

## **RESEARCH ON THE INFLUENCE OF INTERNET POPULAR WORDS ON THE VALUES OF CONTEMPORARY COLLEGE STUDENTS AND COUNTERMEASURES**

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### **ABSTRACT**

Living together in a diversified society is one of the biggest challenges facing the world today; cultivating college students with high intercultural literacy plays an important role in national construction. As an active factor in language and a typical carrier of culture, Internet buzzwords are the most intuitive embodiment of cultural influence in network communication, providing a good breeding ground for the spread of culture. In this thesis, "栓Q", "PUA" and "involution" as examples to explore the correlation between Internet buzzwords and the cultivation of values of contemporary college students, to understand the current situation of the use of Internet buzzwords by college students, and to put forward some suggestions for the development of Internet buzzwords among college students. The study explores the correlation between Internet buzzwords and the cultivation of contemporary college students' values, and provides an in-depth understanding of the current situation of college students' use of Internet buzzwords.

**Keywords:** Internet buzzwords, college students, values, countermeasure research

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### **1. Introduction**

The report of the twentieth CPC National Congress points out that it is necessary to use socialist core values to shape the soul and educate people, to improve the ideological and political work system, to promote the integration of ideological and political education in primary and secondary schools, and to "comprehensively carry out the CPC's education policy, implement the fundamental task of establishing a moral character and cultivating socialist builders and

successors who are all-rounded in morality, intelligence, physical fitness, aesthetics and labor".

As an active factor in language and a typical carrier of culture, Internet buzzwords are the most intuitive embodiment of cultural influence in network communication, providing a good breeding ground for the spread of culture. With the popularization of the Internet and the convenience of information exchange, Internet buzzwords have become an indispensable part of people's life. They are popular among the public for their unique expressions and rich connotations, and have gradually become a common language in people's communication. In today's society, cultural diversity is getting more and more attention, and college students, as the backbone of the future construction of the country, have put forward higher and higher requirements on their ability to analyze cultural connotations. As a refraction of culture, Internet buzzwords can not only reflect the hotspots and trends of the current society, but also become a window for college students to understand current affairs and social phenomena. Through the dissemination of Internet buzzwords, college students can have a more comprehensive understanding of the differences and connotations between different cultures and improve their cross-cultural literacy.

In this era of information explosion, Internet buzzwords, as a special form of language, can rapidly convey information and emotions, greatly influencing the way of thinking and values of college students. On the one hand, the use of some Internet buzzwords may have a negative impact on the language expression of college students, making them pursue form but neglect content, and reduce the seriousness and sense of ceremony of language; at the same time, the cultural connotations and value orientations embedded in Internet buzzwords are a mixture of good and bad, and the values conveyed by some Internet buzzwords may be one-sided and superficial, which may lead to the subversion or distortion of college students' values, and college students need some discernment ability. Some Internet buzzwords may be one-sided and superficial, leading to the subversion or distortion of college students' values. On the other hand, the sources of Internet buzzwords have diverse cultural backgrounds, and the impact of multiculturalism can help the young generation to broaden their horizons and enhance their ability of dialectical thinking and independent judgment. As an active factor in language and a typical carrier of culture, Internet buzzwords have influenced the values of college students. Among the Internet buzzwords that can be found everywhere, college students should learn to recognize the appropriate occasions to use them, so as to avoid neglecting the deeper values in the face of superficial popularity. At the same time, university campuses need to strengthen the cultivation of students' ability to analyze culture and guide them to actively participate in the shaping of values, so as to build a more harmonious and culturally diverse society.

After screening, this study takes hot words such as "栓Q", "PUA", and "involution" as examples,

and explores the correlation between Internet buzzwords and the cultivation of values of contemporary college students through questionnaires and interviews, aiming to deeply understand the current situation of college students' use of Internet buzzwords and put forward new ideas on value shaping. Through questionnaire survey and interviews, the study explores the correlation between Internet buzzwords and the cultivation of values among contemporary college students, aiming at understanding the current situation of Internet buzzwords used by college students and proposing a new way of shaping their values.

## **2. Literature review**

Lin Feng in "Research on the Presentation of Values in the Flux of Youth Internet Buzzwords" (2017) proposes that buzzwords generally refer to the words that people have concentrated on over a period of time, or some new words and phrases created by young people. Sun Yuwei in *Network Buzzwords and Youth Values Cultivation* (2019) points out that network buzzwords refer to words or language symbols that are popularly used on the Internet, usually produced together with hot topics in society, and are widely used in youth-oriented groups. Internet topics are not only social phenomena, but also cultural phenomena.

### ***2.1 Analysis of the current status of research in the country***

In recent years, the research and discussion in the academic world about the influence of Internet buzzwords on the values of college students has taken a rich form. Scholars mainly focus on the construction of school ideology and politics courses, the characteristics of youth values, and the cultivation of socialist core values. Bi Liang (2018) innovates the path of ideological and political education for college students by combing the habits of using network buzzwords and attitudinal concepts of school college students with the report of the 19th Party Congress; Lin Feng (2017) analyzes the values in the network buzzwords with the vein of time, and finds that the change and turnover of values provide a direction for the cultivation of socialist core values for youth. Gu Yunfeng (2018) analyzes the relevant related features of network buzzwords by analyzing them and gives a specific account of their positive and negative impacts on youth.

### ***2.2 Analysis of the current status of foreign research***

Jones (2016) compared the vocabulary of Gwent English in 1970s and 2013 through a questionnaire survey of youths to determine whether by internet buzzwords enter into daily language and influence values. Peter Silverman (2012) focused on the negative impact of internet buzzwords on youths in writing ability, emphasized the values on the formation of good habits and then proposed the importance of good habits on writing. Peter Silverman (2012) focuses on the negative impact of Internet buzzwords on the writing ability of youth, emphasizes the importance of values on the formation of good habits, and then puts forward the importance of

good habits on writing. Dandan D (2021) analyzes the development trend and characteristics of Internet buzzwords through a questionnaire survey and explores the psychological mechanism of the use of Internet buzzwords by young people in era Z.

### **3. The Impact of Internet Popular Words on the Values of Contemporary College Students and Countermeasures Research Significance**

#### ***3.1 Theoretical implications***

This dissertation takes typical Internet buzzwords such as "栓Q", "PUA" and "involution" as examples, and combines them with the goal of the 20th Party Congress of casting souls and educating people with socialist core values to find the organic unity between Internet buzzwords and the cultivation of college students' values. Combined with the goal of the 20th Party Congress to cultivate the souls of people through socialist core values, we are looking for the organic unification of network buzzwords and the cultivation of college students' values, and expanding new directions and new ideas for the research of both. We will further explore and study the cultural connotation and value orientation of Internet buzzwords for college students, understand the current situation of the influence of complicated Internet buzzwords on college students' values and their obstacles, and clarify the importance of college students' ability to analyze Internet buzzwords, so as to put forward new ideas for shaping college students' values.

#### ***3.2 Practical implications***

Based on the perspective of Internet buzzwords, this study adopts research methods such as literature research, questionnaire survey method and structured interview method, aiming to analyze the influence of foreign Internet buzzwords on the values of college students, and conclude how Internet buzzwords influence the values of college students; explore the development path and correct direction of college students' values, and formulate corresponding countermeasures, so as to help them set up correct values. In addition, this study explores how to guide contemporary college students to rationally identify Internet buzzwords and give full play to the positive effects of the cultural connotations in Internet buzzwords, so as to positively guide college students' thoughts, provide them with useful guidance, and help them better adapt to the needs of social development.

### **4. Findings and analysis**

In order to have a deeper understanding of the influence of Internet buzzwords on college students' values, this study takes students of Zhejiang University of Finance and Economics Dongfang College as the target, and carries out a questionnaire research in terms of the background of the origin of Internet buzzwords, the degree of their use and their influence on

college students' values. This study takes the students of Oriental College of Zhejiang University of Finance and Economics as the target, and takes "栓Q", "PUA" and "involution" and other network buzzwords as examples, and carries out the questionnaire research from the direction of the background of the source of network buzzwords, the degree of use and the influence on the values of college students. A total of 491 questionnaires were distributed, 476 questionnaires were recovered, and 445 questionnaires were valid.

#### **4.1 College students' exposure to Internet buzzwords**

This study analyzes the sensitivity of contemporary college students to Internet buzzwords through three questions: "At what stage do you usually start to use a certain Internet buzzword", "Do you know the meaning of the following Internet buzzwords", "Do you know the origin of the following Internet buzzwords?" are three questions to analyze the sensitivity of contemporary college students to network buzzwords. As can be seen from the data in Table 1, the vast majority of college students said they understood the meaning of the three randomly sampled Internet buzzwords. As can be seen from the data in Table 2, the percentage of college students who understand the provenance of the sampled network buzzwords is around 70%, compared with the percentage of college students who understand the meanings of the network buzzwords has declined, indicating that contemporary college students are more inclined to the perception of the network buzzwords is more inclined to the actual use, rather than its source. According to the data in Table 3, more than 70% of the college students use the Internet buzzwords at the stage when they first became popular, which shows that college students are more sensitive to the Internet buzzwords.

**Table 1. Knowledge of the meaning of Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. 栓Q	380	85.39%
B. PUA	385	86.52%
C. involution	369	82.92%
Number of valid entries for this question	445	

**Table 2 Knowledge of the origin of Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. 栓Q	325	73.03%
B. PUA	287	64.49%
C. involution	321	72.13%
Number of valid entries for this question	445	

**Table 3 Stages of using Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. When the word first appeared	39	8.76%
B. When the term first became popular	328	73.71%
C. When the word is used by fewer and fewer people	37	8.31%
Number of valid entries for this question	445	

In the questionnaire, this study counts the ways contemporary college students understand Internet buzzwords and the concentration of Internet buzzwords in the social media they are in, and the detailed data are shown in Table 4 Table 5.

Table 4 shows that the proportion of five channels reaches 50% and above, indicating that college students have richer ways of acquiring Internet buzzwords, and the proportion of those who know Internet buzzwords through people around them reaches 70%, so it can be seen that spreading through acquaintances is one of the main ways for Internet buzzwords to develop. As shown in Table 5, more than 40% of the college students have Internet buzzwords in their social media every day, and even nearly 20% of the college students have Internet buzzwords every

time they open the social media, which shows that Internet buzzwords are flooded in the social media.

**Table 4 Channels for understanding Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. surroundings	315	70.79%
B. Micro-blog	245	55.06%
C. bilibili	273	61.35%
D. short video	305	68.54%
E. Little Red Book (social networking website)	229	51.46%
F. WeChat	146	32.81%
G. (sth. or sb) else	13	2.92%
Number of valid entries for this question	445	

**Table 5 Concentration of Internet buzzwords in social media**

options (as in computer software settings)	Subtotal	proportions
A. Every time there's a buzzword.	85	19.1%
B. Internet buzzwords appear every day	196	44.04%
C. Internet buzzwords appear every two to three days	153	34.38%
D. Hardly ever.	11	2.47%
Number of valid entries for this question	445	

This group of statistics on the frequency of college students using network buzzwords on social

media, according to the data in Table 6, more than half of the college students use network buzzwords on social media within three days, of which the proportion of those who take two to three days mainly reaches more than 40%. This reflects the high frequency of college students' use of Internet buzzwords.

**Table 6 Frequency of Internet buzzwords used by college students on social media**

options (as in computer software settings)	Subtotal	proportions
A. everyday	83	18.65%
B. Two to three days.	181	40.67%
C. less than a week	69	15.51%
D. More than one week	112	25.17%
Number of valid entries for this question	445	

In the questionnaire, this group investigates the question of how often college students use Internet buzzwords in real life. The data from Table 7 shows that nearly half of the college students will use Internet buzzwords in real life every two to three days, while more than 20% of the college students will use Internet buzzwords every day, so it can be seen that Internet buzzwords have penetrated into the daily life of college students from the Internet.

**Table 7 Frequency of Internet buzzwords used by college students in real life**

options (as in computer software settings)	Subtotal	proportions
A. everyday	115	25.84%
B. Two to three days.	217	48.76%
C. less than a week	82	18.43%
D. More than one week	31	6.97%
Number of valid entries for this question	445	



**4.2 Cultivation of values in university students**

In the questionnaire, this study measured the attitudes of college students towards the use of Internet buzzwords by means of the following nine questions: "If college students use Internet buzzwords, what are the reasons for their use?"

Regarding the demands of college students in using Internet buzzwords, the results in Table 8 show that the number of choices for the factor of funny and interesting, creating a relaxing environment is the highest, and the number of choices for the other factors is basically the same. Because college students are in a collective environment, the use of Internet buzzwords can help them communicate with others and create a more favorable and harmonious atmosphere.

**Table 8 Appeals of college students' use of Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. Funny and interesting, creating a relaxing environment	244	54.83%
B. Express your attitude and release the psychological pressure	111	24.94%
C. Improve efficiency and simplicity	68	15.28%
D. Usually not used	7	1.57%
E. (sth. or sb) else	15	
Number of valid entries for this question	445	

In order to understand the reasons for college students' refusal to use a certain Internet buzzword, the data from Table 9 shows that 45% of college students refused to use a certain Internet buzzword because it was too vulgar, and more than 30% of college students thought that the content of the Internet buzzword was not too positive, so it can be seen that college students have a very clear sense of right and wrong, and they pursue the vocabulary with relatively positive

content.

**Table 9 Reasons for college students' refusal to use a particular Internet buzzword**

options (as in computer software settings)	Subtotal	proportions
A. Thinks the word is vulgar	203	45.62%
B. The word is used too often by those around you	94	21.12%
C. The word contains less positive	148	33.26%
Number of valid entries for this question	445	

The group started with the question "How often do college students use Internet buzzwords and how often do they use a disliked Internet buzzword when they are influenced by others".

According to the data in Table 10, it can be seen that more than half of the college students will not change their frequency of using Internet buzzwords due to the influence of others. And the number of those who increase the use of Internet buzzwords and those who decrease the use of Internet buzzwords each account for half of the remaining number.

**Table 10 Frequency of using Internet buzzwords by college students influenced by others**

options (as in computer software settings)	Subtotal	proportions
A. minimize	112	25.17%
B. (math.) invariant	226	50.79%
C. grow	107	24.04%
Number of valid entries for this question	445	

From the data in Table 11, it can be seen that half and more of the college students will change the frequency of use of a disliked Internet buzzword under the influence of others. Among those who change the frequency of use, half of them are divided into whether the emotional attitude

towards changing Internet buzzwords changes or not, with slightly more of them changing their attitudes.

**Table 11 Frequency of use of a disliked Internet buzzword by college students influenced by others**

options (as in computer software settings)	Subtotal	proportions
A. Yes, but I still hate the word.	119	26.74%
B. I will, and I'm coming to accept the word.	128	28.76%
C. will not (act, happen etc)	198	44.49%
Number of valid entries for this question	445	

The survey was conducted in the areas of "the situation of college students' change of opinion on Internet buzzwords, their views and reasons".

The data in Table 12 show that nearly 60% of college students will change their minds about their disliked Internet buzzwords only when the meanings of the buzzwords themselves have changed, which indicates that college students' affective attitudes toward Internet buzzwords are closely related to the meanings of the Internet buzzwords themselves. Another one-fourth of the college students believe that the influence of people around them is the most important condition for them to change their mind about the Internet buzzwords they dislike.

**Table 12 The most important cases of college students' change of opinion on less favorite Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. Everyone around us is using it.	103	23.15%
B. Changes in the meaning of buzzwords themselves	251	56.40%
C. Other	91	20.35%
Number of valid entries for this question	445	

Table 13 shows that most college students believe that Internet buzzwords have a short life span and will be constantly renewed, and some of them will become daily phrases, and some of them will even become official phrases. About 10% of college students are very optimistic about the integration of Internet buzzwords with daily and social terms.

**Table 13 College Students' Relationship and Perceptions of Internet Buzzwords and Everyday Language**

options (as in computer software settings)	Subtotal	proportions
A. It's all going out of style. It's not going to be official.	92	20.67%
B. Continuously updated, some of which will become official terms	312	70.11%
C. It will be gradually integrated into formal language and everyday life.	41	9.21%
Number of valid entries for this question	445	

The data in Table 14 shows that about 79% of college students think that Internet buzzwords are funny and interesting, and can create a relaxing environment. More than half of the college students said that using Internet buzzwords can express their own attitudes and release psychological pressure.

**Table 14 Reasons why college students choose to use Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. Funny and interesting, creating a relaxing environment	351	78.88%
B. Express your attitude and release the psychological pressure	248	55.73%
C. Improve efficiency and simplicity	67	15.01%
D. (sth. or sb) else	5	1.12%
E. Usually not used	7	1.57%

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Number of valid entries for this question	445
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According to the data in Table 15, 64% of college students believe that Internet buzzwords will initially affect the behavior of young people, while another 20% of college students believe that Internet buzzwords only affect their views on things, 8% of college students believe that Internet buzzwords do not affect their own values, and only 4% of college students believe that Internet buzzwords will directly affect the value orientation. Therefore, the college student group strongly agrees that Internet buzzwords will have an impact on the values of the youth group.

**Table 15 College students' perceptions of the impact of Internet buzzwords on the formation of their own group values**

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options (as in computer software settings)	Subtotal	proportions
A. It only affects the way things are perceived.	106	23.82%
B. Initial influence on demeanor	283	63.60%
C. Direct impact on value orientation	19	4.27%
D. not affect	37	8.31%
Number of valid entries for this question	445	

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The group researched the impact of frequent use of Internet buzzwords on teenagers, as shown in Table 16, in the impact of Internet buzzwords on teenagers, nearly 60% of college students believe that frequent use of Internet buzzwords can help teenagers release their emotions in a certain way, enrich their linguistic expressions, and enliven the atmosphere to enhance their feelings. Meanwhile, in the negative impact, college students believe that Internet buzzwords can

reduce the ability to express themselves in writing and cause communication problems, and the superficialization and labeling of time by Internet buzzwords affects the way of thinking of adolescents.

**Table 16 Impact of Frequent Use of Internet Buzzwords on Youth Groups**

options (as in computer software settings)	Subtotal	proportions
A. It helps to release emotions to a certain extent	289	64.94%
B. Enrichment of language expression	277	62.25%
C. Enlivening the atmosphere and promoting emotions	295	66.29%
D. Is personalized and can increase adolescents' voice	203	45.62%
E. Reduced ability to express themselves in writing	178	40%
F. Communication difficulties	121	27.19%
F. Feeling pressured to keep up with the times.	102	22.92%
G. Internet buzzwords are superficial to time, and labeling influences the way teens think	146	32.81%
I. Other	47	10.56%
Number of valid entries for this question	445	

**4.3 College students' attitudes toward the Internet buzzwords selected for the study**

For the understanding of contemporary college students about the meaning and origin of the current Internet buzzwords, this group selected Bolt Q and PUA in the results of the "Top Ten Internet Buzzwords" in 2022 sponsored by Language and Literature Weekly, and the "Hot Word

of the Year" in 2021 sponsored by New Evening Post as examples. "For example, the vast majority of college students understand their meanings, and more than 60% of college students understand their origins. The results of the survey are shown in Table 17 and Table 18.

**Table 17 Percentage of contemporary college students who know the meaning of the following Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. Bolt Q	379	85.17%
B. PUA	385	86.52%
C. involute	362	81.35%
Number of valid entries for this question	445	

**Table 18 Percentage of contemporary college students who know the origin of the following Internet buzzwords**

options (as in computer software settings)	Subtotal	proportions
A. Bolt Q	305	68.54%
B. PUA	269	60.45%
C. involute	281	63.15%
Number of valid entries for this question	445	

Faced with the question of whether the emergence of Internet buzzwords will cause contemporary college students to pay more attention to the corresponding events, this group continues to investigate with three screening words as an example. From the data in Table 19, Table 20 and Table 21, more than half of the college students said yes.

**Table 19 Whether more attention was paid to speechlessness after the emergence of the "栓Q"**

options (as in computer software settings)	Subtotal	proportions
A. be sure to	219	49.21%
B. will not (act, happen etc)	201	45.17%
C. Don't know the word.	25	5.61%
Number of valid entries for this question	445	

**Table 20 When the term involution emerged, college students' feelings about involuntional behaviors around them were**

options (as in computer software settings)	Subtotal	proportions
A. There's nothing special about it.	152	34.16%
B. Feeling that you can promote your own efforts and bring motivation	142	31.91%
C. Feeling more pressure on myself	144	32.36%
D. I don't understand the term involution.	7	1.57%
Number of valid entries for this question	445	



**Table 21 Whether more attention is paid to PUA behaviors around them after the term PUA has emerged**

options (as in computer software settings)	Subtotal	proportions
A. It has been noted that	236	53.03%
B. Didn't notice.	196	44.04%
C. Don't know the word.	13	2.92%
Number of valid entries for this question	445	

Regarding the impact of Internet buzzwords on adolescents' physical and mental development, the group continues to start with the three selected Internet buzzwords; as shown in Tables 22, 23 and 24, more than half of the college students believe that Internet buzzwords will have an impact on adolescents' physical and mental development.

**Table 22 Effects of 栓Q on adolescents' physical and mental development**

options (as in computer software settings)	Subtotal	proportions
A. have a positive impact	76	17.08%
B. More positive impacts	94	21.12%
C. More negative impacts	77	17.30%
D. inconclusive	198	44.94%
Number of valid entries for this question	445	

**Table 23 Trends in the influence of "involution" on the values of adolescents and young people**

options (as in computer software settings)	Subtotal	proportions
A. have a positive impact	131	29.44%

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B. More positive impacts	147	33.03%
C. There are more negative impacts	112	25.17%
D. inconclusive	55	12.36%
Number of valid entries for this question	445	

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**Table 24 Impact of PUA on adolescents' physical and mental development**

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options (as in computer software settings)	Subtotal	proportions
A. have a positive impact	56	12.58%
B. More positive impacts	85	19.1%
C. More negative impacts	243	54.61%
D. inconclusive	61	13.71%
Number of valid entries for this question	445	

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### **5. Value cultivation paths**

Taking into account the above surveys, this study draws preliminary conclusions about the influence of Internet buzzwords on the values of contemporary college students: 1. Internet buzzwords have entered the daily life of college students from social media, and the scope of their use has been enlarged. 2. Internet buzzwords are active factors of linguistic communication, and they have certain value connotations of their own, which contribute to the dissemination of culture. 3. The value connotations of Internet buzzwords have a certain influence on a considerable percentage of college students. 4. The value connotation of Internet buzzwords has a certain influence on a considerable proportion of college students. 4. The cultural connotation and value orientation of Internet buzzwords are mixed, and college students need to have certain ability to recognize them. 5.

For the value shaping of college students, we should find a new direction in the use and dissemination of Internet buzzwords. The society, colleges and universities and personal consciousness should be trinity and highly unified. On the social side, we should promote the

construction of network security and create a good network environment; colleges and universities should give full play to their own direct education advantages on college students' values, vigorously carry out the construction of the ideological classroom, and strengthen the integration of ideological and political education with other courses; college students themselves need to enhance their sensitivity and ability to distinguish the cultural connotations of Internet buzzwords, to recognize their value orientation, and to adhere to the cultural self-confidence.

### ***5.1 Universities: enhancing pedagogical innovation and integrating teaching and practice***

Colleges and universities are the main social and educational environments for college students, and college students spend most of their lives in colleges and universities, so colleges and universities play an important role in the cultivation of college students' values. The life stage of adolescents is a critical period for their maturity, and it is crucial to provide them with careful guidance and cultivation. In order to develop core values and good habits, they need to be consistently cultivated from shallow to deep and from near to far, and gradually internalize them into a daily code of conduct. This goal cannot be achieved overnight, but requires unremitting efforts and patience over a long period of time.

When shaping the values of college students, college teachers need to find the right educational carrier - college students, fully adapt to the qualities of college students in different periods, and constantly innovate educational methods to make the socialist core values take root in the campus. At the same time, it is necessary to increase the research on the cognitive law and acceptance characteristics of students, and play the role of student subjectivity. As a common language of human communication, Internet buzzwords bear high social attributes in college students' lives, and they are very easy to be contacted by college teachers, which is a powerful bridge to open up the communication between college teachers and students. In classroom teaching practice, college teachers can, according to the characteristics of this course, appropriately combine the relevant Internet buzzwords in the example demonstration, which can enrich the classroom content, enliven the classroom atmosphere, promote students' understanding and absorption, and at the same time guide students to identify the value of Internet buzzwords.

The use and dissemination of Internet buzzwords should be used as a new direction for the value shaping of college students. First of all, in the network culture education of college students, college students should be guided to enhance cultural self-awareness and cultural self-confidence, constantly broaden their cultural horizons, pay attention to and study traditional culture and classical education, and improve their cultural taste and cultural cultivation. Strengthen the standardization and guidance of network culture, and promote the positive, healthy and good culture in the network. On this basis, college students are guided to discern the

scenes and scope of the use of Internet buzzwords, for example, they should avoid excessive use of superficial buzzwords in highly formal occasions or when important issues are involved. They should enhance their understanding and mastery of cultural connotations, and participate in building and maintaining a good network culture in a healthy and orderly manner. Colleges and universities can also build volunteer service activities and social practice activities on topics related to Internet buzzwords to promote broad participation by students.

### ***5.2 Society: Strengthening public opinion and publicizing to create a good network environment***

In order to create a favourable environment for the cultivation of values, it is necessary to reduce the emergence of cybersecurity problems such as rumours, fraud and violence on the Internet, to improve media literacy, to purify cyberspace, to advocate that young people use the Internet scientifically, in accordance with the law, in a civilized and rational manner, and to enhance the awareness of the bottom-line boundaries and cultivate a civilized cyberliteracy. Firstly, it is necessary to establish special laws and regulations for the behavior of Internet users, and implement fair, scientific and effective punitive measures to regulate the behavior of Internet users, so as to make Internet behavior more standardized and legal, and contribute to the construction of a clear cyberspace. Secondly, it is necessary to make full use of the power of emerging and mainstream media to penetrate into the lives of contemporary college students, strengthen the dissemination of socialist ideology with Chinese characteristics in a more convenient and economical way, promote the great founding spirit of the CPC and the core socialist values, and expand the lasting educational influence of patriotism, collectivism and socialism, so as to create a favorable ideological environment. Finally, it is necessary to strengthen the regulation of cyberspace in a comprehensive manner, so as to make it more pure and unblemished.

### ***5.3 University students: strengthening awareness building and enhancing critical thinking skills***

At present, there are still inappropriate remarks, vulgar spoofs and other undesirable contents in Internet buzzwords, which will undoubtedly have a negative impact on the thoughts and values of college students. Therefore, college students should enhance their sensitivity and ability to distinguish the connotations of Internet buzzwords through conscious study and practice, recognize their value orientation, and judge whether they are in line with socialist core values. In order to promote the shaping of good values among college students, under the conditions of the new era, college students must firmly establish cultural self-confidence, actively inherit and carry forward the excellent traditional Chinese culture, and at the same time, need to absorb the fruits of foreign civilization on the basis of in-depth selective integration, in order to continuously

promote the vigorous development of socialist cultural cause. At the same time, we should practice socialist core values, establish correct values and attitudes towards life, and better adapt to the needs of society and life.

## **6. Shortcomings of the study**

Through this study on the influence of Internet buzzwords on contemporary college students and countermeasures, we summarize the influence factors of Internet buzzwords on contemporary college students, and at the same time, combine with the development trend of today's Internet buzzwords, we try to explore the cultivation path of contemporary college students' values, help college students to understand Internet buzzwords rationally, enrich and expand college students' knowledge, analyze the cultural connotations they contain, and help college students to set up the correct values. However, there are still some deficiencies in the research process. However, there are still some deficiencies in the research process, as follows:

### ***6.1 Low sample size and limited target audience for the survey***

The survey was conducted in the form of a questionnaire, according to the questionnaire issued, a total of 476 questionnaires were returned, of which 445 were valid questionnaires. As the members of this group are all college students, the lack of extracurricular time and energy, which leads to the issuance of questionnaires in a narrow range, geographically more concentrated, the sample size is insufficient, the majority of the survey audience for the Oriental College of Zhejiang University of Finance and Economics student groups, the sample object is too concentrated. The loss of a large number of sample data support, resulting in the results of the survey is relatively low in generality, the results of the analysis is relatively limited, and can not reflect the whole group of contemporary college students on the overall view of Internet buzzwords, and contemporary college students to cultivate the values of the path of some of the recommendations and feedback.

### ***6.2 Design of research topics***

Due to the relatively few studies in this direction at home and abroad, when designing the questionnaire, there are few samples available for reference; and because the group has never been involved in this direction of research before this project, the relevant reserve knowledge is small, and all the knowledge is learned during the study, and the depth and breadth are insufficient. This leads to the design of the questionnaire, the question set and the actual data deduction and analysis has a certain distance, can not directly draw conclusions, need to be a certain pre-processing of data processing. At the same time, some of the questions in the questionnaire also have the problems of being relatively not close to the theme and the options are vague, which have a certain impact on the acquisition and analysis of data.

### ***6.3 Small time span makes follow-up difficult***

Due to the characteristics of values, it is usually necessary to carry out the research on values over a long period of time, and to find out the influence of values on people by following up on the respondents and comparing the results before and after the research. While the research period of this study is one year, the time span is short, so it is not possible to carry out follow-up surveys, and it is difficult to reflect the influence of Internet buzzwords on college students' values. It is impossible to find out clearly the extent of the influence of Internet buzzwords on college students at this time on their values afterwards.

## **7. Conclusion**

Through this research, this group learns the actual situation of the influence of Internet buzzwords on the values of contemporary college students, and integrates the problems in society, colleges and universities and personal consciousness, and discovers the main points of the influence of the three on college students' values, so that we can find the handholds when facing the same kind of problems in the future, and can make better adjustments accordingly. At the same time, the group puts forward the corresponding development strategies for the cultivation of contemporary college students' values, and also promotes and innovates the theoretical research in this direction to help society, colleges and universities and individuals to find new methods and strategies for the cultivation of values.

The influence of network buzzwords on college students' values is a continuous process, which needs to be based on the characteristics of the influence of network buzzwords on contemporary college students and the targeted formulation of strategies. Only by grasping the combination point of the two and promoting the virtuous circle between them can we go farther and farther.

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