

# **Research on the practicing of college students' socialism core values in the new era——Based on the analysis of 700 sample data of college students in universities of Quanzhou**

**Pingjun Zhang<sup>1</sup>, Yile Dong<sup>2</sup>, Lingjia Huang<sup>2</sup>**

<sup>1</sup>School of Law, Huaqiao University, Quanzhou, China 362021

<sup>2</sup> College of Tourism, Huaqiao University, Quanzhou, China 362021

**Keywords:** new era; college students; socialism core values; practicing

**Abstract:** Based on the data survey of 700 college students in three universities of Quanzhou, the article divides the degree of socialism values practicing of college students into five dimensions: honesty and trustworthiness, benevolence and amicability, fairness and justice, devotion to family and country, and law-abiding. The independent sample T test and one-way ANOVA and other method were used to analyze the practicing of socialism core values and the differences among characteristics of the sub-dimensional variables. The result of data analysis shows that both the practicing of college students' socialism core values in the new era and its sub-dimension mean scores are above the medium level, and there are significant differences among many factors. According to the analysis results, suggestions are as follow: The practicing of socialism core values can be guided and cultivated through many ways such as teaching in accordance with students' aptitude, the models' power, the interaction of home and school, the emphasis on campus propaganda and practice, and the expansion of communication channels.

## **1. Introduction**

General Secretary Xi Jinping pointed out that "The value orientation of the youth determines the value orientation of the whole society in the future, and the youth is in the period of forming and establishing their values. So it is very important to grasp this period for the cultivation of values [1]." In the new era, mastering the information of current practicing of college students' socialism core values, and then exploring the effective educational approaches has practical significance for cultivating qualified builders and successors for socialist.

## **2. Research objects and methods**

In this paper, 700 students from three universities in Quanzhou were conducted questionnaire survey by random sampling method. A total of 654 questionnaires were collected and 637 valid ones were obtained. The questionnaire recovery rate was 93.43%, and the effective questionnaire rate was 91%. The data is analyzed by SPSS22.0, and the practicing of the socialism core values of college students in the new era is analyzed.

## **3. The Description of Questionnaire and Applicability Analysis**

The questionnaire used in the research has two parts. The first part is the demographic variable, which contains 19 topics. The second part is "the Identification and Practice of Socialism Core Values" scale that compiled by Dr. Guo Zhaohui [2], including 44 topics that divided into parts: A and B; Part A is the socialism core values recognition scale, including 24 topics, Part B is the socialism core values practicing scale that has 20 topics; the overall Cronbach's Alpha coefficient of the questionnaire is 0.918, and the Cronbach's Alpha coefficient of "the Identification and Practice of Socialism Core Values" scale is 0.948, which is in line with statistical standards and the questionnaire has high credibility. The " Identification and Practice of Socialism Core Values " scale uses a 5-point scoring method, which is divided into five levels: "very disagreed, less disagreed,

generally agreed, more agreed, and very agreed". The scores corresponded to 1-5, and the positive counting method was used. Combined with relevant document literature, the article divides the socialism values practicing of college students into five dimensions: honesty and trustworthiness, benevolence and amicability, fairness and justice, devotion to family and country, and law-abiding.

#### 4. The Survey Content and Analysis

##### 4.1 Descriptive analysis of the overall characteristics of the practicing of college students' socialism core values

Table 1. The scores of the socialism core values of college students in the overall and sub-dimension(N=637)

name	Mean	Standard deviation	Maximum	Minimum
honesty and trustworthiness	15.01	2.77	20	5
benevolence and amicability	15.38	2.84	20	4
fair and justice	15.43	3.05	20	4
devotion to family and country	14.20	3.56	20	4
law-abiding.	14.22	2.93	20	6
socialism core values practice	74.24	12.18	100	29

According to "Table I", the college students' practicing of socialism core values in Quanzhou is generally in the upper-middle level, and the average score of the socialism core values practicing is 74.24, which is higher than the intermediate threshold of the total mean value of socialism core values (the scale adopts the five-point scoring method, and the median level threshold is 60). The scores of the socialism core values of college students in the five dimensions are higher than the middle level threshold (the middle level threshold is 12), among which the practice scores of three dimensions were better :honest and trustworthy, benevolence and amicability , fair and justice .

##### 4.2 Differences in the basic characteristics of demography of the college students' practicing socialism core values

###### 4.2.1 Differences in different professional categories

Table 2. Differences in the practice of college students' socialism core values (different professional categories) (N=637)

name	Liberal arts (N=196)		Science and engineering (N=245)		Art class (N=196)		F	P
	Average	standard deviation	Average	standard deviation	Average	standard deviation		
honesty and trustworthiness	14.33	2.52	15.54	2.99	15.04	2.58	10.77	0.00**
benevolence and amicability	14.48	2.80	15.83	2.92	15.73	2.58	14.88	0.00**
fair and justice	15.27	3.04	16.06	3.06	14.80	2.91	10.02	0.00**
devotion to family and country	13.28	3.44	14.88	3.63	14.26	3.41	11.35	0.00**
law-abiding.	13.44	2.76	14.84	3.01	14.24	2.83	12.82	0.00**
socialism core values practice	70.80	11.32	77.14	13.18	74.07	10.76	15.46	0.00**

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

According to "Table II", there is a significant difference in the statistical significance of the overall performance of the socialism core values practiced in different professional categories and the scores of each dimension. In terms of overall performance and scores of five sub-dimensions, science and engineering students are significantly higher than liberal arts and art students. The

majors of science and engineering makes their students pay more attention to practicality in daily life, while the liberal arts students and art students are more inclined to theoretical knowledge. Therefore, the socialism core values of science and engineering students are better than the other two categories's student.

#### 4.2.2 Differences in gender

Table 3. Differences in the practicing of the socialism core values of college students (different genders) (N=637)

name	male (N=292)		Female (N=345)		T	P
	Average	Standard deviation	Average	Standard deviation		
honesty and trustworthiness	15.19	2.97	14.88	2.58	1.40	0.153
benevolence and amicability	15.66	2.95	15.17	2.71	2.19	0.029*
fair and justice	15.46	3.20	15.42	2.92	0.13	0.894
devotion to family and country	14.70	3.54	13.78	3.53	3.26	0.001**
law-abiding.	14.53	3.15	13.97	2.72	2.39	0.017*
socialism core values practice	75.53	13.15	73.21	11.16	2.37	0.018*

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

According to "Table III", the overall performance of college students' socialism core values is slightly higher than that of girls, and there is a significant difference in the mean scores of the two in practicing. In the specific five dimensions, the average score of boys is slightly higher than that of girls, and there are significant differences in the three dimensions of benevolence and amicability, devotion to family and country, and law-abiding, but there are no significant differences exist in the other two dimensions: honesty and trustworthiness, fairness and justice. Because of the gender differences in the society, the male and female groups have different personalities. For example, there were studies shown that boys have higher political sensitivity and enthusiasm for participation than girls, which makes the performance of boys and girls in the practicing of socialism core values have certain differences [3], the inherent cognition of society also requires boys to pay more attention to national events and current affairs, so the performance of boys in their devotion to home and country or other aspects in relevant is better than girls.

#### 4.2.3 Differences in different ethnic groups

Table 4. Differences in the practicing of college students' socialism core values (different nationalities) (N=637)

name	han nationality (N=567)		minority (N=70)		T	P
	Average	Standard deviation	Average	Standard deviation		
honesty and trustworthiness	14.93	2.75	15.74	2.82	-2.29	0.024*
benevolence and amicability	15.29	2.82	16.24	2.82	-2.67	0.009**
fair and justice	15.41	3.02	15.69	3.26	-0.72	0.472
devotion to family and country	14.00	3.53	15.84	3.37	-4.30	0.000**
law-abiding.	14.15	2.92	14.87	2.95	-1.95	0.052*
socialism core values practice	73.77	12.06	78.39	12.24	-2.98	0.004**

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

It can be seen from “Table IV” that there are significant differences in the overall performance of the socialism core values of ethnic Han college students and minority college students as well as the three dimensions: honesty and trustworthiness, benevolence and amicability, and devotion to home and country, but the other two dimensions don’t exist significant differences; at the same time, the average scores of minority college students in overall practicing and all dimensions are higher than the average scores of ethnic Han college students. Zhang Rui pointed out that the minority college students' recognition of the socialism core values has its particularity, which requires the colleges and universities to focus on the minority students' core values such as "harmony", "patriotism" and "amicability". [4]. Therefore, it can be inferred that colleges and universities pay more attention to the education of minority students on such socialism core values as "harmony" and "patriotism". Therefore, the performance of minority college students in the socialism core values is better.

#### 4.2.4 Differences in different grades

Table 5. Differences in the practicing of the socialism core values of college students (different grades) (N=637)

	Freshman (N=200)		sophomore (N=251)		junior (N=118)		Senior (N=68)			
name	Average	Standard deviation	Average	Standard deviation	Average	standard deviation	Average	Standard deviation	F	P
honesty and trustworthiness	15.53	2.85	14.75	2.78	14.76	2.46	14.93	2.82	3.45	0.016*
benevolence and amicability	15.87	2.94	15.01	2.79	15.36	2.53	15.47	3.02	3.42	0.017*
fair and justice	16.16	2.78	14.91	3.05	14.48	2.96	15.21	3.55	6.51	0.000**
devotion to family and country	14.77	3.38	13.77	3.62	14.31	3.51	13.91	3.74	3.16	0.024*
law-abiding.	14.80	2.92	13.86	2.99	14.06	2.83	14.24	2.76	4.02	0.008**
socialism core values practice	77.12	11.83	72.30	12.30	73.97	11.22	73.75	12.83	6.06	0.000**

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

It can be seen from “Table V” that there are significant differences in the overall performance of socialism core values and the performance of each sub-dimension in college students of different grades. Specifically, freshmen have the best overall scores in terms of overall practicing and each dimension, followed by seniors who are better at honesty and trustworthiness, benevolence and amicability, fair and justice as well as law-abiding. Through Post Hoc post-test multiple comparison analysis, it is found that differences were mainly among the freshmen and sophomores, the freshmen and the juniors, and the freshmen and the seniors on the overall performance of the socialism core values practice; The dimension of honesty and trustworthiness and the law-abiding is mainly reflected in the difference between the freshmen and the sophomores, and the the freshmen and the juniors as well; The fairness and justice dimension is mainly reflected in the differences between the freshmen and sophomores as well as freshmen and seniors. So it can be seen that the freshmen’s overall practicing of socialism core values and their practicing in different dimensions are higher than other grades, and the performance of the first grade and other grades are significantly different. This is because with the grades improving, the degree of socialization of college students is also increasing, in addition to being affected by the bad social environment, the students become more "mature". While freshmen are relatively more "simple", at the same time, high schools often adopt “closed” teaching method to reduce the bad social values’ impact on students. Therefore, freshmen have a deeper understanding of socialism core values [5]. In the sophomore and junior year, the school's requirements for the ideological and political education have been reduced. Students are more adaptable to university life and have access to more variable ideas and viewpoints, so their practicing of socialism core values will be no comparable with the freshmen. In the senior year, after four years of study, college students have formed a relatively

complete and scientific value cognition and value judgment system, so that the practicing of socialism core values will be improved than the second and the third year.

#### 4.3 Differences in the academic achievement of the college students' practicing socialism core values

Table 6. Differences in the practicing of the socialism core values of college students (different academic achievements)N=637)

	Top25% (N=297)		Top26%-50% (N=208)		Top50-75 (N=106)		After 25% (N=26)			
name	Average	Standard deviation	Average	Standard deviation	Average	standard deviation	Average	Standard deviation	F	P
honesty and trustworthiness	15.09	2.85	15.10	2.48	14.94	3.00	13.96	2.90	1.42	0.236
benevolence and amicability	15.47	2.97	15.55	2.59	15.05	2.89	14.69	2.94	1.33	0.263
fair and justice	15.68	3.10	15.43	2.92	15.24	2.95	13.58	3.55	4.08	0.007**
devotion to family and country	14.51	3.64	14.17	3.48	13.52	3.61	13.73	2.74	2.19	0.089*
law-abiding.	14.33	2.90	14.36	2.81	14.11	3.14	12.58	3.09	3.09	0.027**
socialism core values practice	75.08	12.49	74.62	11.36	72.86	12.54	68.54	11.56	2.92	0.033**

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

It can be seen from “Table VI” that there are significant differences in the overall performance of the socialism core values practicing and the two sub-dimensions of “fair and justice” and “law-abiding.” in different academic achievement types. There are no significant differences exist in other dimensions. Specifically, the top 25% of the scores and the top 26%-50% of the students' overall performance scores in the socialism core values are higher than those in the top 50%-75% and the last 25%. Through Post Hoc post-test multiple comparison analysis, it is found that the difference in the practicing of socialism core values is mainly due to the difference between the second 25% of students and the other three types of students. According to the course of learning, the learners often experience the process of “cognitive-emotion-behavior”. Students with good academic performance will study the various courses arranged by schools and be good at putting the theoretical knowledge they have learned into practice. So the top ranking students will perform better in the practicing of socialism core values.

#### 4.4 Differences in the channels of information acquisition of college students' practicing socialism core values

##### 4.4.1 Differences in students' belief that“the school values ideological and political education”

Table 7. Difference in whether the university attaches importance to the education of college students' ideology and politics in different practices

	Yes (N=589)		No (N=48)			
Name	Average	Standard deviation	Average	Standard deviation	T	P
honesty and trustworthiness	15.07	2.77	14.35	2.77	1.72	0.085
benevolence and amicability	15.45	2.81	14.69	3.00	1.79	0.073
fair and justice	15.50	3.03	14.58	3.17	1.94	0.058
devotion to family and country	14.29	3.54	13.00	3.58	2.40	0.020*
law-abiding.	14.31	2.87	13.19	3.41	2.21	0.032*
socialism core values practice	76.62	12.08	69.81	12.27	2.61	0.012*

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

It can be seen from “Table VII “ that in the factors that students think “the school attaches importance to ideological and political education”, the scores of the socialism core values of college students are significantly different in the overall and the two dimensions “devotion to home and country ” and “law-abiding.”. At the same time, the students who agree that school attaches importance to the ideological and political education get significantly higher scores in overall and all dimensions than those who don’t agree. It can be seen that the emphasis on college students' ideological and political education is beneficial for students to directly acquire knowledge about the core values of socialism, thereby enhancing their sense of identity with the core values of socialism, and directly affecting their practice.

#### 4.4.2 Differences in whether students like to watch political news TV programs

Table 8. Differences in whether you like to watch the TV programs about political news

Name	YES (N=340)		NO (N=297)		T	P
	Average	Standard deviation	Average	Standard deviation		
honesty and trustworthiness	15.45	2.60	14.52	2.87	4.28	0.000**
benevolence and amicability	15.93	2.67	14.78	2.90	5.16	0.000**
fair and justice	15.95	2.81	14.84	3.20	4.59	0.000**
devotion to family and country	15.06	3.41	13.21	3.47	6.79	0.000**
law-abiding.	14.94	2.89	13.42	2.78	6.74	0.000**
socialism core values practice	73.33	11.47	70.78	12.00	7.02	0.000**

Note: \*represents  $P < 0.05$ , \*\* represents  $P < 0.01$ .

It can be seen from “Table VIII” that in the factors of whether students like to watch TV programs about political news, the scores of college students' socialism core values practicing have significant differences both in the overall and sub-dimensions. At the same time, college students who like to watch TV programs about political news have higher average scores in overall and all dimensions than those who don’t. It can be seen that TV programs about political news are an effective channel for information acquirement, which can help students acquire relevant knowledge of socialism core values, thereby enhancing the practicing of their socialism core values.

## 5. Conclusion and suggestions

### 5.1 Conclusion

According to the statistics of sampling data, the overall practicing of socialism core values of college students in Quanzhou and their average scores in all dimensions are all at the upper-middle level. The analysis of the data shows that: ①The overall and sub-dimension of the socialism core values of college students have significant differences in different professional categories and different grades; gender, ethnicity and other differences also have an impact on the practicing of each dimension. 2). Students' academic performance has a corresponding influence on the practicing of college students' socialism core values. ③Students' access to information about values (school propaganda, TV programs, and networks) has a corresponding influence on the practicing of college students' socialism core values.

### 5.2 Suggestion

Based on the analysis results, the following suggestions are proposed to improve the practicing of college students' socialism core values:

- 1) Emphasis on the differences in the practicing of socialism core values and the teaching of

students in accordance with their aptitude. The survey results show that there are significant differences among college students in terms of majors, gender, ethnicity, grade, and achievement. In carrying out ideological and political education work, we must pay attention to teaching students in accordance with their aptitude, educating them on socialism core values according to their individual characteristics, and guide them to practicing socialism core values through different means. At the same time, we must pay special attention to the guidance of female students, ethnic Han students, sophomores and other groups of students to practice socialism core values.

2) Pay attention to the performance and leading role of college students. The survey results show that school performance factors such as academic performance will have an impact on the practicing of college students' socialism core values. In the process of education and practicing of socialism core values, we must pay attention to the pioneering role of outstanding students, encourage and publicize the behavior of outstanding students to practice socialism core values, and thus drive more students to participate.

3) Pay attention to the propaganda and atmosphere of the socialism core values on campus. First, schools should carry out reforms and innovations in ideological and political education courses, and set up a variety of courses to attract students to learn and practice the core values of socialism. Secondly, combining the construction of socialism core values with the daily activities of the campus, carrying out a number of cultural activities related to values in the campus, spreading the socialism core values subtly in the daily learning and entertainment, and internalizing the values into college students. To normality the consciousness, thereby increasing the practicing of values.

4) Emphasis on information channels such as television and internet to expand the channels of communication acquirement for ideological and political education. The survey shows that students who watch news programs and browse online news perform better in the practicing of socialism core values. Therefore, schools should establish a three-dimensional, multi-channel platform for educating and spreading of network information, combining the educational behavior of socialism core values with the network interactive platforms that college students like to see, such as Weibo and WeChat, to create easy-to-reach and entertaining works for propaganda, expanding the publicity and influence of socialism core values, and thus promote the students' practicing of socialism core values.

## Acknowledgement

\*This paper is the research result of " Research on the Psychological Internalization Mechanism of the Socialism Core Values Education " (project no. 2017D05), and is also a general project of the Research Center for Theoretical System of Socialism With Chinese Characteristics in Fujian province.

## References

- [1] Xi Jinping:《Youth should consciously practice socialism core values》,《People daily news》, May 5, 2014.
- [2] Guo Zhaohui. Research on the Cultivation and Practice of College Students' Socialism Core Values[D].Xuzhou, China University of Mining and Technology PhD thesis,2015,(10)
- [3] Zhu Hailong. An Empirical Study on the Values of Minority College Students in Universities of Xinjiang [J]Ningxia Social Sciences,2016(04):242-248.
- [4] Zhang Rui. An Analysis of the Identity Path of Minority College Students' Socialism Core Values[J].Journal of Xinjiang Normal University (Philosophy and Social Sciences Edition),2015,36(03):109-113.
- [5] Guo Zhaohui. An Empirical Study on the Identity of Contemporary College Students' Socialism Core Values[J].Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition),2014,35(09):210-215.