series of issues because the fairness and justice of legal judgments require not only just and fair results but also openness and transparency in the process.

Thirdly, AI might encounter bias issues when addressing legal matters. AI systems are typically trained by analyzing vast amounts of historical data, which might contain unjust biases, including factors such as skin color, faith, gender, etc. If these biases are not properly identified and addressed, AI might replicate or amplify these biases in its judgments. For instance, the 2016 EU General Data Protection Regulation (GDPR) is among the first laws to recognize the effects of algorithmic decision-making on the “fundamental rights and freedom of natural persons” and to address the issue of potential AI abuses [6]. Recital 71 of the Regulation even speaks of the implementation of

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"technical and organizational measures" that "prevent, inter alia, discriminatory effects on natural persons on the basis of racial or ethnic origin, political opinion, religion or beliefs, trade union membership, genetic or health status or sexual orientation, or that result in measures having such an effect" [7].

Lastly, the widespread application of AI might pose a threat to the professional role of judges. If judges begin to overly rely on AI for decision-making, they might gradually lose their professional judgment and decision-making capabilities. This might not only weaken the professional status of judges but might also impair the humanity and justice of the legal decision-making process.

In summary, the challenges posed by AI to the adjudicative authority of judges primarily pertain to ensuring the justice, fairness, transparency, and humanity of the law. This necessitates scrutiny of the application of AI not only at the technological level but also at moral, social, and policy levels.

6.5. Judicial Pre-review of Algorithmic Procedures and Its Impact on the Status of Independent Advocacy

The utilization of algorithmic procedures may provoke issues of fairness and justice. The decision-making process of algorithms often operates as a "black box", lacking transparency, and may replicate or amplify biases present in training data. When he was U.S. Attorney General, Eric Holder asked the U.S. Sentencing Commission to study potential bias in the tests used at sentencing. "Although these measures were crafted with the best of intentions, I am concerned that they inadvertently undermine our efforts to ensure individualized and equal justice", he said, adding, "They may exacerbate unwarranted and unjust disparities that are already far too common in our criminal justice system and in our society". The sentencing commission says it is not currently conducting an analysis of bias in risk assessments [8]. European Union regulations on algorithmic decision-making and a "right to explanation". If these issues are not adequately addressed, the fairness of independent advocacy may be questioned. Therefore, stringent judicial review of algorithmic procedures prior to their introduction is imperative.

Firstly, judicial pre-review of algorithmic procedures may enhance decision-making transparency. In traditional judicial systems, advocates play a crucial role in scrutinizing and interpreting evidence and information provided by witnesses. However, when legal decisions begin to be made by algorithmic procedures, this task may become more challenging due to the potential opacity of algorithmic decision logic. While analysts can mathematically explain how algorithms optimize their objective functions, the complexity of the algorithms makes it nearly impossible to describe this optimization in understandable and intuitive terms [9]. The pre-review process can compel algorithm developers to provide more detailed information and explanations, enabling advocates to better understand and question the decisions made by these procedures. Therefore, on the basis of our comparative analysis, we argue that a new principle is needed in addition: explicability, understood as incorporating both the epistemological sense of intelligibility (as an answer to the question "How does it work?") and the ethical sense of accountability (as an answer to the question: "who is responsible for the way it works?") [10].

Secondly, judicial pre-review of algorithmic procedures can promote fair legal processes. Once an algorithm passes pre-review, indicating it meets requirements for justice and impartiality, it can provide fairer decisions. This is particularly important for advocates, whose work is to ensure the fairness of legal processes. They need to continually monitor whether these procedures truly operate as justly and fairly as stated in the review results.

Thirdly, judicial pre-review of algorithmic procedures may alter the role of independent advocacy. In modern society, advocates may need to acquire more knowledge and mastery of algorithms and data science to better understand and question the decisions of these procedures.

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This may necessitate some changes in legal education systems to assist advocates in adapting to this new environment.

However, reliance on algorithmic procedures may also present issues. First of all, if lawyers become overly dependent on algorithms, they may gradually lose their professional judgment and problem-solving abilities. This could weaken the status of independent advocacy, as it may reduce the professional role of lawyers to merely execute algorithmic instructions.

Then, the use of algorithmic procedures may raise issues regarding data protection and privacy. During the judicial pre-review process, lawyers may need to handle a large amount of sensitive information. Without appropriate data protection measures, there may be leaks or misuse of information, posing a threat to the status of independent advocacy.

In summary, the impact of judicial pre-review of algorithmic procedures on the status of independent advocacy is complex and dual-faceted. While utilizing algorithms to enhance efficiency, these potential issues and challenges must be cautiously navigated to protect the status and dignity of independent advocacy.

6.6. Future Prospects of Artificial Intelligence in the Realm of Criminal Defense

As for the future, over half of in-house counsels believe the impact of automation will be "significant" or "very significant", while only 3% believe automation will have no impact at all [11]. Similarly, 49% of the 386 US firms participating in Altman Weil's 2017 Law Firms in Transition reported having created special projects and experiments to test innovative ideas or methods, and that they were using technology to replace human resources with the aim of improving efficiencies [12].

AI algorithms can analyze large amounts of data and identify patterns that humans might miss. This can be particularly useful in analyzing evidence in criminal cases, such as surveillance footage, DNA evidence, or other forensic data.

AI can be used to analyze data to predict the likelihood of a particular outcome, such as the likelihood of a defendant reoffending. This information can be used by judges to make informed decisions about sentencing or by defense attorneys to build a case for leniency.

AI can be used to automate many of the routine tasks involved in criminal defense, such as document review and analysis, scheduling, and data management. This can free up attorneys to focus on more complex tasks and improve efficiency in the legal system.

AI can be used to analyze data on potential jurors to help attorneys identify biases and select a jury that is more likely to be fair and impartial.

However, there are also concerns about the use of AI in criminal defense. For example, some worry that relying too heavily on algorithms could lead to biased or unfair outcomes, particularly if the data used to train the algorithms is itself biased. Others worry that AI could be used to automate decisions that should be made by humans, potentially leading to a loss of accountability and oversight.

7. Conclusion

With the advancement of artificial intelligence technology, its application in the field of criminal defense is bound to become more widespread, yet due to inherent algorithmic issues and legislative absences, it will concomitantly bring about substantial challenges. These encompass not only technical challenges, such as data privacy, algorithmic fairness, and model interpretability but also moral and ethical disputes, including the fairness of artificial intelligence adjudications and human rights safeguards, as well as legal challenges in aspects like evidence legality, privacy law, and accountability. The application of artificial intelligence in the domain of criminal defense will

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inevitably trigger broad and profound societal impacts, such as alterations in the roles of legal personnel and enhancements in judicial system efficiency. The challenges it brings necessitate legislators to formulate corresponding strategies to ensure its application is both effective and equitable, while concurrently aligning with legal and ethical values.

Although this article has conducted a relatively comprehensive exploration of the application of artificial intelligence in the field of criminal defense and the challenges it faces, there are still deficiencies in certain aspects. For instance, there is a lack of detailed exposition and analysis of specific application cases of artificial intelligence in criminal defense; the content in terms of literature retrieval is slightly insufficient, and it is advisable to further reinforce the viewpoints and conclusions proposed in this article through comparison and analysis of other relevant research reports and methodologies. Nevertheless, in general, this article hopes to provoke attention to the application issues of artificial intelligence in the field of criminal defense, to deeply contemplate the inherent values and crises, in order to better respond to the transformations brought about by new technology.

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Nurture-Preparedness Assessment for the Childless Adults in China

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Abstract: Since the role of caregivers at all stages of their offspring's development has a significant impact on the formation of sound personalities, assessment tests of the ability of caregivers to provide emotional support to their offspring can help reduce the probability of problems for adolescents during their formative years. This study aims to initially develop a scale for Nurture-Preparedness Assessment for the Childless Adults in China. Combined with the classical psychological theories of Freud, Erikson and Maslow, and under the basis of the parents expectation and the Bond of Kinship, primarily constructed the positive and negative six aspects of the scale, a total of 31 items. After discrimination analysis, the final 26 scale items. Meanwhile, the reliability and validity of the scales were assessed by analyzing the internal consistency and validity factors. It should be noted that this experiment is a preliminary exploration, so the results are controversial and need to be further explored.

Keywords: Nurture-Preparedness, childless adults, discrimination, validity, reliability

1. Introduction

The prevalence of mental disorders in China will remain high until 2022. A study on the prevalence of mental disorders in 31 provinces in China in 2021 showed a relatively high percentage of 28,140 patients with mental disorders who were successfully treated, only 0.5% [1]. Based on the impact of mental disorders on adolescents, adolescents are more susceptible to psychopathic tendencies during their development. A survey on the prevalence of psychiatric disorders among Chinese adolescents showed that 14.8% of adolescents were at high risk of developing various psychiatric disorders, such as depression. Among them, the probability of developing various psychiatric disorders among adolescents aged 18 to 24 is more than 24%. According to Erikson's theory of personality development, the fulfillment of desires by caregivers at various stages of development plays an important role in the formation of a sound personality [2]. Therefore, an assessment test of the caregiver's ability to provide spiritual support is recommended. A "Nurture-Preparedness" test was developed in 2021 to primarily assess an individual's caregiving ability (or "childcare" ability). It was found through testing and evaluation that the validity of this study was relatively low due to, among other things, demand characteristics and the fact that it did not include the detection of new psychological aspects, among other issues, thus failing to meet the goal of assessing parental or caregiver competence.

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Therefore, this paper develops the Nurture-Preparedness Assessment for the Childless Adults in China on the basis of psychological theories, kinship ties, etc., with the aim of improving the assessment of parental caregiving abilities and thus improving the problems encountered by adolescents during their development.

2. Psychological Theories

2.1. Erikson-Eight Stages of Personality Development

Erikson divided life into eight stages of personality development by age, and educational failure at any age can create obstacles to a person's lifelong development [3]. In addition, according to Erikson, at each stage of psychosocial development, the personality traits that emerge from the resolution of core issues include both positive and negative qualities [4]. If the positive qualities are maintained at each stage of personality development, a sound personality is gradually formed. On the contrary, psychosocial crises and emotional disorders will occur, thus forming an unsound personality. The eight stages are: Trust versus mistrus (occurs from birth to around 18 months, focusing on developing a sense of trust and security in the world), Autonomy versus shame and doub (occurs from around 18 months to 3 years of age, focusing on developing a sense of independence and self-control), Initiative versus guilt (occurs from around 3 to 5 years of age, focusing on developing a sense of purpose and taking initiative in tasks), Industry versus inferiority (occurs from around 5 to 12 years of age, focusing on developing competence and skills in school and other activities), Identity versus role confusion (occurs during adolescence, from around 12 to 18 years of age, focusing on developing a sense of self-identity and exploring different roles in life), Intimacy versus isolation (occurs during adulthood, from around 19 to 40 years of age, focusing on developing intimate relationships and forming strong connections with others), Generativity versus stagnation (occurs during middle adulthood, from around 40 to 65 years of age, focusing on contributing to society and leaving a positive impact on the next generation), and Ego integrity versus despair (occurs during late adulthood, from around 65 years of age and onwards, focusing on reflecting on life and feeling a sense of satisfaction and fulfillment, or experiencing regret and despair).

2.2. Projection Effect

The theory of the projection effect, originally derived from Freud's theory of psychological defense mechanisms, is a cognitive disorder that refers to the tendency to project one's own subjective desires onto others and to assume that others conform to one's own expectations or have the same desires as oneself. The phenomenon in which people perceive and form impressions of others, thinking that they also possess characteristics similar to their own, and at the same time projecting and imposing their own feelings and will on others. Projection makes people tend to recognize or perceive others according to their own characteristics, thus misjudging their feelings and intentions [4]. The projection effect is usually manifested in two ways: one is emotional projection, which means that one acquiesces to the fact that other people's good and bad feelings are the same as one's own, and then tries to influence others according to one's own way of thinking. The second is a lack of objectivity in perception [4].

2.3. Maslow's Hierarchy of Needs

Maslow's hierarchy of needs belongs to the motivational theory of psychology, where he classified human needs into different levels based on the urgency of the need and displayed them in the shape of a pyramid structure. From the bottom of the hierarchy upwards are: physiological needs, safety needs, belongingness and love needs, esteem needs, cognitive needs, aesthetic needs, self-

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actualization, and transcendence needs. These eight need stages can be categorized as deficiency needs and growth needs. The first four levels are often referred to as deficiency needs, while the last four are growth needs. Maslow believed that lower-level needs must be satisfied before higher-level needs can emerge. And people need motivation to fulfill certain needs, and some needs are prioritized over others [5-6].

3. Design

3.1. Scale Factors

Aiming to test the ability of adopters to cultivate wholesome personalities in their offspring, this paper designs and develops a more targeted test of "Nurture-Preparedness". The new parenting readiness test will be divided into two aspects: expectations (of offspring) and the bond of kinship. It is believed that the expectations of caregivers directly influence the way they treat their offspring. The so-called "bond of kinship" refers to the presence or absence of a bond of trust and the ability of the caregiver to provide a sense of security to the offspring. Each time period involves two opposite positive and negative indices. Expectations are categorized into normal and abnormal expectations.

"Normal expectations", as a positive indicator, include self-actualization expectations and belonging expectations. Based on Maslow's Hierarchy of Needs theory, parents have self-actualization and belonging expectations for their children in the parent-child companion education relationship. That is, parents expect their children to enjoy certain things or abilities and to target them as specialties. As well, parents expect their children to feel trusted and relaxed when they are with them. These needs are based on the parent's own needs and are projected onto the parent-child relationship. In contrast, "abnormal expectations" fall into the negative dimension, which includes projective expectations and excessive expectations. Projective expectations are derived from the projection theory proposed by Freud, which states that caregivers always impose their subjective wishes or judgments on their offspring without their knowledge [5]. As a result, parents believe that their children or offspring will be geniuses in the areas in which they specialize. Transitional expectations can be interpreted as parents' belief that their children or offspring must attain a higher status in society than their parents.

The sessions of the bond of kinship consist of a positive emotional feedback index (positive index) and an emotional indifference index (negative index). The positive affective feedback index refers to the fact that the parent will give some material or verbal rewards to the offspring. And the emotional indifference index means that the parent will show kindness to the offspring only when they are obedient.

3.2. Participants and Procedure

There were 224 respondents, including 216 valid results. The participant method was opportunity. Participants were single and over 18 years old, with couples and married but childless individuals, aiming to assess their parenting ability in the future..

The questionnaire, which included 31 questions, was published online, and the data was also collected online. The questions were randomized, and the participants were blind to the dimensions of the questions. Participants were asked to answer whether they agreed with the judgment in each question on a 5-point scale: 1 (disagree) to 5 (agree). In the statistical analysis, the reverse questions were recoded and summed. The higher the score, the higher the future parenting ability. Then, the authors applied SPSS 19.0, Mplus, and the WPS office to do data analysis.

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4. Results

4.1. Demographic Results

There were 216 valid questionnaires, of which the gender ratio varied greatly, with 37 (17.13%) males and 179 (82.87%) females. In terms of age ratio, more than ninety percent (93.90%) of the subjects were between the ages of 18-22, amounting to 203. 6 (2.77%) of the subjects were between the ages of 22-26. The number of subjects over 26 years old was 7 (3.24%). In terms of marital status, more than 80% of the subjects were single, amounting to 177 (81.94%). In addition, 36 (16.67%) were unmarried couples, and 3 (1.39%) were married without children.

4.2. Item Discrimination Index

The correlation coefficient between the total score of each item and the scale was used as the item discrimination index. The results are shown in Table 1.

As can be seen from Table 1, the scale has good item discrimination. Most of the items are very significant, $p < 0.001$. However, the coefficients of Q22, Q25, Q26, Q29, and Q30 are smaller than 30, so delete these questions here. Later reliability and validity measurements were obtained from the 26-question scale.

Table 1: Results of discrimination.

F1	F2	F3	F4	F5	F6
Item α	Item α	Item α	Item α	Item α	Item α
Q1 .44	Q2 .36	Q4 .51	Q7 .49	Q19 .40	Q21 .50
Q3 .39	Q5 .48	Q6 .51	Q8 .48	Q20 .40	Q24 .48
Q9 .41	Q10 .35	Q11 .48	Q13 .54	Q22 .29	Q27 .43
Q14 .40	Q18 .44	Q12 .53	Q17 .59	Q23 .36	Q28 .49
		Q15 .56		Q25 .22	Q31 .38
		Q16 .56		Q26 .20	
				Q29 .28	
				Q30 .27	

4.3. Reliability and Validity

The internal consistency coefficient was used in this scale reliability assessment. Finally, the internal consistency coefficient (α) of the total volume table is obtained as 87. The results demonstrate the good reliability of the nurture-preparedness assessment scale.

In this study, confirmatory factor analysis was used to assess the conceptional validity of the scale. The results are shown in Table 2. From Table 2, the conceptional validity of the scale is not very ideal. Among them, X2/df and SRMR meet the specified requirements, and CFI and TLI RMSEA are very little different from the ideal indicators.

Table 2: Results of CFA.

Index	x^2	df	x^2/df	CFI	TLI	SRMR	RMSEA
ALL	1176.98	284	4.14	.86	.84	.073	.085

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5. Discussion

After a period of regular model collection and data analysis, a preliminary development of the assessment scale was made. After discrimination analysis, internal consistency analysis, and confirmatory factor analysis, the following conclusions can be drawn.

The original scale consisted of 31 items, and after discriminant analysis, the correlation indices α of Q22, Q25, Q26, Q29, and Q30 with the total score were less than 0.30, which indicated that the degree of discrimination was poor. Therefore, the whole scale finally became 26 items. Then, the α coefficients were greater than 0.30 for all the other question items and all of them reached a significant level of 0.001. In addition, the internal consistency coefficient reached 0.87 with a significance level of 0.001, indicating that the scale has good reliability. However, the results of the exploratory factor analysis were not satisfactory. Although two indicators, X2/df and SRMR, reached the standard, the rest of the indicators did not reach the desirable indicators. Although the study is only a preliminary exploration, the reliability of the scale is guaranteed and the validity gap is not too large.

To be more specific, there were some positive aspects while building the scale and applying classical theory. With the randomized order of the questions for participants to respond, the demand characteristics were relatively reduced. People are likely to give the social-desirable answers due to they are usually willing to act well and be more sociable. The discrimination of positive and negative dimensions of the questions in this assessment was concretely manifested on the positive or negative correlation of the scores and the ratings given by the respondents, and the randomized order aided to make the respondents blind to the dimensions of the questions. This means that participants would be unsure with whether the more they agreed with the judgment in the question, the higher score they would have. Hence, the validity of the assessment would be increased.

Basing on the personality development theory of Erikson, it can be found that the positive interventions in each stage play a significant part in the formation of a wholesome, or saying, social-desirable personality [4]. And on account of the current circumstance in China, which is a country developing rapidly, where the psychosocial crisis occurs are usually families that are not poor at the provision on resources. This illustrates that the key issue is in the mental factors.

After comprehending the concept in the personality development theory, it was led to the theory of hierarchy of needs developed by Maslow which demonstrated that the belongingness and love needs are prior to the self-actualization and transcendence needs [7]. With the supports of these involving theories, the content of the questionnaire was relatively valid and reliable.

6. Conclusion

This study combines classical psychological theories, such as Maslow's hierarchy of needs and the projection effect, and identifies 26 scale items on the basis of parental expectations and affectionate bonds, which are used to establish and improve the Nurture-Preparedness Assessment for the Childless Adults in China (Appendix). Due to the period of time was relatively short, a verification research was absent. With only 216 participants collected by opportunity, the validity of the results was likely to be reduced. At the same time, the rate between male and female was one of the factors that may influence our results. After that, ours sample may lack representativeness and our research also lack standardize. Last but not least, without the verification research, we lose an operation for a test for the reliability of the assessment. A further research would be demanded later. The verification research could be a well designed new assessment divided into 2 parts separately for the offsprings and the caregivers to answer.

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Appendix

Future Parents Parenting Competency Assessment

1. I hope that my child will have certain pursuits in life.
2. I will try to make my child feel that I love him/her.
3. My child should have a specialty or skill that also serves as a hobby.
4. I will enable my child's life to develop according to my plan.
5. I hope that my child will know how to love because of my presence.
6. My children should be competent in the same areas in which I am competent.
7. I hope to turn my back on a troubled child in order to strengthen his/her will.
8. I expect to create many problems for them so that they can learn to be independent under the difficult conditions I have created.
9. My child(ren) should find a profession that he/she loves and specializes in and adopt it as his/her career.
10. I want my children to feel a sense of trust and relaxation when they are with me.
11. My child deserves absolute obedience from me because I raised him/her.
12. I have already thought about what my children will do in the future.
13. My child must be much better than his/her peers.
14. I desire that my child will spontaneously strive to realize his/her own values in life.
15. My children will develop a worldview, values, and life outlook that are completely consistent with mine.
16. I expect my children to realize the dreams that I have not been able to achieve.
17. My children must achieve a better social status than I did.
18. I will try to convince my child that I will never abandon him/her.
19. During the early childhood stage of my child, I am able and willing to spend a lot of time with and care for him/her.
20. I will observe my child closely for interpersonal problems and show affectionate concern for him/her.
21. When I lose control of my emotions due to my child, I think that it is not my fault and that my child deserves to bear the burden of my negative emotions.
22. When my child makes a mistake or behaves inappropriately, I am willing to explain things patiently, even if my child doesn't understand right away.
23. If there is any negative comment about my child, it must be the result of a mistake my child has made.
24. If my child makes a mistake that I cannot forgive, I will no longer respect him/her.
25. My love and care for my child are based on his/her obedience to me (being obedient, well-behaved, and understanding).

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26. I think it is not necessary for me to respond to any childish questions that my children ask me when they are younger.

Self-activation expectation (P)
Affiliation expectation (P)
Projective expectation (N)
Excessive expectation (N)
Positive emotional feedback (P)
The extent of emotional indifference and negative emotional feedback (N)

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The Impact of Electronic Device Usage on Relationship Satisfaction

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Abstract: With the increasing popularity of electronic products, their impact on interpersonal relationships has also undergone significant changes. This paper delves into the intricate relationship between electronic device usage and relationship satisfaction. It provides a comprehensive review and analysis of relevant research, revealing that the utilization of electronic devices can exert a detrimental influence on relationship satisfaction. Within this context, various mediating and moderating variables, predominantly encompassing individual factors and interpersonal perceptions, are identified. Building upon limitations of this paper, future direction can focus on longitudinal analysis, advanced measurement techniques and expanded variables. These findings contribute to the augmentation of existing theories and offer novel insights into enhancing interpersonal communication and relationship satisfaction among individuals.

Keywords: technology, relationship satisfaction, phubbing, mobile phone, electronic devices

1. Introduction

Technology has undeniably become an integral aspect of contemporary social life. With over 5 billion smartphone users worldwide, constituting 68% of the global population, electronic devices have assumed a central role in the establishment and development of interpersonal relationships. Over the past two decades, there has been a notable shift in how electronic devices, including computers, cell phones, and tablets, impact the social patterns of individuals. While existing research has indicated that these devices have the potential to influence various aspects of interpersonal processes, a significant gap remains in our understanding of how electronic devices affect social processes within diverse interpersonal relationships.

Scholars have engaged in extensive debates concerning the influence of technology on interpersonal relationships. Some researchers contend that electronic products have a positive effect on these relationships. For instance, electronic devices facilitate remote communication, bridging geographical gaps and enabling individuals to stay connected despite physical distances. Additionally, they offer increased opportunities for social engagement, particularly benefiting individuals facing challenges in establishing real-life social networks. Notably, studies have demonstrated that the use of social technology can enhance the quality of life for older adults, contributing to successful aging [1]. Among teenagers, interactive technology has been found to facilitate communication with

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romantic partners, helping them overcome obstacles such as geographical separation, parental interference, and shyness [2].

Conversely, other researchers argue that electronic products have predominantly negative effects on interpersonal relationships. For instance, in professional settings, computer-mediated communication has been shown to adversely affect relationships among team members, impacting factors like positive emotions and emotional commitment [3]. Within intimate relationships, the use of a partner's mobile phone has been linked to reduced relationship quality and trust [4].

In the contemporary landscape, the use of electronic products for social interaction is on the rise. The mobile phone, as a versatile and highly accessible new media technology, serves as a two-way communication medium and a novel one-to-many information source. Its unique attributes, including real-time communication and global reach, simplify relationship building and maintenance. Consequently, this study seeks to enhance our understanding of the impact of technology on mental well-being and happiness, offering guidance on how individuals can effectively manage the interplay between technology and interpersonal relationships.

2. Literature Review

Numerous studies have explored the multifaceted impact of electronic devices on interpersonal relationships. While early research, dating back to 2006, underscored the potential for electronic products to strengthen familial bonds and expand individuals' psychological networks, fostering ease in maintaining interpersonal relationships [5], more recent investigations have predominantly focused on the adverse effects of electronic device usage on these relationships.

Positive effects of electronic products on interpersonal relationships have been identified. Notably, some studies have highlighted the positive influence of social software on the physical and mental well-being of the elderly, particularly in alleviating loneliness [6]. In the realm of teenage relationships, interactive technology has been found to facilitate communication between romantic partners, helping overcome barriers such as distance, parental interference, and shyness [2]. Such findings suggest that electronic products can enhance certain aspects of interpersonal connectivity.

Conversely, a majority of research has delved into the negative repercussions of electronic product usage on various types of relationships. For example, within the context of family and parent-child dynamics, studies have revealed that parents' mobile phone usage can negatively impact their relationships with their children [7]. Furthermore, parents' phubbing behavior has been linked to children's mobile phone addiction and diminished parent-child relationship satisfaction [8].

Romantic relationships have garnered substantial attention in this body of research. The mere presence of mobile phones has been found to impede the development of intimacy and trust, diminishing empathy and understanding between partners [9]. Additionally, studies have demonstrated a negative correlation between mobile phone interference among partners and relationship satisfaction, as well as individual happiness [4]. The term "phubbing," a portmanteau of "phone" and "snubbing," has gained prominence, describing the act of prioritizing one's phone over direct social interaction [10]. Phubbing behavior has been shown to divert attention from partners, potentially leading to feelings of loneliness, anxiety, and depression in real-world settings [1] This behavior has further been linked to deteriorating long-term relationship quality, weakened interpersonal bonds, and reduced relationship satisfaction [11]. Partner phubbing has been found to erode romantic relationship satisfaction [12], with specialized scales like the Phubbing Scale and Partner Phubbing Scale developed for measurement [13].

Subsequent research has expanded its focus to colleague relationships, revealing that computer-mediated communication can significantly affect team members' emotions and attitudes [3]. Moreover, supervisor phubbing behavior has been associated with diminished interaction quality between employees and their supervisors [14]. Superficial emotional behavior in virtual work

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environments has been linked to reduced employee well-being, job satisfaction, increased fatigue, and higher turnover intentions [15].

Friendships and social interactions have also been examined, with mobile devices found to negatively impact face-to-face social interaction, diminishing interpersonal communication quality and emotional resonance [16]. Notably, smartphone use during social interactions has been correlated with a reduction in smiling frequency, potentially undermining interpersonal relationships [17]

To further elucidate the mechanisms underlying the impact of electronic products on interpersonal relationships, scholars have explored mediating and moderating variables. These variables can largely be categorized into two groups: individual factors and interpersonal perceptions.

Mediating and moderating variables in some studies predominantly revolve around individual factors. Frequently employed mediating variables include positive and negative emotions, as researchers gauge their impact by having participants watch phubbing animations and assessing subsequent changes in relationship satisfaction and emotional states[10]. Other studies have examined variables such as depressive symptoms [4]. Commonly used moderating variables encompass shyness and individual attachment styles, with hierarchical regression analysis often applied to assess their effects on relationships [4].

In contrast, an increasing number of studies have focused on interpersonal perception variables as mediating and moderating factors. Sense of belonging has emerged as a frequently examined mediating variable, with researchers employing Sobel tests to evaluate its significance in mediating the relationship between electronic product usage and interpersonal outcomes [10]. Other intermediate variables include relationship dynamics, perceptions of others' emotional authenticity, sense of exclusion, partner reactions, intimacy, and conflict related to mobile phone usage [1,12,15]. Moderating variables in this context include shared mobile phone usage and mobile phone addiction behaviors. Process software has been used to analyze mediating and moderating effects, often employing partner mobile phone addiction as a predictive variable, relationship satisfaction as an outcome variable, and shared mobile phone usage and participants' own mobile phone addiction behavior as moderating variables [12]. Additionally, variables such as relationship types, team centrality, team size, team tenure, and gender have been explored as potential moderators [3,10].

Since 2018, there has been a growing emphasis on studying the mediating role of interpersonal perception variables, such as the sense of belonging and relationship dynamics. Concurrently, variables like attachment style, shared mobile phone usage, and relationship type have been recognized for their capacity to modulate these relationships. In light of the increasing ubiquity of science and technology, it is evident that electronic products influence interpersonal relationships predominantly through the interplay of individual factors and interpersonal perceptions.

3. Conclusions

This study has undertaken a comprehensive review of the latest developments regarding the impact of science and technology on interpersonal interactions across various types of relationships. Additionally, it has delved into the underlying mechanisms of this influence. From a theoretical perspective, these investigations have bridged existing theories, such as self-determination theory, social demand theory, and social exchange theory, with the ever-evolving landscape of science and technology. These studies have formulated hypotheses regarding the potential repercussions of technological advancements. By aligning with these theoretical frameworks, they have elucidated why individuals' satisfaction with relationships tends to decline following the proliferation of electronic products. It has been demonstrated that electronic products can exert their influence on interpersonal interactions through the manipulation of individual factors, such as positive and negative emotions, as well as interpersonal perception factors, exemplified by the sense of belonging.

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Consequently, this body of work significantly extends prior theoretical constructs and serves as a foundation for future research endeavors.

From a practical standpoint, these investigations offer innovative strategies for individuals seeking to enhance interpersonal interactions and bolster relationship satisfaction. For instance, within intimate relationships, nurturing intimacy and partner responsiveness can mitigate the adverse impact of a partner's cell phone addiction on relationship satisfaction. Hence, individuals have the potential to enrich their relationships by fostering heightened emotional connections and improving the quality of interactions with their partners. In the context of colleague relationships, organizations are encouraged to promote the utilization of more direct communication methods, such as video conferencing, to enhance emotional connections among team members. These studies impart valuable insights for individuals striving to mitigate the influence of science and technology on interpersonal interactions. They emphasize the importance of prioritizing face-to-face interactions as a means to augment interpersonal relationships effectively.

In conclusion, this research underscores the critical interplay between science and technology and interpersonal interactions within a diverse array of relationships. It not only advances our theoretical understanding but also equips individuals and organizations with pragmatic approaches to navigate the evolving landscape of interpersonal interactions in the digital age. Ultimately, these studies underscore the significance of maintaining meaningful face-to-face connections as a cornerstone for fostering improved interpersonal relationships.

4. Limitations and Future Directions

As we assess the literature, it becomes evident that research on the influence of electronic products on relationship satisfaction remains in its nascent stages and requires further exploration. Within the current body of research, several limitations stand out, primarily related to research methodologies and variable selection. This section delves into these limitations and outlines potential directions for future research.

4.1. Limitation

4.1.1. Research Methods

One prominent limitation is the dearth of longitudinal research within the existing literature. Many studies primarily capture a snapshot of the current situation, often lacking follow-up assessments. This is particularly noticeable in the context of intimate relationships, where longitudinal investigations are notably scarce. To gain a deeper understanding of how electronic products impact relationship satisfaction over time, future research should incorporate longitudinal designs, tracking changes in subjects' relationship satisfaction over extended periods.

Moreover, it is worth noting that a significant proportion of the literature relies on self-report questionnaire surveys as the primary research method. While these surveys provide valuable insights, they represent a relatively simplistic approach to data collection. Future studies should consider diversifying research methods to include more nuanced and objective assessments of the impact of electronic products on interpersonal interactions.

4.1.2. Variable Selection

In terms of variable selection, many studies have concentrated their efforts on intermediary variables primarily related to individual characteristics, often overlooking objective and interactive indicators. This limitation constrains the depth of our understanding of the mechanisms at play. To address this, future research should explore alternative technology-based measurement indicators for relationship

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satisfaction and personal happiness. For instance, the integration of near-infrared devices to monitor changes in brain activity and physiological indicators can offer a more comprehensive understanding of participants' actual behaviors, such as nonverbal reactions and eye movement responses, which can be used to gauge relationship satisfaction.

4.1.3. Additional Research Considerations

Beyond the aforementioned limitations, there are other areas of potential improvement in future research. These include:

1. Citation Coverage: Future studies should aim for more comprehensive coverage of cited documents to ensure the incorporation of the most recent and relevant research findings.
2. Theoretical Background: Efforts should be made to incorporate and build upon more contemporary theoretical frameworks, aligning research assumptions with emerging theories in the field.
3. Regional Variations: Researchers should acknowledge and investigate regional variations in study results, striving for a more universal understanding of the impact of electronic products on interpersonal relationships.

4.2. Future Directions

Building upon these limitations, future research should consider the following directions:

4.2.1. Longitudinal Analysis

Conduct longitudinal research to assess changes in subjects' relationship satisfaction over extended periods, providing a more comprehensive understanding of the long-term impact of electronic products on interpersonal relationships.

4.2.2. Advanced Measurement Techniques

Explore alternative measurement indicators for relationship satisfaction and personal happiness, incorporating advanced technologies such as neuroimaging and physiological monitoring to assess participants' actual behaviors.

4.2.3. Expanded Variables

Expand the array of intermediary and result variables under investigation, delving deeper into the complex mechanisms that underlie the influence of electronic products on interpersonal relationships.

In conclusion, while the current body of research on the impact of electronic products on relationship satisfaction has made significant strides, it is essential to recognize its limitations and chart a path towards more robust and comprehensive investigations. These future directions offer opportunities to refine methodologies, broaden variable considerations, and contribute to a deeper understanding of the intricate relationship between technology and interpersonal interactions.

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Comparing Urban Population Growth: Less Developed Countries in the Last 50 Years and the 19th Century Britain

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Abstract: In recent decades, the world has witnessed a remarkable surge in urban population, soaring from 1 billion to 2.9 billion in the latter half of the 20th century, and further reaching 3.6 billion in 2010. Over half of the global populace now resides in urban areas, marking a tripling of the urban population within the last half-century. This substantial growth in urbanization is a significant global demographic shift. The World Bank's data reveals this upward trajectory through a compelling line graph, illustrating the burgeoning urban population from 1960 to 2015. Notably, this phenomenon is not confined to a specific region or category. "Less Developed Countries" (LDCs) have undergone a parallel surge in urban population, reminiscent of the urbanization wave experienced by Britain during the 19th century. This essay aims to delve into a comparative analysis of these burgeoning urban populations, focusing on their contexts, underlying causes, and far-reaching effects. By examining these aspects, a comprehensive understanding of the global urbanization phenomenon and its implications on societies, economies, and environments will be elucidated.

Keywords: urban population, urbanization, Less Developed Countries (LDCs), expansion, rapid growth

1. Introduction

In the past century, there has been a remarkable surge in urban populations worldwide. According to data, the global urban population skyrocketed from 1 billion to 2.9 billion in the latter half of the 20th century, reaching a staggering 3.6 billion by 2010. Presently, more than half of the global population resides in urban areas, highlighting the significance of understanding urbanization trends and their impacts.[1]

This essay will delve into a comprehensive comparative and contrastive analysis of the rapid urbanization witnessed in "Less Developed Countries" (LDCs) over the last 50 years, juxtaposed with the striking urban growth experienced in 19th-century Britain. By closely examining the contextual, causal, and consequential aspects of these phenomena, we aim to extract valuable insights that can inform contemporary urban development strategies.

Understanding the contextual differences between urbanization in LDCs and 19th-century Britain is crucial. The historical, economic, and sociopolitical contexts of these periods profoundly shaped the nature and pace of urbanization. Factors such as industrialization, technological advancements,

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colonization, and globalization played distinct roles in each scenario, affecting the patterns and dynamics of urban growth.

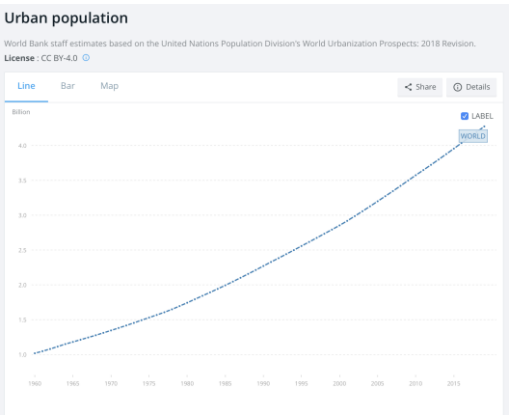


Figure 1: Line graph of the growth of urban population in the world during 1960 to 2015 which estimated by World Bank staff [1].

2. Comparison and Contrast in Context

LDCs share key traits: Low Per Capita Income, Capital Shortage, Population Explosion, and Low Productivity. Malthus' 1798 prediction about population growth rings true in most of these countries.[2] After World War II, mortality in many developing nations dropped rapidly, partly due to improved healthcare, resulting in a significant decline in death rates but not in birth rates,[3] ultimately causing a surge in population growth since the 1950s. [4]

Globally, urbanization is on the rise. In 1950, 29% of the world lived in urban areas; by the late 2000s, it was around 49%.[5] In the 19th century, Britain experienced a growth rate comparable to LDCs over the previous 50 years, driven not by shifts in birth and death rates, but by the transformative British Industrial Revolution, starting in the 1760s with innovations in the cotton textile industry and the widespread adoption of Watt steam engines, symbolizing a mechanization revolution in the 1830s and 1840s.[6]



Figure 2: Industrial agriculture [6].

In the 17th century, the British bourgeois regime propelled capitalist development and colonial expansion, amassing significant capital. The Enclosure Movement provided essential labor, supplemented by immigration from rural areas and foreign nations, bolstering the population.[7]

Comparing LDCs and 19th century Britain, both experienced a notable urban population surge. However, 19th century Britain thrived in a pivotal era of technological and industrial revolution, drawing a substantial working-class population to address livelihood challenges. Conversely, LDCs in the past 50 years faced poverty, capital scarcity, and low productivity, differing greatly from Britain's 19th-century context.[8]

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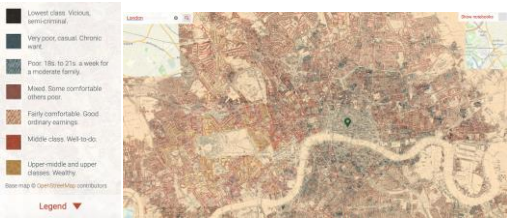


Figure 3: Map of different classes which live in different part in London [9].

Although urban population growth in 19th century Britain and LDCs in the last 50 years has produced many positive effects, there are also some problems and challenges in urban planning. By contrast, the urban population growth in Britain is more active, while in less developed countries is relatively passive.

3. Comparison and Contrast in Causes

“Population Explosion and High Dependence” are one of the main characteristics of LDCs.[10]



Figure 4: Poverty in Less Developed Country [11].

Rural areas face limited prospects, pushing migration to resource-rich urban centers. The "pull" of cities includes better living standards, opportunities, high-paying jobs, healthcare, and education, attracting rural inhabitants.[11]

Towards the end of the British Industrial Revolution, stability in technological and industrial development became the dominant "pull" factor. However, precarity was prevalent before the revolution, indicating a marginal subsistence existence for the masses in any nation.[12] Historical evidence showcases Britain's pre-industrial poverty, both in urban and rural contexts.

The Enclosure Movement marked a pivotal phase, where a new aristocracy privatized land, displacing peasants and transforming them into the proletariat, accelerating urban population due to ample employment opportunities from industrialization.[13]

The heart of the Industrial Revolution in Britain lay in the shift from handicraft industries to large-scale machine-based factories, significantly altering the industrial landscape.[14] The revolution demanded a substantial labor force, and urban areas, offering numerous employment prospects, saw a rapid population surge.

Similarities between urban population growth in LDCs and 19th-century Britain include push and pull factors. In LDCs, the stronger "push" is due to pervasive poverty, compelling people to seek new opportunities. Conversely, Britain's trajectory showed a gradual escape from poverty towards a new phase of development, amplifying the "pull" of urbanization.[11]

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4. Comparison and Contrast in Effects

“Large cities will play a significant role in absorbing future anticipated growth, but for the foreseeable future the majority of urban residents will still reside in much smaller urban settlements of fewer than 500,000 residents. (see the image below)” [15]

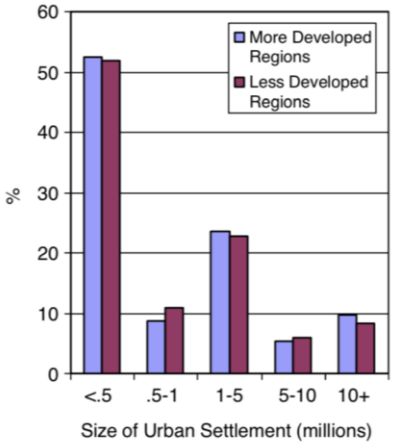


Figure 5: Size of Urban Settlement [15].

The effect is the urban settlements gradually dwindled and were not enough to provide for all the urban residents, while many people of the working class with low incomes had to live in slums. The reduction of water supply in many surrounding urban areas and slums has become a major challenge.[16]

The sudden expansion in urban populations also has some effects on urban development. For example, traffic jams (In Sao Paulo, Brazil, the government has passed such a law that only certain vehicles are allowed to drive on the streets according to their license plate number), air pollution (It is estimated that 60% of Kolkata's residents suffer from respiratory diseases related to air pollution; The World Bank estimates that only 35 percent of urban residents in developing countries have adequate health services).[16]



Figure 6: Air pollution in Kathmandu [17].

Revisionist economists, drawing from sectoral studies, argue that rapid population growth isn't a primary barrier to economic development. Instead, it interacts with and worsens failings in economic and social policy, with effects varying by context.[18]

While urban population growth appears to drive GDP and productivity in LDCs, the root issue remains underdevelopment and poverty. In the 19th century, Britain faced similar challenges due to

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urban population growth, notably housing shortages. London's population doubled from 1801 to 1851, causing overcrowded, unsanitary living conditions.[19].



Figure 7: Housing problem [20].

From the plan, it seems that five families will live on one floor. They have to share the kitchen, living room, and toilet, which is very crowded, rough, and lacks privacy. In such an environment, the physical health of residents will be affected seriously. (see the image below)

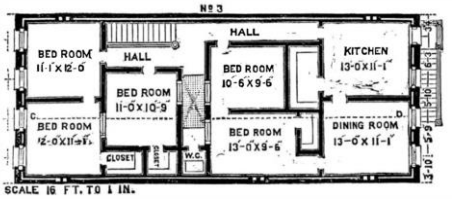


Figure 8: Plan of a working-class house [21].

However, the rapid growth of the urban population provided a rising labour force to facilitate the introduction of intensive agriculture, as well as to mine coal and work in factories.



Figure 9: Factory in the Industrial Revolution [22].

A growing market for the necessities of life (food, clothes, shelter, and household goods) was provided, encouraging entrepreneurs to experiment with new techniques to enable them to produce more, faster, and cheaper. This steadily expanding domestic market exerted a valuable cushioning effect whenever volatile export markets underwent a temporary recession.[22]

The striking difference between LDCs is that what they lack is in such a resource-rich society, which leads to the essential difference in the effect of 19th-century urban population rapid growth in Britain and the last 50 years of urban population growth in LDCs.

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5. Conclusion

LDCs face poverty aggravated by rapid urban population growth, unlike Britain in the 19th century, where the Industrial Revolution lifted them from poverty. Comparative studies reveal the fundamental difference in urban population growth between 19th century Britain and LDCs in the last 50 years, attributed to distinct social systems and natures.

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Research on the Influence of Douyin on Teenager in China

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Abstract: In today's dynamic digital landscape, the influence of social media on adolescents has emerged as a central focus of research, education, and parenting. Douyin, a prominent short-form video platform, has become a key player in shaping teenagers' online experiences. This qualitative study undertakes a comprehensive exploration of the intricate relationship between Douyin and teenagers, shedding light on both its advantages and challenges. With a thorough review of pertinent literature, this research investigates Douyin's multifaceted impact on teenagers' psychological, social, and educational spheres. The study is guided by specific research objectives, including the examination of how Douyin fosters global connections and cross-cultural interactions, serves as a platform for promoting social awareness, contributes to skill development and informal learning, shapes teenagers' engagement with current events, and explores potential negative consequences such as addiction, physical harm, mental health issues, privacy concerns, and exposure to inappropriate content. The findings underscore the dual nature of Douyin's influence on teenagers, elucidating its role as a catalyst for global connections and social change, while also highlighting potential pitfalls related to addiction, safety, and privacy. As Douyin continues to play a pivotal role in the digital lives of teenagers, this research serves as a timely reminder of the importance of responsible use and guidance from educators, parents, and guardians. It underscores the need for a balanced approach to harnessing the platform's benefits while safeguarding against its potential drawbacks, emphasizing the broader significance of navigating the digital world with mindfulness and intentionality.

Keywords: Teenagers, Douyin Influences, Mental Health

1. Introduction

In the ever-evolving digital landscape, the influence of social media on adolescents has become a focal point of research, education, and parenting. Douyin, a short-form video platform, has risen as a significant player in shaping teenagers' online experiences. This study delves into the complex interplay between Douyin and teenagers, uncovering both its benefits and challenges.

Within the field of digital media and adolescent development, Douyin's role is dynamic and pivotal. As this platform gains prominence, understanding its impact on teenagers' psychological, social, and educational spheres becomes imperative. Existing studies touch on certain aspects of Douyin's influence, yet a comprehensive analysis examining its dual nature is lacking. This research aims to bridge this gap by dissecting Douyin's impact on teenagers.

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The overarching theme centers on Douyin's dual effect on adolescents, encompassing both favorable outcomes and potential drawbacks.

The study addresses specific research objectives: Investigate how Douyin fosters global connections and cross-cultural interactions among teenagers.

Examine the ways in which Douyin serves as a platform for promoting social awareness and democratizing radicalism. Assess the extent to which Douyin contributes to teenagers' skill development and informal learning. Analyze how Douyin shapes teenagers' engagement with current events and their role as informed citizens. Explore the potential negative consequences of Douyin for teenagers, encompassing addiction, physical harm, mental health issues, privacy concerns, and exposure to inappropriate content.

This paper adopts a qualitative approach, drawing from a review of relevant literature to explore various aspects of Douyin, including trends, user engagement, and preferences.

2. Positive Influences of Douyin on Teenagers

Douyin's short video format is in line with the trend of shortened attention time for modern consumers. Teenagers can consume a variety of content in a short period of time, making it an ideal choice for quick entertainment and rest. This platform provides a large number of editing tools, filters, and effects, allowing users to creatively express themselves and showcase their talents, whether it is dance, singing, comedy, or any other art form. This application provides a niche community that caters to the diverse interests of teenagers. Whether it's art, radicalism, or fans, there is a community that suits everyone. In addition, Douyin's large-scale statistical data can quickly understand user preferences and provide content that suits personal tastes. This makes the content feed highly personalized and attractive to users. Douyin advocates spontaneity rather than perfection, which may not be so scary for teenagers. Unlike platforms where highly planned content becomes the norm, Douyin celebrates primitive, authentic, and spontaneous content.

2.1. Free Creative Environment: Cultivating Global Connections and Social Awareness

In the increasingly globalized world, Douyin stands out as a platform that fosters cross-cultural connections and promotes international harmony and understanding. Boyd aptly emphasizes how Douyin's interface blurs geographical boundaries, allowing users to seamlessly engage with content from around the world [1]. This unique feature plays a pivotal role in shaping the experiences of teenagers who use the platform.

Through Douyin, teenagers embark on a virtual journey across different continents, gaining deeper insights into a rich tapestry of cultures, traditions, and lifestyles. Each video becomes a window to a different corner of the globe, offering a unique opportunity for cultural exploration. This global exposure cultivates cosmopolitanism among young users, a crucial asset in a rapidly globalizing world where intercultural competence is increasingly important.

Moreover, Douyin transcends the limitations of traditional forms of social awareness and activism. It offers a more flexible and accessible platform for teenagers to engage with pressing local and global issues. Movements like "Black Man's Life is Life" and climate change awareness resonate deeply within the Douyin community, showcasing its power as a tool for change. As Bennett and Segerberg suggest, digital platforms like Douyin democratize radicalism, granting every user a voice, perspective, and the opportunity to become a change agent [2]. In this way, Douyin redefines the traditional paradigm, expanding its role beyond mere entertainment to become an enlightenment platform.

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2.2. Accumulation of Rich Knowledge: Skills Development and Staying Informed

Douyin is not just a platform for entertainment; it has evolved into a dynamic hub for knowledge acquisition across various domains. The distinction between learning and entertainment has become increasingly blurred, and Douyin is at the forefront of this transformation.

The platform offers a wide array of tutorials that cater to diverse interests and passions. From arts and crafts to complex scientific experiments, Douyin provides bite-sized lessons that captivate young minds. Teenagers can explore their interests, learn to play musical instruments, pick up new languages, or grasp intricate scientific concepts – all through engaging and informative videos. This informal learning ecosystem complements traditional education, contributing to teenagers' overall development.

Additionally, Douyin's content relevance algorithms ensure that users stay informed about major global events. In an age characterized by information overload, Douyin streamlines the process of identifying and understanding relevant news. Tandoc commend the platform for its advantages in cultivating informed citizens [3]. Complex geopolitical events are distilled into understandable fragments through catchy melodies, creative graphics, and concise content. Douyin empowers teenagers to be active participants in global dialogue, enhancing their awareness of important issues.

2.3. Interesting Time Consumption: Entertainment and Relaxation

Amidst the academic and social pressures of adolescence, Douyin provides a much-needed platform for relaxation and entertainment. Johnson and Knobloch Westerwick have conducted research highlighting its therapeutic potential, and it's evident in the platform's diverse content library [4]. From comedy sketches that induce fits of laughter to captivating music performances and immersive storytelling, Douyin offers a digital haven where teenagers can unwind, find joy, and momentarily escape the demands of daily life.

Douyin serves as a valuable source of entertainment and respite, offering a multitude of ways for teenagers to engage and connect with content that brings delight and comfort. Whether through humorous videos, catchy music, or engaging narratives, Douyin provides a platform where young users can experience moments of relaxation, laughter, and enjoyment, balancing the challenges they face during adolescence.

3. Negative Influences of Douyin on Teenagers

3.1. Time Poured Too Much: The Silent Threat of Addiction

Douyin, with its captivating content and seamless scrolling, has become a popular platform among teenagers. However, this very design element that makes Douyin so engaging also poses a silent threat: addiction. Users, especially adolescents, can find themselves spending countless hours on the platform, often at the expense of other essential activities.

Research by Paul has shown that excessive digital participation, a phenomenon associated with platforms like Douyin, can have a chain reaction effect [5]. It can lead to decreased academic performance, hinder personal development, and even impact physical health. For teenagers, time is a precious and limited resource, and the uncontrolled use of Douyin can undermine their long-term aspirations.

The allure of Douyin's continuous content feed, where one video seamlessly leads to another, makes it easy for users to lose track of time. The dopamine rush from each new video and the desire to see more can create a cycle of addiction. This addiction can disrupt study schedules, reduce the time available for physical activities, and even affect sleep patterns, which are crucial for adolescents' growth and well-being.

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3.2. The Information is Too Complex: Managing Dangerous Challenges and Emotional Minefields

Douyin's pursuit of viral fame has led to the emergence of dangerous challenges within the platform's content. Challenges like 'Skull Breaker' and 'Flame Challenge' have gained notoriety for their risky nature. Research conducted by Taylor and Silver has shed light on the physical dangers associated with these challenges [6].

Despite Douyin's efforts to remove such content, the sheer quantity of user-generated videos and the platform's viral nature make it a persistent challenge. These challenges can lead to accidents and injuries, posing a genuine physical threat to users who attempt to replicate them.

Beyond physical dangers, Douyin, like other social media platforms, has contributed to the growing mental health concerns among teenagers. Twenge and Campbell have highlighted the impact of constant digital validation-seeking behavior, where users gauge their self-worth based on the number of likes, shares, and comments received [7]. This can lead to distorted self-perceptions, anxiety, and depression, particularly among impressionable teenagers. O'Keeffe and Clarke Pearson emphasized the harmful effects of premature exposure to adult content and advocated for stricter content filters [8].

Online bullying is another concerning issue that thrives on platforms like Douyin. The anonymity provided by the digital realm can embolden individuals to engage in hurtful behavior. This online bullying can significantly impact teenagers' mental well-being and overall happiness.

3.3. Privacy and Security: Sailing in the Mist of Content

In an era marked by data breaches and privacy concerns, Douyin's extensive data collection practices have garnered significant attention. The platform collects a vast amount of user data, including location, device information, and user behavior.

This massive collection of user data presents enticing targets for malicious actors. As highlighted by Gallagher, the risks associated with such data collection are multifaceted Gallagher [9]. Malicious actors may attempt identity theft, target users with phishing attacks, or exploit vulnerabilities in the platform's data security.

Moreover, Douyin's content landscape is diverse, encompassing everything from inspiring and educational content to inappropriate and explicit material. Young audiences, including teenagers, are exposed to a wide range of content, and not all of it is suitable for their age group.

Premature exposure to adult content can have detrimental effects on the development and well-being of young users. Advocating for stricter content filters and parental controls becomes essential to safeguard the digital experiences of teenagers.

4. Discussion

Douyin provides a platform for users to express themselves, learn and communicate, but it also brings a series of hidden dangers and problems. The key to using Douyin is balance: enjoy all the benefits it provides, but also be aware of its potential risks, and take appropriate measures to protect ourselves. Douyin also reminds us that in the era when digitalization is increasingly dominating our lives, how to define and maintain the identity, how to find a balance between the digital world and the real world, and how to maintain authenticity and sincerity while pursuing viral popularity are all issues that need to think deeply about. In general, Douyin is a platform full of opportunities and challenges. Properly using it can open up new perspectives and possibilities for us, but improper use may bring irreversible consequences. Therefore, the attitude towards Douyin should be open but cautious, enjoy the fun it brings, and be alert to its potential risks.

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Balancing the pros and cons of Douyin requires a proactive approach. Educators, parents, and guardians play a crucial role in guiding teenagers to use this platform wisely. An open dialogue on the importance of responsible use, privacy settings, time management, and offline participation helps to delineate boundaries.

5. Conclusion

Douyin is a vivid proof of the era of digital evolution. It opens up a world full of opportunities, cultivates a global perspective, and hones multiple skills for teenagers, while also bringing challenges that symbolize the complexity of the digital age. One of the most profound benefits of Douyin is the democratization of information and its ability to balance sound. Teenagers who have traditionally been seen but not heard have gained an unprecedented platform for expression, education, and participation. Through this medium, they can now share their talents, advocate for social change, and even have a detailed understanding of global events, challenging the ancient beliefs of young people who are not interested in world affairs. However, the shadow surface of Douyin's influence is a mirror reflection of these benefits. The global connections of enlightenment can also be misleading, and open voice platforms can sometimes echo harmful information. The design of this application encourages endless scrolling, which raises the issue of how technology affects time management, attention duration, and physical health. In addition, pursuing high-risk games for digital verification is is a new-era challenge that previous generations did not face. Perhaps the most crucial thing is that the huge digital footprints left by teenagers in their pursuit of viral behavior can make them vulnerable to serious privacy violations. It is also worth noting that although Douyin is an important influencer, it is part of the broader digital landscape that influences adolescent behavior and psychology. It cannot be singled out alone; it is a part of the internet.

Balancing the pros and cons of Douyin requires a proactive approach. Educators, parents, and guardians play a crucial role in guiding teenagers to use this platform wisely. An open dialogue on the importance of responsible use, privacy settings, time management, and offline participation helps to delineate boundaries. In summary, Douyin is not just an application; This phenomenon symbolizes the broader significance of living in the digital world. Its dual impact on adolescents calls for action from all relevant stakeholders - reminding people that although technology can be a powerful driving force, its unconstrained impact can also be challenging. With the continuous development of the digital age, it is crucial for us to move forward cautiously and consciously, and firmly commit to ensuring that platforms such as Douyin are used in the best way for growth, learning, and true connections.

While this discussion has highlighted Douyin's impact on teenagers in terms of addiction, safety challenges, and privacy issues, one notable limitation is the lack of comprehensive data analysis. Future research could benefit from more extensive data collection and analysis to provide a deeper understanding of these issues.

Additionally, a more detailed examination of the effectiveness of Douyin's content moderation and safety measures would be valuable. This could involve collaboration with the platform to gain access to internal data and insights.

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Gender Discrimination in Contemporary Chinese Women's Income

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Abstract: On the globe, there has been much gender discrimination whereby women are the culprit. China is one of the countries that has not been left out and gender discrimination is very high. In China, women largely experience widespread income discrimination. Women in many companies or firms earn less as compared to men, even in similar jobs. To understand this, this paper aims to explore the gender discrimination faced by Chinese women in terms of income. Through a literature review, this paper finds that despite the increasing participation of Chinese women in the labor market and the progress made in improving the status of women, gender discrimination still exists in the field of women's income. This paper analyzes the status quo of gender income inequality, the harm of gender income inequality, and the challenges faced in realizing gender income equality. The findings show that there has been a significant difference in income gaps between women and men. There have been restrictions on women's career choices and development. Also, there has been a negative effect on women's living conditions. This study is significant as it enables us to understand the plight of women in China and the sufferings that they have been undergoing.

Keywords: gender discrimination, income gap, female labor force, cultural factors

1. Introduction

In the world, gender discrimination against women has been on the rise. Many women suffer gender discrimination in their homes and their workplace. Gender discrimination mainly starts in childhood when children are robbed of their chances or rights, especially the girl child. A woman is more likely to be denied his rights as compared to a man. In the globe, many girls are kept away from school, they are forced to be married and many others are subjected to violence. In the workplace, many women face discrimination whereby they are paid less money as compared to men who perform the same duties. Also, their voices are never heard and they continue to be discriminated against. In China, many women continue to face discrimination income discrimination [1]. Many organizations in China pay women less income as compared to men. There has been a noteworthy difference in income gaps between men and women [2]. Inequitable treatment of women in employment is very common in today's China, especially in science-related occupations that are traditionally more suitable for men, such as pay inequality and layoffs. Also, there has been a negative consequence on women's living conditions where gender discrimination has made many women face lower wages and benefits thereby reducing their quality of life and financial security. In this, many women face poverty and financial instability, financial hardship, and lower quality of life. Those women living in low-income

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families and poor areas mainly suffer in China and other parts of the world. They also find it hard to afford basic needs, for instance, food, clothing, health care, shelter, and education. Previous research has not touched much on gender discrimination on Chinese women's income and thereby there is a need to do more research on this topic. This paper will analyze the current status of gender-specific income inequality, the harms of gender income inequality, and the challenges to achieving income equality between men and women.

2. Status of Gender-Specific Income Inequality

2.1. Differences in Income Opportunities

There is a striking difference in income opportunities between men and women. This difference manifests itself as a social phenomenon whereby many occupations and industries prefer to recruit male employees or, in some cases, even exclude female employees. This trend is particularly evident in traditionally male-dominated industries and professions, such as technology, finance and healthcare.

While unemployment figures for men and women in China differ, the majority of unemployed women in China are working as homemakers. For instance, in 2000, 73% of unemployed women between the ages of 30 and 34 did not hold work outside the home because they were taking care of household duties. Only 4% of the unemployed men in this age range were giving up paid work to care for their families, in comparison [1].

Young individuals and recent college graduates are also affected by gender-based prejudice. An investigation by the Women's Federation of Jiangsu Province demonstrates this [3]. According to the article, 80% of female graduates in a group of 1,100 college graduates reported encountering gender discrimination while searching for jobs. Male employment rates were 8% higher than female employment rates among college graduates with equivalent credentials.

The hiring, firing, early retirement, fines for breaking family planning rules, salary discrepancies, denial of some social benefits, and sexual harassment have all been signs of gender discrimination in China from the 1990s to the present. It is significantly more expensive to hire female employees than male employees due to laws and regulations designed to protect women, which oblige firms to offer expensive perks relating to maternity, childcare, and basic gender disparities to female employees. Female employees, particularly foreign workers, have a history of having their requests for maternity leave denied by employers, being forced to sign contracts committing them to not getting pregnant, or even having their employment terminated because of pregnancy [1]. The government and even many workplaces no longer offer childcare or other family-related benefits, and women continue to be seen as the primary caretakers in Chinese culture and face the majority of the burden [4].

2.2. Different Pay for the Same Work in Different Genders

Even when women are able to obtain positions comparable to those of men in certain fields, they often face the problem of unequal pay for equal work. Despite the fact that men and women perform the same jobs, there are significantly more employment opportunities for men than for women [5]. Women worldwide are paid 15 to 50 percent less than men for the same work, and both social and biological reasons are used to justify this inequality. Women are perceived to be less physically and mentally capable than men, who have a greater need for income because they are considered the main breadwinners for their families. Chinese law clearly stipulates that men and women receive equal pay for equal work, and in 2011 the State Council issued the Circular of the State Council on Improving the Employment of Graduates of General Colleges and Universities. The State Council released the Circular of the State Council on Doing a Good Job in Employment for Graduates of Ordinary Colleges and Universities in 2011 to address the issue of difficult employment for college graduates. In 2013,

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the General Office of the State Council released the Circular of the State Council on Doing a Good Job in Employment for Graduates of Ordinary Colleges and Universities, which calls for the immediate redress of gender discrimination.

However, in practice, women are often discriminated against in terms of pay. Such unfair treatment not only dampens the motivation of female employees, but also further aggravates the inequality of income between men and women.

Reasons for unequal pay for equal work may include prejudice against women's abilities and contributions, and employers' dual expectations of women engaged in domestic work. All these factors may lead employers to pay men more when they are given the same work tasks and responsibilities.

2.3. Occupational Limitations of Women

Women's career choices and development are also restricted. This is manifested in two main ways: first, the relatively narrow range of career choices available to women, and second, the fact that women have fewer opportunities for career advancement.

In terms of career choices, due to a variety of factors such as social attitudes and family expectations, women are often guided or forced to choose careers that are traditionally considered to be "women's domains", such as education, health care and social work. On the other hand, there are fewer women in "male domain" occupations with higher income and status, such as science and technology, finance and engineering. This limited range of career choices further exacerbates income inequality between men and women.

On the other hand, even when women are able to break out of their traditional roles and enter occupations that are considered to be "male domains", they are often limited in their opportunities for advancement. This phenomenon is largely due to gender bias and double standards in the evaluation system. This double standard requires women to not only perform well, but also demonstrate leadership styles and abilities that differ from traditional male leadership traits, which undoubtedly makes it more difficult for women in career advancement.

3. The Harm of Gender-Specific Income Inequality

3.1. Problems with the Stabilization and Coordination of the Social Structure

The issue of income inequality between men and women has far-reaching implications for the social structure. Firstly, income inequality can exacerbate social class conflicts and undermine social stability. In developing countries like China, inequality between men and women in terms of income, education and employment opportunities is still widespread. Such inequality has, to a certain extent, caused social instability, stimulated social conflicts and even triggered social violence and conflicts in some places.

Secondly, income inequality between men and women also affects the coordinated development of society. On the one hand, income inequality has prevented the protection of women's rights and interests in many areas, such as education, health care, politics and the economy, and has marginalized women's social status, restricting the coordinated development of social diversity. On the other hand, income inequality between men and women has also led to inequitable distribution of social resources, resulting in the lagging development of some regions and groups and widening the gap between the rich and the poor in society.

Discrimination against women in the workplace not only creates a huge data gap, but also shows other social prejudices, not only against women. Feminized males are often discriminated against by people, and this misogynistic social culture teaches boys from an early age not to cry and not to act like girls. Some good qualities, such as attentiveness, gentleness, and sensitivity, that a boy is not

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allowed to have, actually benefit the economy in today's society, such as communicating with clients and grasping details. Unfortunately, most of these "feminine traits" possessed by men are limited or even stifled by traditional rules. Imagine these qualities being revealed and society would undoubtedly evolve in a positive direction.

3.2. Gender-Specific Income Inequality Has a Negative Impact on Women's Living Condition

Firstly, women affected by gender discrimination may face lower wages and benefits, which can reduce their financial security and quality of life. Women can face financial hardship, poverty and instability, especially those living in poor areas or low-income families. They find it harder to afford necessities such as food, health care and education.

Secondly, gender discrimination may also have a negative impact on women's career development. Due to unequal opportunities for advancement, women may not be able to get the same position and pay promotion as men, thus limiting their career development and professional prestige. In developed countries like the U.S., women make up less than 13% of the boards of directors of large corporations, and only 2% of the Fortune 500 companies. Not to mention developing countries [1]. Thirdly, the impact of sexism on women is not limited to economics. Women who are discriminated against can face a blow to their self-esteem and confidence, which can have a profound impact on their lives. They may feel depressed, lost and helpless, which can lead to physical and mental health problems such as anxiety, depression and insomnia.

Lastly, gender discrimination may also have a negative impact on women's social status and family life. Women who are discriminated against may not receive the same social recognition and respect as men, which can reduce their status and influence in their families and communities. At the same time, it may also have a negative impact on their marriage and family relationships, leading to marital unhappiness and family disharmony. Higher socioeconomic level women are more likely to be driven by a strong desire to develop personally, which frequently creates additional tensions when trying to balance parenthood and a profession [2].

3.3. Global Economic Losses

Income inequality between men and women takes a toll on the global economy. First, gender income inequality leads to a global waste of human resources. Although there is no significant difference between men and women in terms of physical and intellectual strength, for social and cultural reasons, many industries and professions prefer to recruit men or give them higher wages and promotion opportunities, which results in the underutilization of a large number of human resources globally.

Secondly, income inequality between men and women also affects the global economy. On the one hand, low incomes and inadequate employment opportunities marginalize women within the family and limit their development in the social and economic spheres. This not only exacerbates women's poverty and marginalization, but also hinders the development of the global economy. On the other hand, income inequality between men and women has also led to inequitable distribution of social resources, causing some regions and groups to lag behind in economic development and widening the gap between rich and poor in the global economy.

The patriarchal perspective often obscures the true contribution of women. In the past, in societies where physical strength was the main force, men were more productive than women. This may indeed have led to male superiority over women. But this is the age of mental labor, and science has shown that there is no significant difference in intelligence between men and women. In fact, for women, they are born with strong communication skills and attentiveness, and these qualities are often superior to those of men. Many women have stopped short of giving full play to their talents. Take a

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very common example. In China, as girls, we were often taught by our parents when we were young: girls don't have to work so hard or be too smart, or no one will want to marry you. Many girls obviously have talents that can be better adapted to survive in this society, but they are unable to show themselves. This has caused many talents to be drowned out. This is really a painful phenomenon for the society. The study found that male executives in more market-oriented regions received higher pay after controlling for other personal, economic and corporate governance factors affecting executive pay, and that such overpayment was detrimental to the future performance of the firm [6].

4. Challenges to Achieving Income Equality Between Women and Men

4.1. Difficulties in Policy Implementation

First of all, difficulties in policy implementation are one of the main challenges to realizing income equality between men and women. Although many countries have introduced relevant laws and policies to protect women's rights to work and wages, there are many problems in the actual implementation process. For example, some laws and policies may lack specific enforcement measures and regulatory mechanisms, leading to poor implementation in practice. In addition, some enterprises may resist or modify the implementation of policies, making it impossible to fully and effectively implement them. Therefore, the attainment of income parity between men and women, it is necessary to strengthen the formulation and implementation of policies to ensure their effectiveness and operability. According to studies, women in China made 84% of what men achieved in terms of annual earnings in 1988 [7]. This proportion fell to 80% in 1995, 79.0% in 2002, and ultimately 78.3% in 2018. The most notable immediate impact of this shift in women's standing and influence in many economic sectors has been a greater susceptibility among all women. These findings demonstrate that, despite being legally guaranteed, women's professional rights in China remain challenging to implement. These data show that women's professional rights in China, although guaranteed by law, are difficult to implement

4.2. Stereotypes of a "Male-Dominated Culture"

Stereotypes in male-dominated cultures are also an obstacle to the realization of income equality between men and women. In China, men are seen as the main breadwinners of the family, while women are seen as the main caregivers of the family.

In recent years, academics and feminists have argued that the division of domestic labor is a symbolic representation of gender relations as well as a question of time availability and logical decision-making [8]. According to a gender viewpoint, male dominance is routinely enacted in everyday life, which reinforces gender stereotypes [9]. Married men and women show the greatest disparity in the amount of time spent on household chores, demonstrating the power of the "husband" and "wife" roles [10]. Traditionally, husbands are considered the breadwinners and their wages support and sustain the well-being of the family, while wives and mothers are expected to do housework. In other words, when husbands and wives earn the same level of income, the wife is seen as a co-breadwinner, contributing financially to the family, but she is still responsible for household chores. Many studies have shown that the entry of married women into the paid labor force in China has not been accompanied by an equal increase in their husbands' participation in housework.

This perception largely influences women's career choices and career development. In addition, this perception may lead to discrimination and exclusion of women in the workplace, as companies may consider women less capable than men of performing certain positions or bearing the same work pressure. Strengthening social and cultural education, promoting the value of equality between men and women, and dismantling conventional gender norms are all important to alter this perspective.

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4.3. Male Dissatisfaction with Shrinking Gender Benefits

The opposition of men in high positions to the impending shrinkage of their own group's benefits also poses a challenge to the realization of income equality between men and women. The low percentage of women in senior positions in China is also related to discrimination and exclusion of women in the workplace. Even so, most men in China believe that workplace society has reached gender equality and are not even aware of the oppression of women in the workplace. However, even if women are able to obtain high positions, their benefits and treatment are not always guaranteed. For example, in some enterprises, high benefits and treatment often vary according to the gender of the employees. This unfair distribution of benefits will bring more pressure and difficulties to women at work, making it more difficult for them to get high wages and good treatment. If women want to receive equal pay, it will certainly make men, who used to enjoy dividends in the workplace without realizing it, dissatisfied.

5. Conclusion

Women in China face widespread income discrimination. Women tend to earn less than men, even in the same jobs. Gender discrimination in earnings not only has a negative impact on women but is also detrimental globally. The differences in income gaps between women and men is high. This difference mainly occurs in different organizations where they prefer men over women. Some organizations, even exclude women from some jobs. Income inequality based on gender has also affected women's living conditions. In many cases, individuals face lower benefits and wages that reduce their quality of life and their financial security. The male-dominated cultures can be blamed as an obstacle to attaining income equality between women and men. In China, breadwinners are men and women act as the caregivers of their families. More research needs to be conducted on the wage gap for women in China and what the government needs to do to ensure that the living conditions of women in China are looked upon.

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Exploring the Inadequacy of Women's Protections in the U.S. from the Supreme Court's Judicial Decisions on Abortion

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Abstract: The prevailing view that women should have the right to their reproductive choices has led to an indissoluble link between feminism and the right to have abortion. The focus of this paper is on the pressing issue of abortion rights controversy in the current protection of women in the United States. With the overturning of Roe v. Wade, there is an urgent need to clarify the debate surrounding abortion rights. The proposed approach to address the subject matter in this paper is to reassess the implications of the right to abortion. A discussion on the inadequate judicial protection afforded to women in abortion cases is required. The paper scrutinizes and evaluates pertinent cases and reviews on the topic, proposing that the Dobbs case will result in various undesirable outcomes. The paper proposes that female reproductive safety is under threat, as is their position in daily life, freedom of production and social status. The reversal of Roe v. Wade has had a detrimental impact on the progression of social and gender equality. The findings propose that the politicization of abortion should be reassessed in light of societal evolution when addressing social issues.

Keywords: female protection, abortion, legislation, gender inequality

1. Introduction

It is necessary to clarify that the term 'abortion' within this paper specifically refers to the deliberate termination of pregnancy, rather than the spontaneous termination that may occur naturally. The debate over abortion rights in the United Kingdom has a longstanding history. Restrictions on abortion began to emerge in the mid-19th century when it became apparent that a growing number of married women were choosing to terminate their pregnancies, leading to concerns among more conservative members of society. The right to access abortion has remained a contentious issue ever since [1]. In this context, the decision in Roe v. Wade in 1973 represented a political victory for feminists in the abortion rights movement. The Supreme Court has ruled the Texas anti-abortion law unconstitutional and indicated that the right to abortion is a fundamental right. However, the outcome of the 2022 Dobbs case constituted a significant step backward for the movement. By delegating the power to regulate abortion to individual states, the decision undoubtedly set female progression in reverse. Abortion restrictions that were previously suspended in a conservative state following Roe v Wade will now be reinstated. Nonetheless, both judgements were fraught with controversy. Opponents of the Roe case, like Forsythe, argued that it is questionable whether this judgement reflects the prevailing societal attitudes. Citing a 1975 survey, Forsythe highlighted that the majority

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of Americans during that time only supported abortion in certain cases and during the early stages of pregnancy [2]. And the uproar over the Dobbs case has been widely debated. It could be argued that the abortion and anti-abortion debates have dominated the feminist movement in the United States for a prolonged period thereafter. Women's autonomy over their own bodies was restored. The debate between the two sides reached new heights after the Dobbs case, and the tension between the pro and con parties was evident. Attitudes towards abortion rights have become vastly different in different states. Feminist groups have argued that women's protection is still far from adequate, and that abortion is an important part of it.

2. Problems Existing in the Judicial Protection of American Women's Reproductive Rights

2.1. Women’s Reproductive Freedom Is Restricted

The Dobbs ruling challenged previous legal precedent. Although such challenges have occurred before, this marks the first instance in which the US Supreme Court has restricted a citizen's right by overturning precedent. The judges provided varying rationales, with the most notable including a discourse on the fetus's human rights and an examination of constitutional justice. This section predominantly emphasised the human rights of the fetus and the entitlements of mothers.

Justice Amy Barrett, a devout Christian and strong opponent of abortion, has been a staunch advocate for the right to life of the unborn. In the Opinions of the Court written by Justice Samuel Alito, a quote states that "Abortion destroys what those decisions call 'potential life' and what the law at issue, in this case, regards as the life of an 'unborn human being'." The opinion highlights a divergence in interpretations towards the right to life of the foetus across different states. In the case of Dobbs v. Jackson Women's Health Organization, the 2018 Mississippi legislation viewed the foetus as an unborn human being. Abortion, under this ideology, would be considered an act of killing one person to save another [3].

This standpoint is open to debate. Conservative states tended to incorporate the judgement of this case as part of the affairs of everyday life after it came into force. The topic of discussion at present revolves around the statement that the foetus isn't a living being. However, it has been noted that the judgement does not clearly state whether the foetus has human rights, specifically the right to life. This lack of clarity indicates that the issue remains open to debate [4].

Different phrasing can also impact public opinion. Statistical evidence demonstrates reduced comprehension of abortion when 'child' is used to describe the unborn instead of the more precise term 'foetus'. Though one may argue that 'foetus' is a more accurate description of the unborn, it is generally difficult to assume shared traits between foetuses and children [5]. Scholars advocate for precise language to eliminate widespread misunderstandings.

This paper argues that the connotation of the concept of life is multifaceted and that restrictions on abortion as a means of protecting life are not convincing from various perspectives. A critical argument put forward by foetal human rights advocates is the harm claim, wherein they contend that death represents the most severe harm that can be inflicted upon any human being. Advocates also assert that the foetus is akin to the people of God and that it is unacceptable for them to be so vulnerable as to be harmed by abortion. This claim has been met with skepticism, as religious arguments for the foetus' right to life contain two irrationalities [6]. Since the foetus is hardly a conscious individual, it can be concluded that abortion during this period cannot be regarded as harming a conscious individual. This argument offers a fresh perspective on the ongoing discourse around human rights. Notably, the debate overlooks the role of the expectant mother, which is a crucial topic to consider.

Both sides of the argument have cited the Fourteenth Amendment as their primary foundation. Originally introduced in 1868, it was designed to address the issue of slavery after the Civil War.

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Legal analysis of present circumstances often disregards the fact that human rights consist of a category that evolves significantly due to socioeconomic conditions. The discussion earlier highlights that the fetus fails to meet the standards for the subject of the right to life. While not explicitly stated, the current verdict evidently supports the fetus' right to life. It is disheartening to witness such disregard for human understanding of well-being. The right of women to make their own choices regarding reproductive matters is crucial. As early as 2008, Siegel argued that restrictions on abortion, supposedly imposed to protect human rights and dignity, in reality, violate the dignity of women [7]. Abortion restrictions have not been successful in preserving women's autonomy or alleviating the social causes of unwanted pregnancies. Furthermore, they have neglected reproductive freedom.

2.2. Women's Reproductive Security at Risk

The discussion surrounding the Dobbs case demonstrates that the matter is not merely a theoretical ethical or legal dilemma. This particular case, which returns the power to make abortion decisions to individual states, underscores the importance of interpreting and executing the ruling correctly for all women. One disconcerting point is that some states with conservative anti-abortion laws chose to halt them temporarily after the Roe decision, rather than abolishing them permanently. The legislation can be reinstated automatically, obviating the need for a legislative process once again, thereby increasing the likelihood of a rapid implementation.

The impact of abortion prohibition can be approximated by analyzing instances from anti-abortion states, where in 2013 Texas banned abortion after 20 weeks, resulting in a 10% reduction in the number of abortions [8]. The reduction is only expected to become more significant following the Dobbs case, and it would not be surprising to see this outcome. Long-term investigations have revealed that women who are denied an abortion by the authorities are more likely to experience poverty and have a lower quality of life after giving birth. An unprepared child could exacerbate their already precarious economic situation. For individuals residing in anti-abortion regions, women who are unable to access abortion services may resort to self-induced abortion methods like abortion pills instead of receiving supervision from physicians. Informal medical establishments might become visible to those seeking abortions. Campaigners contend that this poses a novel danger to women's health. The principles of economics demonstrate that an industry with a demand cannot be entirely eradicated.

It is concerning that decentralising abortion to the local level may result in increased injustices. There are ongoing discussions regarding how women can regain dependable abortion services. The example of Ireland can provide insight, as their experiences share a starting point with the United States. In 1983, Ireland adopted a bill recognising the right to life of the foetus, causing a surge in abortion trips to other parts of Europe [9]. Constitution safeguards citizens' freedom of movement, but it does not guarantee easy or equitable access to cross-state abortion trips. S. The economic situation presents another obstacle. The U. Cohort research into abortion in Massachusetts following the Dobbs case produced a troubling outcome. The results indicate that despite Massachusetts not sharing a border with any of the states with restrictive abortion laws, the rate of abortions has increased by 6.2% [10]. More concerning, however, is the rise in the proportion of abortions being funded by charitable organizations, which suggests that women of lower socio-economic status are struggling to access abortion services in other states and are relying solely on these charities. Not only does this display the United States' disregard for lower and middle-class citizens, but it also highlights the injustice of abortion services following the Dobbs case. The wealthy were more likely to obtain the same service as they could afford the expense of travelling across state lines. Meanwhile, the impoverished, who have an even greater need for the right to terminate an unplanned pregnancy, have been denied this crucial right by a single ruling. The verdict of the Dobbs case created a division not only among states that permit or restrict abortion but also among people based on the status of their

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assets. The model divided women into those who can afford to travel interstate for abortions and those who cannot. Ironically, there is a greater need for the latter. Unwanted pregnancies have a more severe impact on the poor. This statement suggests the potential for further societal division.

Abortion travel is not beneficial for everyone, as it is only affordable for those in good financial standing. Kimport and Rasidjan conducted a thorough survey consisting of in-depth interviews with 30 individuals who had undergone an abortion trip. These participants were forced to experience stress in real time during their journey. Additionally, being required to explain the purpose of their trip in an unfamiliar destination further exacerbated their stress levels. The study found that the journey to obtain an abortion causes both economic strain and mental stress [101]. It is unnecessary for residents of these states to endure such a difficult journey when the truth is that not everyone can afford it.

Women with unplanned pregnancies in anti-abortion states are faced with an unfortunate situation and their prospects are not optimistic. Abortion constraints have compelled them to opt for less trustworthy means of abortion, such as self-administered abortion medications or unregulated healthcare facilities. Even travelling to other states to access abortion facilities, which are free from such constraints, is hindered by psychological distress and financial limitations.

2.3. Women's Socioeconomic Status Is Affected

In the previous section of this paper, it was discussed that women's autonomy regarding their bodies and pregnancy planning is being undermined by the Dobbs case ruling, and unplanned pregnancies can significantly impact women. This includes not only their physical and mental wellbeing but also their socioeconomic circumstances. The implications of expanding abortion restrictions in situations where women's socio-economic conditions are unfavourable can be significant. However, implementing effective social welfare plans for women and legalising abortions may instead reduce the abortion rate.

This paper emphasises that restrictions on abortion are not simply a medical issue; instead, the reproductive function of women plays a crucial role in determining the conditions for reproduction in relation to women's social nature. Discussing abortion in isolation is a narrow approach. According to some experts, the invalidation of the Roe case could result in increased government monitoring of pregnant women's parenting decisions regarding their unborn child. Punitive actions may be taken to safeguard the fetus's right to life [12]. There is no doubt that the heightened and unjustifiable control endangers the social standing of women. Additionally, women who do not require abortions will also be impacted by such measures. These newly introduced provisions carry significance for all women.

The economic situation of unplanned pregnant women is under threat due to abortion restrictions, which have far-reaching impacts on both mothers and their children in future generations. Past studies have shown concerning results in similar scenarios. For instance, the example of Romania highlights the negative impact of abortion restrictions, which were introduced in the late 20th century. The results revealed that the unhealthy increase in fertility resulted in impoverishment for the subsequent generation of Romanian children. In 20th century Romania, as a developing nation, abortions were mainly performed by affluent city residents [13]. Prior to 2022 in the United States, abortion proved most beneficial to lower income individuals. It is believed that those facing unplanned pregnancies in unfavorable financial circumstances are at risk of impoverishing themselves and their children. Concerns raised by US economic data support this notion. Treasury Secretary Yellen expressed concern regarding the anti-abortion backlash, stating that an abortion ban would have an adverse economic impact on the US. During a Senate Banking Committee hearing, she cautioned that restricting women's reproductive rights could set back progress made by females for decades. The 1973 ruling enabled women to continue their academic pursuits, leading to increased income and better overall economic well-being for women. On the contrary, withholding access to

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abortion for women raises their likelihood of living in poverty or requiring public aid. This has consequences for the welfare and earnings of subsequent generations. Secretary Yellen cautioned that curtailing abortion options may cause children to be raised in impoverished circumstances. Unwanted children could contribute to deteriorating economic conditions and fail to foster a favorable atmosphere for child development, potentially resulting in new social inequalities.

In this paper, the relationship between abortion rates and female protection at the state level is explored. According to Manninen, some European countries have led the way in achieving low abortion rates due to shared features such as robust social security and easy access to abortion [14]. In summary, this issue concerns women's right to choose. Allowing conservative states to restrict abortion without careful consideration would strip away a woman's right to self-determination. Leaving individuals in a deteriorated economic state. The heightened government control of female feticide also endangers the societal standing of all females. Furthermore, instances from European countries demonstrate that limiting abortion does not result in a significant decrease in abortion rates. The current trends in the UK are concerning, as they suggest a resurgence of conservative ideology.

3. Proposals for Improving Inadequate Judicial Protection of U.S. Women's Reproductive Rights

The evolution of abortion policies in the United States was always at the forefront of controversy over the past 50 years, from nationwide legalisation to the return of states' autonomy in the matter. It analyses the numerous adverse consequences of this legal decision on the law, gender equality, and women's health. The paper concludes with recommendations for enhancing the inadequate judicial protection currently in place.

3.1. The Right to Abortion as a Basic Human Right

This paper proposes that the right to abortion should be considered a fundamental human right for women. The argument asserts that abortion is a component of women's basic human rights, and this belief should be promoted widely. Furthermore, the argument that the foetus should have the same human rights as women are refuted in this context. It is also considered unjustifiable for fetuses to be given protection under the 14th Constitutional Amendment. Expectant mothers have the right to plan the schedule of their own bodies, while bodily autonomy, as one of the crucial components of human rights, is protected by the 14th Constitutional Amendment. Consequently, the right to abortion is also a part of the right to bodily self-determination with no particular significance to it. Individuals are entitled to ascertain the safety of their bodies, including control over themselves, whereas embryos themselves should not have human rights.

3.2. Judiciary Should Be Depoliticized

The verdict on the Dobbs case eroded public confidence in the Supreme Court and compounded worries of a politicised judiciary. According to a pre-judgement Gallup survey, only 25% of those interviewed had "a lot of faith in the Supreme Court", a record low in nearly half a century of polling. The conservative justices also disregarded contemporary issues in their ruling. On the contrary, it was argued that the Rose case did not provide sufficient evidence to establish a close relationship between abortion and the tradition of the country. The most conservative individuals even cite the right to life of the foetus, which stems from religious beliefs. The fact that conservative and liberal justices aligned according to political lines in this case is concerning. Human rights are a complex issue with fluid societal connotations. Conservative judges base their judicial decisions on political views, which raises concerns about the validity of decisions interpreting outdated reasons. This article advocates for the depoliticisation of the judiciary and urges judges to consider current social developments when

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interpreting the Constitution and its amendments. Abortion in the present day cannot be compared to that in the 1850s.

3.3. Emphasises the Promotion of Gender Equality

This paper asserts that the right to abortion plays a significant role in safeguarding women's rights and promoting gender equality by granting women autonomy over their bodies. One potential means of advancement was via the Equal Rights Amendment, an integral part of numerous state constitutions [15]. In light of dwindling national abortion protections, affirmative action amendments at the state level represent a critical avenue for securing local protections in swing states. The right to abortion is an important aspect of the affirmative action movement and holds promising potential. Public opinion within the state has contributed to increased awareness and promotion of feminism within constitutionalism. The United States demonstrates a stronger commitment to affirmative action compared to traditional capitalist countries like Britain and France. The United States did not experience a comparable era of feudalism to that of Britain and France, making it a vantage point for the global affirmative action movement. The fight for abortion rights entails gender equality, granting women and men reproductive freedom and control over their own bodies to the same extent as men. It also concerns equity between the affluent and the underprivileged, as evident in the discrepancy between safe abortion travels for the rich and unsafe ones for the poor. Pursuing legislation at the state level is a pragmatic approach towards achieving gender equality. Furthermore, it urges non-governmental organizations and businesses to facilitate the provision of abortion services for women in conservative states.

4. Conclusion

The article discusses the impact of the verdict in the 2022 case of Dobbs v. Jackson Women's Health Organization. The verdict, which overturned Roe v. Wade and allowed states to make decisions on abortion policy, particularly affects conservative states that have restrictive abortion laws. The article argues that the outcome of the Dobbs case neglects the protection of pregnant individuals and could jeopardise the socio-economic status of women's health. The Supreme Court's re-evaluation of the right to abortion may impede the progress of the gender equality movement and jeopardize the well-being of economically disadvantaged women. The Supreme Court's re-evaluation of the right to abortion may impede the progress of the gender equality movement and jeopardize the well-being of economically disadvantaged women. The paper suggests ways to enhance the situation on both a larger scale and an individual level. The Supreme Court's revaluation of the right to abortion may impede the progress of the gender equality movement and jeopardize the well-being of economically disadvantaged women. This article analyses the potential ramifications of the ruling and highlights pressing concerns facing all women, particularly those residing in conservative states. The paper advocates for the Supreme Court to be depoliticized and for the reassessment of human rights enshrined in the Constitution. Ensuring safe and healthy abortion services is also crucial for protecting women's human rights. State affirmative action amendments provide individuals with another opportunity. However, the paper's limitations stem from the insufficient discussion of human rights and the need for more data to support women's socioeconomic status. The way forward on this topic could be a survey of public opinion and a clear evaluation of how the 14th Amendment might be interpreted.

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Comparative Study of International School Education and Public School Education in China

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Abstract: Nowadays, many Chinese parents are grappling with the decision of whether to choose an international school or a public school for their children. They can compare these two types of school education from various aspects. This article aims to conduct a comparative study on the differences and comparisons between international schools and public schools using comparative research methods. Indeed, there are distinct differences between international schools and public schools. International schools focus more on physical education and develop cooperation abilities. They have beautiful environments and provide good food. Public schools focus more on preparing for the college exam. Most of them have good campus environments, but the food in the canteen is not palatable according to the students. Through investigation, it can be concluded that international schools are suitable for students who desire strong teacher-student connections, engaging in numerous activities, and possessing excellent communication skills. On the other hand, public schools are more suitable for students who thrive in a group learning environment, prefer to engage in individual work, and possess strong problem-solving abilities.

Keywords: international schools, public schools, comparison

1. Introduction

Education has always been a topic of great interest to people around the world. It is no wonder that it is one of the most widely discussed topics in today's society. Different countries have different education systems, policies, and guidelines, all of which play a crucial role in nurturing young talent. China's perspective on education is very different from that of most Western countries and some Asian countries. The concepts of international schools and public schools are familiar to Chinese students, and both types of schools are good choices for the future, with different philosophies, curricula, teaching methods, and activities that can help them learn more knowledge, and prepare them for entering society.

Since the founding of the People's Republic of China in 1949, the development of the Chinese nation has entered a new era. China is committed to improving social welfare, such as health, stable jobs, and entertainment, and achieving resource equality through certain reforms. During this period, the concept of international schools was introduced to Chinese society, but only a few Chinese people had ever heard of it. At that time, international schools were mainly responsible for providing education for foreigners, and compared to other public regular schools, international schools focused more on language courses and teaching their own cultures. At the same time, China was committed

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to eliminating illiteracy, with volunteers going to rural areas to teach villagers how to read and write. Some workers studied in factories, some elderly people studied in their villages, and even children recited the new words they learned while herding livestock. China has carried out four literacy campaigns, which not only effectively reduced the illiteracy rate but also changed the lives and destinies of a generation, laying a solid foundation for China's future development.

Since the early stage of reform and opening up, the Chinese government has been improving the education system to raise the overall education level of the workforce and the education level of school-age children. It also supports the policy of full-time education in schools, which means that students no longer spend several hours studying in their spare time but properly stay in school throughout the day. The nine-year compulsory education system was implemented in 1986, ensuring that all teenagers receive education at the junior high school level or above. At this stage, education has not yet fully internationalized, and international schools still cater mainly to the children of immigrants or embassy staff.

Even now, a large proportion of students are still undergoing nine years of compulsory education, taking entrance exams for junior high school and high school, and eventually entering universities to study different subjects. It is worth noting that Chinese students are now taught the same textbooks, so all students have the same opportunity to learn the same knowledge, and then take standardized college entrance exams to determine their future direction. In the 21st century, China gradually opened up to the world, and with the upward development of the Chinese economy, people's income levels have increased significantly. More and more families no longer insist on public schools as their first choice, and instead send their children to study abroad. Applying for undergraduate programs overseas has become a popular choice [1].

This article will focus on the differences and comparisons between international schools and public schools, exploring them from four aspects: curriculum, faculty, facilities, student autonomy, and understanding the positioning of different types of schools to provide personalized development paths for students with different needs.

2. International Schools

In recent years, due to different understandings of education, international schools have gained astonishing popularity in China. While there are various types of international schools, they share some common characteristics.

2.1. Curriculum

There are many different curricula among different international schools, but most students in China are prone to take the International Baccalaureate (IB), A-level, and Advanced Placement (AP) courses as they are mostly accepted when applying for a college degree [2]. These programs have similarities. International schools typically provide language and literature courses, including English, Chinese, and other foreign languages such as Spanish, German, and French. Maths courses usually cover algebra, geometry, statistics, and calculus. For science subjects, most international schools offer biology, chemistry, physics, and Environmental Science (ESS), which combines biology and geography. In terms of humanities, international schools offer subjects like economics, psychology, philosophy, history, etc [2]. There are various options for students to choose from, allowing them to select subjects related to their future majors or their interests. The curriculum is the essence of international schools and forms the foundation of their existence. International schools advocate international understanding, mutual respect, mutual learning, and collective progress. They follow Western education philosophies, emphasizing the cultivation of students' minds, shaping their personalities, nurturing inner qualities and individuality, and valuing the holistic development of

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students' physical and mental well-being, rather than solely focusing on exam scores or knowledge accumulation [3]. They encourage their students to learn and grow by leading different clubs and organizing extracurricular activities, bringing everyone on campus together rather than studying and reviewing assignments alone. They believe that everyone on campus is a valuable member striving to contribute and make the environment better. Many international schools adopt an inquiry-based learning approach. This method encourages students to explore based on their interests, think critically, and actively engage in the learning process. It promotes independent thinking and problem-solving abilities. Additionally, Physical Education (PE) classes hold an important place in the curriculum of international schools. According to a case study from Concordia International School Shanghai, international schools provide and ensure that every student has sufficient time for exercise and physical activities. In addition to regular sports, they introduce strength training (equipment), dynamic cycling, boxing, pique ball, rock climbing, Frisbee, Golf, bowling, and classic lawn games, allowing students to find their true interests and promote their health and happiness [4].

2.2. Faculty

Teachers in international schools typically come from different countries, but can be broadly categorized as Chinese teachers and foreign teachers from other countries. Foreign teachers mostly come from English-speaking countries or countries where English is a second language. They primarily teach humanities subjects such as history and economics, which tend to have a Western educational focus, as well as physics and math. Chinese teachers mainly teach subjects related to the Chinese language and also take responsibility for some science subjects [5]. Generally, compared to traditional public schools, international schools strive to maintain a lower student-to-teacher ratio and have relatively small class sizes. The benefits of small class sizes include better communication between students and between students and teachers. In a classroom with fewer students, the teacher can hear all students' viewpoints and promptly correct mistakes or explain parts that may confuse them. Additionally, teachers can provide personalize instruction based on students' weaknesses. They can quickly review topics that students are familiar with, and focus more on chapters that students find challenging.

2.3. Facilities

International schools in China typically have a well-designed campus environment. Most international schools have carefully decorated classrooms, science and computer laboratories, libraries, art studios, music rooms, and sports facilities. They usually have a football field and a basketball court for students to enjoy PE classes or hang out with friends after school. This is why most international schools have their own football, basketball, and volleyball teams; resulting in competitions between different international schools. The overall external environment of international schools is good, including gardens regularly maintained by gardeners.

Most international schools have computers, televisions, and other scientific instruments. The computers in international schools are usually prepared for Computer Science (CS) students and other subjects that require computer usage. These computers are typically connected to the school's network and equipped with necessary software, such as MuseScore, as well as internet access. Many classrooms are equipped with interactive whiteboards or projectors. These technologies enable teachers to present their PPT presentations and help students better understand the content through multimedia resources and images.

Accommodation conditions vary depending on the school, but most international schools have dormitories with four students per room. Some international schools allow students in the same grade and class to live in the same dormitory, while others mix students from different grades and classes.

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This promotes cross-grade communication and friendship, and helps the younger students integrate into campus life quickly.

The food provided by international schools may vary from school to school, but most international schools have cafeteria-style dining halls that regularly provide three meals a day for students. The cafeteria usually offers a variety of dietary options to accommodate different dietary needs and preferences. This may include a vegetarian section for vegetarians and gluten-free or allergen-free options for those with allergies. In addition, the cafeterias labels ingredients to prevent students with religious beliefs and dietary restrictions from consuming dishes that are not suitable for them.

2.4. Student Autonomy

Most international schools are very open. International students have a high degree of freedom. In order to dress freely, apart from not having strict uniform requirements, international students can wear clothes that represent their own style. As long as they don't violate the school rules, they can wear whatever they want. The school may have some basic dress code regulations, such as not wearing revealing clothing. International students can have ear piercings and wear earrings to class. In addition, some international schools may allow students to dye or perm their hair. However, other types of piercings are usually not allowed and tattoos are prohibited as well. From the praise of teachers for students' attire, hairstyles, and makeup, we can clearly see the school's level of tolerance. For the freedom to use electronic devices, most international schools allow the use of laptops, mobile phones, and tablets at school. Some schools may have regulations that prohibit the use of mobile phones in the classroom, but laptops and tablets can still be used to take notes and research additional information not mentioned by the teachers. In addition, during non-class time, international students are usually free to use their electronics. They can enjoy themselves by editing videos, chatting with parents and friends, and posting about their daily lives on social media. For freedom of speech in the classroom, we strongly encourage international students to share their opinions and perspectives. They are welcome to discuss with their classmates or group members to arrive at a well-considered answer. In this case, they need to respect others' opinions in order to provide a safe space for learning, and most of them follow this rule perfectly. More importantly, when teachers make mistakes, they can debate with the teacher in the classroom or if it is an open-ended question, everyone has their own interpretation. However, schools may impose restrictions on certain sensitive or controversial topics to ensure order and a conducive learning environment, which is indeed important for protecting students.

3. Public Schools

Public schools in China are educational institutions funded and operated by the government. These schools are where the majority of Chinese students attend and are responsible for providing compulsory education using national textbooks.

3.1. Curriculum

Public schools offer compulsory education to students. The curriculum in public schools includes subjects that all students must study. In primary school, the compulsory subjects are Chinese, English, Mathematics, and science. In middle school, students are required to study Chinese, English, and Mathematics. In addition to these three core courses, students will learn geography and art in seventh grade, history and biology in eighth grade, and chemistry and physics in ninth grade. They must pass exams to obtain a middle school diploma. When they complete nine-year compulsory education and enter high school, they will have to choose three additional subjects beyond the regular curriculum, known as the "xiaosanmen" (the three extra subjects). This is in preparation for the standardized

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college entrance examination. Students can choose physics, chemistry, biology, history, politics, or geography based on their future majors. The main focus of public schools is to prepare students for standardized exams, which indeed helps many students enter their dream schools, and achieve their life goals. Educators and learners consider scores as an important indicator, and schools must adopt an education model that is obsessed with pursuing efficiency and skill development to maximize individual interests [6]. Therefore, teachers in public schools tend to lecture in class rather than facilitate discussions. Nevertheless, public schools still value students' growth. Moral education is emphasized, and various activities are organized to achieve this goal [7]. Students participate in extracurricular activities to gain life experience and knowledge. Schools also organize sports events, drama competitions, and other campus activities to enrich students' daily lives.

3.2. Faculty

Teachers in public schools are all Chinese. Teachers are usually required to have at least a bachelor's degree in education or a related subject. They must obtain a teaching certificate issued by the local education authority. High school teachers have higher requirements and should at least be graduates of four-year teacher-specialized colleges or normal universities [8]. From the research population, it can be seen that there are significantly more female teachers than male teachers in public schools [9]. Female teachers usually teach Chinese, English, history, and other humanities subjects, while male teachers usually teach Maths, physics, and chemistry, such as courses related to numbers and data. Due to the characteristics of the school, it is difficult to implement small-class teaching in public schools. The class sizes in Chinese public schools are relatively large. In urban areas, class sizes can range from 30 to 60 students, or even more. The average number of students per class is about 42 to 45. Due to the varying levels of students' knowledge, it is difficult for the teachers to personalize the content of each class based on the students' situations. Additionally, considering the tight curriculum, teachers usually give lectures and answer students' questions. Considering this situation, some public schools may divide students into different levels of classes based on their grades.

3.3. Facilities

The campus environment of Chinese public schools in China may vary greatly depending on the location and region. Most schools have outdoor spaces for PE classes and morning exercises. The classrooms in public schools are usually designed to accommodate a large number of students. The classrooms are typically equipped with the same type of desks and chairs, which are neatly arranged according to the required number of rows and columns. In the middle front of the classroom, there is a teacher's desk, with a blackboard or whiteboard behind it, and a touchscreen television in the middle. Currently, Internet access in Chinese primary and secondary public schools is close to 100%, and most schools have projectors and televisions for PPT presentations. Most high schools may prepare scientific experimental instruments for students who choose chemistry, physics, or biology as one of the three subjects in addition to Chinese, English, and Math. However, some secondary schools and primary schools may not have these types of equipment because the local government doesn't have enough funds to support them.

The accommodation conditions also vary. Most school dormitories have four-person dorms, six-person dorms, or even more. Most dormitories have bunk beds to save space. Dormitories usually do not have desks because students spend most of their time in the classroom. Furthermore, students in the same dorm usually come from the same class.

In recent years, the quality of food in public schools has indeed improved, but the problem of an unbalanced diet is still prominent. Students in public schools often complain about the taste of cafeteria food. Therefore, students are often picky eat and there is a relatively high rate of leftovers.

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However, this is indeed unavoidable as public schools have to prepare a large amount of food for a large number of students, teachers, and staff. Some dishes may become cold during the preparation process [10].

3.4. Student Autonomy

In public schools, students have less freedom compared to international students. Public schools have more rules. In order to have the freedom to dress themselves, public schools usually do not allow students to wear their own clothes. Public schools have dress codes that dictate what students can wear, which is usually a uniform in most cases. These dress codes are in place to prevent students from comparing and showing off. They may restrict certain accessories like hats, necklaces, or bracelets. All kinds of piercings and tattoos are strictly forbidden in public schools, especially tattoos, as they represent rebellion and disobedience. Public schools don't allow students to dye or perm their hair. For schools so-called "gaokao provinces" like Henan, Jiangsu, and Anhui, may require girls to have short hair and boys to have shaved heads in order to save more time for studying. In terms of the freedom to use electronic devices, public school students are now prohibited from using them, and even bringing them to school may result in punishment, as there are now policies explicitly stating this. Public school teachers have the right to confiscate students' phones when they see them using them, and they will only return them to the students when their parents come to collect them. As for freedom of speech in the classroom, students in public schools are generally encouraged to ask questions and share their understandings. However, they may follow guidelines set by the teachers, such as raising their hands and waiting for permission to speak. Additionally, even though they are encouraged to participate in the classroom, sometimes it is not allowed to point out the teacher's mistake while they are lecturing, as it interrupts the teacher's flow of thought or slows down the pace of the class.

4. Comparative Analysis

4.1. Curriculum

The curricula in international schools and public schools are different. International schools offer programs such as the International Baccalaureate (IB), A-Levels, and Advanced Placement (AP), which focus on subjects related to university education. These programs primarily introduce various concepts in the subject rather than delving into difficult knowledge. They emphasize developing students' strengths rather than remedying their weaknesses. Additionally, they encourage students to work together, help each other, and grow collectively. On the other hand, public schools teach almost the same subjects in primary and secondary education, following a nine-year compulsory education system. In high school, students can choose three additional subjects for the college entrance exam. After selecting their courses, students need to tackle challenging problems and delve deeper into the relevant knowledge. Public schools devote more effort to remedying weaknesses as they aim for higher scores in future exams. Schools also prioritize improving students' academic performance, with teachers staying up late after class to assist students. In public schools, students work on their assignments individually rather than doing reports and group projects together.

4.2. Faculty

Teachers in international schools are more diverse compared to those in public schools, with a more balanced gender ratio. Public schools primarily use Chinese as the medium of instruction, while international schools emphasize an English-based environment. Public schools focus more on knowledge input and improving grades in all subjects, while international schools prioritize activities.

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International schools encourage students to highlight their strengths rather than solely focusing on improving grades in subjects they are not good at. The student-to-teacher ratio is generally higher in public schools, which is why public school classes are larger while international school classes are smaller. Therefore, public schools have teachers giving lectures, while international schools have a significant proportion of student-led discussions.

4.3. Facilities

Both international schools and public schools have good environments, but it depends on the locations of the schools. They both have places for students to exercise, but international schools may have more diverse options such as football fields and basketball courts. Nowadays, schools have televisions and projectors for playing PPT presentations. Laboratory equipment is more common in high schools and for senior students in international schools. Public schools will have larger classrooms that can accommodate more students. The accommodation arrangements in international schools and public schools are different. In international schools, students from different grades and classes live in the same dormitory, while in public schools, students from the same class live in the same room. Desks are unlikely to be present in public school dormitories as students spend most of their time in classrooms. The meals in the cafeterias of international schools seem to be better than those in public schools. However, public schools and local governments are working hard to improve the quality of food in the cafeteria.

4.4. Student Autonomy

Students in international schools have a higher degree of freedom at school. Although some schools may prohibit students from using phones during that time, students can still bring their phones to school and use them during breaks. Additionally, they can use computers and laptops to take notes in class. Most international schools allow students not to wear uniforms. They can have ear piercings, wear necklaces and bracelets. Students in public schools have a lower degree of freedom. They cannot carry electronic devices such as phones and laptops with them, and wearing uniforms is mandatory every day without any other decorations allowed. However, other types of piercings and tattoos are not allowed in both types of schools.

5. Conclusion

International schools and public schools each have their own advantages and disadvantages. International schools typically offer a more diverse environment, providing students with unique opportunities to learn about different cultures and think from different perspectives. Additionally, international schools often have smaller class sizes, which can provide students with more personalized attention and support. Students are encouraged to conduct experiments and draw their own conclusions. They regularly do group presentations and discussions. They can join clubs or write proposals to establish their own club's interests. Students in international schools have a certain level of freedom. On the other hand, these advantages can also be disadvantages. Students may spend a lot of time using electronic devices, thus wasting time on other activities, and reducing their study time. Furthermore, since teachers encourage students to self-study, the time teachers spend on lecturing will be greatly reduced, which may result in students not mastering the course content well. The tuition fees in international schools are also higher than those in public schools.

Public schools are easier for students from different parts of China to enroll in and are more affordable. They have a relatively strict management system. Students are required to participate in rigorous courses as well as work and rest. It is more suitable for students with poor self-discipline. In public schools, students can concentrate better on studying and tackling difficult subjects. The

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downside of public schools is that the food may not as good, but the prices are more affordable. Additionally, students may feel stressed due to the high intensity of the school, which may lead to some psychological issues.

In conclusion, international schools are suitable for students who want more attention from teachers, enjoy participating in many activities, and are able to communicate with others. Public schools are suitable for students with poor self-discipline, who can study with a large group of people, and have strong problem-solving abilities.

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Discussing the Motivations of Chinese Pupils to Study Abroad and Predicting Its Effects on Adaptation Based on Self-determination Theory

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Abstract: As the escalating population of Chinese international students has emerged, their adaptation has become a concern for educators all around the world. Previous literature has rarely explored the impacts of individual factors, such as motivation, on students' adaptation processes. So, this article discusses the motivations possessed by Chinese international students first and then attempts to clarify their importance in adapting. It provides a perspective for foreign universities and researchers to address the issue of international student maladjustment, which contributes to the psychological well-being of students who study overseas. This study is secondary research. Based on self-determination theory, this article categorises the motivation of Chinese international students into intrinsic and extrinsic motivation. Then, this article investigates the effects of these two types of motivation on students' adaptation journeys. The study found that the extrinsic motivations of Chinese students are: 1. Better living environment and lower expenses; 2. Future occupations; 3. The expectations of parents; 4. Professional Curriculum. Intrinsic motivations are 1. Spiritual Freedom; 2. Self-improvements. In comparison, intrinsic motivation is more beneficial to student adaptation. As a result, this article suggests educators need to focus on developing students' intrinsic motivation to learn.

Keywords: Chinese international students, secondary research, motivations, adaptation, self-determination theory

1. Introduction

As China's economy has risen since the reforms, urban dwellers with relatively abundant social and cultural capital have chosen to send their children overseas for higher education [1]. This has propelled China to rank among the top three countries from which international students originate [2]. The annual increase in the number of foreign learners is noticed. According to Higher Education Student Data, 15 percent of UK undergraduate students were non-UK domiciled during the 2021/22 academic year [2]. For host countries, international students are inextricably linked to cultural transmission and economic growth [3]. However, students who study overseas encounter significant challenges with adaptation. For example, Yan & Berliner found that Chinese international pupils experienced difficulties while participating in classroom discussions and responding to inquiries [3]. They usually have fewer foreign friends and hardly have contact with them [4]. This article agrees

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with previous studies that substantial social and cultural differences could lead to adaptation difficulties [3].

The definition of adaptation has been controversial and easily confused with acculturation. In 1955, Lysgaard introduced a widely recognised U-shaped curve that pertains to the procedure of adaptation to another culture [5]. The adjustment process of international students is delineated into four distinct stages, including the honeymoon, cultural maladjustment, acceptance, and recovery [4]. The fluctuations in adaptability are evident through the multiple shifts demonstrated in the U-shaped curve, starting from an initial peak, followed by a decrease, and ending with a rise. Several factors contribute to these changes, including the students' expectations of the host country, the significant cultural differences encountered, and the students' own efforts toward self-adjustment [4]. However, Dailey-Strand et al. conducted a qualitative survey of Chinese students attending universities in the UK and Norway [5]. The results revealed that these students did not conform to a U-shaped curve pattern, indicating that they did not adapt well even from the beginning [5]. Meanwhile, in the context of intermingling two or more cultures, Berry defines acculturation as the transformative process by which individuals' psyche and behaviour undergo changes to adapt to the evolving environment [6]. While Berry continually argues that adaptation is a long-term consequence of acculturation, this article rejects to base the process of adaptation on the necessity of having one side of the cultural change [6]. As a result, this article defines adaptation as the process to self-regulate behaviour and emotions when individuals are confronted with unfamiliar, novel, and uncertain environmental situations.

The increasing size of the international student population has brought a growing focus on the issue of their adaptation. Previous literature suggests that the degree of students' adaption is contingent upon a multitude of elements, including the social class of the student's family, autonomous learning ability, gender, age, and self-expectations, but studies aiming to understand better the role of motivation in socio-cultural adaptation are still scarce [7-9]. Moreover, more studies need to focus on Chinese international students while motivation is a predictor of adaptation [9]. As a result, this article will build on previous literature and focus on two research questions. First, what are the motivations of Chinese students studying overseas? Second, how do these motivations influence students' adaptation? This article will first define motivation and then use extrinsic and intrinsic motivation to divide Chinese students' motivations, as mentioned in previous research. The study will then examine separately how extrinsic and intrinsic motivations influence adaptation. Since the adaptation of international students is directly related to the stress they may encounter in life, this article will be useful when universities establish counselling systems and encourage students to pursue higher education overseas.

2. The Definitions of Motivation

On the one hand, Mazzarol and Soutar suggested a push-pull model to illustrate the active mobility of international students all around the world [10]. In the model, push factors are events or circumstances in the student's country that drive them to pursue education overseas, such as an economic depression or the lack of educational resources [11]. In contrast, the pull factors belong to the host country, which attracts international students [10]. For example, prestigious universities or a well-developed social support system for international students [10]. This article posits that the push-pull model offers a framework for elucidating the mechanisms by which external factors motivate international students. On the other hand, self-determination theory places greater emphasis on intrinsic and extrinsic motivation derived from individual goals [12]. Extrinsic motivation usually promotes behaviours for external rewards, such as food and money [12]. Contrarily, spiritual dimensions drive intrinsic motivations, like students’ curiosity and interest [12]. This is consistent with Chirkov et al.'s view that the intrinsic motivation of international students stems from their

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perception of studying abroad as enjoyable, fulfilling, and offering chances [13]. Although Wang believes that there should be assimilative motivation that promotes individual adaptation more than intrinsic motivation, this article primarily centres around self-determination theory, employing extrinsic and intrinsic motivation for identifying the diverse motivations Chinese international students have for studying abroad [14]. This aligns with Trujillo et al., and Chirkov et al.'s findings, which propose students' motivations can be comprehensively categorised by extrinsic and intrinsic motivations [13, 15].

3. Types of Motivations

Ganotice et al. pointed out that motivations related to social and political conditions are typically extrinsic, whereas self-development is intrinsic [9]. As a result, this article discusses extrinsic motivations first, then intrinsic ones.

3.1. Extrinsic Motivations

3.1.1. Better Living Environment and Lower Expenses

Chinese students are seeking a high quality of life [3, 15]. Yan, Berliner, and Wu believe that Western countries' favourable living and climatic conditions are important factors in attracting Chinese students [3, 16]. At the same time, Chinese international students are motivated by lower tuition fees and cost of living [8, 10, 11, 15]. Although this article doubts whether the rent of the nation's capital cities, such as London and Washington, is cheaper than the domestic price, the international students who apply for a housing allowance or have sponsors can alleviate financial pressure. Consequently, the improved living environment and reduced costs promote migration after students graduate. The duration of the overseas study is also intended to enable them to adapt well after migration [1, 10, 11, 16].

3.1.2. Future Occupations

Much of the previous literature suggests that Chinese international students have an advantage in the domestic labour market, as China prioritises its resources on offering highly educated individuals returning from abroad [1, 3, 11]. This is consistent with Wu and Lo et al.'s articles, which state that those with past experiences of studying abroad will receive superior job packages, including high salaries and abundant social benefits [8, 16]. Although the Chinese nationalistic ideology may lead managers to question the international students' Western ideology and professional competence, this article argues that international students may have different strengths from local students [17]. For example, they are more skilled in verbal expression. Moreover, international students may have relatively high independent learning abilities and be able to deal with problems in unexpected situations. In addition, Chinese international students with better language proficiency and a larger social network may be more competitive at the international level and be considered for employment overseas [11, 16].

Additionally, Yan and Berliner noted that when students are surrounded by their peers, relatives, or colleagues who are preparing to study abroad, peer pressure becomes their extrinsic motivation to study abroad [3]. This is the same as Wu's finding, in which the students perceive they have no advantages if everyone around them has a diploma from a foreign university and they do not have one [16]. Although this article concerns the possibility that those who choose good majors but whose schools do not have a high overall ranking may not benefit from recruitment, it acknowledges that the Chinese labour market has expectations and preferences for graduates of elite universities. This proves that international students utilise the experience of studying abroad to enhance their

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competitiveness, especially for female employees. The report by Martin shows the desire of Chinese female international students and their families to combat gender discrimination in the Chinese job market through high-quality overseas education programs, thereby securing more opportunities and attention for women [1]. As a consequence, the number of Chinese students studying abroad has risen, with prospects for future employment as their extrinsic motivation for going abroad

3.1.3. The Expectations of Parents

Many Chinese parents are aware of the paucity of educational resources in China at present, so they are attempting to send their offspring abroad to get a better education. Mazzarol and Soutar's article shows that Chinese parents believe that the return on wealth to their families will outweigh their investment in education if they raise children as highly educated students [10]. This could improve a family's living quality in the future [16]. Martin, therefore, views this as an opportunity for families to ascend to the upper social stratum [1]. Meanwhile, in Chinese Confucianism, children are expected to be filial to their elders [11]. Accordingly, most children in Chinese families adopt their parents' opinions and take their parents' expectations as their motivation to study abroad [15]. Although nationalism may make relatively older parents resistant to Western countries and children from these families less motivated to study abroad [17], many Chinese parents choose to go abroad for the sake of their children's future. As a result, parental expectations can function as an external motivation for international students.

3.1.4. Professional Curriculum

Most foreign education systems are student-centered, so Chinese parents believe that this is more conducive to their children's development [15, 18]. Furthermore, foreign programs are more specialised and flexible in time than the Chinese system [8, 16]. For instance, undergraduate degrees at British universities are only three or four years long, whereas changes in the major are permitted after enrolment at American universities. Whilst this also seems to be integral to students' pursuit of self-improvement, in many cases, an individual's motivation is a combination of intrinsic and extrinsic motivations [12]. In the meantime, Martin claims a pragmatic motivation that shares a similarity to extrinsic motivation [1]. However, Martin also recognises that most Chinese international students from middle-class families are more likely to possess intrinsic motivation [1].

3.2. Intrinsic Motivations

In light of Chinese history, it is evident that following the surge in East-West interactions, a certain portion of the Chinese populace expressed heightened discontent over domestic circumstances and ideological stances while simultaneously idealising Western countries [3]. Consequently, the Western world swiftly gained a reputation and image characterised by sophisticated technological advancements and valued educational programs. This contributes to the rise in the international student population.

3.2.1. Spiritual Freedom

Previous studies have proven that most Chinese students study abroad because they aspire to Western countries' freedom and open social climate [1]. Students believe that in Western countries, they can live their true selves [1, 11]. For example, girls do not have to worry about dressing too revealingly or having body anxiety. At the same time, Chinese international students are far away from their families and are not bound by their parents, so they have the power to make decisions about their lives as independent individuals. This article argues that this is an atmosphere of freedom in contrast

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to traditional and relatively conservative China. This is also in line with Gao's view that Chinese students who have middle-class family backgrounds have relative difficulty in accepting China's nationalist conservatism [17]. Although not all students come from high social class families, Trujillo et al. suggest that they develop a clearer self-concept and that the process of studying abroad is seen as a process of character maturation [15]. Moreover, international students will feel confident in dealing with daily life problems independently [15, 16]. In addition to that, with the development of society and the rise of women's consciousness, female international students in China take studying abroad as an escape from the standardised lifestyle in China, such as getting married at the right age and the fact that it is not easy for highly educated girls to get married [1]. This is evidence that Chinese women are breaking free from the prison of entrenched ideas, and they may even choose to take a second graduate course to increase their study time abroad [17]. Additionally, as residents in Western countries are more tolerant and accepting of people with different experiences, introverted Chinese international students can express their affinity for the host country [8]. For instance, Japanese animation, food, and trendy fashion. This enhances the motivation of Chinese international students to study overseas.

3.2.2. Self-improvement

Self-improvement is a significant motivating factor for Chinese international students seeking higher education in Western nations. Prior research has indicated that quite a few international students perceive studying abroad as a chance through which they can acquire knowledge about the customs and traditions of the nation where they are studying [18]. According to Wu, students hold the belief that engaging in communication with local inhabitants enables them to observe and acquire an understanding of the prevailing social norms and customs [16]. At the same time, immersion in a particular culture has been identified as a factor that can enhance students' problem-solving abilities [16]. Therefore, students improve their linguistic abilities and accumulate valuable life experiences [8, 15].

4. The Impacts of Motivations on Adaptability

The article by Chirkov et al. mentions that there is a direct link between motivation and the outcome of adaptation [13]. Intrinsic motivation positively impacts international students' adaptation [13]. When students go abroad to improve themselves, they are more likely to communicate more confidently and positively with their foreign classmates [4]. Lewthwaite suggests that interaction with the host population is a distinctive feature of successful adaptation for international students [4]. Although Chinese international students may prefer to make friends from their own country due to their lack of language skills, this article argues that the intensity of intrinsic motivation will contribute to their confidence in stepping out of their comfort zone again [3]. Students who are motivated to study abroad are more likely to find new things to be interested in and are often happier during their studies than those who are pressured to study abroad [13]. Thus, extrinsic motivation is likely to lead to low adaptive capacity. For example, if Chinese students are overly motivated to achieve high grades, they may spend less time socialising, which is likely to lead to isolation [3]. Although students may push themselves to talk to foreign tutors to get feedback due to their desire for good grades, extrinsic motivation may put too much pressure on students [3]. Therefore, it is not conducive to adaptation in unfamiliar environments. As a result, this article argues that intrinsic motivation is more beneficial to students' adaptation than extrinsic motivation [13].

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5. Conclusion

This study argues that the incentives of Chinese students to pursue overseas education can be categorised into two distinct types: intrinsic motivation and extrinsic motivation, as characterised by the self-determination theory. Extrinsic motivation is to motivate students to go abroad through external stimuli or rewards. Firstly, Chinese students may opt to pursue their studies in countries with picturesque natural landscapes, high-quality air, and pleasant temperatures. Also, the costs of products in the host country may be lower than in the students' home country. This could alleviate the financial strain on the student's family if they apply for scholarships or social grants. Secondly, both domestic and international labour markets place a high value on those who have engaged in overseas study experiences, which may contribute to advantageous job prospects. Moreover, it presents a good opportunity for female students to enhance their skills and demonstrate their capabilities to companies in China that may hold discriminatory attitudes towards women. Although nationalism has the potential to foster discrimination, it is imperative to acknowledge the indispensable requirement for diverse and intricate skills within huge corporations. Thirdly, it is worth noting that families situated within the lower middle-class stratum tend to perceive the prospect of pursuing education overseas as an intelligent investment. Consequently, students hailing from these families are propelled by the deeply ingrained Confucian ideology, which emphasises filial piety and deference towards elders. Finally, Chinese students consider a more specialised and flexible curriculum appealing. It is closely linked to students' desire for personal growth. A well-developed curriculum stimulates both intrinsic and extrinsic motivation.

Then, this article highlights two intrinsic motivations. The first is to live peacefully. In contrast to the culture of the East, international students can freely express themselves without concern of being observed in Western countries. In addition, the problem-solving and social skills they progressively acquire while studying abroad boost their confidence. The second is personal development. Being immersed in a foreign environment enables students to learn the local culture and decorum and to pursue higher education at a local institution. Additionally, this article indicates that intrinsic motivation facilitates adaptation more than extrinsic motivation. This is because students with intrinsic motivation will take the initiative to communicate with foreigners and learn from their experiences. As a result, this article suggests that parents should cultivate intrinsic motivation as much as possible when developing their children's motivation to learn, thereby enhancing the effectiveness and enjoyment of education. This article builds on previous literature to investigate the role of motivation in adaptation, laying a theoretical foundation for future empirical research. However, most of the literature used in this paper examines the motivation of international students in developed countries such as the UK, the US, and Japan, and this article realises that international students going to non-developed countries may have different motivations. However, as the main population of Chinese international students is still concentrated in developed countries, this paper chooses to ignore the differences in the motivation of these students. Meanwhile, this article believes both intrinsic and extrinsic motivations may have different effects on specific subgroups. Therefore, future research could subdivide the study population according to different circumstances, such as family social class, religion, and gender.

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Pre-service and Post-service Integration of Teachers in China: Results and Reflections of the Hainan Rural Teacher Training Program

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Abstract: The paper explores the outcomes of local rural teacher training programs in China using an interview methodology, focusing on reflections on the achievements and problems in the integrated development of pre-service and post-service training for rural teachers. Under the strategy of "rural revitalization" and the national policy of "excellent teachers", the overall level of education at the local level has been improved to a certain extent. In Hainan, for example, while seeing more young people flocking to local rural schools to carry out education and teaching work, it is also important to note that new teachers are reflecting on the problems that exist in their post-service work by reflecting on the problems that exist in their post-service work. The article mentions that it is possible to help publicly-funded teacher trainees master more methods of teaching management in advance to cope with the problems they will encounter in their upcoming careers by increasing the number of hours of practical education courses. In enhancing new teachers' sense of identity in the rural educational environment, it is also important to focus on fostering children's pride in the local culture of the countryside to make education more localized. The paper concludes by suggesting that we should pay attention to the lifelong professional development of rural teachers, actively carry out online and offline teaching and learning activities, and help rural teachers continue to improve their academic qualifications, so that people can better promote high-quality, long-term and balanced development of rural basic education in Hainan.

Keywords: pre-service and post-service teacher integration, rural teacher training, rural basic education

1. Introduction

1.1. Research Background

The State Council, the highest organ of State administration in China, has decided to introduce free education for ordinary students in ordinary colleges and universities directly under the Ministry of Education from the fall of 2007.

In 2016, the College of Primary Education of Hainan Normal University began to undertake the Hainan Provincial Rural Teacher Support Program. In order to improve the overall quality of basic

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education in Hainan Province, supplement the gap in rural basic education, and actively respond to the call to improve the quality of primary and secondary school teachers, the college began to recruit rural teachers in Hainan Province with the support of the government. The number of students enrolled in the college entrance examination has been steadily improving, and the enrollment situation has been improving year by year, which has injected firm strength into the development of rural education in Hainan.

With more and more normal university students entering the job, the long-term career development of teachers has received more and more attention. Among them, how novice teachers adapt to different identities faster and better in the process of learning from university to working in school has become an important guidance for the current training of normal university students.

1.2. Research Theme

This paper pays special attention to the local practice of the integration of teachers before and after service in China, aiming to study the lifelong development of teachers' career in order to better carry out the overall construction of teachers.

1.3. Research Methods

This paper uses the interview method to carry out a study on the pre-service and post-service integration of rural teachers in China. Through interviews with former undergraduate graduates and university teachers who participated in the program, the author can get first-hand information about the people who have experienced the program, and combine other literature information to generate more in-depth theoretical research.

2. Method

2.1. Interview Subjects

The interviews were conducted with two groups of people: undergraduates who participated in the Rural Teacher Training Program of Hainan Normal University and have more than one year of work experience, and teachers from the School of Elementary Education of Hainan Normal University who were involved in the development of the training program. The author interviewed a total of nine people, five of whom were former graduates of the program and four university teachers. The basic information of the interviewees is shown in Table 1 and Table 2.

Table 1: Basic information of interviewed former graduates.

	NAME	qualifications	MAJOR	working experience
1	Y	undergraduate	Primary Education (English)	1 year
2	M	undergraduate	Primary Education (Mathematics)	2 years
3	D	undergraduate	Primary Education (English)	1 year
4	L	undergraduate	Primary Education (English)	1 year
5	X	undergraduate	Primary Education (Chinese)	2 years

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Table 2: Basic information of interviewed college teachers.

	NAME	title	field of research	teaching experience
1	W	Associate Professor	Comparative Educational Studies between China and the United States	12 years
2	S	Associate Professor	Elementary Education Curriculum and Instructional Theory	30 years
3	C	Associate Professor	Teacher Education	15 years
4	P	Associate Professor	English Curriculum and Teaching Theory	20 years

Students who have participated in this type of training at the undergraduate level have direct experience with the program and have a major say in the curriculum and the strengths and weaknesses of the program as a whole. Combined with the different types and forms of study they receive before and after becoming rural teachers, they can more clearly recognize whether the study at the undergraduate level is helpful to their current work.

The reason for choosing university teachers as interviewees is that they have rich experience in guidance and education, and based on the study and graduation employment of former undergraduates. They can know the advantages of this training mode more thoroughly. When carrying out related education and teaching work, teachers also pay close attention to and study the difficulties encountered by undergraduates in their studies and the problems they encounter after employment.

2.2. Interview Outline

Two interview outlines were set up for the interviews because of the large differences between the two groups of people interviewed.

2.2.1. Outline of Interviews with Undergraduates Who Have Participated in Rural Education Work

1.Why did you choose to participate in the Rural Teacher Training Program?

2.What courses did you take during your undergraduate studies that you still find very useful in your work?

3.Have you ever encountered any difficult problems at work? How did you solve them?

4.What do you think are the advantages of the Rural Teacher Program at Hainan Normal University? What are the limitations?

5.If you were asked to participate in revising the rural teacher training program of Hainan Normal University's College of Elementary Education, what would you suggest?

2.2.2. Outline of Interviews with College Teachers

1.Do you have a continuous concern about the graduated targeted public training students? What are the specific positions they have held in the school after joining the workforce?

2.When they encountered difficult problems in the course of their work, how did they solve them in the end?

3.Where do you get your rationale from when revising the college's training programs?

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4.Based on the employment and career development of previous graduates, in what ways do you think the training model can be improved in the future?

5.What do you think are the strengths of the Rural Teacher Training Program at Hainan Normal University College of Elementary Education? What are the limitations?

2.3. Interview Process

The interviews were mainly conducted through face-to-face and WeChat calls, while the interviews were recorded and organized to form a transcript so that the contents could be analyzed and summarized at a later stage.

3. Result

3.1. Effectiveness

3.1.1. Enhanced the Level of Basic Education in Rural Hainan

At present, the gap in educational resources between regions, between urban and rural areas, and between schools in Hainan Province is still relatively obvious [1]. Since 2016, Hainan Normal University has recruited 200 undergraduate-level rural public elementary exempted students every year, and now there have been four new rural elementary school teachers on duty to teach in grass-roots rural schools, which are continuing to add bricks and mortar to the development of Hainan's basic education cause, and injecting strength into the revitalization of Hainan's rural education. Through participation in this training program, more and more Hainan locals began to pay more attention to the development and construction of education in their hometowns. D, a former graduate, mentioned the original intention of participating in this training program: "To be able to satisfy my wish to be a teacher, and to be able to go back to my hometown to be a teacher, and to contribute to my hometown to do service. This is the best choice, both from the point of view of my work and the realization of my personal ideal".

3.1.2. Solving the Problem of "Difficult Employment" of Teacher Trainees

In accordance with the system of quality standards for compulsory education, local governments can ensure that the status and working conditions of schoolteachers are not lower than certain industry standards, provide teachers with competitive salaries and working conditions in schools, attract more talented people to pursue a lifelong career in teaching, and ensure that the overall level of the teaching force improves, thereby effectively guaranteeing the improvement of the quality of education [2]. Hainan Normal University released the latest enrollment announcement on June 23, 2023 for "Rural Teacher Oriented Publicly-funded Cultivation Students" in Elementary Education. In the document from the provincial education department, it is mentioned that students are exempted from all tuition and miscellaneous fees during their undergraduate studies. A series of living subsidies will be granted every semester. The government not only financially supports students participating in this training program through the four years of undergraduate study, but also provides jobs for students after graduation in rural public elementary schools where they are domiciled, which solves the problem of students' difficulties in obtaining employment, and gives students with difficult family conditions a way out to receive knowledge and contribute to the society.

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3.1.3. Promote the Ability of Teaching Practice and the Development of "Multi-talented" Teachers

Due to insufficient resources, schools in rural areas have been relatively closed for a long time, the quality of teaching is relatively weak, and there is a relative lack of knowledge on the part of students' parents, lagging educational concepts, and relatively simple educational methods [3]. Therefore, the assistance of the local universities in solving the problem is urgently needed. The College of Elementary Education of Hainan Normal University is responsible for training publicly-funded teacher trainees majoring in elementary education. Teaching at the College is based on practice, supplemented by theoretical learning. During the first three years of their undergraduate program, all students are placed in a number of public elementary schools for educational internships. This allows them to gain experience in schooling and to enter the role of teacher more quickly. The ultimate goal is to improve the teaching practice ability of the future rural teachers in Hainan.

In the latest version of the 2023 training program for publicly-funded teacher trainees in primary education, it is stated that the latest training model is for students in the Chinese direction to be able to teach Morals and Rule of Law, students in the Mathematics direction to be able to teach Science, and students in the English direction to be able to teach either Language or Mathematics. At the undergraduate level, students are required to choose at least one of the following disciplines: Dance, Music, Calligraphy and Fine Arts. The College is committed to training students to become "multi-talented" rural education professionals who can teach multiple subjects and have artistic specialties.

3.2. Problems

The results of the interviews show that most of the respondents have a supportive attitude towards the rural teacher training program currently implemented in Hainan. The program can be oriented to the actual development of rural education in Hainan at present, and integrate local characteristics to carry out teaching. However, there is still some room for improvement in the overall development of the program.

3.2.1. Inability to Fully Meet the Needs of the Actual Work

In the face of actual education and teaching work, there are still many blind spots in the operation of publicly-funded teacher trainees who come to work in the countryside. In terms of interpersonal communication, the common schooling experience of participating in the Rural Teacher Training Program at Hainan Normal University enables them to have good interactions with peer teachers. However, some problems were encountered in the process of communicating with students' parents. Teacher S said: "A few days ago, we went to the countryside to communicate with several teachers, because the publicly-funded teacher trainees are also local people in the county, and the overall relationship with the parents is still quite cordial. Very few parents do not attach importance to education, really against you, we have a student's personal safety is even threatened". Most of the former graduates interviewed by the author felt that the instructional management methods learned at the undergraduate level were relatively limited. It was felt that there was a strong need to increase the number of hours of practical education courses such as Classroom Management, Elementary Student Psychology, and Educational Psychology. At the same time, it is hoped that the study of the important educational theme of "how to better guide problem students" will be strengthened.

It is not enough to gain direct experience in practice, but it is also necessary to continue to develop a more comprehensive and systematic study of pedagogical knowledge. Supplementing theoretical knowledge will help new rural teachers to do a better job in teaching. Practice-oriented rural teacher training should pay full attention to rural teachers' personal knowledge, which is an

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important practical resource, and excavate and utilize it, critically examine it and reconstruct it innovatively, so as to promote the generation of practical knowledge through the fusion of multiple perspectives [4].

3.2.2. Lack of a Complete and Clear Career Development Plan

In Hainan Normal University this year issued by the Hainan Provincial Department of Education and other four departments on the issuance of Hainan Province, rural teacher orientation training program implementation measures notice shows that the government is only free to support publicly funded teacher training students to complete the undergraduate stage of the study, they are required to be required in the stipulated six years of service can not be completely off the postgraduate study to continue to further education. When interviewed, graduate L said, "Some rural schools have a relatively short history, for example, the rural elementary school where I work is just in its third year of operation, and the teachers in this school are all new, so the other teachers don't give too constructive answers to questions about lesson planning and classroom management". Other graduates interviewed also mentioned that they were confused about their career paths. Since many rural schools were newly established in recent years, new teachers would also take on other important roles in the school, and would have to deal with school and classroom chores in addition to lesson planning every day, which would consume their time and experience in teaching and research.

Most local governments in China have established online or offline platforms for sharing educational research. However, interviewees said that new teachers seldom have the opportunity to go to Haikou, the provincial capital, to learn advanced education methods. Nearly 80% of the graduates interviewed still hope that local education administrations and schools will give new teachers more opportunities to participate in training.

Most of the former graduates interviewed by the author were novice teachers who had just joined the profession and were still at the stage of figuring out how to teach in rural education, so burnout basically did not occur. China's rural teacher career development model has always been a top-down, extrapolated development model constructed by the power of administrative policy [5]. When rural teachers are in a closed evaluation system for a long period of time, their sense of subjectivity will begin to be disorganized and their rich professional emotions may begin to fade. Therefore, it is all the more necessary to help publicly-funded teacher trainees in university education to utilize their subjective initiative in advance, to make good plans for teachers' career development, and to establish the concept of lifelong career development.

3.2.3. Misadaptation of Some New Teachers to the Teaching Environment in the Countryside

Teacher C mentioned that he found a similar problem during his participation in the research activities of previous graduates: "Because it was most of the students with urban household registration who chose to enroll in our program, it was still difficult for them to adapt to the living habits and cultural environment in the countryside. But this is an environment that we can't change all of a sudden, so I told the students that they still have to face it positively. " Rural teachers have been influenced by both urban and rural culture, losing their agricultural and vernacular nature, and the content of rural education they provide is generally urbanized exam-oriented education [6]. Former graduate Y mentioned in the interview: "In fact, the provincial capital of Haikou's student population and we really go to face the following cities and counties compared to the level of the level is a big difference, just started to work may produce a great sense of disparity, my classmates and I basically to the time of the induction to go to the formal contact to the rural education, the countryside environment is still a little bit of rejection ". The object of education and teaching

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practice has shifted from the city to the countryside, and because of their limited teaching experience, newly-installed rural teachers participating in the training program are unable to make good changes in their mentality and approach to teaching.

4. Discussion

The pre-service education received by rural teachers in Hainan contributes to the post-service development, and the problems that arise in the post-service of teachers can in turn contribute to the development of pre-service education.

4.1. Reasons

In recent years, China's "Rural Revitalization" strategy and Hainan Province's Rural Teacher Orientation and Training Program have provided the conditions for more teachers to move from the cities to the countryside. It has helped to solve the employment problem of publicly funded teacher trainees. The development of Hainan basic education in the countryside to make their own contribution.

In order to improve this education model with local characteristics, the designers need to get real feedback from the actual participants as first-hand modification material, and combine it with the usual teaching feedback to reflect on the process and results of the implementation of the program in a timely manner and modification, so as to make the whole education program can be successfully continued.

4.2. Recommendations

4.2.1. Increase the Class Time Setting of Practical Courses

Teachers work with natural persons with different characteristics, teaching work is different from the production of goods in factories, and also different from the general scientific research activities, it is often necessary to face different teaching environments and teaching objects and adopt different teaching behaviors [7]. Some less specialized courses can be deleted under the guidance of the ideas of the Ministry of Education and the school documents, and oriented to the actual content of the specific future work focus of the publicly-funded teacher trainees, so as to better pave the way for the cultivation of the new force of local rural teachers in Hainan Province.

4.2.2. Improve the New Rural Teachers' Sense of Identity in the Rural Education Environment

The author believes that the undergraduate stage of learning should be the current situation of rural education and the difficulties of theoretical learning, and the fourth year during the internship should give students a more diversified choice of schools, encouraging students to go to the countryside in advance to learn about the future work of the school. Taking the U.S. elementary and secondary teacher residency model as an example, teachers are trained to teach and learn using culturally responsive pedagogy (CRP). The goal of the model is to motivate teachers to be well-prepared, to respect the cultural backgrounds that students have, to develop culturally responsive teaching methods, and to highlight the strengths and values that are unique to the students and the district as a way of bridging thinking deficits and breaking the cycle of poverty [8]. The cultural background of the schools where the senior students will do their internships should also be taken into account to maximize their cultural responsiveness. Through theoretical learning and pre-service rural school internship experience, publicly-funded teacher trainees will be better prepared for future work as rural teachers.

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Rural education is not intrinsically better or worse than urban education. The purpose of educating children in the countryside is to promote local culture by means of education and inheritance, and to promote the equalization of basic education resources. Compulsory rural education is about making children understand, love and identify with the uniqueness and advantages of the countryside, and making full use of this advantage by sowing the seeds of democracy, culture, science, ecology and economy, establishing their self-confidence and making them proud of their modern, idyllic rural education [9].

4.2.3. Pay Attention to Teachers' Lifelong Career Development and Cultivate Educator's Spirit

Based on the results of the interviews, the author believes that the main goal of publicly-funded teacher trainees is not to teach in rural schools, which is not conducive to the formation of a lifelong career development concept for teachers and a long-term mechanism for nurturing teachers in rural schools.

The national "Excellent Teacher Program" policy is centered on the cultivation goal of "Four Good Teachers", with the formation of solid academic knowledge and moral character as the logical starting point, aiming to strengthen the professional identity, local sentiment and internal motivation of future teachers [10]. Under the guidance of the national policy of the "Excellent Teacher Plan", the education department of the local government should carry out regular thematic teaching and research activities in conjunction with local schools. The universities, as the front line of educational research, should also take the corresponding responsibility to actively organize and promote the development of pre-service and post-service training for local teachers, especially for rural teachers, and encourage them to study in the appropriate majors in conjunction with the relevant policies. Combined with the relevant policies, they should encourage in-service teachers to study in-service postgraduate studies in the relevant specialties, so as to improve the teacher strength of local schools, especially in rural areas.

5. Conclusion

The study is only a vision of the author as an observer, only in theory puts forward some new views. The real implementation of the government and universities needs to spend a lot of effort to re-study and set up, the implementation of the complete reform of the difficulty has not been realistically estimated.

The theoretical organization and research in this paper can let more people pay attention to the development of local basic education in Hainan, and see the current development of rural teacher training program in Hainan in the development of deficiencies and future feasible development path. The author hopes that the views on the improvement of this program can be inspired, so as to cultivate more and more in line with the local characteristics of the high-quality, want to stay also retained in the rural teachers.

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Comparative Analysis of Chinese and American Mode of Classroom Instruction on Youth's Employment Adaptability

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Abstract: This research paper examines the impact of Chinese and American teaching methods and teacher-student relationships on student employment adaptability. The aim of the study is to examine the differences between the educational methods used in China and the United States, including differences in teaching objectives, teaching methods, and teaching styles. A comprehensive literature review is conducted to analyze previous studies and identify key findings in this area. Interviews were carried out with four participants to demonstrate the characteristics of the teaching method and the teacher-student relationship to assess how it affected their employment adaptability. The results suggest that the program-based learning and soft skills-building practices adopted in U.S. high schools are more amenable to the current societal demand for talent. In other words, companies would ideally prefer people with those skills to perform better tasks. In addition, this finding contributes to some new ideas about the strengths and weaknesses of Chinese higher education and discusses the potential room for improvement in Chinese higher education. Further research is needed to explore more aspects of workplace skills that can be incorporated into the higher education duration of undergraduates and graduates to prepare them for the workplace. Overall, this essay highlights the significance of comparing other educational systems and encourages future scholars to investigate the strategies used in various educational systems.

Keywords: teaching methods, teacher-student relationships, employment adaptability, Chinese high education

1. Introduction

Classroom instruction is closely related to each individual student, directly or indirectly affecting the student's attitude to learning, relationships with those involved, and future capacity development. Since China and the United States, two prominent nations in education, have unique teaching methodologies, many academics have conducted comparative studies in this area. In general, China is more likely to employ a cramming style of instruction, which is dedicated to creating a relatively integrated system of knowledge and is focused on developing students' foundational knowledge. The United States, by contrast, favors a heuristic approach to teaching that may adequately support the development of student personalities through a variety of educational formats and foster their capacity for creativity and dialectical thought [1]. Chinese students are typically more reserved when lecturers and students are in class, basing their comments on their respect for the professor. American classrooms, on the other hand, have more pupils and a hotter atmosphere. Building strong bonds

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between teachers and students is simpler. These discrepancies can be attributed to the opposing ideologies and cultures of China and the United States. China still places a strong emphasis on test results when evaluating teachers, but the United States uses a broader range of assessment techniques that take into account both a student's academic performance and their overall talent.

Different methods can have various impacts on undergraduates' performance in the workforce. The Career Adapt Abilities Scale is one of the most often used tools to assess career adaptability. This tool includes four distinct dimensions: concern, which describes an individual's awareness of and capacity for planning for a professional future; control; curiosity; the tendency to explore potential selves and alternative scenarios for oneself; and confidence, which refers to the individual's self-belief that they will succeed in their career goal. Although there are similarities across the four career adaptability characteristics, it appears that they might behave differently based on various job-related outcomes in various settings [2].

Therefore, the author conducted an interview to determine participants' employment adaptability, which can be defined by the state in which an individual's knowledge, abilities, interests and personality traits are compatible with the job he or she is engaged in or will choose.

2. Methodology

Secondary research has been used to support this paper. The author looked for scholarly work by searching Google Scholar and other sites for keywords such as teaching methods, teacher-student role and relationship differences, employment adaptability, and social adaptability. The author has also used other methods, such as comparative and historical approaches, to analyze the possible causes of differences in teaching styles from the perspective of different educational systems. Moreover, interviews with 2 graduate students from the US, and 2 Chinese graduate students were conducted. The interviewer carried out in a one-on-one setting to encourage open and honest responses. The interviews were conducted after the participants had at least two years of working experience in order to gain deeper insights into how the difference in teaching methods and differences in teacher-student relationships impact their employment adaptability in foreign companies.

3. Interview Protocol

A pre-defined interview protocol was used to ensure consistency in the questions asked during the interviews. The questions were designed to elicit information on the students' experiences, perceptions, and opinions regarding the teaching method, teacher-students' relationships and their employment adaptability in the first two years in the workforce. The interview protocol included the following key questions:

1. Could you please generally describe your university experiences, including in which country do you receive advanced education and the overall feeling about it?
2. What are the specific teaching methods in Chinese/US's universities? Are students the initiative or the teachers? Is it project or activity-based learning that help you to gain experiences in applying knowledge in real life? Or just teacher imparting the knowledge? How do you think it will influence your adaptation in the workforce?
3. Are examinations the main way Chinese/US universities assess students' professional knowledge? Will there be projects related to real life for students to complete? Please give me an example of it.
4. Do Chinese/US universities place great emphasis on correct answers? Please explain it in detail.

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5. Are you interested in your field of expertise? Will you take the initiative to learn some relevant and expanded knowledge to promote the development of the classroom? Or do you just passively receive knowledge?
6. How is your relationship with your mentor? Will he give you some academic, internship, or employment guidance? How do you think it benefits your employment adaptability?
7. After four years of college, do you think your professional knowledge has been significantly improved and you are fully competitive in the workplace? Please choose a number ranging from 1-10 to represent your competitiveness.
8. Did four years of study at university effectively help you broaden your breadth of knowledge and help you master the ability to learn cross-disciplines?
9. Have your soft skills in the workplace, such as your cross-field learning ability, thinking ability, problem-solving ability, and communication skills, been developed in college?
10. After working in the workplace for two years, how do you feel about your adaptability in the workplace? (Employment adaptability refers to the state in which an individual's knowledge, abilities, interests and personality traits are compatible with the job he or she is engaged in or will choose.) Do you think the Chinese/US teaching methods and student-teacher relationship really help you to fit in your career? If not, please tell me the reasons.

Table 1: Participants Information.

	Major	Educational experience	Duration in workforce
Participant A (female)	Psychology+Engineering+Business	United States	9 years
Participant B (female)	InternationalPolitical Relationship+Language	United States	4 years
Participant C (male)	International Trade	China	6 years
Participant D (female)	International Law+Education	China	2 years

4. Results

In this section, the author presents the key findings of her study, which focuses on examining the impact of teaching methods and teacher-student relationships on the employability of graduate students in China and the United States. As Table 1 shows, the results are organized into three main subsections corresponding to major, country and duration of working.

4.1. Differences Between Chinese and American Teaching Methods

4.1.1. Differences in Teaching Objectives

China is a developing nation, so its goal is to provide its citizens with the practical skills and expertise they need to assist the nation in industrializing and rapidly restructuring its economy. In China, the fundamental tenet is to assist students in developing relatively integrated systems of knowledge and in furthering their understanding of what has been taught to them through repeated practice [3]. “The elites that America seeks to produce, on the other hand, are those with autonomous, critical minds,” according to participant A, “the competence of students is the cornerstone of American education. One of their educational goals is to help students identify their own strengths and interests.” “Emphasizing these skills encourages American students to take part in extracurricular activities. There are many ways for American students to become involved with their society. They believe that

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education is a part of life, not just part of school [4].” As a result, U.S. schools are placing greater emphasis on students' ability to critically evaluate, explore and innovate their information, as well as fully apply it. “The United States has developed its own theoretical and practical framework for the curriculum, distinguished by a tighter connection between the classroom and real life and a full consideration of the diversity of student backgrounds and interests,” as participant A claimed.

4.1.2. Differences in Teaching Style

The Chinese educational system places more emphasis on disciplinary core knowledge than Western educational systems. “For a long time, Chinese education has focused on teaching students respect for knowledge, emphasizing students' recall, imitation and repetition of information, as well as their problem-solving abilities, and paying close attention to students' development and mastery of knowledge systems,” said participant C.

The first and foremost difference between Chinese and American teaching styles is the role and manner in which their teachers teach. According to the Chinese cramming method where teachers teach and students sit upright and listen, it is the most effective way to learn, and the only way to judge the effectiveness of a Chinese class is how well the students perform on the test. For example, in a Chinese mathematics class, the teacher starts with basic concepts. Calculations are important for students to understand step-by-step with clear explanations. After solving a typical question, students are asked to understand and memorize the steps and formulas in order to apply them in later assignments and quizzes where homogeneous questions arise. This pedagogical approach, with its emphasis on the logic and structure of the discipline itself, helps students build relatively integrated systems of knowledge and, to some extent, deepen their understanding through repetitive practice [5]. However, it is easy to overlook the ability of students to analyze and solve problems independently in real life. As they rely heavily on the pedagogical and structural steps of the teacher. Whenever they encounter complex or unfamiliar tasks, they do not know how to respond to them, and they often lack the confidence to carry out and execute what they believe to be right.

Another difference between the teaching styles of the two countries is their different attitudes to correct answers. Multiple choices and free responses are commonly seen in Chinese exams, but they only support a single correct answer. In terms of free responses, students had to write down some key elements of what they had been told in class to win points. If their answer involves knowledge points not covered in the lesson, the answer is not marked, even if it sounds reasonable. This is particularly common in liberal arts courses. Things are quite different in the United States, however, where “knowledge from textbooks is not required to be recited and their free-response questions are often subjective. In other words, students can express their opinions around a single historical event, for example, without fear of receiving zero points,” provided by participant B. Thus, it is clear that American teaching methods encourage students to think critically, giving them the space to evaluate problems from different perspectives.

Moreover, the motivation of the students in the classroom is also a point worth noting. In China, where cramming methods are widely used, students are more passive and less involved in the classroom. “If the teacher only teaches knowledge and the students passively receive it, then the students may not be highly motivated to participate in the class and their efficiency in receiving knowledge may be low,” according to participant D. On the other hand, in the United States, where heuristic teaching methods are used, students are more active and participate in the classroom to a high degree. The pedagogical atmosphere of heuristic teaching is relatively relaxed. The premise of this approach is that students have some self-learning ability and some basic understanding of the knowledge introduced in the course. On this basis, the students will be better motivated to learn and actively participate in the class, while the teacher will be able to understand the student's questions in a timely manner. In the teaching process, students often play a dominant role and the importance of

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communication is emphasized. In this way, the potential and intensity of each student can be seen, and the interaction between students and teachers increases. The result is that when they step out into the world, they have experience of how to deal with the relationship between their employer and themselves, and with their peers [6].

In conclusion, blindly pursuing high graduation rates and ignoring the true connotation of quality-oriented education has a negative impact on the employment adaptability of Chinese students, which is a major component of their social adaptability. Abilities such as self-learning, problem-solving and providing versatile solutions are highly valued in the workforce, and an exam-oriented system in which teachers take over the role of decomposing, analyzing and structuring knowledge for students can have a negative impact on their social adaptability. In comparison, students in the United States are able to develop independent thinking, better interact with teachers in the classroom, and learn more effectively through such materials, which leads to better adjustment. The cramming method, however, has the advantage that the student's fundamental knowledge, such as arithmetic grammar and logical thinking, is firm. On top of this, there are potential threats under heuristic teaching methods, which rely heavily on teacher control and management of the classroom.

4.2. China

4.2.1. Method of Teaching in China

The teaching method in Chinese high institutions is that the teacher still dominates the class.

The courses are mostly exam-based, and the score is the most part counted in GPA, but there's a lack of activities or project-based learning, causing students to be unfamiliar with real-life situations in the workplace.

Chinese universities emphasize correct answers in the international political science classes mentioned by one of our participants. It is true that the course does rely on heavy memorization, but students can express their opinions and analysis on certain types of questions that are available in the United States but not in China.

The benefit of this teaching method is that students have solid expertise as they rank relatively high in the numbers.

4.2.2. Teacher-Student Relations in China

Chinese instructors are kind enough to offer paper revisions but lack the resources to offer internships and jobs at companies they know well.

4.3. United States

4.3.1. Method of Teaching in the United States

Project-based learning is often used in educational institutions in the United States. Research about project-based learning shows that life skills including Time Management, Responsibility, Problem Solving, Self-Directedness, collaboration, Communication, Creativity and Work Ethic are all being improved [7]. Other soft skills such as critical thinking, problem solving, and public speaking are also trained in the U.S. education system. All of these teaching methods contribute to student job readiness.

4.3.2. Teacher-student Relationships in the U.S.

Mentorship and individualized support are often seen in U.S. education, with professors often referring students to well-known companies. "Cooperating teachers play a vital role in the professional development of student interns. Although they serve as mentors, most cooperating

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teachers do not receive comprehensive or coordinated preparation for their role as effective mentors [8].” Instead, “it is common to see mentors helping students develop skills related to job adaptability,” provided by participant B.

4.4. Reasons for Differences in Teaching Methods and Teacher-student Relationships in China and the United States

The first reason for the difference in teacher-student relations is the difference in student pressure to succeed. Success in China is defined by getting good grades, being privileged in exam results and having high rankings [4]. Gaokao is particularly important for Chinese students and plays a key role in effective classroom management in China. Because Gaokao was able to determine which colleges they could attend and determine their social status. Therefore, it is reasonable for China to adopt the cramming method, where teachers impart knowledge in an effective way and assist students in achieving good scores through repetition.

In addition to this, significant cultural differences are a key factor contributing to the differences. The renowned Confucius theory in Chinese history mentions that respecting teachers is one of the traditional Chinese virtues over the years. Yet individualism and equality are a major part of American culture [8]. As a result, Chinese classes are relatively quiet and class rules are strict, with students not allowed to interrupt teachers. By comparison, American classrooms are full of freedom, where teachers provide many opportunities for students to speak out.

Last but not least, Chinese historical events are counted. To break it down chronologically, Mao, China's early president, wanted the country to rapidly industrialize, so specialists in all areas were needed. Based on experiments and experience, professionalism can only be cultivated more effectively in exam-oriented education.

5. Discussions

In this paper, the author compares the impact of teaching methods and teacher-student relationships on undergraduate employment adaptability in China and the United States. Chinese students had a clear advantage in terms of professional knowledge base. With a solid foundation students fostered in Chinese schools can have employability in their professions when competing a job. According to Fugate “Employability has been conceptualized as a specific and active form of work adaptability that enables workers to identify and realize career opportunities [9].” While American students showed better strength in how to apply knowledge in real-world scenarios and soft skills development. According to impact teaching, “The student-led approach used in the West arguably equips learners with better critical thinking and problem-solving skills, useful in both an academic and non-academic sense. Learners of this method develop a more well-rounded skillset.” [5] This, in turn, leads to better adaptability in the workplace. In terms of teacher-student relationships, participants who graduated from U.S. universities showed greater closeness to their teachers, and they even remained in contact. In contrast, Chinese teachers are less close to their students and are less likely to give recommendations and give students good internship opportunities.

5.1. Implications and Limitations

Compared with the existing literature, this paper focuses on how the two major parts in China and US students' colleges life pave the way for students' adaptation and success in employment by conducting interviews, which provide pictures from an employment perspective to students who want to choose colleges in different countries. There are limitations, however, namely insufficient sample size. In addition, there are some variables that may affect the experimental results that have not yet

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been eliminated. For example, the four participants studied different subjects at university, so they discussed classroom methods and expertise mastery differently.

5.2. Implications and Future Directions

The findings of these interviews suggest that American teaching methods and teacher-student relationships are better suited for graduate students to enhance their employability. Based on these results, further research can explore the scalability and adaptability of this approach across different educational contexts. Provide universities with plans to revise teaching methods. For example, students need more opportunities to develop soft skills. What's more "Ajay Shukla, managing director at EdOrbis, suggested that each institution should have an industry advisory committee to advise on curriculum development [10]." It also proposed that the relationship between students and teachers should be enhanced. In addition, it would be valuable to conduct longitudinal studies to assess the long-term impact of this teaching methodology on student achievement and motivation.

6. Conclusion

In conclusion, this paper examines how classroom education differs in China versus the United States. First, variations in teaching strategies based on learning goals, student involvement, and instruction modalities are introduced. The disparity in the teacher-student relationship and its significance are then examined, along with the causes. The author concludes by summarizing its potential future evolution. The two ethnic groups differ in their education due to their distinct traditions and cultures. Both the Chinese and American education systems have their strengths and weaknesses. China and the United States should use each other's strengths to raise their educational standards in order to move forward together. Chinese education should gradually move away from exam-focused instruction. To raise the standard of education and control classroom behavior, precise educational standards should be established for American schools. This paper highlights the significance of comparing other educational systems and encourages future scholars to investigate the strategies used in various educational systems. They tell the story of their employment fitness only from a subjective point of view, without taking into account objective aspects such as their salaries during their first two years in the workforce, data that would make their accounts more convincing.

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Interaction Between the Imperial Examination System and Politics and Its Limitations

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Abstract: The imperial examination system has been deeply influenced by the country's system category, historical tradition, and political system, which also determines its limited historical and realistic role in the political system. The imperial examination system extended the selection of officials to the whole society, provided a relatively fair opportunity for China's intellectuals to compete, and gave the country a wide range of political talents and a stable system. The civil service performance evaluation system established on this basis also has a positive reference value for curbing corruption. The imperial examination system in ancient China is an important system in Chinese history, which is an important part of ancient Chinese culture and an important symbol of Chinese history. This paper studies its profound influence and enlightenment on Chinese history and culture. At the same time, the paper studies that the imperial examination system is an important part of Chinese history and culture, which promotes the development of Chinese bureaucracy, cultivates Chinese cultural tradition, promotes social mobility and social progress, and also highlights China's cultural self-confidence and cultural consciousness. While the imperial examination system is an education based on political needs, after education it can impact politics, which forms a circular structure. This reflects interactions between the imperial examination system as the carrier of ' education' and politics. However, in ancient China there will inevitably be some limitations.

Keywords: imperial examination, political need, education

1. Introduction

From the very beginning, the imperial examination system has been deeply influenced by our country's system category, historical tradition and political system, which also determines its limited historical and realistic role in the political system. The imperial examination system extended the selection of officials to the whole society, provided a relatively fair opportunity for China's intellectuals to compete, and gave the country a wide range of political talents and a stable system. In particular, the civil service performance evaluation system established on this basis also has a positive reference value for curbing corruption. The imperial examination system is a carrier of the concept of "education". It is an education based on political needs, and after the education, the talents found have an impact on politics, which forms a circular structure. This reflects the interaction between the imperial examination system as the carrier of "education" and politics. However, in the feudal society of ancient China, it is inevitable that there will be some limitations.

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In the history of world development, the imperial examination system has such two characteristics, that is, the openness and fairness of competition. From the perspective of promoting social fairness, China's ancient imperial examination system was the first in the world, and such an examination system has also promoted the development of China's education cause and reached an advanced level in history. However, in the development of China's imperial examination system, it embodies its advantages, but also shows its shortcomings. In view of the advantages and disadvantages of China's ancient imperial examination system, this paper will combine the contemporary education system to reveal the advantages and disadvantages of the ancient imperial examination system to the contemporary education cause.

2. The Role of Imperial Examination System to Society

2.1. The Imperial Examination System Serves Politics

The imperial examination system played an important role in the government of ancient China. It has been found that it can serve politics in the following ways. First, the imperial examination system selects outstanding talents. The imperial examination system ensures the quality and ability of officials by selecting talents with political skills and abilities through examinations. This helps the country build an efficient and stable bureaucratic system to promote the country's development and governance. This reflects the screening function of education. Therefore, the selection of officials or talents can be used to consolidate the rule.

2.2. Selection of Good Talent

The main purpose of the examination is to select suitable talents for the ruling class. These selected talents should not only be able to obey the will of the rulers, but also have considerable ability to assist the rulers in their administration. Only when the means of examination truly become the mainstream of official selection will its function be more specific and complete, and the establishment of the imperial examination system is to meet this requirement. The imperial examination system makes it possible to give the scholar an ultimatum to enter by himself, to apply for an examination freely, to divide the subjects to select the scholars, and to determine the success or failure according to the examination results.

Education has the function of screening, so the imperial examination system also improves the ability of government management. The Imperial Examination System selects officials through examinations, enabling government departments to employ talented people. This will help the court to recruit talents from all over the world, improve the ability and efficiency of government management, and promote the smooth progress of national governance.

At the same time, the establishment of the imperial examination system increased the opportunities for dialogue and communication between the ruling class and the ruled class, thus drawing the attention of the scholar class to the focus of social contradictions. On the one hand, they can help them enter the temple and become officials by gaining fame. The desires of the officials, be they high or low, be they noble or vulgar. All can be satisfied. Scholars are eager for fame and wealth.

So is their understanding of their own position, even those who have failed the examination. To imagine oneself as a "quasi-bureaucrat" because of illusions was, at least ideologically, a thing of the past, Jingkai is on the same side as the ruling class [1].

On the other hand, those who can be proud of their scientific research become and are the ruling class. A bridge of communication and dialogue is between the ruling classes. This is because they come from the bottom of society. At the grassroots level, the understanding and comprehension of the grassroots is deeper than that of the high rulers and society. It will be easier to communicate

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with each other at the grassroots level, so the information obtained will be more direct and objective.

The upper ruling class can also make their will better known through them. They can be effectively transmitted to the ruled class. Such a mechanism of communication increases domination and being. The mutual understanding of the ruling class has cleared the channels blocked by the convergence of social contradictions. It's the intensity of the confrontation between the rulers and the ruled.

In a sense, the establishment of the imperial examination system and the expansion of the methods of talent selection have. It is conducive to strengthening the ruling power, ensuring the stability of the ruling foundation and maintaining the ruling order.

At the same time, the imperial examination system strengthened the control function of political rule. Now the social elite in the context of the lottery controls the behaviour of the elite [2]. At the same time, it also manifests itself in the strengthening of the ideological leadership of the elite and all the ruling classes. Obedience in behaviour does not mean agreement in thought.

To achieve long-term stability, the ruling class must also be able to fight to be ruled ideologically [3]. Broad class recognition. This requires the ruling class to seek one thing: to be united. The ruling class can not only obey the ruling will in behaviour, but also accept the ruling will in ideology. A two-pronged approach to desire. With the final establishment of the imperial examination system, not only was the unification of the whole society finally realised,

The behaviour of the elite in the circle is induced, and their ideological grasp is realized. It is said that elite have found a reasonable instrument that can effectively reproduce and internalise the ruling ideology.

The previous political system was already corrupt, and most officials did not have real talent and work, but got their official positions through bribery. This can no longer adapt to social development. At the same time, it caused great damage to the country's governance [4]. Subsequently, the introduction of the imperial examination system made the process of appointing officials by the government fairer and more transparent. Through open examinations and selection procedures, the people recognise the selection of officials. This transparency also greatly increased the enthusiasm of the lower class for learning [5]. The rise of the lower class created a theatrical effect, and over time this concept of education derived from the desire to become an official seemed to develop into a belief.

3. The Role of Society in Imperial Examinations: The Concept of Education Is Popularised

On the other hand, the imperial examination system popularised the concept of education and planned the subjects and contents of examinations. Through widespread popularisation, it has provided more opportunities for people to obtain education, get rid of poverty and change their destiny [6]. This fair distribution of opportunities helps to narrow the gap between social classes, increase social mobility and make society more just and inclusive. At the same time, it has promoted the stability of the old political society. Political development is more in line with the needs of the people.

Selecting talents and placing them in various political institutions is only one part of building political power. How to supervise the incumbents and urge them to make contributions, how to test the merits and demerits of the talents to strengthen the management of talents, and how to evaluate the merits and demerits of the incumbents rationally and scientifically is the key to strengthening the management of incumbents.

In the Tang Dynasty, evaluation was mainly based on morality. The standard of virtue is "Virtue is possessed, heard, written clearly, fair and diligent" [7]. There are "twenty-seven best practices", for example, "propriety and righteousness promote practice, clean up the subordinates - the best of

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politics and religion", "reward and punishment are clear, attack and battle will be won - the best of generals and so on" [8,9]. The purpose of the evaluation is to "promote the virtuous to promote the good, and refuse to eliminate the evil".

In the Song Dynasty, special institutions were set up, namely the Court of Judges and the Court of Examinations, which were responsible for the examination of Beijing officials, curtain officials and county officials respectively. Their method is "each official prepares the examination certificate, called "calendar paper", and each official records the merits and demerits of his subordinate officials in peacetime as the basis for evaluation". "Emperor Wei Shenzong made it clear that the "Four Gingers and Four Most" should prevail. The "Four Most" refer to the prison without prison, taxes without disturbance for the most governance; farming and mulberry cultivation and water conservancy construction are the most important lessons. Drive out the thieves, the people live in peace for the city of the most; relief for the poor, not exile is the most important support.

The Qing Dynasty followed the content and specific measures of the Ming Dynasty, so it was slightly different and divided into two types: full examination and investigation. Full examination refers to the prior examination of the duties performed by the officials themselves. According to the officials are classified as "competent", "ordinary" and "incompetent". The methods of evaluation vary according to grade or position. The Emperor participated in the final evaluation of senior officials (above the fourth grade). The regular evaluation of all officials is called the "grand plan" inspection, which is divided into "external inspection" and "Beijing inspection" [10]. "Examination" and "investigation" are based on written historical materials and form various documents. Punishment is given to those who "take the opportunity to pay for their grievances" in the evaluation, resulting in an "improper reputation".

4. Limitations

Despite these positive effects, under the influence of the feudal political environment, the imperial examination system could not avoid some limitations. For example, the content of the examination is too narrow: the imperial examination system has a limited range of knowledge and skills for candidates, focusing mainly on the study of Confucian classics. This limits the development of other schools of knowledge and thought, and affects the cultivation of personal comprehensive quality and innovative ability.

There is a serious tendency for exam-oriented education: the imperial examination system pays too much attention to memory and exam-oriented skills, which makes the educational process utilitarian. Students pay more attention to how to get good grades in examinations, but neglect the cultivation of critical thinking, creativity and practical application.

The problem of corruption is becoming increasingly serious: the selection process in the imperial examination is prone to corruption. Some candidates may gain undue advantage through bribery and nepotism, which undermines the principle of fair and impartial selection and damages the credibility of state rule.

Due to the fierce competition in the imperial examination, the number of people taking the examination is relatively small, leading to inequality in society. At the same time, candidates often face tremendous psychological pressure, which can have a negative impact on their physical and mental health.

The limitations caused by reliance on Confucianism: The imperial examination system is mainly based on Confucian classics, which severely restricts the development of other learning and schools of thought. This can lead to a simplification of thinking, ignore the importance of multiculturalism and ideas, and affect the breadth and depth of national governance.

In addition, the arrangement of examination subjects and contents is mainly based on the candidates' study of Confucian classics. The degree of cultural familiarity is the main reference. The

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subjects and contents of the imperial examination have been compared with those of its predecessors. Other examination systems have expanded the scope of Confucian cultural knowledge.

The trend in setting examination subjects is to move from multi-subject to unified single-subject. The same applies to Rong Shang. Until the Ming and Qing dynasties, the content and form of the examination was mainly an eight-part essay. The eight-part essay is the most typical dogmatic form of indoctrination and rigid standard. Change the answer form, the frame of mind to the examinee is more serious, to the examinee study Confucian classics The requirements are higher, and it is easier to make the ruling ideology deeply rooted in the knowledge system of scholars.

These restrictions partly limited the impact of the imperial examination system on the selection of officials and the governance of the state. With the changes of time, these problems gradually led to the criticism and reform of the imperial examination system, which was finally abolished in the late Qing Dynasty, paving the way for China's modernisation process. With the gradual deepening of the reform of the economic system, China's original personnel system clearly shows incompatibility with the economic development of the various shortcomings are becoming more and more prominent.

The various shortcomings of the system are becoming more and more apparent. There is no scientific classification of national public officials, and it is impossible to implement classification management. There is no objective, fair and open system for the appointment and promotion of personnel. There are no objective, fair and open criteria for the appointment and promotion of personnel. There is no scientific training system to improve the quality of personnel. There are no clear and strict norms on the behaviour of public officials. There are no clear and strict norms on the behaviour of public officials, and the management of personnel is not defined in the form of laws and regulations. The personal opinions of leaders at all levels are often decisive.

The personal opinion of leaders at all levels often plays a decisive role, and the will of the chief is serious. After the abandonment of the old recruitment system, a complete, scientific, continuous and stable recruitment system has not been established. Therefore, there is a lack of competitive mechanisms and legal procedures for the recruitment of personnel. Although there is an examination, there is no legal regulation to control the various aspects of the examination.

There is no legalisation of the procedure, and the organisations employ their own people and organise their own examinations. In the absence of legalisation of the examination system, such examinations can only serve the purpose of nepotism. This kind of examination can only serve as a good whitewash for nepotism, cronyism and the unhealthy trend of suppressing talents. Even if there is an election, it is often the first internal designation, followed by election to make the democratic election system a mere formality. The result is that the talent hired is not responsible to the law and the people, but to the power holders, to the higher competent person in charge, resulting in the promotion of subordinates. Rewards are realised by fulfilling the desires of the higher one for profit.

This is the root cause of all malpractices and corruption of power. This system of selection and appointment is not conducive to the absorption of outstanding talents into the civil service, and even keeps some outstanding talents away from government administration. It is also not conducive to the promotion of outstanding talent to leadership positions, and job promotion lack of statutory criteria. Statutory procedures are often unable to promote those who have the ability, while those who are good at engaging in improper means can easily succeed. To this end, the essence of the imperial examination system is to learn from the public examination and recruitment, and set up a scientific and reasonable examination and recruitment system. In the procedure for recruiting talents, the legal mechanism is introduced into the civil service recruitment process.

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However, in the process of recruiting talents, the legal mechanism will be introduced into the whole process of recruiting and promoting civil servants, so as to make it legalised, institutionalised and proceduralised. The system will undoubtedly have a positive significance in attracting all kinds of talents and improving the administrative quality of the administrative personnel.

5. Conclusion

This paper studies the interplay between the imperial examination system and politics and society in ancient China. He had a profound influence on the institutions of both ancient and modern China. At the same time, it also deeply explores its limitations, and summarizes the experience and enlightenment of the modern education system. It provides valuable experience for the reform and progress of the modern education system.

The following are some examples of the ways in which people can improve the quality of the administration of the civil service.

First of all, a public announcement system should be gradually introduced for all aspects of the civil service examination and recruitment process. It should consciously accept the supervision of all sectors of society or the media and hold the civil service recruitment gate from the source.

Secondly, the examination and recruitment of personnel are hierarchical. According to the recruitment of different positions, the focus of the assessment is also different. For leadership positions above the section level, the assessment focuses on coordination, organisation and decision-making skills.

The examination for general positions focuses more on basic knowledge and basic skills. It should make the level of recruited personnel and the examination is set up to combine the level of the recruited personnel and the examination. Therefore, according to different posts organisation design different assessment content, giving different talents different development places. Different posts have different professionals. This will facilitate the creation of a competent, professional and high-quality civil service team.

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The Phenomenon of Education Inequality and Ways to Alleviate the Inequality

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Abstract: With the economic development of various countries, the importance of the education industry is also increasingly reflected. After all, education is the driving force of national development. Therefore, the topic of promoting educational equity has attracted much attention from the academic circle. At present, there are still significant problems in the development of education, which is affected by gender, race and regional differences. With the theme of how to promote educational equity and improve unfair treatment in education, the author mainly adopted the literature review method to study and analyze the inequities caused by gender, race and regional differences in education, and found the severity of inequities. In response to the problem of inequity, the author put forward relevant measures that the government and citizens can take, as well as suggestions on ways to avoid more inequity, hoping to have a certain effect on reducing educational inequity. Through the research, it can be concluded that absolute unfairness can be broken through the efforts of the government and the people.

Keywords: education inequality, gender inequality, race inequality and inequality in different areas

1. Introduction

Studies over the past two decades have provided important information on how to improve the balance of education. In the history of development economics, education inequality has been thought of as a key factor in the development of a society. Although governments around the world have introduced many policies to promote equality in education, inequality is still common. The author mainly studies three possible inequalities in education and how to solve them. Many previous studies have not given practical solutions. This paper mainly adopts qualitative research, through the analysis of literature to get ideas and inspiration. The present research explores, for the first time, the effects of education inequality.

2. Education Inequality

2.1. Gender

In today's world, the phenomenon of educational inequality is endless, so what are the reasons leading to educational inequality? The author thinks gender inequality is the worst. Although gender

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inequality is not good for development, it has not been well restrained in quite a number of developing countries. It can be manifested in several ways, and education is one of them. In India, the world's newly most populous country, the vast majority of all primary school children who are absent are girls. In Egypt, Yemen, Liberia, Morocco, Iraq and Turkey, girls dropping out of school are 1.5 to 2 times of those of boys and, notably, high rates of girls dropping out of secondary school. In some remote areas, women even don't receive an education all their lives, just because there's no school that could provide opportunities for them or the traditional family values make them choose to be humble housewives. The above are some less developed countries and regions. Of course, in some developed countries and relatively developing countries with strong economic strength, education is still relatively important. Although women may be well educated in these countries, there is an underlying inequality in education. In China, the ratio of female in the educated group goes down with the upgrading level of education. It means that the higher the level of education, the less female sex, the greater the sexual difference between male and female students [1]. The gender inequity can also be observed in the subject choice. The traditional idea is that women are emotional, and women are good at humanities and social sciences; on the other hand, men can remain rational, with dialectical thinking and a unique acuity for science. This concept deeply affects the traditional gender division of labor in society and seriously hinders the development of women in related fields such as science, biochemistry and astronomy. In fact, sometimes it is not that women lack some ability, but in people's subconscious, men have a higher success rate, and men are more suitable for the development of multiple fields.

2.2. Inequality of Race

It's important to talk about the issue of inequality of race. After the National Party came to power in 1948, the white regime imposed apartheid in education. With the enactment of the Bantu Education Act (Act No 47 of 1953, later renamed the Black Education Act), the Expansion of University Education Act, Bantu education began to be widely promoted in South Africa. Bantu education, also known as black education, is an education system with strong racial segregation and racial discrimination specifically implemented by racists for black people in South Africa. In the society at that time, black people were not respected, and even regarded as worthless. Despite all the rhetoric about fairness and democracy in the developed world today, black people are still not respected, and they seem to be shunned by others on college campuses. People may not show discrimination against them on the surface, but their words and actions will show injustice to the black race. Since the colonial period, whites have controlled the institutions and culture of blacks, which, combined with long-standing ideology and lifestyle habits, have strongly excluded some blacks living in white areas. In terms of education, let's take the University of Cape Town as an example. At the University of Cape Town, the admission scores for each subject are different, and the subjects referenced in the National Higher Certificate examination are also different [2]. Take the admission requirements of the School of Engineering and Built Environment in 2015 as an example, there are six subjects admitted to the relevant majors of the school, in addition to English proficiency (A-level), mathematics, physical science, geography and accounting, second language (such as Xhosa, Zulu, French, etc., applicants can choose one of them as their scoring subjects) are required. The total score is 600 points, and the final exam score is converted to the total score of 50 points. Life Orientation is a reference subject and its score is not included in the overall score.

In addition to the examination results of The Higher National Certificate, the University of Cape Town also organizes The National Benchmark Tests (NBTs) for eligible applicants, mainly including the Academic Literacy Test (AL), Quantitative Literacy Test (QL) and the Mathematics Test (MT) is scored in three parts. The total score is 300 points. The final score is converted to a total score of 50 points. Through this data, people can find that the black race has gradually

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improved its enrollment status and is relatively equal. Despite racial preferences in admissions policies, the number and percentage of blacks enrolled remains low.

Table 1: Ethnic composition of the university of cape town student body (2010-2014) [2].

Race	2010	2011	2012	2013	2014
White	9005	8826	8604	8360	8093
Black	5274	5674	5890	6237	6183
Colored People	3559	3599	3424	3546	3601
Asian (of Indian descent)	1649	1655	1683	1705	1813
Other	701	868	1593	1667	1993
Total	20188	20622	24212	24451	21683

From Table 1, it's easy to find that not only blacks, but other people of color have lower enrollment compared to whites. Moreover, the problem of educational inequity actually stems from the unfair distribution of resources. As mentioned above, with the development of the economy, racial problems are improving day by day, but in the black racial areas, they will also be affected internally. It is because of the unequal distribution of resources that the education received by blacks is also unequal. It is also because of the unequal distribution of resources that the education received by blacks in different areas is also unfair. There are also different classes among blacks, and those so-called preferential education policies only allow the middle class of blacks to get higher education. Those who live in rural areas or have low social status still lack access to higher education. In other words, racial preferences do not solve the problem of inequality. Educational inequality can be caused by all aspects of society, and it cannot be solved by a preferential policy or regulation. So it's not just racial inequality and racial discrimination that the paper discussed above. There are also regional and rural-urban differences, as discussed below. In any country or region in the world, there will be regional unfair treatment. Even if the government makes preferential policies, the education received by blacks in different areas will still be different based on geographical differences. Policies for people living in different regions are still different, and there is still some regionalized discrimination. Let's take other regions as examples.

2.3. Regional

According to the statistics of 2013, Tsinghua University plans to enroll 200 students from Beijing, followed by 100 from Henan and 85 from Sichuan, and only 5 from Tibet. Peking University plans to enroll 226 students from Beijing, followed by 85 from Henan and 60 from Sichuan, and 9 from Tibet [3]. This means that it is much easier for Beijing students to get into key universities than for those in other regions. The above statistics show that local students in Beijing are more likely to be admitted to Tsinghua University. In other words, the government sets different test scores and scores for each region in order to ensure equal education, but local students are given more preferential treatment at prestigious universities and top-tier universities. This reflects the unfairness because students in some areas may try their best but fail to get the admission notice, because universities like Tsinghua University give places to local students, in order to ensure that students from this city have a higher admission rate, which leads to students from other provinces and cities can not enter their desired universities. Although this is not an obvious manifestation of inequity, it

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is also a potential inequity problem in education. Students who live in other cities are already being treated unfairly, even if they are highly qualified and can't get into the schools they want. It is conceivable that students living in remote areas or rural areas have less chance of getting into good universities. Even if they have a small chance to enter the university, they may suffer criticism and different eyes from other students. It is an issue caused not only by the misbehaving of colleges and universities, but also the failure of the current legal system to guarantee and supervise the fairness of higher education [4]. Of course, in China, the government has tried to promote equality in urban and rural education, with the aim of achieving coordinated development of education between urban and rural areas, enabling urban and rural residents to receive high-quality education, improving the overall quality of the labor force, and wiping out the disparity between city and county, as well as the rich and poor. But even so, the education resources distributed in rural areas still can not bear comparison with their counterparts in urban areas, and it is reflected not only in the faculty, but also the most the opportunities for further education. At present, although China's investment in education has been aggregated, the equity of urban and rural education is still a goal beyond reach in the short term, instead, the gap between them is seemingly widened. At present, China's population in villages is still large, occupying the majority of its population in total.

3. Ways to Solve Education Inequality

3.1. Ways to Solve the Gender Problem

It is difficult to address the root causes of these educational inequalities. The first is how to solve the problem of gender discrimination. It has been studied that at present, the key factors affecting the equal development of female higher education are the traditional gender culture concept and the negative factors within the education system and women themselves under its influence [5]. Sexism is a very abstract concept. Sexism cannot be completely solved from the root cause, because a person's concept cannot be changed, so it is impossible to change a person's discrimination against the opposite sex with words or words. In fact, women will be treated unfairly, in the final analysis, because women's status in society made by the traditional feudal ideology can not be improved. Deep-rooted thoughts are hard to change after all. But there are ways to mitigate the problem. First of all, the government should take relevant measures, such as using the power of the Internet to publicize the value of women and advocate gender equality, so that women should not be treated unfairly in education or other aspects, and men should not feel too unbalanced. Secondly, people themselves should also change their ideas, which mainly depends on whether citizens can recognize their own value, and whether women can bravely stand up for their own education opportunities. They say opportunity is for those who are prepared. If there is no blatant injustice, women should be brave enough to fight for their own opportunities. Neither education nor the whole society is absolutely fair. In the final analysis, the country and the people need to work together.

3.2. Ways to Solve the Race Problem

Then there is race. Now the Internet is very developed, there are many videos on the Internet for racial groups, and the racial problem is also decreasing. However, the individual advice on race is greater than state advice on race. After all, racial issues affect the development of various countries, and one country cannot arbitrarily show discrimination against other countries. After all, this is an international topic. Mainly, citizens discriminate against people of different races. The yellow race is often discriminated against by the white race. They give the yellow race stereotypes and think that the white race is superior by nature. The yellow and white people, especially the white people, discriminated against the black people more seriously, believing that the black people were born slaves. This kind of thinking is also mainly influenced by traditional ideas, so it is not easy to

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change this deep-rooted thinking. Although most people still advocate racial equality, they alone do not convince those who are hardened. Governments of various countries can provide corresponding policy support for the black race, but it should not be excessive. It is necessary to guarantee the pertinence of preferential policies for disadvantaged races and provide more opportunities for them to obtain high-quality higher education [6]. To do otherwise would create an inverted injustice, making white people feel that they are being treated unfairly. Schools should also give every race a fair chance, and as long as the opportunity is equal, no one of any race will feel unfair. What citizens can do is to do their utmost to treat them with a fair eye and not to cast strange eyes at them.

3.3. Ways to Solve the Regional Problems

Finally, there are regional differences and unfairness in education between urban and rural areas. In fact, this problem is relatively easy to solve than the above two problems. But only if the government puts a lot of effort and money into it. And government should bear in mind that a reasonable allocation of educational resources among regions is key to improving the academic merits of students, promoting socioeconomic development, and realizing education equity [7]. Besides, for the countries harboring ambition to annihilate regional impoverishment, poverty alleviation through education is a fundamental means and an important way to block the inter-generational transmission of poverty [8]. So mitigating this problem would be a great help to the country's economic development. At the present stage, people should promote social equity in urban and rural areas through educational equity in urban and rural areas. So that children in all regions can receive the same education, ensure that they can receive good education and find good jobs, so as to promote economic and social development. In a word, the government has furthered their understanding that improving education service in lagging areas to poor people, are important for sustainable growth and equitable distribution in the long run [9]. As for how to wipe out the disparity between education in urban and rural areas, first, it should be fully understood by both governors and common folks that investment in people is the most effective way to get rid of poverty; second, the educational resources should be distributed among cities and villages in a relatively equal way, and the appropriate tilt of educational resources to rural areas; third, equal access to education between urban and rural areas should be ensured. Besides, all the facilitating regulations should be detailed in a systematic way. For example, it is well believed that opening enrollment information in colleges and universities is a basic requirement for education equity. However, whether it can be truly implemented in the practice process mainly depends on its system design and reasonable matching of the external environment [10]. Only by achieving all-around fairness can people realize real educational equity.

4. Conclusions

This paper mainly studies the literature related to education, so as to find the problems existing in education, that is, to discuss the general inequity in education from the three aspects of gender, race and regional differences. The author introduces that in today's rapidly developing society, fairness has become a topic of increasing concern, and people are also trying to improve fairness in all aspects of life. However, the development of education has always been a concern of all countries, and it is indeed not an easy thing to solve the inequities in education. The original experiment was influenced by the number of people and statistical data, so there was no in-depth solution to the phenomenon of educational inequity. Through analysis and summary, this paper shows the solution to the influence of different factors. Starting from the government and the citizens, this paper describes the feasible measures of the government and the efforts that citizens can contribute to

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alleviate the inequity in different aspects of education. The analysis of education inequality undertaken her, has extended their knowledge of education. By studying the inequity in education and proposing solutions, people can not only promote the educational equity of a country, but also promote economic development by improving the cultural level.

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Study on the Current Situation of Korean Education in Yanbian, Jilin

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Abstract: The Yanbian Korean Autonomous Prefecture in Jilin is located in northeastern China and is the only Korean autonomous prefecture in China. Due to its unique geographical location and ethnic characteristics, especially the fact that it is a Korean-populated area, the development of education in this area faces some unique challenges and opportunities, and there are relatively few relevant studies with high research value. In order to better understand this situation, this study provides an in-depth analysis of the educational situation in Yanbian Korean Autonomous Prefecture in Jilin and proposes measures for improvement. By assessing educational policies, resource allocation and teaching quality, this study aims to provide useful recommendations and guidance for improving education. Also, this study highlights the importance of promoting bilingual education, optimizing resource allocation, and improving the quality of teaching and learning through professional development and feedback mechanisms. Finally, the study emphasizes the importance of fostering a culture of continuous improvement and promoting regional cultural heritage.

Keywords: Jilin Yanbian, education, bilingual education, resource allocation, teaching quality

1. Introduction

1.1. Research Background

The Jilin Yanbian Korean Autonomous Prefecture is a unique region in northeastern China, primarily inhabited by the Korean ethnic minority. The distinctive cultural, linguistic, and educational needs of this region set it apart from the rest of the country. Understanding the educational context of Jilin Yanbian is crucial for formulating relevant policies and improving the quality of education [1, 2]. Thus, this study will provide an overview of the region's demographic composition, educational demands, and policy framework.

Jilin Yanbian is home to a significant population of ethnic Koreans, making it a cultural and linguistic mosaic within China. The region's population comprises not only ethnic Koreans but also Han Chinese and other minority groups. This diversity adds complexity to the educational landscape, as it necessitates policies and practices that cater to the specific needs of various ethnic communities [1].

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Moreover, Jilin Yanbian's unique geographical location, bordering North Korea and Russia, further accentuates its distinctiveness. The proximity to North Korea and the historical ties with Korean culture create a dynamic interplay of influences that shape the region's educational requirements [3].

1.2. Research Purpose and Significance

The purpose of this study is to gain a deep understanding of the current state of education in Jilin Yanbian Korean Autonomous Prefecture, identify existing problems, and propose effective solutions [3]. The educational issues in this region not only affect the educational rights of local residents but also have significant implications for social stability and economic development. Therefore, this research holds substantial policy and societal significance.

2. Analysis of the Current Education Situation

2.1. Educational Resources

In Jilin Yanbian Korean Autonomous Prefecture, bilingual education policies have been implemented to address the unique linguistic and cultural needs of the Korean ethnic minority. These policies aim to provide both Chinese and Korean language instruction. However, the effectiveness of these policies and their impact on students' language skills and cultural heritage preservation require in-depth analysis.

The bilingual education policies in Jilin Yanbian aim to create a balanced environment where students can develop proficiency in both Chinese and Korean. To achieve this, schools in the region have designed curricula that include both languages. For example, in a typical school week, students may have several classes in Chinese and an equivalent number in Korean. This approach ensures that students are exposed to both languages regularly [3].

To measure the success of these policies, it is crucial to assess how well students develop language skills and cultural awareness. Through standardized testing and evaluation, it is possible to gauge the effectiveness of these policies in nurturing bilingualism and cultural competency among students.

For instance, an analysis of language proficiency test scores can reveal whether students achieve a high level of competency in both Chinese and Korean [3]. Additionally, surveys and interviews with students can provide insights into their cultural awareness and appreciation of their Korean heritage.

Furthermore, classroom observations can shed light on the practical implementation of bilingual education. Are teachers effectively integrating both languages into their teaching? Are students engaged and participative in both language classes? These observations can provide qualitative data on the implementation of bilingual education policies.

In addition to language proficiency, it is essential to consider cultural competency. Cultural competency involves understanding and respecting the customs, traditions, and history of the Korean ethnic minority [3,4]. Schools can implement cultural education programs, organize cultural events, and encourage students to explore their cultural heritage.

To assess cultural competency, one can conduct surveys or interviews to gauge students' knowledge and appreciation of Korean culture. Questions might include inquiries about Korean history, traditional clothing, customs, and cuisine [4]. Analyzing the results can provide insights into the effectiveness of cultural education initiatives.

Furthermore, classroom observations can help evaluate how well teachers incorporate cultural content into their lessons. Are they using culturally relevant materials and examples in their teaching? Are students actively engaging with and learning about Korean culture in the classroom?

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The effectiveness of bilingual education policies can also be measured by tracking the academic performance of students in both languages. Are students achieving comparable academic results in Chinese and Korean subjects? Analyzing students' grades and standardized test scores can provide valuable insights into their academic progress.

To ensure a comprehensive assessment, it is advisable to use a mixed-methods approach, combining quantitative data (test scores, grades) with qualitative data (surveys, interviews, classroom observations). This approach allows for a more nuanced understanding of the impact of bilingual education policies on students' language skills and cultural awareness.

2.2. Education Resources

The allocation of education resources in Jilin Yanbian Korean Autonomous Prefecture involves factors such as the number of schools, teacher staffing, and the state of educational facilities. A comprehensive examination of these resources is necessary to understand the challenges faced by schools in remote or underprivileged areas [5].

It is crucial to assess whether schools in remote or underprivileged areas are equipped with modern facilities or if they face infrastructural challenges. The availability and quality of educational infrastructure directly influence the learning environment and student outcomes.

To evaluate the state of educational facilities, a survey or inspection can be conducted to assess the condition of classrooms, libraries, laboratories, and other essential facilities. This assessment should include an examination of the availability and functionality of equipment, such as computers, projectors, and science lab apparatus.

Furthermore, it is necessary to examine the availability of resources in terms of textbooks, teaching materials, and learning aids. Are schools in remote or underprivileged areas provided with the necessary resources to deliver quality education? Are there disparities in resource allocation between schools in different areas?

An analysis of teacher staffing is also essential. Are there sufficient teachers in Jilin Yanbian Korean Autonomous Prefecture to meet the educational needs of the population? Are there disparities in teacher distribution between urban and rural areas? Understanding the teacher-student ratio and the qualifications of teachers can provide insights into the quality of education in the region.

Additionally, it is crucial to consider the availability of extracurricular activities and support services in schools. Are there opportunities for students to participate in sports, arts, and other recreational activities? Are there counseling services or support programs in place to address the social and emotional needs of students?

A comprehensive assessment of education resources should involve both quantitative and qualitative data. Quantitative data can include statistics on the number of schools, classrooms, teachers, and students, as well as the availability of facilities and resources. Qualitative data can be gathered through surveys, interviews, and observations to gain insights into the actual conditions and experiences of students and teachers in the educational system.

By examining education resources in Jilin Yanbian Korean Autonomous Prefecture, policymakers and stakeholders can identify any disparities and formulate strategies to address them. This analysis can contribute to creating a more equitable and conducive learning environment for all students in the region [5].

2.2.1. Teacher Allocation

Examining teacher allocation is another vital aspect of resource analysis. It is important to assess whether there is an equitable distribution of qualified teachers across schools in Jilin Yanbian. Are

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schools in remote or underserved areas experiencing a shortage of experienced educators? Teacher allocation directly impacts the quality of education students receive.

2.2.2. Funding Distribution

Funding is a critical resource in education. Analyzing the distribution of education funds in Jilin Yanbian can reveal whether certain schools or regions receive disproportionately low financial support. This can result in disparities in resources and educational opportunities for students [6,7].

To assess funding distribution, it is necessary to examine the budget allocations for different schools and regions. Are schools in ethnically diverse or economically disadvantaged areas receiving adequate funding to meet their educational needs? A detailed budget analysis can provide insights into resource disparities.

2.2.3. Impact on Educational Outcomes

The disparities in education resources can significantly affect students' educational outcomes. To measure the impact of resource allocation, one can analyze academic performance data, such as test scores and graduation rates, across different schools and regions. Are students in schools with fewer resources achieving lower academic results? This analysis can reveal the correlation between resource distribution and educational outcomes.

2.2.4. Teaching Quality Issues

Teaching quality in the region encompasses teacher qualifications, curriculum design, and student academic performance. A detailed analysis will reveal the strengths and weaknesses in the education system.

2.2.5. Teacher Qualifications

Teacher qualifications are a crucial component of teaching quality. It is essential to assess the qualifications of educators in Jilin Yanbian. Do teachers possess the necessary certifications and training to deliver high-quality education? Analyzing the educational background and professional development opportunities for teachers can provide insights into their qualifications [6].

Moreover, teacher evaluations and assessments can help gauge their teaching effectiveness. Are teachers implementing innovative and effective teaching methods? Are they adapting their instruction to meet the diverse needs of students from different ethnic backgrounds?

2.2.6. Curriculum Design

Curriculum design plays a significant role in teaching quality. It is essential to examine the curriculum used in schools in Jilin Yanbian. Does the curriculum reflect the cultural diversity of the region? Is it designed to foster critical thinking, creativity, and cultural awareness among students?

To assess curriculum design, it is necessary to analyze the content of textbooks and teaching materials. Do these materials incorporate diverse perspectives and cultural content that resonate with students' backgrounds? Are there opportunities for students to explore their own cultural heritage within the curriculum?

Additionally, curriculum assessments can include an evaluation of the alignment between the curriculum and educational goals. Are the curriculum objectives clear, and do they promote the development of essential skills and knowledge? A comprehensive analysis can determine whether the curriculum effectively supports high-quality teaching and learning.

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2.2.7. Student Academic Performance

Student academic performance is a crucial indicator of teaching quality. To assess this aspect, it is essential to examine student outcomes, such as standardized test scores, grades, and graduation rates. Are students in Jilin Yanbian achieving academic results that meet or exceed national standards? Analyzing academic performance data can provide insights into the effectiveness of teaching methods and curriculum.

Moreover, it is important to consider the performance of students from different ethnic backgrounds. Are there disparities in academic achievement among ethnic groups? Identifying such disparities can help target interventions to support underperforming students and promote equitable educational outcomes [8].

Additionally, assessments of student work and assignments can provide insights into the depth of learning and critical thinking skills developed through the curriculum. Are students producing high-quality assignments that demonstrate their understanding and analytical abilities?

3. Feedback and Improvement

To enhance teaching quality, it is crucial to establish feedback mechanisms that involve teachers, students, and parents. Conducting surveys and interviews with these stakeholders can gather valuable input on the teaching and learning experience. Are teachers open to feedback and actively seeking ways to improve their teaching methods? Are students and parents satisfied with the quality of education provided?

Furthermore, professional development opportunities for teachers play a significant role in improving teaching quality. Are teachers offered training programs that focus on pedagogical innovation and cultural competency? Are there initiatives to support teachers in adapting their teaching methods to meet the diverse needs of students?

3.1. Improvement Measures

To enhance teaching quality and resource allocation, several measures can be proposed:

3.1.1. Strengthening Bilingual Education Implementation

The school should implement comprehensive teacher training programs that focus on enhancing language proficiency and cultural competency among educators. This can be achieved by providing professional development opportunities and workshops that equip teachers with the necessary skills and knowledge to effectively teach in a bilingual and culturally diverse classroom.

Additionally, the school should collaborate with educators and experts to develop a culturally inclusive and balanced curriculum. This curriculum should not only prioritize language skills but also foster cultural awareness and understanding. It should incorporate diverse perspectives, histories, and traditions, allowing students to develop a broader worldview and appreciation for different cultures.

To further promote cultural education, the school should initiate various initiatives within its premises. This can include organizing cultural events, inviting guest speakers from different backgrounds, and integrating multicultural activities into the daily school routine. These initiatives will create opportunities for students to engage with different cultures, deepen their understanding, and celebrate diversity [8].

By implementing these measures, the school can create an inclusive and culturally rich learning environment that prepares students to thrive in a global society.

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3.1.2. Establishing Parent-Teacher Associations (PTAs) or Parent Advisory Committees

These organizations can serve as platforms for parents to voice their opinions, concerns, and suggestions regarding bilingual education. Regular meetings can be held to discuss curriculum updates, teaching methods, and ways to support students' language development. PTAs can also organize workshops and informational sessions to educate parents about the benefits of bilingual education and provide resources for supporting their children's language learning at home.

3.1.3. Hosting Community Events and Cultural Exchange Programs

Organizing community events that celebrate the Korean ethnic minority's heritage can help foster a sense of belonging and pride among students and their families. Cultural exchange programs can be established to promote understanding and appreciation of different cultures within the community. These events can include performances, exhibitions, and workshops that showcase the rich cultural traditions of the Korean ethnic minority.

3.1.4. Providing Resources and Support for Parents

The school can offer workshops and training sessions for parents on how to support their children's bilingual education at home. The school can provide resources such as books, online materials, and language learning apps that parents can use to reinforce language skills outside of school. The school can create a platform or online forum where parents can connect, share experiences, and seek advice from each other and bilingual education experts.

3.1.5. Collaborating with Community Organizations

The school can partner with community organizations that are dedicated to promoting cultural diversity and bilingual education [5]. This partnership can strengthen the support network for students and families by providing additional resources, expertise, and networking opportunities for parents, teachers, and students.

3.2. Professional Development for Teachers

To enhance teaching quality, it is essential to provide ongoing professional development opportunities for teachers. This can include the following measures.

The school should implement comprehensive teacher training programs focusing on language proficiency and cultural competency. These programs can be organized by the school administration in collaboration with language experts and cultural consultants [5]. The training sessions should be designed to improve teachers' language skills in both Chinese and Korean, as well as enhance their understanding and appreciation of the cultural backgrounds of their students.

The school administration can organize workshops and training sessions to introduce teachers to innovative teaching methods that promote active learning, critical thinking, and student engagement. These sessions can be facilitated by experienced educators or education consultants who specialize in bilingual education [9]. Teachers should also be encouraged to incorporate technology into their teaching practices to enhance language learning and cultural understanding.

The school can foster a culture of collaboration among teachers by creating professional learning communities where they can share best practices, discuss challenges, and seek advice from their peers [9]. The school administration can facilitate the establishment of these communities and provide resources and support for teachers to engage in collaborative activities. Additionally, the school can encourage teachers to participate in conferences, seminars, and workshops related to bilingual education to expand their knowledge and network with other educators in the field.

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To support the professional growth of teachers, the school can establish mentoring programs where experienced teachers can provide guidance and support to novice teachers. These mentoring relationships can help novice teachers develop their teaching skills and cultural sensitivity, while also fostering a sense of community and support within the school.

By implementing these measures, the school can ensure that teachers are equipped with the necessary skills and knowledge to effectively teach in a bilingual and culturally diverse classroom, ultimately enhancing the overall educational experience for students.

4. Feedback and Evaluation

The school administration should take the responsibility to implement these measures. They can work closely with teachers, language experts, cultural consultants, and community organizations to design and execute the training programs, develop the curriculum, organize workshops and events, establish mentoring programs, and create a culture of collaboration among teachers [5,9]. The school administration should also ensure that regular teacher evaluations are conducted and use the evaluation results to provide targeted support and professional development opportunities for teachers [10].

Overall, by implementing these measures, Jilin Yanbian can enhance teaching quality, improve resource allocation, and promote equitable educational opportunities for all students, regardless of their ethnic background.

5. Conclusion

In conclusion, this comprehensive analysis and the proposed improvement measures underscore the multifaceted nature of educational challenges in Jilin Yanbian Korean Autonomous Prefecture. Addressing these challenges requires a holistic approach that encompasses bilingual education, resource allocation, and teaching quality enhancement. By implementing the proposed measures and fostering a culture of continuous improvement, Jilin Yanbian can ensure equitable educational opportunities and celebrate its diverse cultural heritage as it moves towards a brighter educational future.

The unique context of Jilin Yanbian, characterized by its rich ethnic diversity and geographical location, demands tailored solutions that honor the region's cultural and linguistic heritage. Bilingual education policies must be carefully designed and monitored to ensure they effectively nurture language skills and cultural awareness among students. Resource allocation should prioritize equitable access to education, with investments in infrastructure and teacher allocation in underserved areas. Teaching quality can be enhanced through professional development, curriculum innovation, and robust feedback mechanisms.

As Jilin Yanbian Korean Autonomous Prefecture continues to evolve, its educational system should reflect the region's unique identity and foster a sense of pride and belonging among its diverse population. The proposed measures presented in this paper provide a roadmap for achieving these goals and ensuring that every student in Jilin Yanbian has access to a high-quality education that honors their cultural heritage.

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Analysis of Anta Brand Marketing and Brand Operations Strategies from the Perspective of New Media

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Abstract: Brand marketing and operations have seen substantial changes in the new media age, where internet technology has advanced quickly. Traditional brand promotion strategies have been transformed by new media platforms like social media, video-sharing websites, and blogs that have become crucial avenues for interactions between businesses and customers. Brands must create a significant presence on these channels to succeed in this environment. Using the Anta brand as a case study, this study explores the use and influence of new media in marketing and brand operations. The research objectives include examining Anta's use of new media platforms for marketing, discovering its methods for fostering close relationships with customers and assessing the accomplishments of Anta's new media marketing initiatives, particularly about growing brand recognition and amplification. The study emphasizes the need to thoroughly investigate Anta's new media marketing and brand management techniques in this constantly changing digital world. Anta's development and market significance are primarily attributed to its successful integration of new media into brand communication across various platforms, its strategic acquisitions, and its adaptable marketing strategy. Anta's commitment to private domain tactics, data-driven methodologies, and active consumer involvement are essential to its success in the new media landscape. This study emphasizes how brand marketing dynamics are changing and how adaptation is crucial in the digital age, utilizing Anta's journey as an instructive example of these changes.

Keywords: brand marketing, consumer behavior, digital transformation, brand identity, brand communication

1. Introduction

With the rapid development of Internet technology, brand marketing and operation has undergone profound changes in the new media era. New media platforms such as social media, video-sharing platforms, and blogs have become essential channels of interaction between companies and consumers, dramatically changing the traditional way of brand promotion. Brands must establish a meaningful presence on these platforms to attract and keep consumers' attention. For a well-known brand like Anta, the strategy and effectiveness of utilizing new media platforms for marketing and branding operations are of significant research value. [1] The purpose of this study is to explore in depth the application and effect of new media in marketing and brand operation using the Anta brand as a case study. The specific research goals include analyzing how the Anta brand uses new media platforms to carry out marketing initiatives, including aspects like content creation and

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communication channel selection; looking into Anta's strategies for engaging with customers through new media to create more personal brand connections; and evaluating the success of Anta's new media marketing initiatives, including the expansion of brand recognition and amplification of its message. A diverse study strategy is suggested to thoroughly investigate Anta brand's marketing and brand operation methods in the new media era. This includes a review of the literature to substantiate the theoretical foundations by looking at the impact of new media on brand marketing and pertinent application scenarios.

2. Media Communication and Brand Marketing

The Anta brand has effectively integrated new media into its brand communication by utilizing a variety of venues, such as social media, internet advertising, and content marketing. Anta has successfully captivated the attention of its target market, which primarily consists of young people high school and college students living in China's second and third-tier cities, by creating intriguing and engaging material, such as videos, photographs, and tales, on social media. Anta, Anta Kids, FILA, FILA Kids, DESCENTE, SPRANDI, KOLON SPORT, KINGKOW, and many other sports goods brands owned by Shanghai Anta Company are now included in the brand matrix, which provides a variety of athletic goods for customers at various levels.

Table 1: Anta company's subsidiary brands and acquisition details.

Subordinate brand	Commercial Field	Year of acquisition
FILA	Sportswear	2007
Kolon Sport	Outdoor Apparel	2017
Arc Teryx	Outdoor Equipment	2019
Kingkow	Fashion retail	2017

With the development of new media, Anta changed its strategy for brand marketing, moving away from conventional advertising and toward more interactive and customized techniques. In the new media age, the company actively interacts with customers, pays attention to their input, and cultivates relationships. Thanks to a steadily improving market position, Anta has become a significant participant in the athletic goods business. Anta has successfully built its brand through marketing initiatives like celebrity endorsements and sponsorship of sporting events. As a result, consumers now favor Anta when shopping for sporting goods.

In 2009, Anta Group completed an important acquisition, paying Approximately RMB 332 million for the rights to the FILA trademark and franchise in China. Due to this business decision, Shanghai Anta Company received exclusive rights to the FILA trademark, operational control, and access to its distribution network in mainland China, Hong Kong, and Macao. At the same time, Shanghai Anta Company started actively creating, researching, and manufacturing FILA's product lines. The mid-2019 performance report first showed off the results of these efforts, showcasing outstanding outcomes following significant improvements to FILA's operations in China. In the first half of 2019, FILA's brand revenue soared to RMB 6.538 billion, an amazing growth of 79.9% year over year. [1]

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At the time of the acquisition, there were 770 FILA stores in Europe, America, and Asia. After the acquisition and strategic expansion efforts, the number of FILA stores had increased to about 8200 by mid-2022, showcasing a remarkable store count growth of approximately 964.94% over the years. This significant rise in FILA locations underlines the brand's successful development into new markets and geographic areas. This outstanding store count increase was primarily attributed to Shanghai Anta Company's proactive approach to developing, researching, and producing the product lines for FILA, as well as its exclusive rights and operational management. It shows how dedicated the corporation is to the brand and how FILA products are becoming increasingly well-liked and in demand in these areas. [2]

3. Anta's New Media Marketing Strategy

Anta has cleverly delved into the power of social media on several different platforms, such as the well-known Weibo, WeChat, and the captivating Jitterbug. Anta engages its audience through these platforms with captivating content, interactive contests, and open communication, forging strong customer bonds. Jitterbug, a video-sharing website, serves as a key channel for Anta to enthrall viewers with brief, engaging videos that highlight product attributes and reflect the company's ethos. Anta aggressively creates and distributes brand messages on social media sites like Weibo and WeChat, forging stronger customer bonds through interesting content, engaging contests, and open communication. The company also broadens its audience by using video-sharing websites like Jittery Voice, where it enthralls viewers with brief, engaging videos that showcase product attributes and reflect the company's ethos. However, Anta's strategy goes beyond merely disseminating content. To provide customers with a seamless, practical, and flexible shopping experience, it seamlessly integrates mobile applications, e-commerce, and online shopping. The mobile app gives customers access to quick product details, allows them to participate in exclusive events, and offers them 24/7 online buying options, improving the entire customer experience. Anta's successful foray into the new media era is built on its expertise in social media marketing, creative content creation, and the seamless blending of mobile and e-commerce. It is essential to note the connection between changes in WeChat's popularity and a brand's flexible marketing approach. Anta's 'Turbo' brand thrives on Weibo and is gaining a significant competitive advantage through celebrity endorsements and involvement in well-liked variety shows. 'Turbo' represents a specific product line within Anta's portfolio, and its success on Weibo illustrates how Anta effectively utilizes social media marketing to promote and distinguish this particular brand. Recognizing that trending subjects' popularity may change across different social media platforms is essential. Cross-referencing data from various sources, such as the Baidu Index, enables a more comprehensive insight into the real level of interest in hot topics in this dynamic new media environment. [3]

Anta is dedicated to achieving integrated brand communication online and offline, ensuring that messages are coordinated and consistent across various media platforms. Consumers may perceive the Anta brand's consistent values and image in various settings thanks to the seamless communication between online and offline channels, increasing brand recognition and influence. Anta attaches importance to the maintenance of brand reputation. Through active new media monitoring and rapid response mechanisms, it can respond and deal with crises or adverse events quickly, effectively reducing the impact of crises on the brand. In addition, actively conveying positive brand messages, high-quality services, and social responsibility also help build a positive brand image. Through integrated brand communication, user interaction and engagement, and brand reputation and crisis management, Anta has successfully operated its brand in the new media era, maintained brand consistency and vitality, and effectively managed various brand risks and challenges. Through a complex strategy that includes complete retail, store live, KOL engagement, and other traffic-attracting techniques, Anta is actively working on enhancing turnover rates, and this

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strategy is also being applied to the FILA brand. FILA is expanding its online presence by establishing storefronts on platforms like Tmall and Jingdong. Anta is additionally exploring avenues such as live e-commerce, social e-commerce, and leveraging private domains to attract visitors. Their strategy revolves around integrating public and private domain initiatives.

As the official sponsor of the 2022 Beijing Winter Olympics, Anta has contracts with 12 Chinese teams competing in 15 different sports. Anta substantially increased the popularity of its intellectual property (IP) by leveraging the Olympic fervor and the outstanding performances of athletes like Gu Ailing and Wu Dajing. The business gained a lot of exposure through reads, video views, clicks, engagements, and a soaring fan base on numerous social media channels. Notably, its stock price increased 11.32% during the year, defying the decreasing trend experienced by many firms with a sports theme. For the years 2021 and 2022, Anta had outstanding results. With year-over-year solid growth rates of 40.0% and 23.1%, Founder Securities predicted Anta would reach revenue milestones of RMB 49.71 billion and RMB 612.1 billion for the corresponding years. Looking ahead to 2023, the estimate shows that with a robust growth rate of 19.6%, it is expected to generate RMB 73.22 billion in sales. These outstanding accomplishments offer a strong base for Anta's continuous private domain market share growth. In 2020, the business started a thorough Direct-to-Consumer (DTC) reform and digital transformation program. [4]

4. Anta's New Media Brand Operation Strategy

Anta's strategic use of various online platforms, such as social media websites like Weibo, WeChat, and TikTok, distinguishes its approach to new media brand operation. Through strategic social media participation, including product, price, promotion, distribution, public relations, and branding, Anta has increased brand recognition, fan connection, and website traffic. [5] Consumer surveys and marketing environment assessments, which highlight the success of these tactics and the opportunities presented by favorable macroenvironmental conditions while also recognizing the difficulties posed by severe competition and product homogenization, highlight the effectiveness of these initiatives. Anta's marketing strategy's primary goals align with those of new media brand operations, emphasizing building a solid brand image, increasing brand loyalty, and growing market share. According to “c,” suggestions that perfectly complement Anta's new media approach include increasing investments in the female market, stepping up technological research, boosting social media involvement even more, and utilizing sports resources to support its online branding and advertising campaigns. [6]

Anta's integrated brand communication strategy ensures that its brand name, packaging, and advertising methods are expanded into various foreign markets, thus boosting the business's success. This method distinguishes between narrow and broad definitions of brand internationalization, with the latter emphasizing the growth of a company's brand equity and good brand image in foreign markets. [5] This all-encompassing viewpoint emphasizes the necessity of a comprehensive and integrated strategy for brand communication. The strategy of Anta is in line with debates about the elements of brand equity, stressing the significance of unified and consistent brand communication across a range of media to influence consumer perceptions and experiences across the globe. Furthermore, Anta's attention to elements like cultural differences and the country of origin effect emphasizes its dedication to flexible brand communication techniques, ultimately strengthening its attempts to develop an international brand. In conclusion, Anta's success is based on its cohesive and flexible brand communication, which aligns with the larger context of brand internationalization and global brand creation. [7]

Customers interact with these brands actively through their favorable assessments, experiences, and preferences and by asking about where to buy these brands' items on social media. This is evidenced by its switch from the less memorable "Chuang Running 3" to the more iconic "Olympic

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Champion" running shoes. Anta aggressively promotes user engagement and involvement in creating its brand.[7] The company readily adapts marketing strategies and product ambitions based on real-time and direct client input. Anta's use of social media platforms like Weibo, which has 1.8 million users, is an excellent example of the necessity for creative consumer interaction in the ever-evolving new media environment. This emphasizes user interaction's importance in creating brand awareness and loyalty in global marketplaces, especially in the fiercely competitive sportswear sector. [5]

Implemented over 3,500 outlets, Anta's hybrid operational approach was a key component of its shift. Retail procedures and operational standards were reduced, leading to a significant increase in total efficiency thanks to the company's successful implementation of a full Direct-to-Consumer (DTC) model. During this transformation, Anta experienced considerable organizational changes to promote cross-brand synergies, developing common platforms for supply chain, retail management, and digital operations. Even though these adjustments increased staff expenses, they highlight how crucial effective management and organizational design are for promoting quick advancements in DTC and private sector strategies. Anta's commitment to research and development, notably in crucial sectors like women's sports, kid's products, and young consumer segments, further solidifies its private domain approach. The integrated strategy's combined online and physical parts support user engagement and revenue growth. [5]

Developing a brand includes several stages, with brand equity essential for product distinctiveness based on consumer perception. Brand equity includes perception, a positive or negative experience, quality, associations, preferences, and loyalty. A strong brand identity, consisting of several aspects like a name, symbols, and packaging matched to positioning, will help a company gain recognition when entering new markets. This identity is the foundation for a brand image promoted through marketing. Entering international markets necessitates reevaluating the brand because of customer behavior, competition, and legislation variances. It's critical to strike a balance between regional branding and global branding. Anta uses a variety of strategies, demonstrating a dynamic marketing strategy by utilizing online platforms and events to improve user connection and sales. [5,8]

5. Market Response and Effectiveness from a New Media Perspective

The four main elements that make up Anta's successful e-commerce operation techniques are as follows. 4.1 Acquiring Traffic First, they thrive at acquiring traffic by utilizing their strong brand, product, and marketing resources. On social media sites like WeChat, Weibo, and TikTok, they actively interact with customers, increasing brand recognition, fan engagement, and traffic. Additionally, to draw in customers and improve brand recognition, they place a high priority on search engine optimization and make use of brief video live streaming. 4.2 Enhancing Conversion Rates Second, it is clear that they are concentrating on improving conversion. In addition to bringing in traffic, they also work to increase conversion rates and turn it into orders. This is accomplished through improved User Interface/User Experience (UI/UX), marketing initiatives, and ongoing product innovation. 4.3 Strategic Brand Marketing Thirdly, Anta places a lot of attention on brand marketing since it sees it as the basis for the growth of e-commerce. By carefully establishing brand positioning through market research and user analysis, they increase the effectiveness of their advertising through various promotional avenues and enhance their brand's reputation through sponsorships, adverts, and brand ambassadors. 4.4 Data-Driven User Operation Lastly, they take a precise and data-driven approach to user operation. Through thorough data analysis, they build comprehensive user profiles, encourage customer loyalty and repeat business through membership marketing, and improve the overall shopping experience through data-driven marketing. These four pillars make up Anta's successful e-commerce operating plan, highlighting its ability to innovate and adapt in the new media age while bolstering its position in the industry. [9]

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6. Brand Marketing Trends in the New Media Environment

Brand marketing trends are rapidly changing in the dynamic world of new media, emphasizing modern media platforms like short films and live broadcasts. The digitalization and revitalization of Anta's brand is an example of how the distance between consumers and brands is closing. Traditional marketing strategies are no longer effective, needing quick changes to communication channels. Because of Anta's active participation on microblogging sites like Weibo, real-time and direct customer input has been made possible, enabling quick adjustments to marketing and product initiatives. The change from the somewhat generic "Chuang Running 3" to the more evocative "Olympic Champion" running shoes, which align with notions of professionalism and technology, illustrates this. Even the debut date was carefully selected for National Fitness Day, increasing the product's appeal and relevancy. [10]

Additionally, Anta's innovative use of Weibo, where she has 1.8 million fans and makes good use of advertising tools, highlights the value of creative consumer interaction in the constantly changing new media landscape. The collaboration between Anta and Weibo highlights both companies' versatility. Weibo has become more than just a communication tool; it now provides marketers with more thorough content-level planning. Weibo has enhanced its live streaming capabilities in response to the increasing demand for online launches, adding features like timing and reservation to improve accuracy in reaching consumers. This dynamic marketing environment demonstrates how a brand or platform model is only a short-term fix. Business plans, product plans, marketing plans, and platform tools constantly evolve. The consumer is the sole constant component. With its priceless collection of authentic consumer opinions, Weibo remains a crucial resource in this constantly shifting marketing landscape. [10]

Ongoing development and flexibility serve as identifying elements in the field of brand marketing under the new media paradigm. The emergence of new channels like short films and live streaming, together with the adaptation of changing consumer behavior and market preferences, have highlighted the need for businesses to be adaptable and creative. The quick development of new media channels offers exceptional opportunities for businesses to develop closer, more engaged relationships with their viewers. By utilizing these platforms, brands can dynamically define their storylines, connecting with modern customers on a deeper level. The evolution of user behavior and the customized content generation method highlight the critical need to put customers at the center of brand strategy. Brands can establish their presence in the new media system by responding to preferences and establishing individualized interactions. Successful brand marketing in the new media era is built on adaptation, watchful user trend tracking, and the astute integration of emerging technology.

7. Conclusion

In conclusion, Anta's voyage through the dynamic world of new media highlights the company's exceptional inventiveness and adaptability in the digital era. The study has emphasized Anta's critical competitive advantages, such as its skill in driving traffic through a strong brand identity and social media engagement, boosting conversion rates through user experience enhancements, emphasizing strategic brand marketing, and utilizing data-driven user operations. Anta's sustained growth has been facilitated by its seamless integration of online and offline channels, aggressive brand reputation management, and dedication to research and development. However, it's critical to recognize the study's limitations, namely the data cutoff date and its emphasis on Anta as a case study. We may expand our understanding of brand marketing and customer engagement in the new media era by doing longitudinal analysis, industry comparisons, in-depth consumer behavior studies, and financial assessments. Anta's journey is an insightful illustration of the changing dynamics of brand marketing and the critical importance of adaptability to survive in today's competitive digital environment.

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AI & Entertainment: The Revolution of Customer Experience

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Abstract: This research paper analyzes the impact of artificial intelligence (AI) in shaping customer experience by revolutionizing the entertainment industry. AI evidently has been one of the key driving forces of the fourth industrial revolution, transforming various domains, notably entertainment. Subsequently, the paper conveys that the application of AI could be either direct or indirect through human computer interaction and enhancement of user experience in entertainment respectively. The primary qualities of AI examined are computer vision (virtual reality and games), natural language processing (chatbots and voice assistants) and personalized recommendations through algorithms. The results of the analysis discover that AI has, in fact, enriched user experience in terms of entertainment, delivering greater convenience and augmented engagement for each individual user. However, like in many other industries, AI has displayed some limitations and challenges to be resolved, which negatively impact user experience in their pursuit for entertainment, despite its tremendous potential to further revolutionize the entertainment industry.

Keywords: artificial intelligence, customer experience, entertainment

1. Introduction

In the past few decades, there has been substantial progress in the field of artificial intelligence (AI). AI is widely utilized throughout several domains, although there exists a general lack of awareness among individuals regarding its exact mechanisms and application areas. Nonetheless, it is important to recognize that AI's influence permeates people's surroundings, making it a prevailing force in numerous contexts. Automated AI has emerged as a crucial element in multiple realms, encompassing virtual assistant, video production, gaming development, and other related fields. The entertainment business is currently experiencing a significant adoption of AI technologies. Computer vision and natural language processing (NLP) are two subfields of AI that are extensively manipulated with the same overarching objective: teaching computers to recognize, comprehend, and even create human-like language.

AI technology engages with humans directly and indirectly. One concrete illustration of human-AI interaction can be the utilization of chatbot. It offers advantages in terms of service improvement and customer engagement, as it enables personalized interactions with customers without the need for human agents. The utilization of voice assistant has also granted substantial benefits and transformative effects on people's life, enabling the reception of voice-activated commands and contribution to the enhancement of customer satisfaction. AI-based recommendation systems can

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serve as a representative illustration of indirect engagement. These algorithms are extensively employed to provide customers with personalized product suggestions. These recommendations are generated by analyzing browsing and purchase histories, preferences, and behavioral patterns of customers, subsequently providing relevant product recommendations.

The substantial implementation of AI technology not only enhances the efficiency of the whole workflow of industries, leading to improved and productive outcomes, but has also captivated consumers and audiences through immersive and thrilling experiences in the entertainment industry. Consequently, AI is proving itself a driving force in revolutionizing the entertainment industry. This paper hence seeks to analyze and highlight key insights of AI in entertainment, while cross-examining challenges and limitations of AI to be overcome in order for AI to maximize its potential in augmenting user satisfaction and experience in entertainment.

2. Customer Experience of AI Technologies in the Media & Entertainment Sector

2.1. Direct Interaction: Natural Language Processing (NLP)

NLP is a subfield of AI that focuses on endowing computers with the capability to comprehend and interpret written and spoken language, similar to the cognitive abilities of human beings. In contemporary society, people are encompassed by numerous products that are enhanced by artificial intelligence (AI), serving to a range of purposes, including but not limited to speech recognition, chatbots, automated generation, and language translation.

2.1.1. Chatbot

A chatbot refers to a computer software program designed to imitate and analyze human interaction. Chatbots facilitate human-computer interaction by allowing individuals to engage with digital gadgets in a manner akin to their interactions with human counterparts. With the growing amount of social media usage among customers, it has become increasingly common for businesses to make use of chatbots as a tool for customer service on these platforms. They are designed to respond to consumer inquiries independently and deliver affirmative answers. Customer support queries can be promptly sent to the most suitable agent or department. The implementation of this measure has the potential to decrease the duration of customers' waiting periods, hence fostering the provision of efficient and individualized customer care all the time.

Nevertheless, the occurrence of AI hallucination is frequently observed when customers pose inquiries, resulting from the AI model generating inaccurate information. The emergence of this AI-powered chatbot and its growing prominence has sparked a considerable amount of discourse on social media platforms regarding the potential for addressing AI hallucinations in chatbot systems, a difficulty encountered by every business and institution. Despite the apparent proficiency of artificial intelligence (AI) in language and logical reasoning, these systems are susceptible to experiencing hallucinations due to their fundamentally distinct connection with reality compared to human beings, particularly in terms of reasoning and social capabilities [1, 2]. In the study conducted by Abigail S. et al., it is evident that there exists a notable positive association between various categories of customer dissatisfaction and chatbot errors [1].

Although chatbots undeniably improve convenience in many facets of people’s lives, it is noteworthy that AI hallucination can yield outcomes that are contrary to customer's desired objective of obtaining expedited and efficient service. This occurrence leads to customer perplexity, resulting in heightened levels of discontent and prolonged waiting periods for a real human to speak with. Currently, researchers are actively involved in continuous efforts to address and resolve these problems.

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2.1.2. Voice Assistant

Voice assistants powered by AI voice recognition technology routinely demonstrate the ability to offer optimal answers across a range of scenarios, such as obtaining weather information, setting alarms, sending messages, identifying random music, or engaging in conversation in the absence of other humans.

In recent years, there has been a quick and broad adoption of virtual voice assistants such as Siri, Alexa, and Google Assistant. The advent of AI-enhanced digital assistants has significantly transformed human interactions with electronic devices, enabling us to effortlessly communicate with them through voice-based instructions. For example, Alexa, a voice service technology developed by Amazon, is a multifunctional tool utilized in various applications such as smart displays, smart home devices, music streaming, and commerce, among others. Once the Alexa device has been configured, it can be utilized and commanded by customers without any requirement for a particular language [3]. The device in concern possesses a high level of user-friendliness, such that it can be operated without the need for any specialized training [3]. Upon receiving voice orders, the virtual assistant Alexa is capable of promptly initiating the playback of music [3]. Hence, voice assistants offer diverse forms of support, becoming increasingly integrated into people's everyday lives. It offers significant advantages, particularly for individuals with disabilities. Additionally, it enables customers to engage with digital interfaces without the need for conventional input methods such as keyboards or touch screens.

Even so, Voice assistants possess certain limitations that can frustrate customers. In the context of English language acquisition, it is commonly observed that individuals who are not native speakers of English often exhibit a distinct foreign accent in their speech. Occasionally, the system may encounter difficulty comprehending the instructions and hence yield a divergent response. Moreover, consumer dissatisfaction may emerge due to server and internet-related problems. For Amazon Alexa, its responses can be particularly delayed in the event of server difficulties [3]. An irritated technical glitch will wipe out all the instructions, including the most recent ones [3]. Generally, the voice assistant has proven to be a highly successful innovation that offers effective and practical customer services. Researchers are currently focusing on enhancing the technology and optimizing its utilization for the benefit of customers.

2.2. Indirect Interaction: Application of AI Algorithm on Customer Experience

The subject of algorithms is often a topic of common discussion, with a significant number of individuals acknowledging their influence in daily life, although holding limited knowledge regarding their specific functionalities.

2.2.1. Personalized Services

A lot of people use different kinds of media, such as movies and music, to relax and alleviate their stresses. However, people always encounter difficulties when attempting to discover something new. The emergence of AI has facilitated the process of generating customized content, hence enhancing the efficiency and effectiveness in this regard. The idea of personalized services development aims to offer customers a more pertinent and captivating experience.

Netflix, a globally recognized video streaming service, serves as a remarkable example of how personalized recommendations on the homepage may significantly enhance the customer experience. The interface of Netflix is structured in a manner that consists of multiple rows of video content that are piled on top of each other [4]. Movies and TV series are categorized into distinct groups based on similarities [4]. Netflix also provides users with recommendations based on their viewing history and search activity, including presenting potential matches, and indicating the degree of compatibility

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with their previously watched content. Users can conveniently locate and access videos that coordinate with their specific video preferences, increasing engagement and enabling them to reduce the need to filter through irrelevant materials.

Although the advantages of AI-powered personalization are substantial, it is imperative to acknowledge the existence of some problems that users are conscious of. AI systems rely on a substantial amount of user data in order to provide personalized content. Comprehensive gathering of personal information may elicit privacy concerns among users, potentially leading to anxiety and uneasiness.

2.2.2. Computer Vision: Virtual Reality (VR) in Games

VR is a computer-generated simulation that aims to provide customers with an immersive experience by replicating the sensation of being present in a virtual environment. The Ultimate Display was proposed by famous computer scientist Ivan Sutherland in the late 1950s [5]. This groundbreaking notion envisioned creating a virtual environment that could be experienced using a Head-Mounted Display (HMD) and was so realistic that users couldn't tell it from reality. A VR headset with the capacity to generate realistic visual imagery, aural stimuli, and various other sensory experiences is essential. He created the first helmet display and a computer image driver-based head location and tracking system [5].

In order to facilitate a comprehensive interactive experience, virtual reality (VR) systems commonly necessitate the incorporation of a gyroscope-equipped apparatus to enable 360-degree interaction. These combined components aim to effectively imitate the physical presence of a user within a virtual world. From then on, the technology of virtual reality (VR) has experienced rapid growth with the emergence of VR games and other related productions. For instance, the utilization of VR technology has gained significant traction in the fields of imaging and filming due to a growing emphasis on the aesthetic appeal of visual forms [6]. It alters the conventional approach to the appreciation of visual aesthetics. This emerging technology has the potential to revolutionize the production, consumption, and distribution of traditional movies, hence enabling elevated immersion and scenario-driven sensory perception [7].

The inclusion of presence in VR gaming environment enhances the perception of realism. The capacity of presence to immerse an individual in an experience further contributes to a heightened emotional reaction. When VR game just came out, people were excited about this neoteric experience. Typically, individuals perceive VR as an advanced technology that offers captivating and innovative experiences. Moreover, there is a prevalent belief among many that VR platforms consistently elicit a greater sense of presence compared to PC platforms [8]. However, living in an era of information and technology explosion, people have higher standard and expectations for VR gaming experience. The level of satisfaction with VR games is not as great as anticipated. It has been found no statistically significant connection between gaming platform and game genre in terms of user experience [9]. This allowed the researchers to focus on each key influence separately [9].

In the study conducted by Elena K. et al., a larger sensation of presence was reported by individuals who had more extensive PC experiences than VR experiences, suggesting that the platform is not the determining factor [8]. This phenomenon could be attributed to the players' desire for increased control over the actions and decision-making processes within the game. Hence, the significance of player involvement in VR games is in the prevention of a meaningless experience where users have limited control over the game's content. On the contrary, game designs that offer enhanced immersion and greater control are highly favored.

Furthermore, it’s undoubtable that the game genre has a pivotal impact in shaping players' experiences. Different game genres prioritize different aspects of player engagement. It is evident that present VR technology is not without its flaws and limits. It suggested that players felt more immersed

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in the strategy game than in the racing game [9]. In response, scholars are actively involved in endeavors to enhance the level of immersion experienced by players within different contexts. Presently, there is a notable upsurge in the advancement of artificial intelligence, resulting in gamers demonstrating heightened perceptiveness within the virtual reality gaming milieu. The increasing prevalence of horror games in contemporary times has prompted scholars to recognize the significant role of audio as an integral and emotional aspect that guides players through the game [10].

The key focus in the development of horror games is in the enhancement of sound direction and distance. Because the primary objective is to immerse the player within a harrowing setting, facilitating the sense of intensified anxiety and adrenaline, while minimizing interruptions. The findings of the research indicate that the implementation of improving sound direction and distance can potentially enhance the level of immersion experienced by players when confronted with frightening situations. Consequently, individuals exhibit reduced fixation and reliance on visual cues for spatial orientation [10].

3. Challenges and Limitations

One major challenge, as stated previously, that AI needs to overcome is the hallucination effect. Presenting customers with irrelevant answers or replies, hallucination significantly hampers customer experience by triggering customer dissatisfaction. For example, if a customer asks for the top recommendations for horror movies, but the AI, instead, provides a list of comedy movies, this will result in a negative impression by the customer and may subsequently deter the customer from seeking AI assistance or using the streaming service in the future.

One of the key components of successful customer service is the degree of engagement granted to the customers. However, AI, especially chatbots and voice assistants, provides a limited outlook in this aspect since AI mimics human intelligence, but it cannot completely replace human interactions. The lack of interaction, in terms of empathy and speed, results in poor customer as frustrated customers want to be understood as much as possible and demand results in a timely fashion, which customer service agents have superiority over AI assistance in most cases.

Moreover, AI can generally only provide with a limited list of suggestions or solutions that best fit customer needs and expectations. Hence, it is very possible that the customers are either unsatisfied by the solutions presented by the AI or unable to find concrete solutions to the problem that they are encountering. Customers are then inconveniently forced to spend extra time in connecting with a human agent, who can comprehend and process their demands. This poor experience of customer service would only cause greater distress to customers, who would, in turn, lose interest in their pursuit for entertainment.

4. Conclusion

The significant impact of AI on the daily lives of individuals is pervasive within the entertainment and media sectors. AI technology is integrated into numerous everyday objects through computer vision, NLP, and algorithms in various forms, such as games, voice assistants and personalized recommendations respectively, that are powerful yet familiar to humans often without conscious awareness. There exists a prevailing tendency among individuals to underestimate the magnitude of the impact that AI technology has had on and will continue to revolutionize the daily lives of humans, which are characterized by AI's perpetual and continuous progress in mimicking human intelligence and subsequently shaping convenience and human computer interaction to significantly augment user experience in entertainment. As challenges and limitations of AI will eventually be overcome through technological advancement, pursuit for entertainment will unquestionably grow in concurrence with the maturity of AI in providing superior user experience.

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Impact of the U.S. Supreme Court's Struck Down of the Affirmative Action on Human Rights Protection Law

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Abstract: Recently, the U.S. Supreme Court invalidated affirmative action. However, from the perspective of the Human Rights Protection Law, the judgement has brought about three negative impacts. Firstly, it damages the educational rights of Asian-American students. Secondly, it violates the principle of balancing interests in the admissions procedures of tertiary educational institutions. Finally, it also harms the development rights of marginalized groups and underdeveloped regions, further exacerbating existing political and economic disparities. Moreover, the fear associated with affirmative action is deeply rooted in the fear of losing opportunities. It is worth noting that China's directed employment admission policy presents a potential solution to mitigate this concern.

Keywords: affirmative action, human rights, balancing of interests, human rights protection law

1. Introduction

The assertion of universal entitlement to fundamental human rights underscores the imperative that no individual or collective entity unlawfully infringe upon or withholds another's fundamental human rights [1]. Furthermore, the development of any policy's should align with the principles of human rights principles. The pursuit of equal rights for historically marginalized or subjugated groups has been a persistent preoccupation within the realm of human rights advocacy.

In June 2023, the U.S. Supreme Court invalidated long-standing race-conscious admissions practices that had been employed by colleges for decades. This decision came as a result of the court's alignment with Students for Fair Admissions (SFFA) in their legal proceedings against both Harvard University and the University of North Carolina at Chapel Hill [2].

In fact, there were already signs of this happening——*Grutter v. Bollinger (2003)*, in which the Supreme Court upheld affirmative action in college admissions and Justice Sandra Day O'Connor wrote that "25 years from now, the use of racial preferences will no longer be necessary to further the interest approved today" in the majority opinion [3]. Whether the society has already reached this reckoning point is something worth considering.

From the perspective of human rights protection, the decision of *Students for Fair Admissions v. President and Fellows of Harvard College (2023)* may violate three human rights. Firstly, it damages the educational rights of Asian-American students. Secondly, it violates the principle of balancing interests in the admissions procedures of tertiary educational institutions. Finally, it also harms the

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development rights of marginalized groups and underdeveloped regions, further exacerbating existing political and economic disparities.

2. The Educational Rights of Asian-American Students

2.1. The Concept of the Right to Education

Education stands as a potent instrument for ameliorating the socioeconomic status of marginalized individuals, encompassing both children and adults, thereby serving as a pivotal gateway to the realization of fundamental human rights. The entitlement to a high-caliber educational experience is firmly enshrined within the Universal Declaration of Human Rights and various international legal conventions. To elucidate, within the framework of the Universal Declaration of Human Rights (UDHR), Article 26 expressly articulates that "Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms." In essence, education's overarching objective lies in fostering holistic human development, thereby fostering equitable prospects for survival and progress in the forthcoming epochs.

2.2. The Seeming Victory of Asians and Their Actual Impairment of the Right to Education

This article argues that the outcome of the aforementioned judicial decision scarcely constitutes a triumph for Asian Americans. In the context of Harvard University's admissions procedures and the broader affirmative action debate, Asian Americans have been depicted as aggrieved parties subjected to inequitable admission processes. Although the constitutionality of affirmative action has been questioned, American institutions of higher education possess manifold alternative mechanisms for advancing principles of "corrective justice" and fostering diversity. Notably, numerous private universities, including Harvard, employ a specialized admissions protocol known as ALDC [4], encompassing athletic recruits, legacies, the dean's interest list, and children of faculty and staff. The outcomes of this approach, which involve the redistribution of opportunities from Latino and African-American students to Caucasian students, suggest a zero-sum competition within minority communities.

For example, recruitment and admissions strategies that account for students' income or wealth, the high schools they attended, or other aspects of their educational or social context have been explored and tested in various ways over the past 25 years [5]. If this policy compels universities and colleges to diminish the significance of standardized test scores, such as the SAT, in favor of a more comprehensive "Holistic Review," it may not be advantageous for Asian Americans who traditionally held an advantage in standardized testing. Given that the Holistic Review may emphasize personal attributes like integrity, helpfulness, courage, kindness, fortitude, empathy, self-confidence, leadership ability, maturity, or grit, an enhanced focus on personality traits could potentially disadvantage Asians [6]. This is because, despite their strong academic records and extracurricular engagement, Asians may not receive high ratings in terms of personality assessment.

The question arises: Does affirmative action constitute discrimination against Asians? Historically, the underlying objective of affirmative action was to extend benefits to minorities, including Asians, without specific targeting of blacks and Latinos. However, as Asian students have excelled academically, and their representation in college admissions surpasses their demographic proportion, some individuals within the Asian community perceive affirmative action policies benefiting other minority groups as discriminatory against them. However, the decisive factor in evaluating discrimination relies on the initial intent and purpose of a system rather than on changing external influences. The assertion that the system is discriminatory when external circumstances change is a matter of interpretation influenced by self-interest under specific conditions, rather than an inherent

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truth. Consequently, the question of whether a system is discriminatory or not should be static and unchanging, rather than fluctuating. If future declines in Asian performance were to transpire for specific reasons, would this then constitute discrimination against Asians once more? The nature of a system's discrimination or fairness is inherently rooted in its initial design and purpose.

Moreover, the repercussions of this case may potentially strain relations between Asian and African-American communities in the future. The judgment significantly disadvantages African-Americans and Latinos, prompting concern that they may redirect their grievances towards Asians in subsequent discourse.

3. The Balancing of Interests Principle

3.1. The Justification Basis for Balancing of Interests

Balancing of interests is one of the important doctrines of human rights law. Admission to institutions of higher education serves as a typical mechanism for balancing interests. Its primary objective lies in ensuring the equitable allocation of educational resources and the promotion of broader societal interests. It seeks to reconcile the tension between exclusive educational privileges and the collective sharing of educational resources while meeting the public's burgeoning demand for such resources, thereby fostering holistic human and societal development. As the fundamental tool of governance and control in contemporary societies, the law should, to the extent possible, protect all societal interests and uphold an equilibrium or harmony between them that is consistent with the protection of all interests [7].This paper contends that the 2023 decision in this regard may potentially disrupt the delicate balance inherent in the principle of harmonizing the interests of higher education.

3.2. Balancing of Interests in Higher Education Admission Process

The principle of balancing interests in admission focuses on balancing the interests and obligations among four subjects, namely, students, higher education institutions, boards of trustees and the government. Students and higher education institutions are the central subjects, while the board of trustees and the government are the secondary subjects. Each of the four subjects has specific interests and pursuits.

3.2.1. Students

Students pursue the equal right to education, seeking access to quality education without discrimination or unfair barriers.

To elaborate on it, students are primarily interested in gaining admission to a university that aligns with their academic and career goals. They seek a quality education, a vibrant campus life, financial affordability, and sometimes, specific extracurricular opportunities.

The economically disadvantaged white students, who does not receive support from affirmative action initiatives, encounters greater challenges in their educational and living environments in comparison to affluent African American households. Whether characterized as a form of reverse discrimination or as a propagation of animosity between economically disadvantaged white individuals and minority communities, it essentially entails the utilization of economically disadvantaged white individuals as a focal point and instrument.

3.2.2. Higher Education Institutions

Higher education institutions typically pursue a combination of interests, including maintaining a high standard of education, attracting a diverse and qualified student body, and often securing funding or tuition fees to support their operations and improvements.

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Firstly, they aim to uphold a high standard of education, ensuring that their programs and faculty provide quality learning experiences to students. This commitment to excellence helps maintain their reputation and competitiveness.

Secondly, these institutions seek to create a diverse and talented student community. A diverse student body enriches the learning environment by bringing together individuals from different backgrounds and perspectives, fostering a more inclusive and holistic educational experience.

Lastly, securing funding, whether through tuition fees, grants, or donations, is crucial for the sustainability and growth of higher education institutions. These financial resources enable them to maintain their facilities, invest in research and development, and continually improve their programs, thus ensuring their long-term viability and ability to meet the evolving needs of students and society. In short, higher education institutions balance these interests to provide quality education and contribute to the advancement of knowledge and society as a whole.

3.2.3. Boards of Trustees

The board of trustees or directors of educational institutions usually seeks to ensure the long-term viability and success of the school. They are responsible for making strategic decisions, managing resources, and overseeing the school's policies and direction.

The board of trustees in U.S. universities is a group of individuals responsible for overseeing and governing the institution. They typically have a wide range of responsibilities, including setting the university's mission and strategic goals, approving budgets, selecting and evaluating the university president, and ensuring the institution operates in compliance with applicable laws and regulations. Trustees often include alumni, prominent community members, business leaders, and others with a vested interest in the university's success. Their role is crucial in shaping the direction and policies of the university. Their interests in admissions process involve financial stewardship, strategic planning, fundraising and governance [8].

While the university's interests are primarily focused on academic and educational goals, the board of trustees' interests often encompass broader institutional management and financial considerations. Trustees are responsible for the financial health of the institution, which includes managing budgets, fundraising, and overseeing endowments. The board sets strategic goals and priorities for the institution, which may involve decisions related to expansion, program development, or capital projects. Trustees often play a key role in fundraising efforts, which can include seeking donations from alumni, corporations, and other sources. The board is responsible for overseeing the institution's leadership, including the appointment and evaluation of university presidents and other top administrators. It's essential for the board to work in tandem with the university leadership to ensure that financial and strategic decisions align with the institution's educational mission and values. They want to admit students who will contribute positively to the university's image and potentially secure future funding and support.

3.2.4. Governments

The principle of balancing interests involves recognizing both rights and obligations among various stakeholders. In this context, the government often assumes the role of a supervisor to ensure that this balancing act is carried out fairly and in accordance with established laws and regulations. However, it's important to note that the government's involvement in this process typically aims to promote equity and safeguard the rights of all parties rather than seeking direct financial gains. Government oversight is primarily focused on upholding principles of fairness, equal opportunity, and justice within the framework of public policies and regulations.

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Governments may require universities to be transparent about their admissions processes and outcomes. This accountability can involve reporting on acceptance rates, demographics of admitted students, and other relevant data. In some cases, governments may have specific national priorities, such as promoting STEM (science, technology, engineering, and mathematics) education, and they may influence university admissions policies to align with these priorities [9].

3.3. Interaction among the Mixed Interests

Balancing these interests can be challenging, as they may sometimes conflict with each other. The goal is to find a harmonious equilibrium that serves the best interests of all four subjects while upholding the principles of fairness, equality, and quality in education.

Affirmative action policies are designed to promote diversity and equal access to education. If banned, some students from historically disadvantaged backgrounds may face increased barriers to accessing quality education. This could hinder their pursuit of the equal right to education, upsetting the balance in favor of more privileged students. Higher education institutions often benefit from a diverse student body, as it fosters a rich learning environment and prepares students for a multicultural world. Banning affirmative action could reduce diversity on campuses, potentially affecting the quality of education and the overall experience for all students. The boards of educational institutions may face challenges in maintaining their institutions' reputations and competitiveness if diversity diminishes. Additionally, financial considerations may come into play, as enrollment and funding may be affected. Governments often play a regulatory and oversight role in education. Banning affirmative action policies may lead to increased government intervention to address disparities, potentially impacting the autonomy of educational institutions.

In summary, banning affirmative action can disrupt the delicate balance in enrollment management by potentially reducing diversity, affecting educational quality, and requiring increased government intervention to address inequalities. The extent of disruption would depend on the specific policies and their implementation.

4. Exacerbating Political and Economic Imbalances

The prohibition of affirmative action can exacerbate political and economic imbalances by limiting access to education, reducing workforce diversity, widening socioeconomic gaps, disenfranchising minority communities, fostering social unrest, and missing out on the contributions of marginalized individuals. These consequences can have far-reaching effects on society and hinder progress toward a more equitable and inclusive society.

4.1. The Concept of the Right to Development

The right to development, as a third-generation human right, has been gradually recognized by the international community [10]. The value of the right to development is characterized by the fact that it breaks through the content and form of traditional human rights, enabling the subject of human rights to move from individual thinking to wholeness, and revealing the issue of development from the perspective of human rights. The right to development is a human rights concept that emphasizes the right of all individuals and communities to participate in, contribute to, and enjoy economic, social, cultural, and political development. It's closely related to the idea that every person has the right to an improved standard of living, access to basic necessities, education, and participation in the development process.

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4.2. The Widening Regional Disparities May Lead to an Increased Concentration of Graduates in Developed Regions

Banning affirmative action can exacerbate the concentration of graduates in developed regions because it removes mechanisms that promote educational and employment opportunities for marginalized groups in less developed areas. This can perpetuate existing inequalities and hinder the equitable distribution of talent and resources across regions.

If a medical school predominantly comprises individuals of solely White students or talented Asian Americans with the aspiration of producing proficient physicians, who are willing to go to the black community and serve the blacks after graduation? So there must be people of different ethnicities. Faculty members at the institution posit that their ultimate goal is to instill in their students a commitment to return to their respective communities post-graduation, thereby dedicating their medical expertise to the betterment of their own communities. This ethos underscores the fundamental objective of their educational endeavors.

4.3. A Potential Solution to Mitigate the Loss-of-Opportunity Concern: China's Directed Employment Admission Policy

In China, directed employment admission refers to the admission that determines the region and industry in which students will be employed after graduation at the time of admission to the college entrance examination.

For example, the High-level Minority Backbone Talents Program. The majority of privileged universities in China have this program on their official websites. This postgraduate enrollment program for high-level cadres of ethnic minorities is a special enrollment plan for nationally directed training (including full-time and part-time). Universities should follow the principles of "directed recruitment, directed training, directed employment" and "voluntary application, unified examination, separate line, and admission based on excellence" to do a good job of enrollment and admission.

In contrast to the fierce controversy and endless litigation (e.g. Regents v. Bakke, Gratz v. Bollinger, Grutter v. Bollinger, Fisher v. Texas.....) that has characterized the implementation of affirmative action policies in the United States, there has been almost zero litigation related to such issues in China during the past decade. This suggests that directed employment enrollment has been effective in mitigating conflicts.

As a large united multi-national state, China is composed of 56 ethnic groups. Among them, Han Chinese account for nearly 90% of the overall Chinese population and the other 55 make up the remaining 10%. It is the potential loss of future career opportunities in large and wealthy cities due to minority enrollment that is offensive and threatening to the Han Chinese, yet one can accept preferential treatment if the precondition for admitting minorities is that they must return to their hometowns after graduation, serve their hometowns for a minimum of five to eight years before going to anywhere they want, and are not allowed to stay in large and wealthy cities, but can only flock to less-developed regions in China and start their careers in villages or grass-roots communities.When preferential treatment is unrestricted formal and quantitative equality, it will naturally cause people to rebel fiercely.

The paper believes that the hard-and-fast decision made on affirmative action by the U.S. Supreme Court this year is probably not a reasonable one-the changing point is still yet to come. What affirmative action policy needs is a transparent, fair, quantitative, and restricted design, such as one that requires those who are admitted with reduced scores or preferential treatment due to their ethnic factor to return to and serve their less-developed hometowns for a few years after graduation, to narrow the imbalance of development between regions and between ethnic groups.

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5. Conclusion

In conclusion, the June decision by the U.S. Supreme Court to strike down affirmative action has raised significant concerns from the perspective of Human Rights Protection Law. This decision has had three potential negative impacts: first, it has been detrimental to the educational rights of Asian-American students, even though the superficial benefits may seem to be in their favor; second, it appears to violate the principle of balancing interests in the admissions procedures of tertiary educational institutions; and third, it has adverse effects on the development rights of marginalized groups and underdeveloped regions, exacerbating existing political and economic disparities.

Addressing these concerns is crucial for ensuring equitable access to education and upholding the principles of human rights. Interestingly, the paper suggests that China's directed employment admission policy may serve as an inspiration to mitigate the loss-of-opportunity concern. This calls for further research and dialogue to explore alternative approaches to achieving educational equity while safeguarding human rights in the United States. The complexities surrounding affirmative action and its implications on human rights underscore the importance of ongoing discussions and policy reforms to strike a delicate balance between addressing historical injustices and promoting fairness in higher education.

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Affirmative Action: The Problem and the Solution

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Abstract: Affirmative action was created in the 1960s as a way to address the problem of discrimination and unfair treatment faced by under-represented groups. However, since the implementation of this policy, debates and controversies have always been one of the key issues that societies pay close attention to. Some argue that some of the most immediate problems that need to be addressed are that of reverse discrimination and the debate between meritocracy and equal opportunity, suggesting that focusing only on diversity may have undermined the principle of meritocracy, at the same time creating a new type of discrimination towards those with low socioeconomic status. Looking through the history and understanding the rationale and implementation of affirmative action, discover the impact these two problems have on education and employment, as well as try to seek potential changes to minimize the negative impact of affirmative action by looking into the possibilities of socioeconomic-based and holistic-based policies.

Keywords: affirmative action, reverse discrimination, equality, diversity

1. Introduction

Equality has always been debated and discussed in the United States. The government has always taken this issue seriously, invested resources and efforts to reduce inequality, and has carried out policies that try to protect minorities. Affirmative action is one such policy. The policy was first created in the 1960s when the civil rights movement took place; the goal was for all people to be treated equally for employment. Affirmative action prohibits employers from taking race, sex, skin color, religion, and other aspects into consideration during the application process. When President Kenndy first introduced Affirmative Action, it was initially intended to ensure that under-represented groups would be promoted the opportunities such that they may be able to achieve equal success compared to most of the people in the society. Later, the Kenndy Administration mandated that federal contractors act on this policy. When President Johnson came into power, this policy took a shift to the modern Affirmative Action that societies have become accustomed to today. In 1965, President Johnson signed Executive Order 11246 to require federal contractors to take Affirmative Action to promote diversity in their workforces [1]. The reason behind this order, according to President Johnson, was that affirmative action was necessary to make up for the historical injustices and mistreatment faced by African Americans and other minority groups. This policy also found its way into the education system within the United States and can be seen in college admissions, as many universities and colleges use this policy to increase their diversity and representation of students

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that come from a minority group background. Since affirmative action was first introduced in the 1960s and is still in effect today, it is hard to neglect the importance of the policy in the context of equality and social justice, and it can be seen in several different aspects. The core principle of affirmative action is to address historical injustices. The policy acknowledges and attempts to rectify the historical discrimination and oppression faced by certain groups. It recognizes that past injustices continue to have long-lasting effects on these communities and tries to provide compensation for those who are faced with such treatments [1]. Another important aspect of affirmative action is to promote diversity, as it seeks to create more diverse and inclusive environments in both education and in the workplace. Additionally, affirmative action also helps with reducing discrimination and stereotyping by actively promoting the inclusion of underrepresented groups, as well as challenging societal stereotypes and prejudices. Last but not least, affirmative action calls for equal opportunity since it is seen as a way to level the playing field and provide equal opportunities for marginalized groups. It tries to provide equal chances of success to those who are traditionally disadvantaged or discriminated against. Although affirmative action has initially achieved its goal of helping historically disadvantaged and under-represented groups to have more chance of success; however, problems such as reverse discrimination and the debate between meritocracy and equal opportunity have questioned the impact of affirmative action, but there can be changes made in such ways that it may reduce the negative effect this policy can have in modern society.

2. Controversies and Criticism

The historical accomplishment of affirmative action has shown that the policy has good intentions and can be successful, controversies and criticisms have always been debated in societies and have since seen many legal cases regarding problems with the policy, including the famous Regents of University of California V. Bakke case [2] in the 1970s, as well as Students for Fair Admissions V. Harvard (SFFA V. Harvard) [3] and University of North Carolina (SFFA V. UNC) [4] cases in 2023. One of the most debated aspects of affirmative action is that while protecting minorities, it has caused a problem known as reverse discrimination. As the name suggests, reverse discrimination is the practice or policy of favoring members of under-represented or minorities over members of the majority. It is argued that giving preferential treatment to individuals of minorities can result in unfair treatment of the majority, potentially causing new forms of discrimination unintentionally. As early as the late 1970s, the problem of reverse discrimination had already been taken to court: in the Regents of the University of California V. Bakke case. In this case, Allen Bakke was trying to apply to the University of California, Davis (UC Davis), School of Medicine, but was rejected twice. The decision of the Supreme Court saw Bakke admitted into UC Davis School of Medicine, and the school's policy where they reserved 16 out of the 100 seats for minority students was also struck down [2]. This case has since only led to further debate about whether affirmative action has unknowingly created new types of discrimination. Another problem that emerged over time is the debate between meritocracy and equal opportunity. It is often argued that affirmative action can undermine the principle of meritocracy by prioritizing diversity over qualifications, which results in the admission of less qualified candidates who come from under-represented groups. Whereas meritocracy measures the applicants' abilities and accomplishments, allowing more qualified candidates to be admitted. As a result, sometimes more qualified candidates who are not minorities are sometimes turned down to make a place for less qualified candidates that belong to minority groups. Furthermore, the problem of stigmatization can be obvious to those who benefit from affirmative action, as they may be perceived differently by others, casting doubt on their abilities, undermining their confidence, and potentially making them feel alienated. The most obvious controversies and criticisms of affirmative action can be found in education and employment.

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3. Impact

Ever since taking place in the 1960s, affirmative action has had a massive impact on the admission process in colleges, universities, and companies, as well as affecting how minorities are treated within those institutions. In the 1960s when the policy was first introduced, it did give people from the under-represented groups more chance of success, evaluating their status to the same of majority groups. However, over the years, this impact has been debated as to whether it is causing other problems.

3.1. Impact on Education

To this day, universities across the United States still utilize affirmative action during the admission process. They aim to increase diversity on campus by taking into consideration applicants' race, ethnicity, and other factors. As a result, many institutions choose to implement "quotas", which allow admissions to reserve a certain number of spots for under-represented groups. Since the 1960s, there has been a dramatic increase in diversity on campus of universities that have implemented affirmative action, giving the traditionally under-represented groups more chances of receiving higher education and achieving success in the future. This increase in diversity has benefited institutions with a rich educational environment where students from different backgrounds are able to come together, which fosters a richer exchange of ideas and experiences that promotes greater cultural understanding and tolerance. Findings also show that research and publications conducted by a diverse team are more likely to be cited compared to non-diverse teams [5]. Although colleges and universities have benefited from this tactic in increasing diversity on campus, a downside to this approach tactic as well: that reserving spots, can affect the majority or the traditionally advantaged, as the level of competition for admission has increased, reducing their chance of getting in. Additionally, the policy may place certain students in academic settings where they may struggle to keep up with their peers, leading to worse academic performances. This is especially true for African Americans, as they continue to struggle to access and even after having access to higher education [6]. This effect can continue to hurt those students in the future as they are seen as less likely to achieve success. In contrast, Asian Americans are continuously being hurt for a different reason: admissions tend to favor other groups of people compared to Asian Americans, putting them into much more intense competition. Asian Americans have traditionally been doing well in comparison, but with recent movements and an increase in discrimination against the group, they have now become a victim of affirmative action [7]. Compared to other groups, Asians and Asian Americans tend to do better in standardized testing and in other academic-related extracurricular activities. In addition, with more Asian immigrants, they are becoming one of the largest groups, thus ruling them out for the reason of increasing diversity. Also, from a historical point of view, Asians were among the least-liked groups within Western societies. As a result, admissions tend to favor other minority groups over Asian Americans in the process.

3.2. Impact on Employment

Companies and corporations had similar tactics to universities; in addition, they would also apply this policy for promotion. This implementation of affirmative action has allowed groups like African Americans or Hispanics, which traditionally would not have a chance to compete with white people for promotion, to have a chance and become successful. Additionally, creating a diverse work environment encourages people from different backgrounds to work together and exchange ideas, which can improve creativity, innovation, and problem-solving. Many companies and corporations have also developed programs to include and increase diversity through hosting activities. The goal of such a program is to increase engagement, promote equality, and most importantly, increase efficiency in the workspace. On the other hand, increased diversity within the workplace can help

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companies better understand and serve a diverse customer base, thus increasing their reputation and attractiveness among different groups of people, instead of targeting a certain group of people. It is not to say that this is without problem, an admission process focusing purely on race, ethnicity, and such factors may cause less qualified individuals to be preferred over those whose experience may actually help the company. This can also be applied to promotions, where promoting someone merely because they are from a minority group rather than merit-based promotions can cause problems in the offices. Furthermore, many from the under-represented groups continue to find barriers, often referred to as the "glass ceiling", meaning they are still not allowed in the higher leadership rows. In addition, despite the effort affirmative action has achieved over the years in allowing African Americans to have access to not only higher education but also employment, it is still observed that the unemployment rate of African Americans is higher than that of the other groups [8]. Affirmative action has had a significant impact on both education and employment, promoting increased access, diversity, and representation for historically under-represented groups. On the other hand, affirmative action has continued to face problems and challenges that call for changes.

4. Future Outlook

In response to criticism and legal challenges, there have been suggestions for alternative approaches to promote diversity and equal opportunity. These alternatives include socioeconomic-based affirmative action and holistic admissions process, or potentially using technology and artificial intelligence to help with the admission process. Compared to race discrimination, socioeconomic inequality is an emerging problem and has caused a new form of discrimination. So, using a socioeconomic-based policy rather than traditional race-based might see a reduction in the drawbacks of current affirmative action [9]. Socioeconomic-based affirmative action considers the applicants' socioeconomic status rather than merely considering of their race, aiming to address economic disparities that often overlap with racial disparities. Since the 1960s, societies have seen successful people rise from the traditionally under-represented groups and become successful and wealthy. As such, continuing to use race-based affirmative action might cause disadvantages for those who are not minorities, namely, white people and Asian Americans. This approach will truly help promote more chances of success for those who are of low socioeconomic status. The University of Illinois Urbana-Champaign (UIUC) has started trials with implementing a socioeconomic-based admission process rather than purely race-based [10]. Another change that can be made is the holistic admission process. This change allows admissions to examine a wider range of factors when evaluating applicants, including their experiences, achievements, and other factors. The holistic admission process allows admissions to consider the unique circumstances of everyone without solely relying on standardized test scores or grades, allowing everyone to utilize their specialty to increase efficiency.

The future of affirmative action requires a delicate balance between the principles of fairness, merit, and equality. Striking this balance is essential to address historical disparities while ensuring that opportunities are based on qualifications and capabilities. However, finding the right balance can be a challenging process. Since the core of affirmative action is fairness for all, one of the possible policies that can achieve this goal is to have socioeconomic-based affirmative action. With the rising tuition and student debt, this policy would be most beneficial if largely implemented in the higher education systems. Nowadays race and ethnic groups are not a good indication of wealth, instead, there are people from all different groups that are not doing so well economically. As a result, if affirmative action wants to serve the goal of providing equal opportunities for all and wants to grant those in the lower class a chance to improve, a socioeconomic-based policy would best serve the purpose. Additionally, there should be a clear and strong standard for who would qualify for admission through affirmative action. For universities, those who are first-generation college students or have educational disadvantages; and for employers, those who are first-generation immigrants or

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those with under-represented professions. Compared to others, first-generation college students tend to come from families with poor backgrounds, so providing them with the chance to become successful in the future does fulfill the goal of affirmative action. The same can be applied to first-generation immigrants, as they lack experience within the country, and they also have a low starting point compared to locals, thus the reason qualifying them for affirmative action and promoting them with more chances. The last important change would be clarity and accountability. Providing clear guidelines and ensuring accountability is vital, as both would be key to a successful implementation of changes and keeping affirmative action on track to achieve the goals it initially set. Clarity can be seen in several ways: standards and guidelines of those who are eligible to apply and reasons for rejection. As for accountability, the use of technology and artificial intelligence would be beneficial, they would check each criterion for applicants, which reduces the problem of human error or potential corruption when implementing the changes. As such, in order to ensure fairness for all as initially intended, policies, criteria, clarity, and accountability are all important elements that must be addressed.

5. Conclusions

In summary, affirmative action has played a pivotal role in advancing equality and social justice by addressing systemic disparities in education and employment. However, it has also faced criticism, particularly the reverse discrimination argument and debates about meritocracy and equal opportunity. Thus, the impact of affirmative action on education and employment is complex, with both positive outcomes and challenges. Also, the future of affirmative action will likely be influenced by evolving trends in diversity and inclusion, potential alternative approaches, and the ongoing challenge of balancing fairness, merit, and equality. Striking the right balance will require thoughtful policy development that addresses historical injustices while respecting the principles of meritocracy and fairness in a changing and increasingly diverse world. Affirmative action remains a critical tool in the pursuit of equality and social justice. While it has its flaws and controversies, it has undeniably increased access and representation for historically marginalized groups. Even as society continues to grapple with issues of discrimination and inequality, affirmative action retains its significance. The controversies surrounding affirmative action continue to call for research and change. It is essential to find solutions to minimize the problems and challenges but also keep the core principles: equality and diversity. Societies are evolving fast, traditional policies like affirmative action must keep up with the changes to be better suited and implemented in achieving its goals. The policy may take new forms, but its commitment to addressing historical inequality and injustices should remain steadfast.

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Educational Inequality Between Urban and Rural Areas in China

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Abstract: China has achieved remarkable economic expansion and progress over the past few decades, but the long-standing huge urban-rural education gap remains a bottleneck for the development of education in China, greatly affecting the progress of society as a whole. The education gap between urban and rural areas in China can be seen in several ways, including resource allocation, teacher forces, and student achievement. This essay focuses on the education inequality between urban and rural areas in China caused by inadequate policy implementation and a lack of high-quality teachers in rural areas. In response to these problems, the essay argues that China needs to adopt a comprehensive and multi-pronged approach, with policy reforms and increasing the number of quality teachers in rural areas as the main areas of endeavor. The essay highlights the urgent need for China to consider educational equality and narrow the urban-rural education gap in the rapid development of the economy.

Keywords: urban-rural gap, educational inequality, China's education system

1. Introduction

Education can be seen as the key to people's success, and theoretically, it contributes to poverty reduction and can help to minimize social stratification, but because of the inequality of resources and opportunities, education can also be one of the main factors of social reproduction and broaden the gap between the rich and the poor. Since China's reform and opening up, the country has enjoyed tremendous economic expansion, increasing infrastructure development, and access to quality education in urban centers. However, because China's binary economic structure of urban and rural areas has not yet fundamentally changed, rural communities still face the problem of limited educational resources and opportunities [1]. This dichotomy has created a serious educational divide, with rural children's educational performance found to be significantly lower than that of their urban counterparts, perpetuating the disadvantaged position of rural residents in a vicious circle [2]. By revealing this problem, this essay hopes to provide some insights into the solution of this problem.

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2. The Problem of the Education Gap Between Urban and Rural China

2.1. Situation Overview: Urban-Rural Disparities in Education under the Hukou System

China's urban-rural gap began with the urban-rural split management system, and it has also been conceptualized by some scholars as an urban-rural household registration (hukou) dichotomy [3]. With the enactment of the *Regulations of the People's Republic of China on Registration of Households* in 1958, China's urban-rural dichotomy of household registration was formally established [4]. This regulation also marked the establishment of a barrier between urban and rural China based on the hukou system. Since then, Chinese residents have been distinguished into two different social identities: rural and urban hukou. Based on this system, citizens with rural hukou are subordinate to those with urban hukou in the exercise of their civil rights and interests, creating inequality in the allocation of resources and social positions, which in turn results in educational inequality [5]. Educational inequality under the hukou system focuses on two main areas, the first being the unequal distribution of educational resources between urban and rural regions. Compared with urban schools, rural schools are found to be inferior to urban schools regarding the quantity of schools, the quality of instruction, and the teaching environment [6]. China's system of "key schools" also reflects a serious inequality in resource distribution between urban and rural areas. In the Chinese context, key schools are more like elite schools, usually selected from schools with a track record of educational achievement, allocated higher quality resources and teachers, and allowed to recruit elite students for better training to prepare them for the next level of key schools. This inequitable distribution of educational resources has also led parents to do everything possible to send their children to the key schools. Such schools have also been found to be urban-oriented, as the great majority of key schools are concentrated in urban areas, widening the urban-rural divide [7]. The second inequality under the hukou system is reflected in the educational inequality caused by the mobility barriers. Uneven economic development in China has led to a trend of population mobility from rural to urban regions, with more and more migrant farmers sending their children to urban schools to escape poverty through better education [6]. However, China's hukou system imposes many restrictions on the migrant population (migrant registration and temporary residence permits, etc.), and the access of migrant children to basic schooling in the cities is also limited by the hukou system [1]. As a result, the education gap between urban and rural areas in China is a deeply entrenched problem, with urban hukou holders often enjoying superior educational opportunities compared to rural hukou holders.

2.2. The Specific Manifestations and Reasons of Educational Inequality

2.2.1. Inadequate Implementation of Policies: One-size-fits-all Approach

The school consolidation policy, for example, from the time it was introduced to the time it was suspended, used a one-size-fits-all approach, which has led to the policy not achieving its desired results but, on the contrary, widening the educational divide between urban and rural China. When the State Council promulgated The Reform and Development of Compulsory Education Decision in 2001, the "school consolidation policy" was formally implemented in a wide range of rural areas. The policy abandons the "one primary school in one village" approach and combines the resources of neighboring schools with the desire to optimize educational resource allocation and improve teaching and learning quality [8]. The school consolidation policy appears to be a response to changes in the rural education environment. It aims at restructuring the education management system, prioritizing quality over universality, and addressing the government's financial pressures as well as the declining number of rural students [9]. This policy aims to ensure that rural schools can continue to provide effective and quality education under changing conditions. Specifically,

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under the impact of the one-child policy and urbanization, there has been a decline in the fertility rate of the rural population and an increase in the number of rural families migrating to the cities [8]. These changes have exacerbated the hollowing out of the countryside and have led to a problem of excess educational resources in rural regions, where the former practice of "one primary school in one village" no longer applies. The emergence of school consolidation aimed at solving this problem by integrating and optimising educational resources, so that its introduction was appropriate at the time. However, the policy has not achieved its objectives and has been found to have had many negative impacts that have increased the disadvantage of rural students. According to the research, most of the newly constructed school buildings funded by the government and non-governmental organizations during the 1990s were abandoned and left unused after the school consolidation, resulting in a serious waste of resources [8]. The removal of a large number of schools has also led to the concentration of students in fewer township schools, the consequence of which is the emergence of oversized and overcrowded classes. As a large number of studies have shown, excessive class sizes hurt student achievement [10]. School consolidation has also been shown to have a considerable detrimental influence on the educational outcomes of children affected by rural school closures [11]. In addition, the school consolidation also implies an increase in the distance traveled to school by rural students. Studies have found that the average distance traveled to school by primary school students in rural areas is more than 5 kilometers, while the average distance traveled by junior high school students is even closer to 200 kilometers [8]. The long distances lead to more traffic accidents for rural students, for example, students have to walk to school in some mountainous areas where transportation is not available. Even in some rural areas where transportation is available, students experience many traffic accidents due to overloading or lack of safety equipment [8]. Increased commuting distances also mean that rural students have to spend longer time commuting, reducing study time and increasing time costs. Rural families also have to spend more money on transport, accommodation, food, and accompanying students due to increased commuting distances, increasing economic costs [8]. As a result, school consolidation has not fulfilled its original purpose and has made it more difficult for rural students to attend school. The Chinese government has also realized that this policy has deviated from its original intent, affecting the long-term growth of compulsory education in rural areas. The General Office of the State Council published the Opinions on Rural Compulsory Education School Layout and Adjustment in 2012, suspending the policy of school consolidation, so that localities are no longer permitted to consolidate rural compulsory education schools [8]. Therefore, China has adopted a "one-size-fits-all' approach in the implementation of this policy, from its initial release to its finalization. Although the original intention of the school consolidation policy was good, there was a lack of consideration in the implementation process, so negative effects have occurred.

2.2.2. The Dilemma of Teacher Quality and Quantity

With the establishment of the new China, the improvement of teachers' salaries has encouraged a significant number of great talents to join primary and secondary school teachers, enhancing the quality and quantity of the teaching force [12]. However, this improvement may be limited to the developed areas of China, and the unequal distribution of teacher resources and the overall weakness of the teacher force in rural schools have not yet been fundamentally changed or improved. In terms of the quantity of teacher supply, rural schools are still found to face teacher shortages, especially for some specific subjects (e.g., English, music, art, information technology) [13]. In general, the number of teachers supplied determines the classroom teacher-student ratio; the more adequate the number of teachers, the smaller the teacher-student ratio, and vice versa. Therefore, classrooms in rural schools in China are usually overcrowded and each student cannot be assigned too much attention by the teacher [14]. In the face of a shortage of teachers, rural schools

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in China have employed the practice of lowering the quality of teachers to compensate for the quantity of teachers to meet the demand for education. In other words, unqualified teachers are recruited for educational needs [14]. Therefore, the teaching force in rural areas reflects a lack of quality and professionalism. It has been found that the percentage of rural teachers whose professional qualifications do not match the subjects they teach is more than twice as high as that of their urban counterparts [13]. The proportion of teachers with senior titles in rural areas was also found to be very low [15]. As a result, rural teachers in China face a shortage in both quantity and quality. This can largely be explained by the fact that rural teachers are required to do more work for less pay in poor working environments. Although the salaries of rural teachers have improved in recent years with the help of poverty alleviation subsidies from the Chinese government, there is still a huge difference in salaries compared to those of urban teachers. In addition to basic salaries, there are also disparities in social security and living allowances. Despite the low salaries and benefits, rural teachers are required to spend more time working because of overcrowding in schools and a shortage of teachers. Combined with the underdevelopment of rural areas and the lack of financial resources, school conditions, and teaching facilities are still very poor, putting the working and living environments of teachers in need of improvement [16]. Consequently, it remains very hard to attract and keep sufficient numbers of qualified teachers in rural areas, and rural schools are also faced with the dilemma of balancing the quantity and quality of teachers.

3. Suggestions

3.1. Perfecting the Relevant Policies

Perfecting the relevant policies can be used as a solution to inadequate policy implementation. This essay uses the school consolidation policy as an example to describe how the policy fails to serve its desired purpose due to its implementation from simple start to finish. This policy was developed in response to changes in the rural educational environment, despite the problems caused by its cursory implementation, the policy itself is not meaningless or should be abolished, but on the contrary, it can save and optimize educational resources when properly implemented. In other words, the failure of the policy in practice can be attributed to the oversimplification of its implementation and the lack of supporting policies. The policy was implemented without considering the specific situation of each village in China to determine whether the policy applied to that village. In addition, school consolidation was not accompanied by other supporting measures, such as the provision of a school bus system and residential services. Overall, the straightforward abolition of the policy is unfortunate in terms of reducing the rural-urban education gap, as the policy, when properly implemented, can contribute to the optimization of rural educational resources.

3.2. Improving the Quantity and Quality of Teachers

In response to the dilemma of balancing the quantity and quality of teachers in China's rural areas, it is essential to improve both the quantity and quality of teachers to fundamentally solve the problem. China can approach this problem from both internal and external perspectives. Internally, the government can provide continuous professional development programs for rural teachers to help them enhance their teaching abilities. and equip them with the latest modern teaching methods to raise the professional standards of existing teachers in rural areas. Externally, the government should invest more in rural areas to improve the environment in rural areas and provide rural teachers with more competitive salaries to attract good teachers from urban areas to work in rural areas. In this way, the quality of existing teachers in rural areas can be improved and more quality teachers can be attracted to move from urban areas to rural areas.

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4. Conclusions

In conclusion, there is serious educational inequality in China between urban and rural areas, and having an urban hukou will always provide better educational opportunities than having a rural hukou. This essay explores the various factors contributing to this inequality, including differences in the distribution of educational resources, the quality of teachers, and the teacher-student ratios. It also reveals the two main causes of this inequality - inadequate policy implementation and the dilemma faced by rural areas in terms of the quantity and quality of teachers. To address these problems, policy implementation needs to be more comprehensively considered and perfected, and the Chinese government should invest more in increasing the number of quality teachers in rural areas. Ultimately, narrowing the gap between urban and rural educational inequality is not only an educational challenge but also a critical step in China's efforts to achieve sustainable development.

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Academic Aspirations or Societal Realities: Motivation for Continuing Pursuing Higher Education among Chinese Undergraduates

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Abstract: Higher education is currently undergoing an unprecedented global expansion resulting in a rising number of individuals with identical degrees entering the labour market. More people are getting advanced degrees to stay competitive, but this has led to credential inflation, which devalues degrees. In China, this issue has been particularly pronounced based on its massive population, with students persisting in the pursuit of advanced degrees despite recognizing the decreasing worth of their degrees. This article delves into the motivations behind this persistence in higher education among Chinese undergraduates and examines the social implications of credential inflation on career opportunities. The study identifies three primary motivations guiding Chinese undergraduates: academic, economic, and family motivations. Notably, economic incentives dominate, driving the majority of students to pursue further education. However, these motivations are often interconnected and play a pivotal role in shaping individuals' decisions about their academic pursuits. The study concludes by offering recommendations for stakeholders in the higher education system, emphasizing the need to prioritize skills over credentials for employers, establish clear learning objectives and diverse curricula for educational institutions, encourage self-reflection among students, and create a supportive environment for parents.

Keywords: higher education, credential inflation, motivation, employability, credentialism

1. Introduction

In the past thirty years, an increasing number of countries have expanded access to higher education, making it a central concern for governments worldwide [1]. This expansion has resulted in a surplus of graduates entering the labor market, leading to intense competition for a relatively stable supply of jobs. Consequently, the overabundance of degree holders has decreased the scarcity of having a degree. This phenomenon, known as credential inflation, has made possessing a degree a prerequisite for entering the workforce, but paradoxically, it has also diminished the value of the credential itself [2]. In China, a country with a large and continuously growing population, a growing number of students persist in pursuing higher degrees despite recognizing the declining value of their chosen degrees. This article aims to investigate the motivations driving Chinese undergraduates to continue pursuing advanced degrees and higher education. Additionally, it will analyze the social impact of credential inflation in China and how it affects career opportunities.

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2. Backgrounds and Current State

Over the past few decades, society has undergone a shift worldwide from an industrial economy to what is commonly referred to as a knowledge economy or information economy. The concept of a knowledge-based economy highlights the significance of intellectual skills over physical assets or materials. This underscores the essential role of a strong education for individuals working in such an economy. As knowledge workers gain more personal impact in the information-driven economy, an expanding group of people is inspired to seek advanced education. In contrast to manual labor, where the outcomes are tangible and involve the transformation of materials, knowledge labor involves the transformation of information from one form to another, often yielding less visible results [3]. Consequently, many employers utilize credentials and diplomas as indicators to ensure the quality of their workforce [1]. This strategy is in harmony with the widely accepted principles of human capital theory, which suggest that as an individual acquires more education, their career opportunities become more favorable, ultimately leading to economic expansion [1].

Collins, Cottom, and Stevens stress the role of credentials such as certificates, degrees, and diplomas in accessing elite employment opportunities [4]. Education serves as a "screening" or "signaling" tool to assess a worker's potential for performance in the job market. Employers use education to categorize and evaluate workers to maximize productivity. Consequently, degrees and diplomas assist companies in selecting highly qualified and reasonably compensated employees. As more higher education graduates enter the job market, they often lower their standards to secure employment due to diminishing demand for their skills. This results in higher minimum certification requirements for jobs, termed credential inflation, where educational qualifications lose value over time by receiving increasingly higher academic ratings for work that previously merited lower grades. Governments and families are making substantial investments in higher education to ensure that potential laborers can secure a job with a distinctive educational background.

China's Higher Education strategy of 1999 substantially broadened the scope of formal education and witnessed significant growth in the number of higher education graduates over a decade, increasing enrolment from 4% (around 3 million students) to 24% (approximately 27 million students) among 18-22-year-olds in a decade [2]. In 2019, Regular Higher Education (RHE) had 17,508,204 undergraduate students, five times more than Adult Higher Education (AHE) students (3,413,174). The primary goal of this expansion was to deliberately offer "enhanced access" to the emerging urban middle class, establishing higher education as the main route to upward social mobility [5]. "Elitist ideology," manifested in the state's use of the gaokao, the official university entrance exam, underlies the democratization of higher education in China [5]. In Chinese society, elite status is associated with established professions, driving the phenomenon of over-education among graduates.

The master's degree is increasingly gaining popularity and has evolved into a prerequisite qualification in China. In China, enrolment in master's degree programs has witnessed significant growth, surging from 145,443 in 1995 to 1,793,953 in 2013 [6]. Master's degree education also plays a pivotal role in training upcoming experts. It serves not only as a route to a doctoral degree but also as a vital qualification offering ongoing education for professionals. The requirement for a master's degree as a prerequisite is now commonplace for many entry-level positions. Blagg views the master's degree as the "modern equivalent bachelor's degree" for young professionals, indicating that having a master's degree is increasingly becoming a fundamental precondition for entry into the job market [7]. Moreover, master's degree programs are expected to give students a competitive advantage and readiness to join the workforce in numerous emerging areas. Many students aim to set themselves apart from those who only have a bachelor's degree in the competitive labor market. In these circumstances, numerous master's degree programs align with the career prospects available, serving

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as a way for university graduates who do not immediately enter the workforce after graduation to improve their chances of finding employment.

3. Motivation Analysis

This essay will use Li and Bray's categorization method for motivations related to higher education. They categorized personal motivations into academic, economic, social & cultural, and political categories [8]. Academic motivation involves the desire to attain educational credentials and advance professionally, while economic motivation encompasses considerations related to scholarships, the estimation of economic returns on education, and career prospects. Social & cultural motivation reflects a desire for cross-cultural experiences and knowledge, while political motivation involves factors like commitment to society and the aspiration for increased political status and influence.

This paper refines and streamlines Li and Bray's four categories into two: Academic motivation and Economic motivation. Furthermore, this paper incorporates a Family motivation category, which encompasses motivations originating from family members, notably parents. This category holds particular relevance within the scope of this article. Given that the study does not encompass the consideration of studying abroad, there is no necessity to delve into matters associated with acquiring an understanding of foreign societies or undertaking political commitments in other societies.

It is also noteworthy that the motivations delineated above are not mutually exclusive; they often intersect. For instance, students may choose to pursue a particular degree to acquire academic knowledge to enhance their competitiveness in the job market. This decision is influenced by both academic and economic motivations.

3.1. Academic Motive

The primary academic motive is the motivation to acquire additional academic knowledge, theory, and development. To put it differently, it aims to fulfill academic aspirations and address academic issues. According to Maslow, Intrinsic motivation is driven by the desire for self-discovery and personal development. It includes personal growth, work value, achievement, and progression [9]. Therefore, the academic motive is primarily an instinctual drive rooted in self-improvement. For instance, certain undergraduate students develop specific interests during their studies and aspire to delve deeper into those areas. Pursuing a master's degree is a viable choice for such students as it allows them to gain more specialized knowledge. According to Kasworm and Hemmingsen, a master's education is considered instrumental in enhancing the knowledge and skills of professionals and is inherently more specialized compared to undergraduate education [10]. Consequently, a master's degree is often regarded as a pathway and foundational step toward earning a Ph.D. Research by Wu indicates that some students opt for a master's degree in the UK due to their belief in the superior quality of education provided by British universities [11]. This choice is driven by the academic motive to access higher-quality education. Furthermore, other research suggests that students pursue a master's degree to change fields from their undergraduate majors [12]. Consequently, these students are more inclined to select a new major during their master's degree studies. Nevertheless, not all students pursue advanced degrees solely driven by academic motives; other motivations frequently intersect with their academic intentions. Jung's research illustrates that certain students aspire to acquire more practical content and knowledge through their higher education, to develop transferable skills that are directly applicable to their job search [13]. This demonstrates a convergence of academic motives and economic considerations.

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3.2. Economic Motive

Economic motivations consistently serve as a prominent driving force behind the pursuit of higher degrees. The first rationale underlying this motivation is the belief that obtaining an advanced degree translates into improved career prospects, higher salaries, and enhanced living conditions. According to Maslow, extrinsic motivations are rooted in the drive to fulfill individual deficits. These motivations are more outcome-focused, hinging on the anticipation of rewards, which may include potential benefits, social status, and external reinforcements [9]. Consequently, economic motives are characterized as extrinsic motivations, emphasizing outcomes rather than the educational process itself. Tomlinson's research shows that participants have expressed the conviction that higher educational qualifications can significantly augment their human capital and provide a distinct advantage in the labor market [14]. Furthermore, some participants contend that pursuing a higher education degree holds positional value and offers a competitive edge in terms of employment opportunities [14]. This sentiment is further exacerbated by the phenomenon of credential inflation, where some students feel compelled to continuously seek additional certificates to maintain a competitive edge in the job market. It is evident from student responses that they are eager to leverage their university's institutional reputation and status as a means to gain a competitive advantage in the labor market. Other studies corroborate these findings, with participants highlighting their previous educational background as a potential hindrance to their future careers [13]. For example, they perceive their undergraduate degrees as less competitive in the job market or consider their undergraduate institutions less renowned. Consequently, for these individuals, the reputation of the institution takes precedence, leading them to pursue master's degrees at well-known institutions in pursuit of better employment opportunities and career advancement.

The second rationale behind the economic motive is the perception of a higher degree of spending on defense. This perspective entails viewing advanced education as a means to mitigate potentially negative labor market outcomes resulting from a lack of pursuit of higher education. For instance, some students may opt for a master's degree due to uncertainties about their future employment prospects, believing it to be a valuable investment for averting unemployment. Substantial evidence supports the notion that students are cognizant of the limitations imposed by a lack of higher educational qualifications, which could curtail their future opportunities [14]. Additionally, the choice to pursue a master's degree may be influenced by undergraduate students' inability to secure employment after graduation, particularly during the COVID-19 era. In such circumstances, some college graduates find pursuing a master's degree the only viable option due to a dearth of job opportunities within their previous academic backgrounds. Consequently, for many individuals, a postgraduate qualification serves as a means of distinguishing themselves from a large pool of individuals holding undergraduate degrees.

3.3. Family Motive

The family motive represents a compelling force originating from family members, with parents exerting the most significant influence in Chinese culture. In the contemporary global landscape, characterized by the knowledge economy and the prominence of human capital theory, these influences have become pervasive, particularly in China. Virtually all Chinese parents subscribe to the 'education gospel,' which posits that education can effectively address a wide array of social, economic, civic, and moral challenges. Consequently, China's culture prioritizes education as a hidden driving force behind individuals' pursuit of higher education. As exemplified in Zhai and Cao's research, one participant recounted how their parents encouraged them to pursue not only a master's degree but also a PhD, despite being aware of the relatively modest return on investment [15]. For these parents, the attainment of a higher degree by their child brings immense satisfaction.

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It is noteworthy that parents from different social classes harbor distinct perceptions of higher education, which subsequently shape their children's attitudes and aspirations. Middle-class parents view higher education as a means to achieve financial success and social advancement, a reflection of their own experiences where a college degree guaranteed stable employment [6]. Conversely, working-class parents have gradually lost sight of the advantages of higher education [6]. This trend may be attributed to their lack of personal exposure to higher education, which inhibits their recognition of the long-term economic and cultural benefits it offers. Constrained by limited cultural capital, they tend to adopt short-term, monetarily-focused perspectives, often disregarding the broader, enduring benefits of higher education. Consequently, the children of middle-class parents are more inclined to pursue higher education and advanced degrees when compared to their counterparts from lower-class backgrounds. However, it is crucial to acknowledge that another contributing factor may be the financial constraints faced by lower-class parents, who often struggle to afford the steep tuition costs associated with higher education and advanced degrees. Thus, the variation in educational aspirations is not solely attributable to differences in cognition and mindset; rather, it reflects the intrinsic societal inequalities that prevail.

4. Suggestion

The knowledge economy and human capital ideology have expanded higher education. This led to more graduates entering the job market, causing employers to emphasize credentials. Job seekers then pursue additional degrees, resulting in credential devaluation. This article explores three motivations for advanced degrees: economic, academic, and family. Economic incentives are the primary driver, but intrinsic motivation leads to more meaningful decisions. Therefore, consider intrinsic motivation when making important choices. Having evaluated these motivations, there are three suggestions for fostering a societal shift away from credentialism and for nurturing an educational environment that encourages students to pursue higher education driven by intrinsic motivation.

4.1. Employers-Emphasizing Skills over Credentials

To effectively contend with the pressing concern of credential inflation and the overreliance on extrinsic motivation for higher education within the contemporary workforce landscape, employers must undertake a pivotal shift in their operational paradigms. This transformation necessitates a deliberate diminution of the pronounced emphasis placed on traditional academic credentials in the evaluation of the prospective candidate. Instead, employers should prioritize the assessment of skills that employees have acquired independently to mitigate the perpetuation of academic qualifications competition. Moreover, it is incumbent upon employers to duly acknowledge the inherent limitations of a solely credential-centric approach. It is manifestly evident that a mere collection of credentials and degrees is intrinsically incapable of comprehensively capturing the multifaceted facets of an individual's qualitative attributes and inherent capabilities. cannot fully reflect an individual's overall quality and abilities.

Consequently, employers must demonstrate a discerning and holistic approach when evaluating potential employees. This imperative calls for the implementation of diversified and multifaceted methodologies for candidate assessment. Rather than rigidly adhering to a singular mode of evaluation, organizations should avail themselves of an assortment of tools and methodologies that encompass both objective metrics and subjective evaluations, thereby ensuring a comprehensive understanding of an individual's aptitude, potential, and suitability for the designated role. For example, structured interviews, skills assessments, job simulations, and behavioral assessments. This multifarious approach not only serves as a countermeasure to the detrimental effects of credential inflation but also facilitates the identification of candidates whose intrinsic talents and abilities may

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be obscured by an exclusive fixation on formal educational qualifications. In summary, the adoption of a diversified and inclusive approach to candidate evaluation represents a pivotal step towards fostering a more equitable and effective labor market, one that values individual merit and potential over mere credential accumulation.

4.2. Institutions-Clear Learning Objectives and Diverse Curricula

The second suggestion pertains to academic institutions and educational programs, emphasizing the paramount importance of transparently articulating their learning outcomes and educational objectives. To effectively manage the expectations of prospective students, it is incumbent upon these institutions to communicate these essential facets of their offerings explicitly and comprehensively. This is crucial because a significant number of students enroll in programs without a thorough comprehension of the curriculum [13]. Frequently, they apply to various programs in different institutions and fields, and their selection is often influenced by factors such as time, cost, and the reputation of the institution, rather than being aligned with their academic interests. Some students even encounter curriculum misalignment with their expectations within the master's program.

To bridge the gap between students' expectations and the actual curriculum, higher education institutions should first develop diverse curricula that offer a broad spectrum of educational experiences. Then they should clarify learning objectives and quality standards, thereby providing prospective students with a lucid roadmap of what to anticipate in terms of intellectual development and skills acquisition. This transparency is instrumental in guiding students toward informed decisions regarding their educational journey. Last, academic institutions should adopt versatile teaching strategies that cater to the diverse needs and learning preferences of their student body. It can enhance the educational experience and promote a deeper alignment of students' expectations and the actual content and outcomes of their chosen programs.

4.3. Student Reflection and Supportive Parenting

The third suggestion pertains to both the perspectives of students and their parents. From the student's standpoint, engaging in self-reflection is imperative. This involves spending time reflecting on their interests, passions, and long-term goals. Such introspection serves a dual purpose: firstly, it assists them in identifying their genuine desires, as opposed to succumbing to societal expectations. Secondly, it enables students to attune themselves to their inner convictions rather than solely adhering to parental and societal dictates without self-consideration. Consequently, it is advisable to encourage students to explore a diverse range of subjects and participate in extracurricular activities. This can help them discover their true interest and passions beyond what is traditionally considered "prestigious" or "high-paying", thereby preventing them from blindly conforming to mainstream ideals.

From the perspective of parents, fostering a supportive home environment assumes paramount importance. This environment should encourage children to explore their interests, ask questions, and make mistakes without fear of censure. Parents should not pressure or plan their children's career choices, as this can hinder independent thinking and cause resentment. Instead, parents should listen to their children's aspirations and interests through open-ended questions to understand their thoughts and emotions about education and future opportunities. Furthermore, parents should avoid comparing their children to others. Each child has unique strengths and interests. Celebrating effort, curiosity, and passion is more important than focusing solely on academic grades. Encouraging intrinsic motivation and a love for learning is crucial for a fulfilling educational journey. Parents play a vital role in nurturing these qualities.

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5. Conclusions

In conclusion, this study has illuminated the multitude of factors that influence the pursuit of higher education among Chinese undergraduates. Three primary motivations have been thoroughly examined: academic motivation, economic motivation, and family motivation. It is noteworthy that economic motivation stands as the predominant driving force for the majority of students. Nevertheless, these factors, often intertwined, assume a pivotal role in shaping individuals' determinations about their continued academic endeavors. Recognizing and comprehending this intricate interplay is of paramount importance in the ever-evolving landscape of higher education. Additionally, this essay offers advice from three distinct perspectives: employees should prioritize skills over credentials, educational institutions should establish clear learning objectives and diverse curricula, students should engage in self-reflection, and parents should create a supportive environment. This research contributes significantly to understanding the intricate dynamics that underlie educational decision-making, underscoring the necessity for an environment in which intrinsic and extrinsic motivations can coexist harmoniously, thereby fostering holistic growth.

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Analysis of the Problems and Measures of Chinese Art Training and Education

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Abstract: In today's era, with the continuous development of the economy and the need for high-quality living among the masses, education plays an increasingly important role in society. However, with the deepening competition of academic courses in schools, off-campus art training is gradually placed in a sensitive position. One parent believes that art training can help improve their children's aesthetic literacy, artistic skills, etc., while the other parent group believes that this is a waste of time activity. This article introduces the current situation and some issues of extracurricular art training for children and young children and proposes corresponding discussions and reflections. Among them, there are issues of emphasis and disdain caused by concepts, as well as issues of attitude towards extracurricular art training. At the same time, there is still a certain economic gap in today's society that can affect the fairness and teaching quality of extracurricular art training. In addition, regional differences in teaching and differences in the concentration of educated individuals are also important factors affecting learning and teaching quality. Finally, to improve the effectiveness of education, this article proposes ways to establish a fair and reasonable fee system, strengthen the construction of teaching staff, and scientifically divide classes to improve the quality of courses.

Keywords: educational effectiveness, ways of improvement, art training

1. Introduction

Currently, with the continuous development of the economy and the need for high-quality living among the masses, the diversification and refinement of education are becoming increasingly important. However, there are still a series of problems in the field of off-campus art training, which hurt teaching effectiveness.

At present, research on off-campus art training is relatively limited. In existing research, there has been no in-depth exploration of the educational effectiveness of art training. Therefore, this study will explore ways to improve the effectiveness of education from the perspective of art training. This study aims to analyze the problems encountered in the off-campus art training industry and provide scientific measures.

To achieve the research objectives, this study will adopt various research methods. Through a review of relevant literature, the current status and problems in the field of off-campus art training can be understood.

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The significance of this study lies in providing some effective ways and strategies for improving practical teaching by deeply exploring the current situation of off-campus art training that needs improvement. At the same time, the research results can also provide some reference and inspiration for educational institutions and teachers to improve the quality and effectiveness of education.

2. Current Difficulties and Reasons

2.1. The Issue of 'Valuing and Belittling'

In a highly competitive society, the academic performance of teenagers and children is increasingly valued, and the concept of "learning well is truly good" is deeply ingrained in people's minds. This has led to the problem of "valuing exam taking over literacy, valuing minority over the whole, and valuing competition over popularization" in children's education today [1]. In the early childhood stage, some schools even use subject materials from the first grade of primary school as curriculum materials for early childhood education to enable young children to adapt to learning in primary school smoothly. They introduce teaching content for lower grades of primary school, including arithmetic or pinyin, into early childhood teaching activities [2]. Implementing subject-based teaching can significantly reduce the leisure time of young children, resulting in their loss of independent play opportunities and hurting their mental health development. The trend of primary education in kindergarten education masks children's thirst for knowledge and deprives them of the ability to explore [3]. Therefore, it is necessary to implement art education for children, so that they can play and gain knowledge during learning.

2.2. Differences in Educational Concepts

Similarly, different families have vastly different attitudes towards art education. Some families believe that art education is necessary for their children, but only through experience, without the need to elevate to a professional or refined level. These families often tend to choose cluster art education cities, which are convenient for learning but may not have a high level of professionalism; For families that value art education, such groups often pay more attention to the accuracy and depth of training knowledge and do not overly value quantity. In short, they focus on the quality of learning, not just for the sake of learning. Taking the teaching of vocal language art as an example, the former type of families often prioritize location factors when choosing schools, with the family as the center and choosing schools nearby. They may also sign up for several types of art training classes at the same time. In the post-class review practice session, children from these families have a higher absenteeism rate. For the latter family, when choosing a school, they tend to be more meticulous and prioritize quality, often able to overcome the difficulties of having a long distance to their desired school. In terms of course review, there is a high attendance rate and strong stickiness between parents and the school.

2.3. Economic Gap

As mentioned earlier, there are some problems and differences in the field of off-campus art training, among which the main reason for the above problems is the difference in economic level. The impact of family background on children's noncognitive abilities is positive. On the one hand, a superior family background provides convenient conditions for the cultivation of children's noncognitive abilities, and on the other hand, a weak family background plays a motivating role in the cultivation of children's noncognitive abilities. Therefore, a superior family background has a significantly greater promoting effect on children's noncognitive abilities than the motivating effect

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brought about by a weaker family background [4]. Therefore, generally speaking, children born into privileged families often have better learning abilities.

2.4. Regional Differences in Teaching

In extracurricular art training and education, different regions also have different teaching situations. Overall, in the same city, the teaching quality in urban areas is much higher than that in suburban areas. Of course, the reasons are diverse, and there are significant differences in teacher recruitment, talent selection, institutional investment, and service positioning. In terms of teaching focus, taking the art of vocal language as an example, schools located in economically underdeveloped areas may use more utilitarian methods of teaching, focusing on short-term effects, or forcibly integrating art with the school's cultural curriculum to promote children's cultural performance and pursue short-term benefits. And more mature teaching models will not be like this, they pay more attention to learning.

Learning media emphasizes the improvement of students' comprehensive literacy. At the same time, training schools in underdeveloped areas still face problems such as outdated teaching methods and insufficient training for educators [5].

2.5. Differences in Concentration among Educated Individuals

The concentration level of educated individuals is also an important factor affecting the quality of teaching. Research has shown that the gender, age, temperament type, social environment, family environment, etc. of young children are closely related to their concentration. The educational environment undertakes various educational tasks, among which the setting of each teaching content, the arrangement of teaching links, and the use of teaching methods are all key factors that can affect children's ability to focus [6]. Therefore, how to better classify and teach educated individuals has become an important issue. Some art education and training institutions randomly divide classes to maximize benefits, and hold classes in the form of cumulative numbers, ignoring differences in personality, concentration ability, and even cognitive level among educated individuals. According to the barrel effect, children with different learning abilities learning in the same class will significantly reduce teaching efficiency. In addition, children with weaker focus abilities may also lead to other educated individuals being affected, weakening the teaching experience.

In addition to innate factors, children's focus is influenced by the acquired family atmosphere. As the earliest and longest form of education that children can receive, family education plays an undeniable role in children's mental health. In family life, factors such as harmonious family relationships and stable parental emotions will have a subtle positive impact on children, and good and orderly family education can promote the development of children's focus and self-control [7]. Therefore, different family education is also an important factor that leads to differences in children's ability to pay attention [8].

3. Pathways

3.1. Improve the Fee System for Art Training

As mentioned earlier, the economic background of a family greatly affects the cognitive abilities of children. At the same time, providing art education to children has a greater one plus two effect. At the psychological level, the implementation of art education plays a positive role in promoting individual psychological development. Art training provides an open and free creative environment, allowing students to express their deep emotions and ideas. The process of creating artistic works

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can stimulate creativity and imagination, helping students establish self-confidence and self-identity. Through artistic creation, individuals can recognize and understand their emotions and needs, which helps improve their ability to manage emotions and solve problems; At the level of individual abilities, art education helps to cultivate individuals' social adaptability. Art training usually involves students in various art activities, such as choirs, dance teams, etc. In these activities, students need to work closely with team members to complete an artwork or performance together. This collaborative experience can help students learn to cooperate with others, coordinate their behavior, and cultivate their social adaptability. At the same time, art activities also provide a platform to showcase their talents, where students can express their thoughts and emotions through participation in performances, thereby finding their place in society and improving their social adaptability; Even, art education can enhance students' imagination and creativity. Through various forms of artistic expression such as painting, music, and dance, students can freely unleash their imagination and create unique and unique works. This creative process cultivates students' independent thinking and problem-solving abilities, helping them to come up with creative solutions when facing various challenges in real life.

Therefore, it is necessary to establish a more reasonable and affordable extracurricular art training system that can be affordable for most people. Firstly, what need to do is to set tuition price caps according to local conditions and different city levels, which can effectively prevent some indiscriminate charging and overcharging phenomena; Secondly, some educational institutions may require students to pay ultra-long cycle tuition fees in one go to quickly raise funds. However, after successfully collecting high tuition fees for financing, some educational institutions may choose to close their stores and run away. Therefore, it is also necessary to establish a cap on the coverage period of tuition fees, which can to some extent reduce the financial risk of students and enhance the transparency and fairness of the education industry.

3.2. Strengthening the Professional Ability of Teachers and Improving the Welfare System

Firstly, cultivating a high-quality teaching team is crucial. Art training institutions should focus on selecting teachers with a professional background in art, educational knowledge, and teaching experience. These teachers need to have both artistic talent and good communication and teaching abilities. Teachers with rich artistic practical experience can impart their own experiences and skills to students, stimulating their interest and potential in learning.

Secondly, continuous teacher training and professional development are essential. The field of art is constantly developing, and teaching methods and concepts are also constantly being updated. Therefore, art training institutions should provide opportunities for teachers to participate in training courses, academic conferences, lectures, etc., to update their knowledge and broaden their horizons. At the same time, it is also possible to promote communication and cooperation among teachers by organizing teaching and research activities across provinces, cities, and regions, as well as sharing teaching experiences. This can to some extent narrow the regional gap in teacher skills and jointly improve teaching levels.

In addition, art training institutions should strengthen the evaluation and incentive mechanisms for teachers. Improve welfare benefits [9]. By establishing a scientific and rigorous evaluation system, it will be easier to understand the teaching effectiveness and professional abilities of teachers. Based on the evaluation results, timely provide professional guidance and feedback to teachers to help them continuously improve. At the same time, institutions can also establish incentive mechanisms to stimulate teachers' work enthusiasm and creativity.

In short, strengthening the construction of the teaching staff is an important way to improve the effectiveness of art training and education. Art training institutions should focus on selecting and cultivating excellent teachers, continuously providing opportunities for teacher training and

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professional development, and establishing evaluation and incentive mechanisms to continuously improve the professional level and teaching quality of teachers, thereby enhancing the educational effectiveness of art training.

3.3. Improving Course Content and Quality

Firstly, an important part of improving course content is to focus on interdisciplinary integration. Through the intersection and integration of art with other disciplines, students can have a more comprehensive understanding and mastery of knowledge. For example, incorporating mathematical elements into music courses can help students understand and apply concepts such as rhythm and beat in music. Introducing scientific knowledge into painting courses can help students better grasp the principles of color and the effects of light and shadow. The interdisciplinary integration of course content not only enhances students' interest and understanding of art but also cultivates their innovative thinking and comprehensive abilities.

Secondly, strengthening the integration with practice is another important aspect of improving the quality of courses. Learning only at the theoretical level cannot truly cultivate students' artistic and practical abilities. Therefore, in course design, emphasis should be placed on combining theory with practice. For example, in dance courses, it is not only necessary to teach the basic skills and techniques of dance but also to guide students in actual performances and performances. In music courses, practicing through students' singing, playing, and other methods can not only improve their musical literacy but also cultivate their sense of cooperation and team spirit.

In addition, providing diverse course content tailored to individual differences among students is also key to improving course quality [10]. Each student has different interests and strengths, so the curriculum should meet their personalized needs. For example, for students interested in painting, the learning content of painting techniques can be increased; For students with a music talent, more advanced music theory courses can be offered. By designing flexible and diverse course content based on students' different needs, students' interest and motivation in learning can be stimulated, and their learning effectiveness and artistic achievements can be improved.

In summary, improving the content and quality of courses is an important way to achieve the effectiveness of art training and education. Through interdisciplinary integration, integration with practice, and personalized curriculum design, students' interest and creativity can be stimulated, their comprehensive quality and artistic level can be cultivated, and the educational goal of art training can be achieved. In future work, it is important to continuously improve and improve the course content, pay attention to the scientific and practical nature of education and teaching, and further improve the educational effectiveness of art training.

4. Conclusions

In summary, in the current era of continuous economic development and the expanding demand for high-quality living, it is necessary to pay attention to the field of extracurricular art training. At present, there are still some problems and differences in the field of extracurricular art training, including some issues with the concept and ideology of the educated party, as well as educational difficulties caused by regional differences and individual differences in education. In response to these issues that may hinder the effectiveness of extracurricular art training, This article proposes the following suggestions: improve education fees, implement reasonable fees in the field of extracurricular art training, adjust fees according to local conditions, and do not charge excessive tuition fees; Enhance the professional abilities of teachers, improve the recruitment system for teachers, and establish entry barriers; Improve the teacher welfare system and improve the quality of the curriculum, implement a reasonable work incentive system to enhance work enthusiasm,

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strengthen the integration of subjects in the curriculum, and strengthen the combination of teaching and practice, providing diverse teaching content tailored to the differences of educated individuals. The implementation of the above plan can to some extent guide the development of extracurricular art training and promote the effectiveness of extracurricular art training.

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