

Original Paper

Application of Short Video APP in Ideological Education of Undergraduates Majoring in Business Administration

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Abstract

As a new kind of media, short video APP is popular among young undergraduates, especially undergraduates majoring in business administration. The introduction of short video APP into the practice of ideological education of undergraduates is an inevitable requirement of the modernization of university education and an inevitable choice to comply with the requirements of the new era. The article adopts questionnaire survey of using the short video APP in ideological education of undergraduates majoring in business administration, analyzes the influences, the difficulties and the path choice of short video APP in ideological education of undergraduates majoring in business administration. It is helpful for universities to apply the short video APP to ideological education of undergraduates.

Keywords

business administration, undergraduates, ideological education, application, short video APP

1. Introduction

According to the 51st “Statistical Report on the development of the Internet in China” released by China Internet Network Information Center (CNNIC), the size of Chinese netizen stood at 1.067 billion in December 2022, an increase of 3.4 percent year by year. To Dec 2022, our short video APP users reached 1.012 billion, up 8.3% year by year, user utilization rate of 94.8%. From 2018 to 2022, the number of short video users increased from 648 million to 1.012 billion, with more than 60 million new users each year, including 2019 and 2020, affected by the epidemic, technology, platform development strategy and the other factors, the annual new users are more than 100 million. University students are the most widespread group of short video APP and the largest users, but also the main body of

ideological education in universities. Compared with the undergraduates of other majors, undergraduates majoring in business administration are more active and are more likely to accept and use new media technologies.

2. Method

2.1 Literature Analysis

This paper uses literature analysis, through the internet at home and abroad searching literature of short video APP and undergraduates ideological education.

2.2 Questionnaire

This paper uses questionnaire through the online sampling survey of undergraduates majoring in business administration, to understand the using and the impact of short video APP on ideological education in universities.

2.3 Interviews

This article through on-line interviews with some undergraduates, undergraduates on the short video APP the most real views and apply to undergraduates ideological education suggestions.

3. Result

3.1 The Present Research Situation at Home and Abroad

3.1.1 The Present Research Situation Abroad

Haskam E. Scornfields, in his book “A mathematical model for problem-solving in a learning environment”, argues that the college web makes ideological education highly cultural and technological, the essence of the content of ideological education is implied in cultural knowledge and scientific and technological information knowledge, so that college students will be influenced imperceptibly. Nicholas Negroponte put forward the concept of “Digital existence” in “Digital existence”, in this space people use digital technology (information technology) to engage in information dissemination, communication, learning, work and other activities. Michael Heim, in his book from interfaces to cyberspace: the metaphysics of virtual reality, argues that one of the most valuable features of the web is its ability to develop relationships between people, the network makes “piece aggregate, acting as social nodes”.

3.1.2 The Current Situation of Domestic Research

Jian Gao, in his book “Value Education of college students under the influence of short video culture on the Internet”, believes that the spreading of short video on the Internet has formed a network social culture that seeks only speeding but not connotation, these fast-food culture values continue to invade the university campus culture, affecting the daily life of college students and the spiritual world. Lili Wang on the influence of Douyin APP on the ideological education in colleges and universities and the countermeasures, Han Tong, on the challenge of Douyin APP to the ideological education of the contemporary youth and the countermeasures, and Shuai Mao, on the influence of the use of Douyin

APP on the thoughts of college students, etc., most of the short video app dissemination of ideological education of college students to explore the impact of specific measures, and the construction of specific measures are similar.

3.2 Undergraduates Using of Short Video APP

This paper collects 421 valid questionnaires on undergraduates who is majoring in business administration in P University using of short video APP.

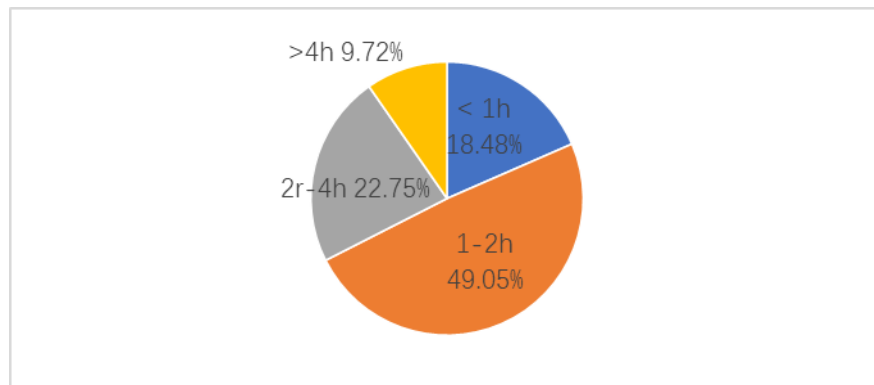


Figure 1. How Long Watching Short Videos APP Every Day

In the “how long watching short videos APP every day” survey, 18.48% think less than 1 hour, 49.05% think it is 1-2 hours, 22.75% think it is 2-4 hours, 9.72% think it is more than 4 hours. Therefore, undergraduates spend more than 80% of their time browsing short videos APP for more than 1 hour a day, nearly half for 1-2 hours. It shows that undergraduates spend a long time browsing short video APP every day, and they get more content through short video APP.

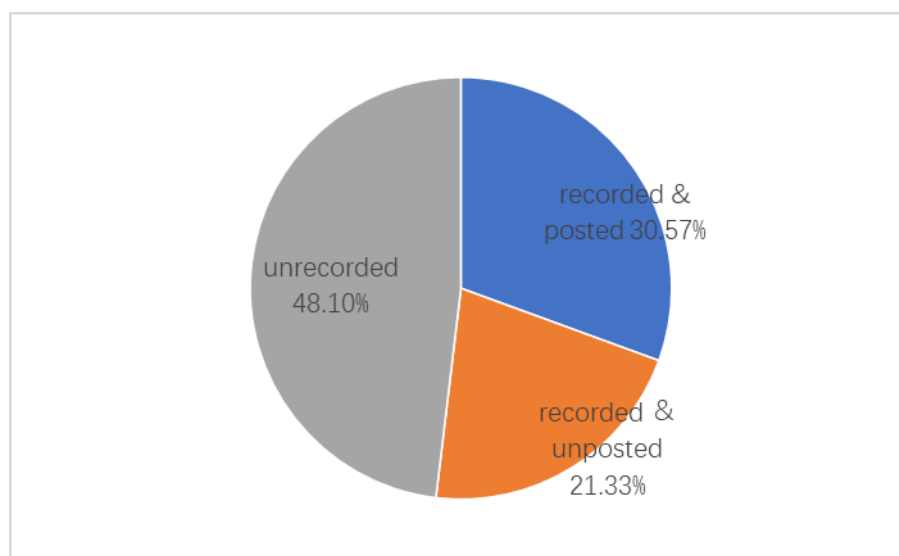


Figure 2. Recorded & Published Short Video APP

According to the survey, 30.57% chose “recorded and published short video APP” and 21.33% chose “recorded but unpublished”, 48.1% chose “never recorded”. This shows that more than half of undergraduates record short videos and more than 30% undergraduates publish short videos. Undergraduates are more interested in short video APP recording and publishing.

According to the interview and survey, 46.92% thought they using short video apps to find happiness and relax, 21.09% thought they using short video apps to broaden their horizons, and 15.4% thought they using short video apps to kill time, 13.27% thought they using short video apps to learn knowledge and skills, 3.32% thought they using short video apps to understand other people’s life. Nearly half of the college students use short video apps to find happiness and relax, and more than 20 percent think the main goal is to broaden horizons.

In the “why do you think short video dissemination will be popular among college students”, the survey shows that 85.07% believe it is because of the trend of short video dissemination, 70.62% believed it is to cater to the cultural consumption will of college students, 59.48% believed that it was to benefit the development of mobile media, and 59.48% believed that it was to meet the needs of college students’ self-realization. More than 8.5% believed that it was due to the trend of short video APP dissemination, which reflected that college students were greatly influenced by the trend and others in the process of accepting short video. More than 70% believed that it is to cater to college students’ cultural consumption desire, which reflects that college students’ cultural consumption is more consistent and their preferences are more unified.

3.3 The Difficulties of Applying Short Video APP to the Ideological Education of Undergraduates

Based on the interview with the students of business administration and the questionnaire, this paper tries to find out the difficulties of using short video APP in undergraduates’ ideological education who is majoring in business administration.

In the “what negative impact do you think short video communication has on undergraduates” interview and survey, 69.19% believed that it affects undergraduates’ thinking and behavior between the virtual and the real, 64.69% believed that it was the unconscious choice in spiritual and cultural consumption, 63.74% believed that the media dependence weakened the undergraduates’ real social ability, and 60.19% believed that the algorithm recommendation caused the undergraduates to choose singleness, self-nature and lopsidedness, 55.69% believed that it was the communication subject’s complex influence on the value formation of undergraduates. Nearly 70% of them believed that short video affects undergraduates’ thinking and behavior, which reflects that undergraduates have a high degree of identification with short video APP.

The survey “you think that short video for undergraduates ideological education is currently in a dilemma” can be known, 77.25% believed that there is a “Cultural dilemma”. However, short video APP is influenced by extensive entertainment, which has negative cultural patterns and sub-cultural characteristics. 69.91% believed that short video has “Identity difficulty”. As a medium of ideological education for undergraduates, short video does not get enough attention and recognition, especially it is

the network culture education front of colleges and universities. 65.64% believed that the short video has “The audience’s difficulty”. Short video APP in the visual communication has a distinct consumption characteristics, in the right value of the guide to be standardized and strengthened. The application of “short video app” in the ideological education of undergraduates is not only an inevitable trend in the new era, but also has great difficulties.

3.4 Positive Effect of Short Video App Apply on Undergraduates

In the “do you think short video can be used in college students’ ideological education?” survey, 75.36% believed that short video is vivid, can be used for college students’ ideological education, 61.61% believed that the short video used in the ideological education of college students had some difficulty, and 24.88% believed that the short video had nothing to do with the ideological education of college students. It reflects that more than 3/4 college students think that the short video image is vivid and can be used for the ideological education of college students, but there is a certain difficulty. Although the integration of short video and college students’ ideological education has some technical difficulties, it is deeply loved and expected by students.

In the “what do you think short video communication has positive effects on college students” survey, 74.41% believed that the fragmentation of communication to meet the needs of college students stress relief, 61.37% believed that one-click sharing met the needs of social interaction, 61.14% believed that low-threshold participation met the needs of self-expression, 60.43% believed that the multi-elements mixed and mixed met the needs of college students’ self-value realization, and 56.87% believed that the circle-type social interaction promoted the all-round development of college students’ social relations, nearly 7.5% believed that the short video fragmentation communication meets the needs of college students to relieve stress, which reflects the strong willingness of college students to relieve stress through short video.

In the “what characteristics do you think short video transmission” survey, 80.81% believed it is the dissemination of the main young, 78.91% believed that it is the dissemination of information fragmentation, 70.38% believed that it is the dissemination of extensive effects, 69.67% believed that the content of communication should be focused, and 59.95% believed that the communication should be interactive. Reflect the characteristics of short video communication clear, from the side reflects that we are familiar with short video, understand its characteristics.

3.5 The Methods of Applying Short Video APP in Undergraduates Ideological Education

In the “what kind of short video do you like the most” survey, 47.16% believed that it is self-expression, 37.2% believed that it is the media government type, 11.14% believed that it is the grass-roots parody, 4.5% believed that it is the copycat. Nearly half of the college students like self-expressive short videos, and more than 30% like government-oriented short videos. The significance of the grass-roots spoofing and copycat short video interest is not strong.

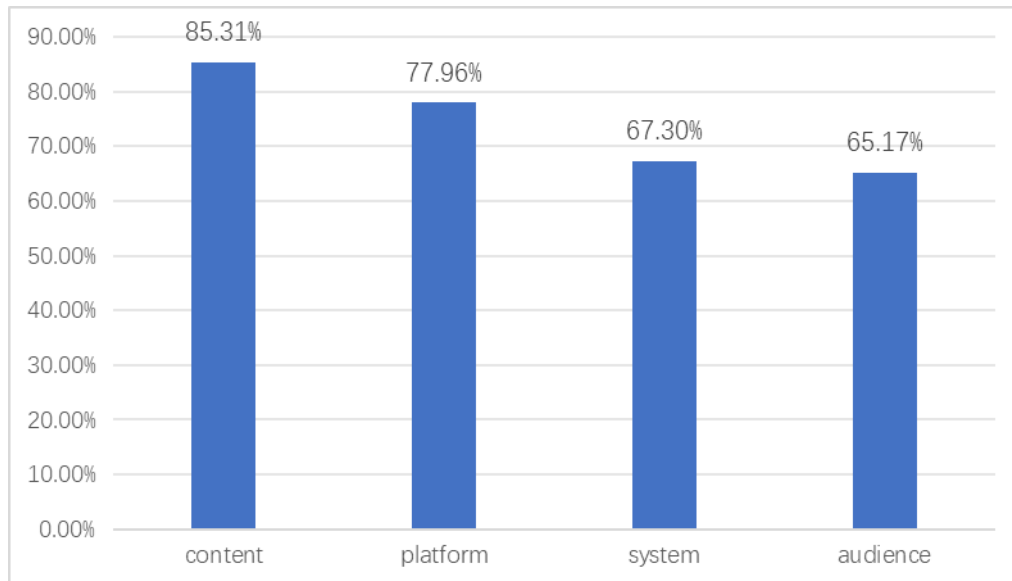


Figure 3. How Short Video App Ideological Education of Undergraduates

In “how do you think should be done well in short video app ideological Education of undergraduates?” The survey shows that 85.31% believed that it is very important of content, 77.96% believed that it is very important of platform, 67.3% believed that it is very important of system, 65.17% believed that it was very important of audience. Reflecting that most undergraduates are looking forward to the optimization of short video content, platform level, system level and system level. In particular, more than 8.5% believed that short video content should be reformed, to benefit short video app undergraduates ideological education.

4. Discussion

4.1 The Research on Short Video APP

At abroad mainly focuses on the stage of education and implementation under the network culture, and less on the environment of ideological education. Zero Western countries attach great importance to the use of mass media to strengthen the ideological education of the people. The government uses mass media to disseminate its Ruling class political, cultural and values to the domestic public, the use of the Internet is an effective means of mass media in western countries. The research on the relationship between short video and human beings by most researchers in China only stays at a general and macroscopic level, and few researchers have detailed the subject of the research into young college students, to explore the influence of short video communication on college students.

4.2 The Application of Short Video APP Is the Requirement of Educational Modernization

Ideological education of college students is human education in the final analysis. To return to human itself is to better promote the healthy growth and all-round development of college students. With the rapid development of new media technology, the self-personality of college students is becoming more

and more obvious. Under the influence of short videos, the ideological education in colleges and media is facing a change. Change according to the situation, advance according to the time, change according to the situation. Adhere to the dynamic development, continuous improvement. The advantages of short video communication into the ideological education of college students to open the door, but also not to receive the whole.

4.3 The Fusion of Short Video APP and Undergraduates Ideological Education

Short video APP has a joint influence on the way, content and actual effect of ideological education of college students. Short video communication is a kind of network social culture, which seeks only speed but not connotation. The values in it are invading the campus culture and affecting the thought and life of young college students. Although short video communication and ideological education of college students belong to different disciplines and categories, they are highly related and coupled. Short video communication is highly related to the process of ideological education of college students, in particular, similar elements, requirements, functions, complementary advantages.

The key of short video APP and ideological education in colleges and universities lies in how to learn from each other, complement each other, integrate each other, and how to integrate more quickly. The group of college students is the most extensive group and the biggest supporter of short video, the main body of ideological education in colleges and universities, and the socialist constructors and successors, short video APP communication and university students' ideological education work integration, promising, the two have a high degree of coupling.

4.4 Rational See the Difficulty of Short Video APP Used in Undergraduates Ideological Education

Short video APP and the ideological education of college students is the opposite relationship, but it has a high degree of unity in influencing people. We should put it in correct perspective the relationship between the two, face up to the university student's ideological education of the current predicament. Colleges and universities need to correctly recognize the identity of short video as educational media, grasp the initiative of network culture education, and combine short video with ideological education, short video plays a key role in network culture education, taking "short video applying ideological education" as an important carrier of ideological education. Short video APP applying ideological Education of college students, is to coordinate the development of the two, two-way interaction, joint forces, and jointly play a positive role in the cultivation of new people.

4.5 Play Fully to the Advantages of Short Video APP

As the most popular new media communication mode, short video APP provides new opportunities for traditional culture communication because of its characteristics and great inclusiveness.

The short video APP spread affects a wide audience. At the 2023 of June, the number of Chinese short video users had reached 1.026 billion, with a user usage rate of 95.2%. Short video APP is undoubtedly the most suitable choice for ideological education of college students.

The short video APP have popular forms of communication. Traditional thinking holds that traditional culture is "Old-fashioned and antiquated", while short video apps are suitable for the times and are easy

for university students to accept, also carries on the university student thought political education imperceptibly.

The short video APP have a short playing time and a convenient viewing mode, and can be watched in short clips and scattered time during recess, on buses and on public transport subways, after watching or watching the process of short video comments can be expressed in the area and opinions, can increase the exchange of ideas collision opportunities, forming a virtuous interactive cycle.

The short video APP have push-on-demand influence in audience analysis, Dennis Macquhirr states that the audience is a participant in interpersonal communication, as well as mass communication and interactive communication. In the digital age, the audience of information dissemination is not only negative absorption, but also positive feedback. Short video platform uses the big data push principle, according to the history of the audience watching preferences, directional, repeatedly to users to recommend points of interest-related, similar short video.

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Notes

Note 1. This paper is the result of a study on the ideological and political education of Panzhihua College 2023 curriculum (Project Category: General Project, PROJECT TITLE: Research on the practice of Chinese traditional culture and education -- based on the training of "Self-disciplined climbing adults", project number: 24).

Note 1. This paper is the results of research base of philosophy and social sciences in Mianyang, 2022 research project of Sichuan youth ideological and Moral Construction Research Center (Project

Category: General Project, project name: New Era “Short Video +” university students ideological and Political Education Research, project number: SCQSN2022ZC01)