

**Proceedings of
The Academic Forum on Research
into Social Mentality and Social
Psychological Services
under the New Era**

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Preface

The Academic Forum on Research into Social Mentality and Social Psychological Services under the New Era, was held in July 28-29, 2018 in Hangzhou, Zhejiang, China. As planned, the Forum was small-sized, and brought about 85 experts and participants from universities, government offices and enterprises. The forum was organized by the Zhejiang Society of Social Psychology in Hangzhou, China and co-organized by the Department of Psychology and Behavioral Sciences, Zhejiang University in Hangzhou, China, the Department of Psychology, Wuhan University in Wuhan, China and the Professional Committee of Cultural Psychology at the Chinese Society of Social Psychology in Beijing, China. The Academic Forum was also hosted by the Department of Psychology and Behavioral Sciences, Zhejiang University in Hangzhou, China

This forum provided a platform for exploring how to construct a positive mental state and social psychological service in terms of the new era in which there has been a great change in the psychological and behavioral sides of the Chinese people during the current period of social transformation. The aim of this forum was to discuss and explore various issues existing in research on the social mental state and in the practice of the service of social psychology, including making sense of promoting a positive social mental state, constructing a social psychological service system nowadays in China, and determining what role social psychologists would take, what topics we would be able to do research on, which findings would be helpful to society, and what measures we should consider to engage in the practice of social psychology to serve the society.

At the beginning of the forum, the heads of the Department of Psychology at Zhejiang University, Professor Guibing He and Weilian Lin, addressed the audience to congratulate the opening of the forum followed by keynote speeches presented by well-known experts and scholars. Professor Shulin Chen, from the Department of Psychology, Zhejiang University, discussed “*The Mental Health Service Pattern for the Elderly Based on the Community*.” Dr. Tian Xie, from Wuhan University, gave a speech on cultural psychology, his topic was “*When Confucius Meets God: Starting the Concept of Confucius in Order to Increase a Behavior from Members of In-group*.” Dr. Qingwang Wei, who came from The Renming University of China, was also interested in cultural psychology. His topic was “*Social Class and Culture: Role and Fistfight of China’s Social Psychological Change*”. Professor Xiaowei Geng, from Ludong University, Shandong Province, was concerned with the health of the Chinese. Her speech was “*Health Goals Priming to Reduce the Consumption of High Calorie Food*”.

Dr. Lu Zheng emphasized the importance of the research methodology. She came from the School of Management at the Huazhong University of Science and Technology and talked on “*Different Measures of Applicant Faking*”. Dr. Lin Peng from the Department of Psychology at Zhejiang University, presented her new “*Research on Compensation Effect of Intergroup*”. Caixia Zou, a senior manager of Human Resource Management at Bigui Garden Group of Real Estate, paid special attention to the talent, and gave a speech on “*Application and Implementation of Psychological Assessment and Competence Model Technology in Enterprise Talent Management*”. Ruihua Su, a leader from Science and Technology Society of Jiaxing, Zhejiang Province, talked about the practice of Social Psychology and the title of speech was “*The Practice and Thought of Social Psychological Service*”.

Among the keynote speeches, Professor Quanquan Zheng reviewed the academic research of “303 laboratory” where he was the instructor of MA and PhD degree students. He said that although there were various kinds of titles and topics of research in the “303 laboratory” over the decades, the major ones

followed a line or direction, i.e., group behavior, especially group decision-making in term of the meso level (The meso level defines our subculture and how well, or badly, we conform to it). Taking a meso level was an important viewpoint for doing research for Professor Li Chen, who was both the president of Hangzhou University and a famous psychologist. He was a professor of mine. I am 70 years old this year and I still remember what he said about precepts of teaching and research. Li Chen pointed out the importance of the group level, which was the connecting link between the preceding and the followings, i.e., the micro and macro levels, no matter in a society or in an organization. Following this line, a lot of researches were conducted.

Here were some examples. The model of biased information sampling in group decision-making put forward by G. Stasser (1985, 1987, & 1989) and J. R. Larson (1994) was tested by Chinese subjects. The results showed that most of the groups decided in favor of the candidate initially preferred by most of the members and discussion of the groups tended to perpetuate, not to correct members' distorted pictures of the candidates. The results of this test confirmed the model of Stasser and Larson. Then, to explore the factors affecting the decision-making in unstructured discussion of groups with laboratory experiment was continued, in which we found that in the unstructured discussion of groups, only the discussion of shared information increased as group size increased and only when the task was more difficult could we found the preponderance of shared information. Variables of the personalities of the members and culture might also affect sampling information processes of group decision-making. Might the efficiency of group decision-making be improved with rationality, which could be done by encouraging the members of groups? Experiments of "comparison between multi-attribute utility and unstructured discussion on the quality of decision-making of groups" were conducted.

The results of these experiments showed that the MAU procedure used by groups was more helpful to reduce some negative effects of group dynamic processes. The number of attributes (especially unshared information) used in the MAU was more than that of unstructured condition, etc. With the increasing use of the computer to for group decision-making, such as international TV conference, a new issue emerged, i.e., the comparison of relative effects between face-to-face and computer-mediated communication.

In the paper "*Comparison Between Face-to-Face and Computer-Mediated Groups on Decision-Making in Idea-Generation Task*", the effects of group size, group types and kinds of communication media (FTF vs. CM) on the number and the quality of unique ideas produced by the decision-making groups with simulated experiments in laboratory were tested. Some interesting findings were obtained, such as that the number of effective ideas produced by CM groups was much more than that of FTF groups under every condition of the experiments. Furthermore, "comparative studies on decision-making of groups using multi-method under multi-communication conditions" were done.

The relative effects of communication media (FTF vs. CM) and methods of discussion, i.e., devil's advocacy (DA), expertise (E), unstructured discussion (control group, C) were investigated. Similarly, the effects of factors as task difficulty and decision training on decision-making of groups were also investigated. The results showed that training of the strategy planning and information vigilance enhanced the proportion of unshared information discussed by groups. These researches above disclosed that besides using the MAU procedure, other measures were also adopted to explore the possibility to improve the efficiency of group decision-making.

"*Dual-Processes Accounts of Reasoning, Judgment, and Social Cognition*" by Jonathan Evans (2008) detailed that there were two distinctive processes systems in mind. One was unconscious, rapid, automatic,

and high capacity, and the other was conscious, slow, and deliberate. Emotion was placed in the System 1 rather than System 2. This theory inspired us in that there were also some components in System 1, such as emotion and motivation, which influenced group decision-making. So a series of research were conducted. For example, in the paper *“Influence of Motivation on Shared Mental Model in Group Decision-Making”*, we used a top management simulation game as the experimental task to explore the influence of affiliation motivation on shared mental model.

And the results indicated that: The high affiliation motivation group discussed a longer time than the low affiliation motivation group; and the similarity of shared mental models of high affiliation motivation group was higher than that of the low affiliation motivation group, but there was no significant difference in the accuracy of shared mental models, etc. In another paper *“Impact of Emotion Induced by Different Types of Message Appeal on the Likelihood of Information Being Shared within Groups”*, the impact of emotion induced by different types of information appeal (positive, negative and neutral emotion induced) on the group decision, especially on the effect of the unshared information sharing among members of a group was explored. The findings showed that emotional appeal has a stronger influence on information sharing than neutral appeal. Emotion from negative appeal influences more strongly on information sharing than positive appeal, and so on.

Within the agreement between the Unilevel Company and the “303 Laboratory”, the Department of Psychology and Behavioral Sciences at Zhejiang University, the project, “Diffusion of Information within Ingroup and Outgroup of Chinese”, was conducted from 2013-2018, which dealt with four studies. Study 1 investigated the current state of pro-environment and health consciousness of Chinese citizens and explored the mechanism of the best presentation of the information being shared with others with a survey and three laboratory experiments. Study 2 figured out: (1) under what circumstances the shared mental models occurred in the diffusion of information of environment protection and health behavior, and (2) under what circumstances, and to what extent, the shared mental models did lead to relevant behavior change. As for these objectives, four researches were done in Study 2. One survey and four laboratory experiments were conducted to achieve this aim. Study 3 explored the mechanism of diffusion of information shared from ingroup over outgroup. One survey and three experiments were conducted. And Study 4 examined the effect of regulatory focus and emotions on people’s attitudes towards water-saving or diabetes prevention, willingness to transmit relevant information and their actual behavior. Within Study 4, Research 1 focused on issues of water-saving and Research 2 focused on diabetes prevention. Each contained two experiments. This project was completed successfully and fruitfully.

After the keynotes speeches, the participants had warm discussions around the theme “Research on Social Mental State and Social Psychological Service under New Era”. They agreed that although a lot of findings of research on group behavior and decision-making as well as other kinds of subfield of social psychology have been obtained, the study on social mental state and constructing social psychological service have provided a great theatre in which we, as psychologists, could play an important role that would be helpful to make a happier life for people. We have a big responsibility for this great cause.

Prof. Quanquan Zheng, PhD.

Chair of Academic Forum,

Department of Psychology and Behavioral Sciences, Zhejiang University

Hangzhou, China, September 2018

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Existential Value Realization: Patterns, Functions and Features

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[Abstract] *This article proposes that intrinsic basic needs and existential values are of great importance to our psychological health. How can we realize these values and what functions and features does the realization have? Five versions of open-ended questionnaires about personal life-stories were answered by 124 university students from China. A qualitative analysis was conducted based on the grounded theory. The analysis showed that the realization of existential values was related to both the external environments (e.g. an accident) and the internal states (e.g. introspection). I disclosed two patterns of the process of existential value realization and two primary and complementary functions: the corrective/restorative function and the integrative/growth function. The implications of this study for the practice of health psychology were discussed.*

[Keywords] *existential value; humanistic psychology; self-determination theory; qualitative research*

Introduction

Following the traditions of humanistic psychology and self-determination theory, this article proposes that intrinsic basic needs and existential values are of great importance to our psychological health. Maslow's humanistic psychology considered the satisfaction of needs as the important content of psychological process. Among his famous 5-step hierarchy of needs, Maslow differentiated between the deficiency-motivated needs (D-needs) and growth needs or being-values (B-values). He called the self-actualization needs and higher-level needs, which are helpful to psychological health, being-needs because they sustain our interest without our being driven by feelings of deprivation (Maslow, 1968). Thus, the being-values are intrinsic rather than extrinsic needs.

According to self-determination theory, autonomy, relatedness and competence are innate, basic psychological needs. Their pursuit leads directly to 'intrinsic' satisfaction, the presumed source of true, non-contingent personal well-being (Deci & Ryan, 1985, 1991). In contrast, pursuing 'extrinsic' goals (e.g. money, fame, public image, control over others) provides only indirect satisfaction of these innate needs, at best, and may even interfere with their fulfillment (Deci & Ryan, 1995). According to the theory, people are likely to experience a positive sense of well-being to the extent that they pursue intrinsic rather than extrinsic needs or goals (Deci & Ryan, 1995).

However, it is not easy to realize the importance of existential values and to experience them. We are usual under the effects of economic systems on people's lives. Kasser, Cohn, Kanner, & Ryan (2007) explored the costs of American corporate capitalism and its focus on self-interest, competition, hierarchical wage labor, and strong desires for financial profit and economic growth. They demonstrated the aims and practices that typify American corporate capitalism often conflict with pursuits such as caring about the broader world, having close relationships with others, and, for many people, feeling worthy and free. According to terror management theory, when we are aroused of death, we will defend the death anxiety with the world view value (Greenberg, Pyszczynski, & Solomon, 1986). Kasser and Sheldon (2000) found that subjects in the mortality salience condition, compared with subjects who wrote about a neutral topic, had higher financial expectations for themselves 15 years in the future, in terms of both their overall worth

and the amount they would be spending on pleasurable items such as clothing and entertainment. Thus, people usually fall in love with some extrinsic goals like material items, especially when they face threats.

How can we realize existential values and what functions and features do the realizations have? Recently, Wei, Zhou and Yu (2015) summed up the psychological research on death and pointed out two core mechanisms: external defense and internal growth. Abstract death cognition tends to cause death anxiety and death anxiety tends to cause external defensive psychological responses including the fear of death, self-protection, and external value orientation. Concrete death cognition tends to cause death reflection and death reflection tends to cause internal growth psychological responses including death acceptance, prosocial motivation and behavior, and internal value orientation (Cozzolino, Staples, Meyers, & Samboceti, 2004).

After several years of research on the Symbolic Growth Experience (SGE), Frick (1990) proposed that the SGE brings two major dynamics of personality development into an important state of balance and ultimate integration. These two dynamics are:

1. *Integration, order and stability.* The individual seeks to create a self-consistent organization, to bring unity and completion to incomplete structure. There is a need to achieve unity and order with the personality.
2. *Differentiation, change and growth.* The human personality seeks to evolve and change; to discover and actualize new facets of being.

We proposed that existential value realization will have similar functions.

By converging this research and taking a new perspective of the existential value, this article aims to explore the process of existential value realization including its patterns, functions and features.

Method

Given the lack of research examining existential value realization, as well as the need for fuller, more descriptive and comprehensive data in this area, a qualitative design was incorporated in the present study. Grounded theory (Glaser & Strauss, 1967) represents one of the more validated and tested qualitative methods and is being used increasingly by health psychology researchers (e.g., Pope-Davis, et al., 2002). Therefore, the primary data for this study came from open-ended questionnaires answered by university students.

Based on the results of a pilot study with the method of focus group interviews conducted in a university seminar class (13 participants), five versions of open-ended questionnaires about personal life-stories were answered by 124 university students (76 females) from China. These versions consisted of five priming situations. Situation A requested participants to recall their experiences of realizing material wealth is not important. Situation B requested participants to recall their experiences of realizing the meaning of death. Situation C asked participants to recall their experiences of life appreciation. Situation D requested participants to recall their experiences of self-transcendence. Situation E asked participants to take the perspective of the ancients in thinking about life.

For example, participants that received Situation A read this paragraph:

Many people pursue goals of material things and consider possessing material things as the only source of success and happiness in modern life. However, they can realize something are more important than material items when they encounter some special affairs. They then feel like finding the nature of life. Please recall and write down your experience in which you were impressed most.

Participants were 124 fresh students from Renmin University of China. They all took the course of “Introduction to Psychology”. At the midterm of the class, each one answered one of the five versions of the questionnaires, in class and at random.

Results and Discussions

A qualitative analysis was conducted based on grounded theory. This format included data reduction and theme generation through the use of open, axial, and selective coding, resulting finally in the generation of a core category and substantive level grounded theory with an interconnected storyline. The analysis showed that the realization of existential values was related to both the external environments (e.g. an accident) and the internal states (e.g. introspection). The external environments included accompaniment by family, sudden events, observing others’ experiences, and time passing by, etc. The internal states included attention shift, inner reflection, and self-consciousness of a good lifestyle, etc.

From a participant on Situation A:

When I was in high school, one my classmates got a disease. He would be cured after an operation. However, the operation failed and he died after one-half month. We all attended his memorial and saw the grief of his family with finding his father’s hair turning white. I have kept connected with his family and knew how his family was destroyed by the event. His mother quit her job and tried to take the hospital to court. She has not won yet.

We disclosed two patterns of the process of existential value realization. One pattern was “lost – transformation – enlightenments”, and the other is “being away – immersion”. The “lost – transformation – enlightenments” pattern indicated that many people were lost in daily affairs which are driven by extrinsic needs. When they went through some transformation like the above-discussed external environment or an internal state, they would feel enlightened by the nature of life. The “being away – immersion” pattern disclosed that some people showed great initiative to being away from daily life on occasion and then were immersed in the leisure activity especially in the natural environment.

From a participant on Situation C:

I occasionally go out to have fun because the homework is not very much. One Saturday, I go around at Nanluogu Street on my own through the bus. That day is normal day without any special things and I have not felt any excitement. However, when the bus gets started, I feel an unprecedented feeling of freedom and relaxation. Maybe you don’t understand it, but I get a special feeling.

In relation to promoting psychological health, then, existential value realization had two primary and complementary functions: the corrective/restorative function and the integrative/growth function. There are three primary integrations that occur during an existential value realization. An integration of self-actualizing trends and cognitive functions, an integration of life’s time dimensions, and an integration of person and environment. The corrective/restorative function of the existential value realization occurred by unhealthy trends or inharmonious developments receiving attention through the medium of symbolic awareness. The existential value realization initiated a resolution to emotional or developmental stalemates and provides an essential corrective experience when one’s life is off course, immobilized by conflict, or when, for any reason, the integrity of the personality system is threatened.

These functions manifested through the features of the participants' descriptions of their post-realizing experience. For example, these descriptions used many words related to removing of negative emotions, feeling of autonomy and efficacy, and sense of renaissance.

From a participant on Situation D:

I feel so comfortable and free to walk between heaven and earth. It is not by any control. It seems that the wheel leads me forward. I feel my soul is immersed with the world. I sigh that the long history of XIAN is far away from us. What a tiny being am I? Life is a drop in an ocean. Nature is eternal. At that moment, I feel very relaxed.

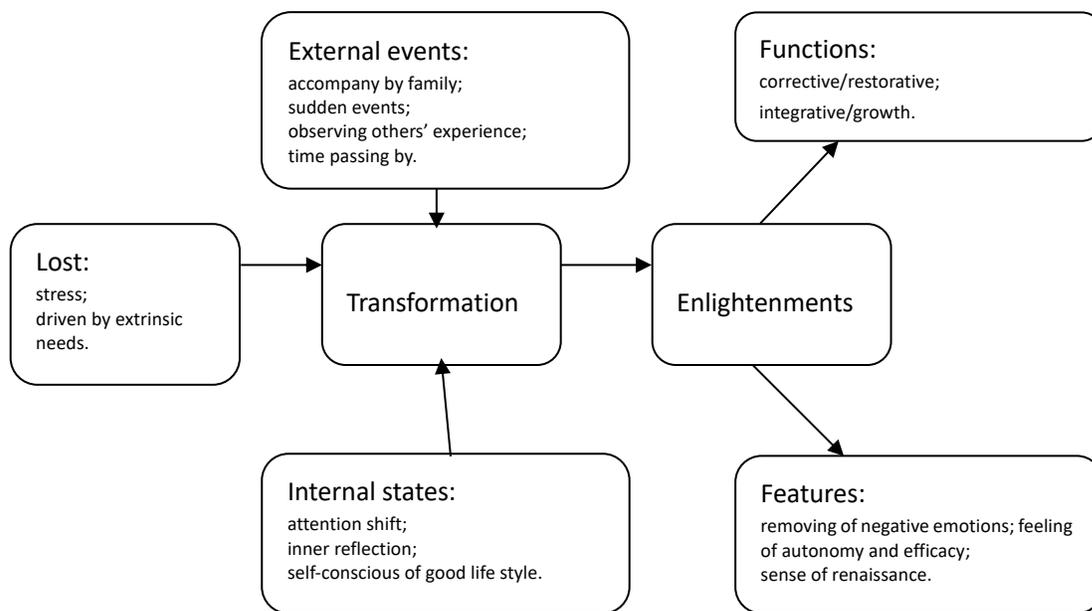
Moreover, we found that many participants considered being concerned about or by their family member as one important existential value. It reflects Chinese culture shape Chinese family complex.

From a participant on Situation A:

After seeing the process of destroying of a family in a sudden, I realize the importance of family. External material will lose its worth when the family affect is destroyed.

In sum, the processes of existential value realization are as the following diagrams.

Pattern A: Lost – Transformation – Enlightenments



Pattern B: Being away – Immersion



Figure 1. The Diagrams of Existential Value Realization

The results were in consonance with the research of symbolic growth experience (Frick, 1990) and restorative environment (Kaplan & Kaplan, 1989). However, this article integrated several research areas of terror management theory (Greenberg, et al., 1986), death reflection (Cozzolino, et al., 2004), value and materialism (Kasser, et al., 2007). It is the first time to explore the process, especially the transformation, of the realization of existential value. As for as method, this article used the qualitative analysis to disclose the diagram of the existential value realization and describe its rich details.

This study shows some important implications for the practice of health psychology. First, we should shift from daily life to inner consciousness. Second, it is very helpful to cultivate good habits of leisure. Finally, the existential value is different for different individuals and different cultures. A healthy life is a balance between the satisfaction of external needs and the satisfaction of internal values (Wei & Guo, 2014).

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Foreign Language Learning Burnout Among Chinese and German Undergraduate Students

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***[Abstract]** Using the Foreign Language Learning Burnout Scale (FLLBS), this study conducted a comparative research in the German department at Zhejiang University and the Sinology department at Wuerzburg University to explore the quantitative and qualitative differences between Chinese and German undergraduates. As the results indicated, students from the German department at Zhejiang University showed a higher level of foreign language learning burnout than students from the Sinology department at Wuerzburg University, Germany. Factor analyses were further performed, suggesting distinctive underlying burnout models that may contribute to the difference between students from the two cultures.*

***[Keywords]** foreign language learning; learning burnout; comparative research*

Introduction

In today's increasingly globalized world, mastering more than one foreign language has become a necessary skill for university students and practitioners. However, modern society has put forward higher requirements for foreign language teaching. Present defects inherent in foreign language teaching has been unable to fully meet the requirements of the times, thus indirectly leading to the part of university students' low learning efficiency and negative attitude of learning foreign language. Diminished personal accomplishment, emotional exhaustion and inappropriate behavior are the main manifestations of learning burnout. Recognizing academic-related burnout experienced by university students is important, since burnout has been associated with other serious problems, such as insomnia, absenteeism, alcohol and drug overuse (Maslach, & Jackson, 1981), depression (Salmela-Aro, Savolainen, & Holopainen, 2009), thoughts of discontinuation of studies (Dyrbye et al., 2010), and even suicidal ideation (Dyrbye, et al., 2008). Based on this, this study uses the method of questionnaire survey to compare the level and structure of foreign language learning burnout of Chinese and German undergraduates, so as to provide reference for the reform of university foreign language teaching.

The higher education systems around the world have their origins in different cultural backgrounds and have evolved to match the needs of the local societies, and therefore, there is an inherent difference between corresponding university systems. The German university system originates from the Humboldtian model, whereas the basis of Chinese education lies with the Confucian tradition (Gu, 2006;

Hu, 2002). A comparison of the levels of experienced burnout of German and Chinese students is of interest, since if the different levels of academic-related burnout were confirmed, it would suggest that the German and the Chinese university systems contain some factors that cause different levels of student burnout.

The term burnout was first introduced by Freudenberger (1974), who defined it as “to fail, to wear out, or become exhausted by making excessive demands on energy, strength, or resources”. Foreign language learning burnout refers to feelings of exhaustion caused by overstraining foreign language learning work, a cynical and detached attitude towards foreign language learning, and feelings of reduced efficacy or inadequacy during foreign language learning (Schaufeli, Martínez, Marques Pinto, Salanova, & Bakker, 2002). The theoretical basis of foreign language learning burnout corresponds with the theoretical basis of job burnout (Maslach, Jackson, & Leiter, 1996; Schaufeli, et al., 2002). Maslach and Jackson (1996) defined burnout as a syndrome that is composed of three dimensions: emotional exhaustion, depersonalization, and reduced personal accomplishment. Emotional exhaustion refers to demands and stressors that cause people to feel overwhelmed and unable to give of themselves at a psychological level. Depersonalization is the development of negative and cynical attitudes that can create a callous view of others, perceiving them as deserving of their troubles. Reduced sense of personal accomplishment is the tendency to view oneself negatively and to be dissatisfied with accomplishments. Burnout is related to various personal dysfunctions, such as physical exhaustion, insomnia, and increased drug and alcohol use. Some symptoms of burnout include lower motivation and satisfaction with work, increased risk of health impairments, social conflicts, and lower efficiency (Maslach, Jackson, & Leiter, 1997).

Learners’ positive emotional engagement is the necessary premise of effective learning. Emotional factors (e.g., motivation and attitude) not only directly affect the learners learning achievement and process, are also the main factors that cause the individual differences of learning foreign language (Yan, 2013). At present, the research on emotion factors of foreign language learning is quite thorough. Horwitz, Horwitz, & Cope (2011) believed that anxiety in foreign language learning class should include three aspects: communication apprehension, exam anxiety and fear of negative evaluation. They also designed a widely used Foreign Language Classroom Anxiety Scale (FLCAS) based on the characteristics of classroom anxiety in foreign language learning. However, there are few studies on foreign language learning burnout. Yang (2010) developed the English learning burnout scale for Chinese English major students and found that Chinese English major students’ English learning burnout contains three dimensions: emotional exhaustion, indifference, and lower self-efficacy. Gao (2012) compared the learning burnout characteristics of English majors and non-English majors and found that there is a significant difference in the degree of burnout between the two groups.

It can be found from previous studies that there is still a lack of studies focusing on language-learning burnout. Yang (2010) only developed the burnout scale for English learning based on English majors, but it is too limited to fully reflect the learning burnout of undergraduates when facing various kinds of foreign language learning. In addition, foreign language learning is also influenced by cultural background, education model and other factors. In the context of eastern and western cultures, there may be differences in the dimensions of foreign language learning burnout. Much research is needed to develop a model of foreign language learning burnout among undergraduates, and to develop effective interventions to prevent and reduce foreign language learning burnout in college students.

The aim of this research is to study experienced foreign language learning burnout of Chinese and German undergraduates. The research thus has two goals: The first goal is to develop the Foreign Language Learning Burnout Scale for German and Chinese undergraduates. The second goal is to compare the levels and structure of experienced foreign language learning burnout between the groups.

Methods

Pre-Study

In this study, the Foreign Language Learning Burnout Scale was developed based on the MBI-SS (Schaufeli, et al., 2002). MBI-SS (Schaufeli, et al., 2002) measures the three dimensions of burnout, that is, exhaustion, cynicism, and sense of inadequacy. The researchers first compiled an open questionnaire on college students' foreign language learning burnout and interviewed dozens of college students of different majors and grades (e.g., "Have you ever experienced boredom in your foreign language learning? If so, what is the performance?"). On the basis of open interviews and consultation with experts, the pre-test scale was formed by referring to MBI-SS.

Using the method of random sampling, 100 college students from different majors and grades in Zhejiang University were given the pre-test scales and 80 valid questionnaires were recovered. Among them, 41 were male and 39 were female. The subjects ranged in age from 18 to 21, with an average age of 20.7. The professional background was as follows: 17 engineering students, 19 medical students, 16 business students, 13 science students and 15 arts students. In order to obtain the scale with high discrimination, the researchers conducted the item analysis. According to the *t* test results, the items with high degree of identification were selected, and the items with insufficient discrimination were deleted. The remaining 39 items in the final scale were selected. The overall Cronbach's alpha coefficient of the questionnaire was 0.949, indicating that the scale had a high reliability.

Data Collection

The sample consisted of 37 students at the Sinology department at Wuerzburg University in German and 45 students at the German department at Zhejiang University in Hangzhou, Eastern China. In the German data, 12 participants were men and 25 were women, grades ranged from sophomore to senior. In the Chinese data, 43 participants were women, 2 were men, grades ranged from freshman to junior.

In the formal study, the Foreign Language Learning burnout out Scale (FLLBS) obtained by the pre-study was used to assess the level of foreign language learning burnout. This scale contained 39 items. Items were scored on a 5-point Likert-type scale, ranging from 1 (very strongly disagree) to 5 (very strongly agree) for each item. To obtain the German version of the questionnaire, the Chinese version was translated into German, and necessary semantic and syntactic modifications were made. The research teams then double checked the similarity of meaning together, simultaneously from a German and from a Chinese viewpoint.

Data Analysis

At the first stage, the differences in the mean levels of experienced foreign language learning burnout between the German and Chinese groups were examined. At the second stage, the level of the structural equivalence of FLLBS between the German and Chinese groups was investigated. This was done by exploratory data analysis, which is an approach recommended for the purpose of examining structural equivalence in cross-cultural studies in such cases where the underlying dimensions of the construct

studied are unclear (Fischer & Fontaine, 2011; He & Vijver, 2012; Van & Leung, 1997). Exploratory data analysis was used in this work, since there was no consensus on either the theoretical basis of the dimensions of foreign language learning burnout or the factorial stability of the inventories used for measuring burnout. The principal component analyses, which Fischer and Fontaine (2011) advocate for explorative purposes in cross-cultural studies, were therefore performed separately for the German and Chinese students' data.

Results

Comparison of Foreign Language-Learning Burnout Level Among Chinese and German College Students

The *t* test result indicated Chinese students (M=61.911, SD=18.535) showed higher levels of foreign language learning burnout than German students (M=45.730, SD= 12.228), $t=4.736$, $p<0.001$.

Comparison of Foreign Language-Learning Burnout Structure Among Chinese and German Undergraduates

The exploratory data analysis indicated that four components should be extracted from the Chinese data. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.787, and Bartlett's test of sphericity was significant ($p < 0.001$). Table 1 shows Cronbach's alphas as well as the component loadings values after varimax rotation. Cronbach's alphas vary from 0.825 to 0.920. The four extracted components are labeled disinterest, reduced personal accomplishment, emotional exhaustion and mental burden. Disinterest contains seven items. Reduced personal accomplishment, emotional exhaustion and mental burden each contains three items.

Table 1. Principal Component Analyses of FLLBS for Chinese Undergraduates

Components	Item	Cronbach's alpha	Component loadings			
			Component 1	Component 2	Component 3	Component 4
Disinterest		0.920				
	Q6		0.880	0.032	0.006	-0.44
	Q27		0.823	0.164	0.272	0.070
	Q41		0.803	0.333	-0.097	0.061
	Q12		0.801	0.148	0.298	-0.071
	Q32		0.720	0.441	0.165	0.116
	Q19		0.691	0.340	0.122	0.267
Reduced personal accomplishment	Q24		0.689	0.172	0.183	0.223
		0.825				
	Q39		0.201	0.840	0.159	0.155
	Q34		0.302	0.819	0.150	0.125
Emotional exhaustion	Q40		0.320	0.809	0.263	0.060
		0.885				
	Q14		0.132	0.313	0.830	0.130
Mental burden	Q36		0.157	0.169	0.798	0.190
	Q5		0.210	0.060	0.782	0.260
		0.840				
Mental burden	Q21		0.101	0.036	0.099	0.895
	Q43		0.113	0.265	0.343	0.762
	Q22		0.011	0.121	0.549	0.664

Notes: Loadings greater than or equal to 0.400 are shown in boldface.

The exploratory data analysis indicated that four components should be extracted from the German data. The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.726, and Bartlett's test of sphericity was significant ($p < 0.001$). Table 2 shows Cronbach's alphas as well as the component loadings values after varimax rotation. Cronbach's alphas vary from 0.721 to 0.892. The four extracted components are labeled emotional exhaustion, disinterest, test anxiety and mental burden. Emotional exhaustion contains seven items. Disinterest contains six items. Test anxiety and mental burden both contains two items.

Table 2. Principal Component analyses of FLLBS for German Undergraduates

Components	Item	Cronbach's alpha	Component Loadings			
			Component 1	Component 2	Component 3	Component 4
Emotional exhaustion		0.892				
	Q48		0.882	0.216	0.063	0.123
	Q11		0.820	0.216	0.170	0.315
	Q28		0.806	0.196	0.214	-0.087
	Q31		0.789	0.227	0.097	0.175
	Q27		0.748	0.363	-0.006	-0.016
	Q37		0.665	0.231	0.210	0.353
	Q19		0.604	0.345	0.062	-0.085
Disinterest		0.845				
	Q10		0.149	0.817	-0.164	0.189
	Q34		0.286	0.754	0.247	0.154
	Q41		0.269	0.715	-0.014	0.013
	Q40		0.231	0.671	0.256	-0.272
	Q9		0.247	0.669	0.043	0.069
	Q5		0.234	0.647	0.090	0.150
Test anxiety		0.782				
	Q2		0.156	0.040	0.892	0.080
	Q20		0.136	0.137	0.815	0.262
Mental burden		0.721				
	Q17		0.058	0.281	0.111	0.825
	Q14		0.277	-0.126	0.439	0.734

Notes: Loadings greater than or equal to 0.400 are shown in boldface.

By exploring the structural differences between the language-learning burnout of Chinese and German undergraduates, it can be found that the dimensions of language-learning burnout of Chinese students are as follows: disinterest, reduced personal accomplishment, emotional exhaustion and mental burden. And the dimensions of language-learning burnout of German students are as follows: emotional exhaustion, disinterest, test anxiety and mental burden. The main manifestation of the language-learning burnout of Chinese students is the lack of internal motivation and external stimulation. The lack of objective guidance in learning behavior leads to psychological and physiological load and burnout of Chinese students. In contrast, German students mainly show fatigue in the learning process, and test anxiety is a special factor.

Discussion

According to the analysis results, the internal consistency reliability of all dimensions of the foreign language learning burnout scale in both Chinese and German versions are greater than 0.7. It indicates that both the Chinese version and the German version of FLLBS meet the requirements of measurement.

In other words, this study has developed two high reliability and validity scales for undergraduates' foreign language learning burnout in China and Germany, which can lay a good foundation for future application. In addition, this study constructs a four-factor model of foreign language learning burnout among Chinese and German college students, revealing the structural differences of foreign language learning burnout between China and Germany. It indicates there may also be differences in the model of foreign language learning burnout under different social culture and education model. However, due to limited conditions, there are few samples in China and Germany in this study, and further studies are needed to explore the structure of language-learning burnout among Chinese and German undergraduates.

According to the results, the Chinese students' foreign language learning burnout level is significantly higher than German students. Moreover, there are some differences between the two countries in the dimensions of foreign language learning burnout. In addition to the factors of emotional exhaustion, disinterest and mental burden, Chinese undergraduates also show reduced personal accomplishment in foreign language learning burnout, while German students have test anxiety. Carefully comparing the language learning characteristics of Chinese and German college students, it can be found that Chinese undergraduates study in the German department can be understood as they continue to learn German on the basis of high school English learning. English and German are both Germanic languages, so Chinese undergraduates can transfer their experience of English learning to German learning, thus learning becomes relatively easy. For German students, however, learning Chinese is a challenging task. As is known to all, Chinese adopts hieroglyphics, which is quite different from German. In addition, Germany's rigorous academic requirements have directly led to a lower passing rate of examinations, which can explain German undergraduates' foreign language learning test anxiety.

The researchers have further explored the causes of foreign language learning burnout from the perspective of the education system in both countries, hoping to further discover its deep guiding significance. China's higher education has adopted a guideline of "strict entry and tolerant exit". In the teaching process, the short-term reinforcement learning is used to improve the foreign language level rapidly. The teachers pay little attention to the cultivation of students' interest but improve students' learning motivation through examinations. Germany, by contrast, has adopted a different system of higher education selection. Free choice allows students to choose a major again at any grade of college, ensuring that students do not have to be compelled to enter a major. With sufficient interest, students can develop their knowledge of foreign language as well as their other talents. However, "come in easily, out strictly", graduation on time has become a problem for German students. Test anxiety arises in this context. Further analyzing the influence of social culture on education systems, we can even get a glimpse of the social and cultural differences between China and Germany. China is in a stage of rapid development. Restricted by social development and large population, it pays more attention to overall benefits in the implementation of higher education and expects to achieve double harvest of quantity and quality. In German society, individual will is fully protected and free choice becomes its slogan. But the demand for high quality also limits the quantity, which leads to special anxiety factors.

In recent years, colleges and universities in China are carrying out reform of the teaching system, and foreign language teaching is also undergoing essential revolution. Through this comparative study, the researchers have found that Chinese and German students showed differences in the level and structure of foreign language learning burnout. This also prompts China's foreign language teaching in the process of teaching reform, can consider from the way of examination and assessment of students' learning interest,

reform and construction of the teachers and students learning community, to reduce foreign language learning burnout, improve learning satisfaction and improve the level of foreign language teaching.

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Integrated Decision Making of a False Confession: From the Perspective of Information Framing

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[Abstract] In recent years, the numerous occurrences of criminal misjudged cases in China has not only violated legitimate rights and interests, but also has caused severe challenges to criminal justice and authority. The adoption of a defendant's false confession as evidence for case determination was the root cause of misjudged cases in China. However, at present, few studies have explained the psychological mechanism of a false confession or the proposed effective measure for its intervention. In this article, we discuss the approach to decrease false confession decision making from the perspective of framing effect. That is, the integration of probability discounting and delay discounting follows the principle of addition or multiplication when making a decision of false confession. This research contributes to promoting theoretical construction and development of confession psychology and providing new ideas for solving false confessions.

[Keywords] false confession; framing effect; integrated decision making; probability discounting; delay discounting

Introduction

Fairness and justice are the tireless pursuit of human society. The realization and maintenance of social fairness and justice fundamentally depend on judicial fairness. In the report of the 19th National Congress (2017), General Secretary Xi Jinping emphasized the importance of fairness and justice and the general requirements for deepening the practice of governing the country according to the law. However, in recent years, China has found many unjust and wrong cases, such as, Nie Shubin, who has been executed, and his case of rape and murder in 1994 and who since was found not guilty in 2016 (The case of Nie Shubin, 2016); Zhao Zuohai's case of murdering in 1998, in which he was imprisoned for 12 years, and was then found to be not guilty in 2010 (The case of Zhao Zuohai, 2010); Nian bin's poisoning case in 2006, in which he was acquitted in 2014 after being detained for 8 years (The case of Nian Bin, 2010). Generally speaking, the courts' adoption of the defendants' false confessions as the basis for final judgment was the root cause of these unjust cases in China (Shi, 2015). A false confession refers to a person confessing an allegation that he has not committed a crime (Gudjonsson, 2003). In the context of the current judicial reform, correcting and preventing false and wrong cases is the bottom line of judicial justice. Therefore, studying the psychological mechanism of the criminal suspect's false confession decision bias to reduce false confessions are of great significance to prevent the occurrence of false and wrong cases and maintain social fairness and justice.

Interrogation refers to a compulsory dialogue activity in a controlled environment with the purpose of investigators having reason to believe that the criminal suspect is guilty (Liu, 2015). Hilgendorf and Irving (1981) deemed that the probability of the occurrence of the loss is calculated when the interrogated person decides whether to confess. In the context of a trial, a rational decision maker may consider the results of all of their current actions and their probability of occurrence, and calculate the expected utility of each action, and then choose an action that is expected to have the greatest utility, i.e. confession or no confession

(Gudjonsson, 2003). In addition, the suspect's decision to confess or not to confess depends on recent and long-term results of their actions. Recent results of refusal to confess include extended detention, and confrontational nature, etc., and long-term results include acquittal, and light-measurement, etc. Recent results of confession include the end of interrogation, and permission to call, etc.; long-term results include conviction, and long-term imprisonment, etc. (Yang, Madon & Gyuill, 2015). It can be seen that the confession is a decision-making process that integrates risk factors and intertemporal factors. Although studies have found that the probability discount curve is different from the delay discount curve (Prelec & Loewenstein, 1991), and the delayed results are different from the brain regions activated by the uncertain results (Luhmann, et al., 2008). But Vanderveldt's (2012) study showed that the hyperbolic model can integrate the value of probability discounts and delay discounts, and that this integrated perspective is closer to the actual decision-making context.

According to the social situational cognition theory (social status cognition), the occurrence of false confession decision-making depends on the specific information situation. Generally speaking, people are good at and actively capture the important psychological significance of perceptual clues in interpersonal interaction situations (Rauthmann, 2015). The interrogators create a highly psychologically meaningful interrogation situation by actively presenting information stimuli, and then obtain clues, evidence and confessions that the suspects have. The criminal suspect's psychological activities and behavioral responses (e.g., false confessions) have this created information context. In other words, how situations are described and constructed by information can influence people's behavioral decisions (Frisch, 1993; Traub, 1999). The framing effect can reflect the influence of information presentation methods on behavioral decision-making in a specific situation. The framing effect (framework effect) refers to people making different decision-making results for the same problem due to the influence of different expressions of choices in decision-making (Tversky & Kahneman, 1981), reflecting the decision bias of people in the current information context. For example, in a trial, as opposed to being told that "20% of people are not confessed (not admitted), the suspect is more likely to be told that "like you, 80% of people voluntarily recognize (recognize)" after confession (Bi, 2017). This example shows that the interrogated person has a framing effect because he does not realize that the two expressions are the same fact.

In China, the most common cause of false confessions is that investigators and interrogators use threats, inducements and deceptions to obtain guilty statements from suspects (Chen, 2016; Bi, 2017). Because of threats, seduction and deception in terms of content and meaning, we propose two major types of information, namely, transcending authority information and additional benefit information. We also explore the framework effect of false confessional decision-making under two types of information, reveal the psychological mechanism of false confessional integration decision under different information frameworks, and provide effective interventions on how to reduce false confession decision-making bias.

Impact of Information Framework on Decision Making

Since the introduction of the framework effect more than 30 years ago, it has been the hotspot of behavioral decision-making research, at home and abroad. Tversky and Kahneman (1981) first proposed the concept of framing effect through the risk decision research of the "Asian disease problem" and found that different descriptions lead to different decision preferences. Subsequent research explored the variables that influence the decision-making process under the framework of risk decision-making (such as risk selection framework, attribute framework, target framework, and numerical size framework), including individual

differences, such as gender and type of subject, and decision-making situation factors, such as emotion, and psychological distance. In contrast, the study of framing effect in the field of intertemporal decision making is slightly thin. Loewenstein (1988) first used the framing effect for intertemporal decision making and proposed a delay-advance framing effect (delay/acceleration framework). He found that people become more impatient when they want to delay consumption, and when they want to delay consumption, they have more discounts on future earnings and need more money to compensate. Then researchers proposed a “return-loss framework” and frameworks such as “Date-Delayed Days Frame”. In addition, there is a debate about compensation and non-compensation regarding the psychological mechanism of the framework effect. The compensation model represented by the expectation theory (foreground theory) believes that people need to use the parameters in the decision to fit the value function to get the final decision result. The non-compensation model represented by the equate-to-differentiate model (Li, 2004) believes that decision makers are not infinitely rational, and ultimately people’s decisions can only be made in a limited dimension. It is necessary to first “same” the results in a certain dimension with a small difference, and then “discriminate” the difference in the larger dimension of another difference, so as to carry out the process of “same-identification” of the final decision.

Previous studies have shown that the effects of framework effects vary among different task scenarios and different groups of subjects. For example, Wang and Johnston (1995) examined the impact of group context on individual risk attitudes and their sensitivity to the framework of “life and death” decision outcomes. The results showed that in the context of large groups, individuals show a reversal of preferences from risk aversion to risk seeking due to the effects of the framework effect. This preference reversal disappears in the context of small groups and families. Wang, et al. (2001) found that the mixed effect of strangers and loved ones (more than double digits) has a framing effect; for all groups of loved ones, the framing effect disappears. They think that only when social cues conflict, language cues (semantics, happiness drive) become dominant, and the framing effect appears. It can be seen that the information framework that works in a situation does not necessarily apply to other situations. The occurrence of framing effect is context dependent. There may be a unique information framework in the context of the trial.

The Psychological Mechanism of Integrated Decision-Making

Criminal suspects in trials often need to choose between confession options with different outcomes, and these outcomes typically change in two different dimensions: probability and time (delay). On the one hand, the criminal suspect’s confession decision needs to calculate the probability of occurrence of the pros and cons and then choose an action option with the best result; on the other hand, the suspect also needs the confession of the current confession (or no confession) and subsequent confession (Measure the consequences between or not confessed to maximize benefits. That is to say, the confession process in the trial has both a probability discount feature and a delay discount feature. In the field of behavioral decision-making research, previous studies have focused on exploring the psychological processing mechanism of the framing effect under a single dimension (i.e. probability discount or delay discount), ignoring the research of the framework effect processing mechanism under the more ecologically effective two-dimensional integration decision. Until recently, researchers have integrated and compared probability discounts and delay discounts based on the hyperboloid model (Vanderveldt, et. al., 2015).

The hyperbolic model has been shown to describe well the delayed discount between immediate rewards and delayed rewards (for a review, see Green & Myerson, 2010).

$$V_d = A/(1 + kD)^{sd} \quad (1)$$

Where V_d is the subjective value of the delayed reward (or current equivalent), A is its objective amount, D is the time at which the reward is received, k is the parameter reflecting the delayed discount rate, and the entire denominator is affected by sd . When $sd = 1.0$, the equation is reduced to a simple hyperbolic model proposed by Mazur (1987). However, since sd is usually less than 1.0, the degree of discount tends to be steady with increasing delay, indicating that the further increase in delay has a relatively small impact on the subjective value of the delayed reward.

Just as the delay time devalues the reward, reducing the probability of acquisition also reduces the subjective value of the reward. Like the delay discount, the hyperbolic function provides an excellent description of the probability discount. See Equation (2):

$$V_p = A/(1 + h\theta)^{sp} \quad (2)$$

Where V_p is the subjective value of the probability reward (or current equivalent), A is its objective quantity, θ is the odds of income (expressed as probability $(1-p)/p$), and h is the probability discount rate parameters, and the entire denominator is affected by sp . As with sp , sp is usually less than 1.0, and the discount rate tends to be flat when the odds increase, indicating that further increases in odds (i.e., further reduction in probability) have a relatively small impact on the subjective value of the probability reward.

Equations (1) and (2) describe the delay discount and probability discount using the hyperbolic model, respectively, and can be interpreted based on the expected theory. In the past, the results of separate study of delay and probability discounts were quite fruitful, but only a few studies involved both delay discounts and probability discounts, and there is no complete and clear theory to predict people's choice preferences in this case. Killeen (2009) proposed an additive model combining delay and probability discount functions. The model assumes that the subjective value of the reward is equal to its actual quantity A minus the quantities $f(D)$ and $g(\theta)$ See Equation (3):

$$V = A - f(D) - g(\theta) \quad (3)$$

According to the hyperbolic model, the subjective value reduced due to time delay is equal to $f(D) = A [1 - 1 / (1 + kD)^{sd}]$; the subjective value reduced due to the decrease in probability $g(\theta) = A [1 - 1 / (1 + h\theta)^{sp}]$. Substituting these two expressions into Equation (3) yields Equation (4):

$$V = A - A[1 - 1/(1 + kD)^{sd}] - A[1 - 1/(1 + h\theta)^{sp}] \quad (4)$$

When $\theta = 0$ (i.e., the reward is determined), then Formula (4) can be simplified to Formula (1), that is, the delay discount function; when $D = 0$ (i.e., the reward is instantaneous), then Formula (4) can be simplified to Equation (2) and is equivalent to a probability discount function. In addition, delays and probability discounts can be combined by another principle – the principle of multiplication. Ho, et al. (1999) proposed a multiplicative hyperbolic model based on equations (1) and (2) of $s = 1.0$, and considered that the subjective value of rewards with time delay and probability can be expressed as:

$$V = A/[(1 + kD)^{sd}] * (1 + h\theta)^{sp} \quad (5)$$

The addition principle assumes that the effects of the delay discount and the probability discount are independent of each other, that is, the delay discount always has the same effect regardless of the probability; regardless of the delay, the probability discount always has the same effect. It can be seen that the psychological mechanism of the delay discount and probability discount integration decision is the principle

of addition or multiplication is still inconclusive. This is a very valuable and cutting-edge theoretical issue, or it will become the focus of this research field. Under the different information framework, the psychological mechanism of the suspect's false confession integration decision deviation follows the principle of addition or multiplication.

Conclusion

Three study limitations exist among previous literature of false confession decision making. The first is a lack of discussion on the framework of interrogative situational speech information. The second is that the psychological mechanism of confession decision bias is not clear. The third is a lack of effective and feasible interventions for false judgments. Accordingly, we propose two future study directions, enriching the type and role of the framework effect and expanding the theoretical framework of classical decision-making.

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The Influence of Superordinate Identity on Group Decision Making through Discussion

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[Abstract] Group decision making is always a hot topic among social psychologists. One common way of decision making for a group is through discussion. Members of a group express their own opinions on a certain subject, which might be retained or discarded in the end. Therefore, an ideal decision making through discussion is a process of assembling parts of opinions from each group member and forming an ultimate decision that everyone is satisfied with. This process itself has many factors that seem intriguing. One intriguing factor is the extent to which a member is willing to change his own original opinion in order to make compromises for the group to reach a consensus decision. This may, in a very large extent, depend on personal characteristics, e.g. if he/she is prone to self-sacrifice for collectivism. But we also assume this has something to do with the characteristic of the group. In this study, we manipulated the social identity of the groups into either a shared superordinate identity or different subgroup identities. We also manipulated the size to make it either a big (6-person) group or small group (3-person group). Using experimental methods, we found members of a superordinate identity group tended to modify more of their own opinions through discussion, compared to those only identifying with their subgroups. Besides, members of superordinate identity groups also formed stronger identification with group decision than their subgroup peers. We also found higher member modification in bigger groups compared to smaller groups.

[Keywords] superordinate identity; group size; group decision making; modification, identification

Introduction

Imagine that a study group is going to choose two or three topics to work on, from a list of topics given by the professor. Each member of the group has his own opinions on which topics the group should be working on. But how will the group finally decide on this? And under what circumstances will the members be more willing to modify their own choices, in order to reach an agreement as a whole group? And under what circumstances will they have high identification with the final group decision, even if they are not their first-sight choices?

Those above are intriguing questions concerning group decision making through discussion. Group discussion and group decision making have long been topics of interest for researchers. From an early time, studies on group decision making have emphasized the processes where a diverse set of individual preferences gradually form an agreement. Early researchers used to define functional models to describe the processes that led to consensus, like the model by Lorge & Solomon (1955), Smoke & Zajonc (1962), Steiner (1972), and the culminating social decision scheme theory (Davis, 1973) with its various offshoots (e.g., Stasser & Davis 1981).

The models above put forward referential methods for a group to better form a consensus opinion. However, we do not put our focus on the exact method or techniques members utilize to finally make an optimal decision. On the contrary, we'd like to use a technique-free, and content-only discussion, and to explore the attitude and opinion changes of each member. For example, as we know, previously held beliefs and opinions of a member will be brought into discussion, expressed and either adopted or abolished by the group. Each member is aware of the common goal of the group discussion which is to reach a consensus, as well as his personal goal of promoting his own ideas and sometimes gaining respect though defending them from objective views. One is assumed to be more satisfied if his opinions are agreed upon by others, and finally accepted, rather than rejected and passively accepted the opinions of others. It may be the human nature to favor the adherence on one's own opinions. As Brodbeck, et al. (2002) and Greitemeyer & Schulz-Hardt (2003) showed, group members do not like to change their initial preferences once formed. Thus, considering the questions we put forward at the beginning, that under what circumstances will the members be more likely to change more of their ideas, we are thus interested in findings out relevant characteristics that exert such influences. We first suppose, if the group share a common superordinate identity, the extent of acceptable modification to one's own choices will be higher than if the group members have their different identities. They may also tend to have much identification with group choices under such circumstance.

Superordinate Identity

Social identity is a core concept in social psychology and has been proved to have extensive influences on a large range from perceptions to social behavior. People's mind and behavior can be extensively different if they see themselves in a quite different identity category. It's also the same with group identity. According to Social Identity Theory (SIT), social identity category has a large impact on group behavior.

According to SIT, the most effective method of improving intergroup relations is to promote awareness of a common superordinate identity. Inducing members of different groups to think of themselves in terms of a superordinate group identity – one that they share – leads them to think about, feel, and act more positively toward each other (Gaertner, Dovidio, Nier, Ward, & Banker, 1999). Superordinate identity has also been proved effective for reducing intergroup threat (Angrist & Lavy, 1999). When people belong to their own subgroups, intergroup bias is likely to take place in the form of ingroup favoritism and the absence of equivalent favoritism toward the outgroup (Brewer, 1999). But with the process of recategorization, members coming from separate groups began to see themselves as belonging to a common superordinate category, inclusive of former ingroup and outgroup members. In several laboratory experiments, participants who were induced to recategorize former competing groups as one larger group exhibited less intergroup bias (Dovidio, et al., 1998; Gaertner, Mann, Dovidio, Murrell, & Pomare, 1990; Gaertner, Mann, Murrell, & Dovidio, 1989). In a study with students attending a multicultural high school, for example, students who identified themselves as American in addition to their ethnic group identity (e.g. Korean American) had lower degrees of intergroup bias than students who did not describe themselves with American identity (e.g. Korean) (Gaertner, Rust, Dovidio, Bachman, & Anastasio, 1996).

Superordinate identity also has effects on knowledge transfer. In an organizational research, employees who viewed their unit and another unit as belonging to a superordinate group might consider the other unit's knowledge thoroughly enough to recognize its merits. In contrast, employees who viewed

another unit as a separate group considered the knowledge only cursorily. Superordinate identity is expected to impact the extent that units consider knowledge, which should in turn promote knowledge transfer (Kane, 2010).

Thus, superordinate identity has every reason to have influences on group decision making. In this study we try to manipulate the social identity of the group, either to make it change from a superordinate category to subgroups or the other way around. We assume that when all members are into a superordinate category, group discussion will be more effective, and members are more willing to modify their own opinions and will have much more identification with the results of group discussion.

Group Size

We also consider size of a group as a potential factor that will influence the processes of group decision making through discussion. There have been some research on the different states of group behavior under different group sizes. For example, from a very early period, there have been investigations on the influence of class size on learning outcomes. Many research find smaller sized group benefits for students. For example, researchers found that reductions in class size induced a significant increase in reading and math scores for 5th graders and a smaller increase in reading scores for 4th graders, and the gains from small classes are largest for the students from disadvantaged background (Angrist & Lavy, 1999). Some researchers found a significant benefit accrues to students in reduced-size classes in both subject areas (Finn & Achilles, 1990).

Compared to this, remarkably few research studies have addressed the effect of group size on group members' interaction. Researchers addressed the question of how the size of a group influenced the discussion process, based on the currently two models of communication as dialogue and communication as monologue (Krauss & Fussel, 1996). The two models have different implications on how the views of group members might be influenced by others during the discussion.

It is found that modes of communication are different in small and big groups. In small groups, communications are more interactive and like dialogue, thus views of those members have the most interactions with are the most important and influential. In big groups, however, communication is less interactive and like monologue, thus views from the speaker who made most contributions to the discussion are the most influential. Results suggest that the size of a decision-making group influences what the group can achieve. If it is important to take into account the range of opinions among group members, then small groups should perform better. However, if the goal is to disseminate a particular opinion through a dominant group member (e.g., the leader of a team), then large groups should be more effective.

Discussion into the relation between size of a group and group decision making performance has yielded inconclusive findings. Abuseileek (2012) claims as small as 5-member group performs better than any other group of 2-4 or 6-7 members. King and Cowlshaw are supportive of the advantage of large group size in individual decision making and claim that individual decisions based upon social information are more likely to be correct when more individuals are involved and their personal information is more accurate (King & Cowlshaw, 2007). Some suppose that the upper boundary for the number of optimal participants is determined by cognitive factors, in particular "information overload" When the group is too large, participants are confronted with too many data items. To cope with information overload, participants may choose to end participation, ignore parts of the discussion or participants, or to split the discussion group into subgroups (Jones & Roelofsma, 2000).

In sum, we propose the following hypothesis:

H1: The superiority identity of the group will influence his/her choice-making before and after group discussion, and individuals will modify their choices to a larger extent after group discussion, and they will have higher identification with group choices.

H2: The size of a group will influence his/her choice-making before and after group discussion. Under large group condition, members will modify their choices to a larger extent after group discussion, and they will have higher identification with group choices.

Methods

Subjects

There were 424 participants involved in this experiment. They were from different colleges in Zhejiang province, China, including Zhejiang University, Zhejiang Gongshang University, Zhejiang Shuren University and Communication University of Zhejiang. Gender balance was roughly kept, and participants ranged from freshmen to seniors. Most of them participated for payment, while some others participated for extra course credit.

Procedure

First, subjects were gathered and randomly assigned into either 3-person groups (small group condition) or 6-person groups (big group condition). In the subgroup-superordinate condition, member identities were introduced by the experimenter as coming from different schools with the rest others, however, their common point as college students was stressed, and all members were requested to see each other as college students during the rest of the experiment. In the superordinate-subgroup condition, group identity was first introduced as college student, then the different identities of different schools were stressed, and members were asked to see them all as students from different schools during the rest of the experiment. After the identity activation, participants were sent a short questionnaire asking them to choose from two identities, either see the group as college student (superordinate category) or as students from different schools (subgroup categories). This served as a manipulation check question for group identity category.

As the experiment began, the experimenter read a one-paper reading material on promoting water saving behavior. After getting to know the severity of water resource scarcity and the uneven distribution in China, members were told to select five pieces by themselves, of information they thought was most appropriate for promotion of water-saving to the public, from the ten listed in a paper abstracted from the speech. They also rated their choices on three items: confidence, perceived difficulty and satisfactory respectively on a 5-point scale. Then, members embarked on a group discussion. The task of the discussion was to select five pieces. At the beginning of the discussion, each member should tell the others about his/her choices with brief explanations, then the group discussed together about the five items and finally reach a consensus. Participants were also kindly reminded that the content of the discussion was very important, thus techniques for reaching an agreement like voting were abandoned. Time was not restricted, but the actual duration of the discussion was recorded. At the end of the discussion, each member wrote down the group choices, rated them on the same attitude scale. Finally, they were also asked to write down their personal choices again (post-choice), and they could have different opinions with group choice. Attitude evaluations were also conducted towards the post-choices.

Design

The 2×2 between-subjects factorial design was employed, varying group identity category (superordinate categorization vs. subgroup categorization) and group size (small vs. big). Two indicators served as dependent variables, modification and identification. Modification ratio was calculated through the proportion of choices that had been modified individually before and after group discussion. Identification was the calculated extent of consistency between individual post-choices and group choices, since we cared about the extent members truly agreed on the group decisions, rather than just ostensibly submitted to group opinions for the sake of reaching an agreement. That is, consistency stood for identification with group choices. we used the indicator “post-group choice consistency”, comparing individual post-choices and group choices and computed the ratio of the shared items between the two. The higher the ratio, the more approved and identified members are with group choices.

Results

Manipulation Check

Manipulation check of group identity was carried out. Participants who did not answer correctly according to the real manipulation were deleted from the data. Four (4) responses were deleted.

Group Discussion

We conducted a 2×2 multi-ANOVA, to test the effect of identity recategorization (super-sub vs. sub-super) and group size (small group vs. large group) on individual modification and post-group consistency. The results were as follows (see Table 2).

Modification. There was a significant main effect for recategorization on modification, $F(1, 420) = 6.661, p < 0.05$. From Table 1 we could see that modification rate was higher when identity changed from subgroup to a superordinate group (college student), which meant individuals changed more on their options under superordinate category.

Main effect for group size on modification was marginally significant, $F(1, 420) = 3.609, p = 0.051$. Descriptive statistics table revealed that members changed their options more when their group was relatively big comparing to small. No other main effects or interaction effect had been spotted.

Consistency. Main effect of recategorization on consistency was marginally significant, $F(1, 420) = 3.015, p = 0.083$. Consistency was higher when identity changed from subgroup to a superordinate group category. Main effect of group size on consistency was not significant, neither was interaction.

Table 1. Descriptive Statistics on Modification and Consistency

	Recategorization	Group size	Mean	SD	N
Modification	Super-sub	Small	.1714	.19046	70
		Big	.2271	.17826	140
		Total	.2086	.18385	210
	Sub-super	Small	.2306	.21404	72
		Big	.2535	.20479	142
		Total	.2458	.20773	214
	Total	Small	.2014	.20421	142
		Big	.2404	.19219	282
		Total	.2274	.19692	424
Consistency	Super-sub	Small	.8943	.14733	70
		Big	.8643	.19676	140
		Total	.8743	.18198	210
	Sub-super	Small	.9056	.13829	72
		Big	.9113	.14396	142
		Total	.9093	.14177	214
	Total	Small	.9000	.14242	142
		Big	.8879	.17350	282
		Total	.8920	.16368	424

Table 2. Multi-ANOVA of Recategorization and Group Size on Modification and Consistency

Source	Independent Variable	df	Mean Square	F	p
Corrected Model	Modification	3	.106	2.758	.042
	Consistency	3	.058	2.181	.090
Intercept	Modification	1	18.392	480.209	.000
	Consistency	1	301.783	11358.556	.000
Recategorization	Modification	1	.173	4.507	.034
	Consistency	1	.080	3.015	.083
Group size	Modification	1	.146	3.816	.051
	Consistency	1	.014	.524	.469
Recategorization * Group size	Modification	1	.025	.661	.417
	Consistency	1	.030	1.133	.288
Error	Modification	420	.038		
	Consistency	420	.027		
Total	Modification	424			
	Consistency	424			
Corrected Total	Modification	423			
	Consistency	423			

Discussion

In this research we found that identity category could influence members' tendency to modify their own original choices. Modification rate represents a kind of willingness to change in themselves. When the whole group belonged to a superordinate category, members considered themselves as all college students, and they tended to have higher modification rate on their original choices, compared to members who consider themselves in different subgroups, and the whole group do not share a common identity. This suggests members may be more involved in the discussion where they exchange different ideas, pay

more attention to others' opinions and thus absorb divergent opinions more naturally and easily. Since they all belong to a common identity, not so much threat exists in having different opinions or to persuade others, and the need to defend the view of oneself or one' subgroup is not that strong. This is quite different if members only see themselves and others as belonging to different subgroups. Dissenting opinions are more likely to be perceived as threat of disrespect and challenge and need for self-defense will be stronger enough for them to resist changes.

Results also showed that recategorization had marginal significant effects on post-group choice consistency, so members of a superordinate group have more identification with group choices. From members' perspective, even though the discussion was not time-limited, some wanted it to end quickly before having too much argument. Or many felt it hard to persuade others even if he held firm belief in his own answers. Thus, there exist some people who ostensibly agreed upon the options chosen by the majority and accepted them as group choices but were reluctant to write down them as their personal post-discussion choices. In the process of post-personal choices which allowed him to make different choices from group choices, he may persist on some of his own options. In this case, he did not heartily form strong identification with group opinions, but quite strong identification with personal opinions. We detected this by computing his post-group consistency, and the ratio served as an indicator of how much he truly agreed upon, i.e. identified with the results of group discussion. Results showed members of superordinate category group took group choices as their personal post-choices to a larger extent, thus had more identification with group decision. This could also be deduced from evaluations of group choices, where the three items members rated on how confident, difficult and satisfied they felt towards group choices revealed that members of a superordinate category group are more confident, feel less difficult and more satisfied towards group choices. In short, personal post-choices along with attitude toward group choices together serve as evidence that members form more identification with the product of group discussion under superordinate identity category, compared to subgroups. Whist group size does not exert influence on identification.

The size of a group has also been demonstrated to have impacts on group discussion. Group size had marginal significant effects on modification, that modification rate is higher in bigger groups than smaller groups. It is within understanding since group members are more diversified with their pre-choices in bigger groups. Also, more people come up with different opinions during discussion, thus creating more chances for members to listen to dissenting views and make changes on their original choices. In a small group like 3-person group in this study, people's pre-choices are very likely to be similar, thus the choices to be discussed are restricted to those choices. Once the disputable choices are settled, they will not have second considerations on the choices that have not been mentioned. We can imagine that as the group grows bigger, modification rate therewith grows, however not ultimately. As long as all the choices are covered, the chance of modification increase along with group size grow also ceases.

Besides the influence of identity or group size on the two indicators, correlation findings suggest that modification and post-group choice consistency themselves are positively correlated. We see from above that members of superordinate category have higher modification as well as consistency than members in subgroups. Regression analysis further shows that as people change their opinions, they tend to change in the direction of group discussion results, in that higher modification links with higher post-group consistency.

Limitations and Future Directions

In this study, we explored and evidenced that social group identity has impacts on individuals' effort in group decision making through discussion. Specifically, emphasizing on the superordinate identity of a group will facilitate members in modification of their personal choices, and will enhance their identification with the results of group discussion. This result provides further implications for superordinate social identity, which has already been proved to have other positive effects on group processes. For example, members under a common superordinate identity tend to treat each other more positively, compared to only belonging to subgroups, and on intergroup relations. It has also been revealed that superordinate group identity helps reduce intergroup threat, and people changed from subgroups to a superordinate group focus more on the common task rather than intergroup relations.

However, aside from group characters and some environmental factors, we did not induce personality characters as potentially influential factors. We suppose this could be a new and quite interesting direction to explore. For example, although the experimenter did not put restrictions on the form of discussion, it tend to appear naturally that some people spontaneously put themselves in the role of group leader. It's just like a leaderless group interview, in that even though a leader is never assigned explicitly among the interviewees, almost on all cases one of the group members will take up the role of group leader and keep the discussion in order. It seems to be a natural rule that there must be a potential leader(s) and some "sheeple" who just follow the majority in a group discussion. Therefore, it looks like an interesting topic if different roles in a group discussion are differentiated and analyzed separately. For example, will the group leader pose the most of his personal ideas into final group results, has the lowest modification rate but the highest identification with group choices? Will the member who talk the most tend to change the least in his choices? Individual characteristics can also be added, like with what kind of characters will the member be more likely to be a potential leader in a group discussion. To sum up, introducing personal factors like personality characters or the role one plays in a discussion, and analyzing them together with group characters might reveal more enlightenment and may constitute an intriguing field.

Conclusion

This study wants to explore the group characteristics and environmental conditions that may influence the process of group decision making through a discussion. We evidenced that members of a superordinate group changed more on their previous personal choices after group discussion and identified relatively more with group choices compared to members with subgroup identities.

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Residential District Satisfaction Facilitates Life Satisfaction

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[Abstract] *This study suggested that people's residential district satisfaction would facilitate their life satisfaction. Evidence from a survey study supported this prediction, revealing that the two components of residential district satisfaction (i.e., residential district services satisfaction and interpersonal relationships satisfaction) both positively affected life satisfaction.*

[Keywords] *residential district satisfaction; life satisfaction; residential district services satisfaction; interpersonal relationships satisfaction*

Introduction

Life satisfaction is one's general evaluation on his or her life quality and is viewed as a cognitive component of subjective well-being (Diener, Emmons, Larsen, & Griffin, 1985; Emerson, Guhn, & Gadermann, 2017). As life is composed of many facets, there is also satisfaction with specific aspects of life. Satisfaction with a specific aspect of life may influence the evaluation of life in general. According to the literature in the organizational setting, one's satisfaction with his or her job was found to influence life satisfaction (Judge & Locke, 1993; Judge, Locke, Durham, & Kluger, 1998).

Satisfaction with people's living environment has been investigated in Chinese literature. Much attention has been paid to urban community satisfaction (e.g., Geng, Gao, & Zhang, 2007; Pang, 2009; Shan, 2008). However, people's satisfaction with another specific kind of living surrounding that is geographically within urban community but distinct from it is neglected in Chinese literature. This specific type of living surrounding is the residential district. This neglect may be because current research did not clearly differentiate between the residential district and an urban community. Residential district refers to city areas which people inhabit and it is a sub-area of an urban community in China. An urban community usually includes several residential districts. However, a residential district is different from an urban community. Compared to an urban community, a residential district is more immediate to people's daily lives. In a residential district, people have homes, do exercise, and communicate with their neighborhood, etc. Moreover, residential districts are usually with closed boundaries, afford formal access only to those who live in it, and are managed primarily by property management companies. On the other hand, urban communities are without boundaries, open for any people and are managed by residents' committees. Therefore, a residential district and an urban community are distinct urban units both geographically and administratively. Unfortunately, existing studies (e.g., Geng, et al., 2007; Pang, 2009; Shan, 2008) concentrated more on community satisfaction. Issues on residential district satisfaction were considered part of urban community satisfaction. Therefore, people's unique perceptions on their immediate living surroundings- the residential districts, and the consequent influences on life satisfaction should be addressed.

The Present Study

This study focused on people's satisfaction with their residential districts. I borrowed concepts regarding community satisfaction (Geng, et al., 2007; Pang, 2009; Shan, 2008; Yang, 2008) to develop the concept of residential district satisfaction. Residential district satisfaction refers to people's evaluations on their

residential districts and includes two dimensions. One dimension is residential district services satisfaction that reflects residents' assessments on public security, afforestation, property management and the cleanliness of the environment in the residential districts. The other dimension is interpersonal relationships satisfaction which evaluates whether people help each other and their interpersonal connectedness in the residential district. In line with previous studies (Judge & Locke, 1993; Judge, et al., 1998) as mentioned before, I suggested that people's satisfaction with a specific facet of life would affect their general life evaluation. Specifically, I expected that people's residential satisfaction would affect their life satisfaction.

Method

Participants

I collected data from 184 city residents in Chengdu city of China. After removing incomplete questionnaires, 136 participants were finally included in the consequent analyses. In the valid sample, there were 59 males and 77 females. Their average age was 37.2 (SD=13.0). 109 participants were married, while 27 were in an other-marital status. There were 28 participants whose education level was primary school or below, 47 participants whose education level was junior middle school, 31 participants whose education level was senior middle school, and 30 participants whose education level was college or above

Measures

Residential district satisfaction. Residential district satisfaction scale was developed from existing items measuring community satisfaction in Chinese literature (Pang, 2009; Yang ,2008). The scale consisted of seven items. Participants answered questions on a 5-point scale (1 =very dissatisfied; 5 = very satisfied). I expected that the scale would have two dimensions. One dimension was residential district services satisfaction. This dimension had four items. A sample item for this dimension was "The property management in your residential district". Cronbach's α for this dimension was .89. Another dimeson was interpersonal relationships satisfaction in residential districts. This dimension had three items. A sample item for this dimension was "The interpersonal relationships in your residential district". Cronbach's α for this dimension was .93 Factor analysis with varimax rotation revealed that the rotated component matrix had two components. The two factors can explain 80.63% variance. Specifically, Factor 1 explained 42.54% variance, and Factor 2 explained 38.09% variance. All items measuring residential district services satisfaction loaded on the first factor, and the factor loadings were between .74 and .91. On the other hand, all items measuring residents' satisfaction with interpersonal relationships loaded on the second factor, and the factor loadings were between .89 and .92. All the cross loadings are below .32 (see Table 1).

Life satisfaction. The city residents' life satisfaction scale was adapted according to relevant literature (Diener, et al.,1985) and was translated into Chinese. This scale was intended to measure people's global evaluations of their life. There were five items in this scale. For example, "I am satisfied with my life". The scale was a 5-point Likert scale (1=totally disagree; 5=totally agree). The Cronbach's α for the scale was .92. Factor analysis with varimax rotation confirmed its validity. All items loaded on one single factor which can explain 76.56 %variance. All items' factor loadings are between .84 and .92 (see Table 2).

Table 1. Factor Structure for Residential District Satisfaction

Items	Factor 1	Factor 2
The cleanness and sanitation in this residential district	.87	.19
The afforestation in this residential district	.91	.16
The public security in this residential district	.85	.14
The property management in this residential district	.74	.31
People's contacts in this residential district (e.g., chatting or visiting each other)	.21	.89
Residents' mutual concerns and supports	.16	.92
Relationships among people in this residential district	.24	.92

Note. Factor 1 was residential district services satisfaction, and Factor 2 was interpersonal relationships satisfaction

Table 2. Factor Structure for Life Satisfaction

Items	Factor (life satisfaction)
In most ways my life is close to my ideal	.87
The conditions of my life are excellent	.90
I am satisfied with my life	.92
So far I have gotten the important things I want in life	.84
If I could live my life over, I would change almost nothing	.84

Results

Descriptive Statistics

According to the descriptive statistics in Table 3, participants' residential district services satisfaction, interpersonal relationships satisfaction and life satisfaction were between point 3 (the midpoint) and point 4 of the five-point scales. These results suggested that participants were slightly satisfied with their residential district and life. Moreover, residential district services satisfaction, interpersonal relationships satisfaction and life satisfaction significantly correlated with each other.

Table 3. Descriptive Statistics and Correlations (N=136)

	<i>M</i>	<i>SD</i>	1	2	3
1. Residential district services satisfaction	3.46	.99	---		
2. Interpersonal relationships satisfaction	3.65	.87	.43**	---	
3. Life satisfaction	3.76	.85	.41**	.45**	---

Note. ** $p < .01$

The Effects of Residential District Satisfaction on Life Satisfaction

I conducted a liner regression analysis to further investigate whether residential district satisfaction had significant impact on life satisfaction after controlling for the effects of demographics (i.e., gender, age, marital status and education). As can be seen in Table 4, residential district services satisfaction ($\beta = .24$, $p < .01$), and interpersonal relationships satisfaction ($\beta = .34$, $p < .001$) significantly affected life satisfaction. All demographics did not affect life satisfaction.

Table 4. Regression Analysis Concerning Effects of Residential District Satisfaction on Life Satisfaction

Predictors	Life satisfaction (β)
Covariates	
Gender	-.07
Age	.08
Marital status	-.14
Education 1	.09
Education 2	.10
Education 3	.10
Residential district satisfaction	
Residential district services satisfaction	.24**
Interpersonal relationships satisfaction	.34***
ΔR^2	.29***

Note. Gender was dummy coded (1=male,0= female). Marital status was dummy coded (1=married, 0= other marital status). Education was dummy coded (Education 1= college or above vs. primary school or below; Education 2= senior middle school vs. primary school or below; Education 3= junior middle school vs. primary school or below). ** $p < .01$, *** $p < .001$.

Discussion

In this study, I focused on whether city residents' satisfaction with their immediate living surroundings (i.e., residential districts) impacted their life satisfaction. After controlling for the effects of demographics, the results revealed that both residential district services satisfaction and interpersonal relationships satisfaction facilitated people's life satisfaction.

Although previous studies on urban community satisfaction in Chinese literature (Geng, et al.,2007; Pang, 2009; Shan, 2008) considered issues of residential district evaluations, they treated these issues as part of community satisfaction and did not explicitly differentiate between urban community and residential district which are relevant, but distinct, units in China's cities. Compared to an urban community, a residential district is a more immediate living surrounding in people's daily lives. This study contributed to this area by concentrating on residential district satisfaction and developing its concepts. Results showed that residential district satisfaction consisted of residential district services satisfaction and interpersonal relationships satisfaction as expected.

People's satisfaction with specific parts of life would influence their life satisfaction in general. For example, job satisfaction was found to predict life satisfaction in the work setting (Judge & Locke, 1993; Judge, et al., 1998). This study applied this idea into the investigation on the relationship between people's residential district satisfaction and their life satisfaction in China. The results are consistent with the above-mentioned research. As one's life is composed of many facets, in addition to residential district satisfaction studied in this research, other facets of life may also influence life satisfaction which needs further investigation. For example, family life satisfaction is another specific aspect of life satisfaction, and its association with community satisfaction was found by previous research (Toth, Ralph, Brown, & Xu, 2002). Could family life satisfaction also influence life satisfaction? Moreover, would family life satisfaction interact with residential district satisfaction to influence life satisfaction? These issues need to be explored in future studies.

The results of this study also have practical implications. Resident's subjective well-being is an important issue for urban administration. As life satisfaction is a component of subjective well-being (Diener, et al., 1985; Emerson, et al., 2017), people's subjective well-being could be improved through enhancing life satisfaction. According to the results of this study. Two approaches may be used to enhance

life satisfaction. One way is to improve the quality of residential district services, which depends mainly upon property management companies in residential districts. In China's cities, homeowners' committees are representatives of people in residential districts. Their effective supervision on the operations of property management companies could guarantee good residential district services. Another way is to enhance interpersonal relationships in residential districts. For example, holding some recreational activities and sports games may be useful to develop friendships among residents, which in turn promote life satisfaction.

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A Study on Psychological Resilience of Law Enforcement Officers from the Perspective of Social Psychology

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[Abstract] *The psychological resilience of law enforcement officers is essential to law enforcement work. In order to improve the psychological resilience of law enforcement personnel, this paper studies the psychological resilience of law enforcement personnel in three parts. Firstly, the article states the importance of psychological resilience of law enforcement personnel. Secondly, the elements of psychological resilience of law enforcement personnel are analyzed, and the knowledge and attention of law enforcement personnel to psychological resilience is enhanced. On this basis, the countermeasures for improving the psychological resilience of law enforcement personnel are put forward.*

[Keywords] *psychological resilience; law enforcement officers; elements; countermeasure*

Introduction

The level of psychological health of a society reflects the degree of civilization of the society. Improving the social psychological service system, timely dredging bad emotions and improving people's psychological health is an important part of building a harmonious society, as well as an important way to promote social sharing and social governance. Law enforcement officers have their own specific professional psychological phenomena. As the specific organizer and implementer of border enforcement, the psychological resilience of law enforcement officers has a close internal relationship with the outcome of border enforcement operations. Only by improving the psychological resilience of law enforcement officers can they adapt themselves to the complex, dangerous and fierce combat environment of border defense law enforcement, maximize the role of their law enforcement combat skills and tactics, and maintain the strong combat effectiveness of the public security border defense forces (Lu, 2011). Specialized psychological training, regular psychological resilience education and long-term practice are effective ways to cultivate and improve the psychological resilience of law enforcement officers.

Importance of Psychological resilience of Law Enforcement Officers

Good Psychological Resilience is a Guarantee of Success

The objects of border defense law enforcement operations are relatively special, and they are different from the objects of combat in the general sense. Generally speaking, there are various types of criminals who violate the law and are not armed. The purposes of the suspects to carry out illegal and criminal activities are various. Some of these purposes are trafficking guns and drugs. Some are smuggled or organized to smuggle others. Some are hostile elements or separatist forces outside the country (Zhang, 2012). Due to the law enforcement nature of the border defense law enforcement, if the object of crime is serious, even if it should be sentenced to death, according to law, it should also follow legal procedures, which are first arrest, investigation, prosecution, and courts, and then deal with it according to law. Therefore, the priority of the border defense law enforcement is capture, and then annihilate without the conditions for capture. A

psychological fight is an effective tactical means to capture and exterminate all kinds of illegal criminals in society governance.

Good Psychological Resilience is a Guarantee of Giving Full Play to the Ability of Work

Commanding ability is the necessary ability for law enforcement personnel to carry out command activities effectively. It is a combination of their knowledge, experience and information. Good psychological resilience of law enforcement personnel is an important basis for giving full play to their skills and tactics. Border defense law enforcement has the characteristics of sudden, rapid changes, tension, and danger, which make the law enforcement's psychological activities go far beyond the scope of normal activities. The situation brings great psychological pressure to law enforcement personnel, and it requires law enforcement personnel to have a good psychological resilience.

Good Psychological Resilience is an Important Part of Combat Effectiveness

In the border enforcement battle, law enforcement personnel's psychology is often in a state of stress. Physical strength and energy are consumed too much, and physical and mental fatigue is excessive. It often induces mental illness, irritability, rapid achievement, excessive excitement, and even psychological collapse. The practice of border defense law enforcement operations shows that the psychological stability of law enforcement personnel in the face of war and actual combat, the ability to resist external interference and temptation, and other psychological qualities directly affect the play of their command ability and the generation of the combat effectiveness of border defense forces.

Elements of Psychological Resilience of Law Enforcement Officers

Accurate and Sensitive Observation Ability

Observation is a special form of perceptual activity that is purposeful, planned, and actively involved in the mind. When observing and thinking about things and phenomena, law enforcement personnel should find problems in an instant, from various things and phenomena that are not easily perceived by the average person, and are not easy to attract attention and vigilance, discover the inevitability of accidents, and discover the essence behind the phenomenon (Liao, 2011). They have to grasp the laws of movement, change and development of things. In the border law enforcement battle, accurate and sensitive observation ability runs through every step, especially in the field survey, blocking and search is more important. Without accurate and sensitive observation capabilities, law enforcement officers cannot conduct meticulous observations, fully grasp the situation, and cannot obtain valuable information on the situation of the enemy and criminal data. And it is impossible to find and capture various types of criminal suspects in the society governance.

Good Knowledge Quality

The cognitive psychology of law enforcement officers is based on their own knowledge structure and has a heavy knowledge structure. It is the basis for obtaining multi-dimensional and multi-angle cognitive ability. Therefore, the cultivation of good cognitive psychology requires the study, renewal and accumulation of scientific and cultural knowledge. It includes legal knowledge, investigation skills, philosophy and thinking science, natural science knowledge, economic management knowledge, and so on.

Emotion Quality

Law enforcement officers have extensive contacts in their practical work activities. They often encounter various interpersonal conflicts and various difficulties, and they are prone to irritability and frustration. Under the influence of these negative emotions, a series of dilemmas and adverse psychological reactions will occur, making the established purpose impossible to achieve. Law enforcement officers are able to detect and control their emotions in a timely manner, find out the reasons for their creation and how to eliminate these undesirable factors (Zhu, 2011). Law enforcement officers must have great enthusiasm for border law enforcement work, so that they can assume their duties of investigating and cracking down on all kinds of illegal and criminal activities in society governance, safeguarding social stability in society governance, and maintaining a sustained enthusiasm for border law enforcement work. Maintain a high degree of enthusiasm for the country and the people.

Will Quality

Border law enforcement activities are a positive, proactive and ongoing exercise. The role of border law enforcement is to know the range of criminal activities in the border area and to nip them in the bud or prepare for them when they do not occur. We should establish the concept of the enforcement of law firstly, be proactive and actively collect all kinds of dynamic information in the society governance in order to deal with illegal and criminal activities in the social areas. Law enforcement officers must be resolute and in no case indecisive. They must quickly distinguish between right and wrong on the basis of the actual situation, make correct decisions and act on them, and make new decisions or adjustments in real time according to changes in the situation.

Social and Psychological Communication Ability

In the process of law enforcement, law enforcement officers inevitably have to deal with a variety of people, and they all need to conduct extensive psychosocial communication activities. In addition to dealing with cunning criminals, they also have to deal with witnesses and victims. Their knowledge structure, personality, and religious beliefs are all different. This requires law enforcement officers to have strong psychosocial communication skills.

Countermeasures to Improve the Psychological Resilience of Law Enforcement Officers

Building up a Spirit of Selfless Dedication

Law enforcement work is essentially a kind of service work. The purpose is to serve the law enforcement work and serve the decision-making of the superior leadership. In many cases, law enforcement officers have made valuable law enforcement through hard work and even risk. They have provided strong help for superior leaders to make important decisions and ensure the outstanding completion of social management tasks. However, in the end, they may still be unknown. Law enforcement officers should understand the nature of the work of law enforcement, see the importance of law enforcement work and their own values, establish a spirit of selfless dedication, have the heart of an unsung hero, and make their own best achievements in this special post. Give your greatest strength to the world.

Maintaining Sustained Enthusiasm for Work

Border law enforcement work needs law enforcement officers to give full play to their subjective initiative and actively carry out all kinds of law enforcement work. The mobilization of enthusiasm is first of all that

law enforcement personnel should have an interest in the work of border law enforcement. Law enforcement interest is the prerequisite for doing a good job in border law enforcement work (Song, 2010). Only if they have a strong interest in border law enforcement work can law enforcement officers pay more attention to law enforcement, overcome many difficulties, and finally, complete the task of law enforcement work. Instead of being forced to work, he passively engaged in law enforcement work. Secondly, law enforcement officers should be courageous to explore. If interest is a prerequisite for law enforcement officers to do a good job in law enforcement work, then exploration is a necessary condition for law enforcement work. Only interest is not enough, it is only to stay on the surface of things, only the courage to explore in order to deeply discover the real value hidden beneath the surface. Therefore, the spirit of exploration is also one of the indispensable and important qualities of law enforcement officers.

Strengthening Psychological Training

Psychological training is a special training activity based on the professional characteristics and physical and mental development laws of the law enforcement personnel of the public security side. Under specific circumstances, psychological principles are used to adopt various methods to enable them to have the psychological qualities required by the profession of public law enforcement personnel.

Strengthening the psychological training of law enforcement personnel is an objective requirement for winning the enemy in law enforcement operations, and an important way to improve the combat effectiveness of law enforcement forces. We must pay attention to the characteristics of law enforcement operations and constantly expand the methods and means of psychological training based on psychological principles, to improve the psychological resilience of the law enforcement personnel on border. Psychological training must also be based on the physical and psychological development of the law enforcement personnel of the public to determine the content and methods of psychological training to ensure the scientific nature of psychological training. In the training method, we must achieve from easy to difficult, step-by-step, and avoid rushing to achieve results; In the course of training implementation, various kinds of stimuli should be presented, and various methods should be adopted to promote the comprehensive development of their psychological functions; In high strength and overload training, we must master the psychological load limit and physiological load limit of the law enforcement personnel on the side of the public security so as not to cause physical and mental damage.

Increasing Practice Exercise

Psychology is the function of human brain. It is the product of interaction between human brain and objective environment. It is produced and developed in the practice of human society. This rule of psychological development determines that the formation and improvement of psychological resilience can only be produced, developed and improved on the basis of practice. The fundamental purpose of improving the psychological resilience of law enforcement personnel is to enable them to adapt to the complex, dangerous and fierce border control law enforcement operational environment, maximize the important role of their law enforcement combat skills and tactics, and maintain the strong combat effectiveness of border control forces. Practice has proved that specialized psychological training, regular psychological resilience education and long-term practice are effective ways to cultivate and improve the psychological resilience of law enforcement personnel.

Conclusion

The fundamental purpose of improving the psychological resilience of law enforcement officers is to enable them to adapt to the complex, dangerous and fierce law enforcement operational environment, to maximize the important role of their law enforcement combat skills and tactics, and to maintain the strong combat effectiveness of the public security of China.

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A Study on the Common Psychological Characteristics of Suspects of Illegal Entry and Exit at Ports under the Background of the Deepening Research on Social Mentality

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[Abstract] *With the increasing of China's reform and opening up, the exchanges between China and other countries have become increasingly close, but illegal entry and exit activities at the ports have seriously disturbed the normal immigration order of China and brought serious problems to social security in some places. At the same time, such activities have also damaged the international reputation and the external image of our country. This article analyzes the common psychological characteristics of those who illegally enter and exit the country from ports and discusses them in light of psychology prevention.*

[Keywords] *psychological characteristics; illegal entry and exit; countermeasure*

Introduction

In the period of social transformation, the problem of social mentality has become one of the hot spots in academic and theoretical circles. The research has mainly been carried out from the aspects of a social mentality concept, existing problems, influencing factors, optimization and adjustment path and so on, so to establish a broad theoretical platform. At present, researchers mainly expound social mentality from two aspects –the whole society and specific groups.

Illegal entry and exit, the psychological formation of the Implementers also follows the general rules of the formation of psychology as described in the criminal psychology (Cai, 2013). That is, criminal psychology is based on the individual's subjective misunderstanding under the influence of the unfavorable objective environment. The formation of psychology is the complete display of the entire personality of an individual in a certain space and time. In order to solve these problems, the public border control department has taken many measures and means to combat this. However, criminal activities are still rampant. The root lies in the fact that the law enforcement departments can only focus on combat but lack prevention. They only focus on the control of the external environment but ignore the study of the psychology of suspects.

Common Psychological Characteristics of Illegal Suspects Entering and Leaving

Fear

Fear and tension is the most common psychological reflection of suspects who enter and leave the port illegally. These two kinds of psychological reflection are generated by the sense of guilt and the legal deterrent to the psychological stimulation of the suspect. Fear is a stress state caused by a dangerous situation. It is a potential self-protective psychological response. There is a fear of punishment in the course of committing illegal acts at the port of entry and exit (Ye, 2009). Therefore, there is a fear from beginning to end in the suspect. Tension is a kind of common psychology after the individual enters the scene, especially for persons entering or exiting the port illegally for the first time. No matter how well prepared

they are, before entering or exiting the port illegally, the stress of entering the scene of the inspection has increased significantly due to the lack of experience and the difficulties and dangers of the various illegal processes. When the scene is significantly different from one's predictions, fear is heightened, and tension is heightened, which in turn reinforces fear.

Fluke

A fluke is a kind of gambling mentality that does not have a very good chance of success when doing something, but also holds great hope. It also shows its obstinacy in illegal entry and exit personnel. In fact, everyone who has the idea of illegal entry and exit has heard news like the "Dover" tragedy. They also know that it is not a simple thing to settle down in foreign countries by his knowledge and culture level, but they still hold a simple mind of fluke. Most of them think that they will be luckier than others, that they will be able to reach their destination smoothly and be able to find an ideal job abroad and make a lot of money. Therefore, those who illegally enter and leave the country would rather believe in the enchantment of the "Snakehead" and would rather believe the boasting of the "achieved man" of the illegal entry and exit. They are extremely gambling to embark on an illegal entry and exit journey.

Paranoia

In terms of cognitive characteristics, illegal immigrants mostly hold some wrong ideas and understandings. They think that after illegal entry and exit they can become rich, and they often believe that as long as they are out of the country, they will be able to make big money, thus they ignore other possibilities. While knowing that the illegal entry and exit process may encounter all kinds of dangers, the suspects are still desperate to go abroad, and they are obsessed with realizing the dream of going abroad. As long as there is a slight possibility and opportunity to go abroad, they will firmly seize it, regardless of whether the "out" route is legal or not. For example, a young woman who saw that others illegally entered and exited the country and had successfully made money was extremely envious. She also claimed that she was "looking for a foreign husband". For this reason, she participated in illegal entry and exit four times. When asked if she considered the impact and consequences, she said, "what the hell, I just need to find my own happiness". This fully reflects the partiality of these thinking activities.

Anxiety

In many ports, the psychology of the suspects, who enter and leave the country illegally from waiting in line to being inspected, is generally transformed from forced to anxious. Some suspects always look at their passports, examine their clothes, and constantly prepare for dialogue with the inspectors before checking. Some suspects are absent-minded, even slow to respond to external stimuli. With the shortening of the inspection time, their psychology changes extremely. They are sensitive, anxious, and prone to excitement. They are always in a state of high vigilance. The focus of their attention falls on the inspectors. Special attention is paid to the passport in the hands of the inspector during the inspection and to the change in the inspector's facial expression at all times.

Despair

Despair is a kind of extreme negative psychology after the suspect of illegal entry and exit of some ports is discovered. It has strong destructive power, which will make people lose their desires, abandon themselves, and resist the end. Being desperate, the suspects do not want to take the initiative to reflect on their illegal actions, they remain silent and refuse to answer questions, they do not believe in laws and policies, and

adopt a stubborn attitude of resistance to the end. Even some suspects, under the control of extreme despair, abandon themselves and attempt to commit suicide. Or they try to commit serious acts such as breaking the customs. Their psychological activities are complex from the point of view of the whole process of illegal entry and exit persons passing through the port. Different people with different experiences and different ways of obtaining documents also show different psychological characteristics.

However, the psychological state and performance mentioned above will exist, more or less, but the performance level among everyone is different. Therefore, when analyzing the psychology of suspects who enter and leave port illegally, we should make comprehensive and comprehensive consideration of the different psychological expressions.

Reasons for the Psychological Characteristics of the Suspect

Material Needs

It is everyone's need and pursuit to get rid of poverty and move toward prosperity, but for those who do not have a high degree of education and know little about the situation abroad, they lack the ability to distinguish between right and wrong and blindly envy the prosperity of the Western capitalist world. This encourages them to pursue the desire for money and profits, so that they illegally enter and leave the country to work abroad as their own normal life needs, as a shortcut to poverty and wealth (Lin, 2007). When we examine people who have entered or left the country illegally, we often hear them say some excuse as self-deception. The suspects say they were forced to leave the country because of their hardships in life, or because the government has too strict control over the issuance of certificates and they cannot go abroad through the proper channels. They think this method can reduce the burden on the country and they also earn foreign exchange for the country. Many people enter and leave the country illegally because of abnormal concepts of money and values, but there are also some people who are really out of desperation for life. Residents living in coastal areas and even in the Mainland have used the oversea livelihood and development as their excuse to illegally enter developed countries through various means.

Development Needs

The need for the development of illegal immigrants is mainly for the development of individuals and families and the development of the next generation. For illegal immigrants themselves, because of their low level of knowledge and poor technical skills, it is difficult to find jobs in China. When they hear that it is easy to earn money abroad, they will try to go abroad regardless of whether or not the way to go abroad is legal. They also regard illegal entry and exit abroad as a need for its own development. For the families of illegal immigrants, the main reason is for family reunification and being "proud of family". Many parents and relatives of illegal immigrants have settled down abroad, so they actively encourage their younger generations to go abroad for reunification. However, due to the strict scrutiny required by legal immigrants, most of the younger generations go abroad to illegally enter and leave the country.

Loose Law Enforcement

One of the serious problems in the work of counter-illegal entry and exit is the lack of law enforcement and the failure to crack down on it. For a rather long period of time, the punishment for illegal entry and exit of general ports was often just criticized for education, confiscation of documents, and even those who illegally enter and exit the country for organizations of a more serious nature were often only be fined. This kind of painless treatment makes it difficult to play a general preventive role. After some suspects are

released, they do not give up illegal entry and exit, thus forming a vicious circle of arrest, release and arrest. The success of some illegal entry and exit activities is also directly related to the connivance and incorruptibility of some local law enforcement officials. Some law enforcement officials are tempted by money to turn a blind eye to the illegal activities, and even inform illegal entry and exit persons. These actions have greatly contributed to the illegal immigration activities at the port and have become a major reason for the persistence of this illegal activity (Deng, 2007).

Domestic and Abroad “Snakehead” Illegal Means of Entry and Exit Renovation

Illegal entry and exit has gradually transformed from unorganized into an organized, collectivized, and intelligent illegal entry and exit. At the same time, some snakeheads adopt the method of “illegally entering and leaving the country then collecting money”, even implementing “three guarantees”, that is, transportation, search for a job, and covering fines. Therefore, although the cost of illegal entry and exit is high, the “security” generated in the mind can greatly solve their worries, resulting in the repeated prohibition of illegal entry and exit activities at the port.

The Negative Impact of Public Opinion Orientation

From the view of public opinion media, most of the people who show in front of people are positive reports of patriotic overseas Chinese returning to their hometowns to invest in factories, assist in running schools, and contribute to donations. It seems that the Chinese people who have returned home are rich, but they ignore the hardships they had when starting their own businesses and enduring in foreign places. Under the guidance of similar public opinion for a long time, people are full of high expectations for those who go abroad, thinking that as long as they go out to work for a few years, they will become nouveau riche. This kind of social mentality is tangled with the cultural characteristics of the Chinese people who save face. People who go out always have to return home. If they do not have any achievements, they are ashamed to see families and neighbors. The desire to go out to the world stimulates people to go out through legal or illegal channels.

Countermeasure to Prevent Illegal Entry and Exit

Strengthen Guidance and Education

To prevent the formation of the psychology of illegal entry and exit, first, we must work hard to cultivate the individual’s pro-social consciousness, including a correct value of life and world, legal consciousness, a collectivist concept, a labor concept, and a patriotic ideology. To prevent the formation of anti-social consciousness is the ideology that conflicts with the mainstream culture and social norms of society, such as extreme individualism, money worship and other ideologies. Secondly, we should pay attention to the need of citizens at higher levels and resist the thoughts of illegal entry and exit. Try to help them improve their own value, actively guide them to establish high ideals, and cultivate a higher level of psychological needs; strengthen the legal system and enhance the concept of a legal system. Through television, radio, newspapers, the Internet and other tools, use typical cases and surrounding cases of those who are familiar to them to carry out publicity and education. Invite some special people, such as illegal entry and exit personnel who have been captured, who, after education, have turned out to be law-abiding citizens, to tell about the dangers of illegal entry and exit, as well as the living conditions of illegal entry and exit to foreign countries, so that they have a deeper understanding of illegal entry and exit.

Strengthen Comprehensive Social Governance

In order to prevent illegal entry and exit, we must improve the social morality, eliminate the causes of illegal entry and exit and purify the social environment. At the same time, we must vigorously develop the domestic economy and reduce the economic gap with developed countries, so that people can live and work in the country without being willing to enter or leave the country illegally. In addition, improve the level of labor force and enhance the competitiveness of labor export. We will increase publicity and use the power of social media to change the social morality of some “hard-hit areas”, so that people can clearly understand the situation, recognize the current development prospects of our country, and eliminate the impact of history. We will vigorously develop the domestic economy, raise the level of economic development, increase employment opportunities, especially in rural areas, and enhance the digestion of surplus labor force by domestic enterprises. In view of the fact that the visa policies of Western countries prohibit the free movement of low-skilled labor, we should strengthen communication between the foreign affairs, business, labor, education and other government departments, reach more consensus, form more synergy, and improve the quality of foreign labor exports (Xie, 2005).

Inhibit the Motivation for Illegal Entry and Exit

The border control department should continue to give full play to its own service functions, innovate the means and forms of service, broaden the channels and contents of service, improve the level and quality of service, consciously obey the overall situation of serving economic and social development, and effectively improve the ability to serve economic development. We will seize the important opportunity of implementing the strategy of “loving the people and consolidating the borders”, maintain stability in the border areas, promote the development of the local economy, improve the people’s material and cultural living standards, and enable more people to live and work in peace and enjoy the benefits of economic development, thereby reducing the occurrence of illegal entry and exit activities in China at the source. Strengthen management efforts to eliminate the impact of objective conditions conducive to illegal entry and exit and to reduce opportunities for successful entry and exit. We will strengthen Port Management and Implement the Daily Clear Port System. We will strengthen ship management and strictly implement the rules and regulations governing ship management at different levels. We will strengthen the construction of ship management stations, and we must promptly clean up incompetent ship management personnel. We should focus on population management, strengthen the key management of people who may enter or leave the country illegally, and keep abreast of their activities at any time. We should strengthen the management of the hotel industry and the control of key parts and the patrol and inspection of major traffic routes to master the dynamics of illegal entry and exit. Through strict management, a strict counter-illegal immigration network is formed, the possibility of illegal entry and exit is reduced, and the “Snakehead” and the gambling mentality of illegal entry and exit personnel are impacted, so as to achieve the purpose of curbing the motives for illegal entry and exit.

Strengthen the Education and Control of Persons Attempting to Enter or Exit Illegally

For those who attempt to cross the border illegally and those who are repatriated, the huge amount of “investment” has not yet yielded any benefits. Moreover, many “snakeheads” have promised to collect money to ensure that they will arrive at their destination smoothly. They do not need to spend money to continue to carry out illegal immigration activities. Therefore, they cannot easily give up the idea of continuing illegal immigration activities, and they are more eager than those who have not yet begun to

commit illegal immigration activities. For these reasons, it is more critical and difficult to do a good job of psychological correction for such personnel. The punishment of repatriated persons should be accompanied by increased education, not only imposing fines, but also to making them aware of the dangers to the country and to themselves of illegal entry and exit. As the law enforcement officials know about their experience, they can also use the experience they have suffered during the entire process or some unpleasant experience to persuade them to educate them, combat their confidence in illegal entry and exit, and increase their fear of illegal entry and exit.

Conclusion

In order to crack down on smuggling activities in accordance with the law, in addition to paying attention to the control of the external environment, it is also necessary to strengthen the study of the psychological characteristics of suspects who enter and leave the port illegally. In particular, the prevention of psychological formation illegal entry and exit activities at the port plays a very important role to effective prevention and controls the illegal activities. The study of the psychological characteristics of illegal entry and exit suspects at the port, will help to improve the understanding of the laws of illegal psychology and behavior, greatly improve the work efficiency, make up for the deficiencies in the border defense work, and maintain normal entry and exit order.

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The Significance, Content and Implementation Path of Societal Psychological Service System Construction

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[Abstract] *In the report of the 19th National Congress of the Communist Party of China, “to improve the system of public psychological services” has been stressed. Strengthening the construction of the system of public psychological services not only has important social and practical significance, but also has important academic significance for the development of Chinese psychology. This paper systematically reviews the Chinese literatures on public psychosocial services by browsing the CNKI database and the bibliometric analysis tools provided by it. By reviewing these related literatures, this paper summarizes the connotation, denotation and content framework of Societal Psychological Service System (SPSS). Then, this paper creatively comes up with the Personnel Echelons Issue for the system of public psychological services and points out that personnel echelons are the key to the construction of societal psychological service system. Only when the talented team cooperated with each other in their respective duties, can it be possible to build a high quality of societal psychological service system.*

[Keywords] *public psychological services; the construction of societal psychological service system; subject development; implementation of the path*

The Practical Significance and Disciplinary Significance of the Construction of Societal Psychological Service System

There is nothing more practical than a good theory.

– Kurt Lewin

Chinese President Xi Jinping emphasized in the report of the 19th National Congress of the Communist Party of China that “improve the system of public psychological services and cultivate self-esteem, self-confidence, rationality, composure, and optimism among our people”. The construction of a societal psychological service system has important practical significance. The promotion of public psychological construction is an accurate response to the changes in China’s current contradictions. Because the dominant contradiction in our society is no longer “the contradiction between the growing material and cultural needs of the people and the backward social production”, but as pointed out in the report of the 19th National Congress, “As socialism with Chinese characteristics has entered a new era, the principal contradiction

facing Chinese society has evolved. What we now face is the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life." On the one hand, the connotation of people's needs have greatly extended from the material and cultural fields to the various fields of material civilization, spiritual civilization, social civilization, institutional civilization and ecological civilization. On the other hand, the level of people's needs has greatly improved. The Chinese people began to pursue a higher quality of life, and the need for public psychological services was born. After the report of the 19th National Congress, the government departments began to study how to implement the various arrangements and plans for the construction of societal psychological service system and invested a large amount of manpower and material resources to actively arrange the construction of societal psychological service system of the department or the region. Therefore, the construction of societal psychological service system has important practical significance.

Coming up with the construction of a societal psychological service system is both an opportunity and a challenge for the development of Chinese psychology. The report of the 19th National Congress of the Communist Party of China proposes to improve the system of public psychological services, which is a strategic plan made from the reality of domestic development and a summary of people's livelihood and public opinion. Since the restoration of psychology in 1978, the Chinese psychological community has grown rapidly in the past 40 years. A large number of studies have been carried out, and the quantity and quality of published literatures have been improved yearly. However, the psychology community seldom asks what its research can do for this real society. Therefore, the proposal of the construction of societal psychological service system considers the issue of the discipline orientation of Chinese psychology and the value orientation problem of all practitioners' communities. What kind of research is good and valuable? In addition to meeting the needs of professionals, especially foreign experts, what scientific knowledge we have created can respond to the problems of our society and contribute to it (Xie, 2018)? Therefore, the construction of a societal psychological service system is, first of all, a challenge to the Chinese psychology community – because this is the short board that has been neglected for a long time, and come up with a public psychological service scheme, is not an easy thing. Second, it is also an opportunity for Chinese psychology. If we can successfully cope with this challenge, Chinese psychology will undoubtedly have a huge improvement, from closely following the foreign research to having both theoretical height and can serve the local society.

By using the literature resources of the CNKI database and the text analysis tools provided by it, we conducted a quantitative analysis of the text with the theme of "public psychological services" (matching method: fuzzy). The results show that from 1956 to the present (October 4, 2018), there are 268 literatures (Figure 1). The earliest article was published by Pan in November 1956 in the first volume of *Psychological Journal*. It was titled *Exert Collective Force and Strive for the Development of Scientific Psychology in Serving the Great Socialist Construction of Our Country* (the opening speech of the first member congress of the Chinese Psychological Association) (Pan, 1956). This indicates that as early as half a century ago, the masters of Chinese psychology began to care about the social responsibility and historical responsibility of Chinese psychology, but unfortunately, the subsequent Cultural Revolution caused the entire Chinese psychology community to stagnate. It was not until 1964 that the second related literature appeared, namely the opening speech of Cao at the Academic Annual Meeting of the Chinese Psychological Association in 1963: *Implementing the Principle of Linking Theory with Practice and Scientific Research for Socialist Construction, Improving the Level of Psychological Work*, is the first article of the first volume of *Psychological Journal* in 1964 (Cao, 1963). As can be seen from Figure1, the academic community's

attention for public psychological services is not entirely influenced by the report of the 19th National Congress. Growth occurred in 2008 and 2009, with 8 and 7 related papers appearing respectively. In 2013 and 2016, there was a small climax, with 25 and 17 papers, respectively. We believe that this shows that the issue of public psychological services has begun to become a more important social reality problem, not just because of the proposal of the 19th National Congress.

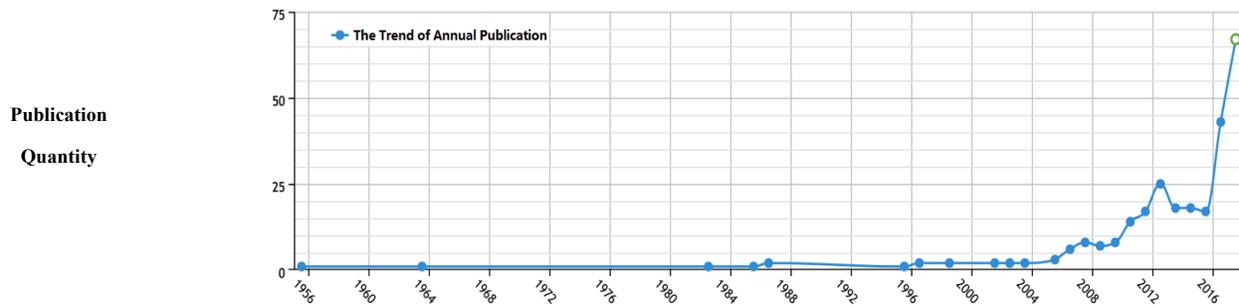


Figure 1. The Trend of the Publication Quantity of Chinese Literature with “Public Psychological Service” As the Main Subject (2016-2018.10.04)

Scientific Implications of the Societal Psychological Service System

Several papers have been written on the connotation and denotation of the societal psychological service system. For example, Xin (2018) points out that currently there are various controversies over the connotation and denotation of the concept of Societal Psychological Service System (SPSS). After reviewing the three typical understandings of “the public mental health service system”, “the societal psychological service system” and “the psychological service system of society”, Xin pointed out that “societal psychological service system” should be understood as “the service system of social psychology”. But because of the stereotype that psychology is equal to mental health, the public often understands the societal psychological service system as a public mental health service system. Based on the analysis of psychological knowledge system and relevant government documents, Xin points out that social psychological service mainly focus on cultivating social mentality, public psychological counseling, public expectation management and the application of psychological strategies in social governance, and chiefly focus on solving the macro societal psychological problems, especially to cultivate self-esteem, self-confidence, rationality, composure, and optimism among our people and work together to realize Chinese national rejuvenation. Chen (2018), combined with the international experience of developed countries, pointed out that the societal psychological service system should include at least three parts: (1) facilitate mental health service to reduce health care costs; (2) play a role of a think-tank to improve public policy; (3) use new technology to promote industry development.

A symposium entitled “Practice and Research of Public Psychological Services”, hosted by the Chinese Association of Social Psychology, the School of Sociology and Psychology of Central University of Finance and Economics and the Journal of Psychology: Techniques and Applications was held at the Central University of Finance and Economics on July 7, 2018. More than 20 experts attended the seminar, focusing on the orientation and ideas of public psychological services, practical models and theoretical research directions (“Practice and Research of Public Psychological Services”). At the conference, Wang (2018) argued that the construction of the societal psychological service system has put forward higher requirements for social psychology, which should expand the disciplinary boundaries and integrate the

resources to serve social governance. Zhang (2018) referred to the relationship between the practice of public psychological services and psychological research by referring to the discipline development model of “translational medicine”. Lu and Wang (2018) put forward their own opinions on the naming and connotation of “societal psychological service system” in Chinese and English.

In fact, public psychological services are a complex system engineering with a wide range of fields and services. From the perspective of object and scope of its service, public psychological services and public psychological construction includes the correct societal attitudes service and healthy socio-emotional service, the objective social cognition service and sound social influence service, and positive social behavior service and equitable public service (Yu, 2017).

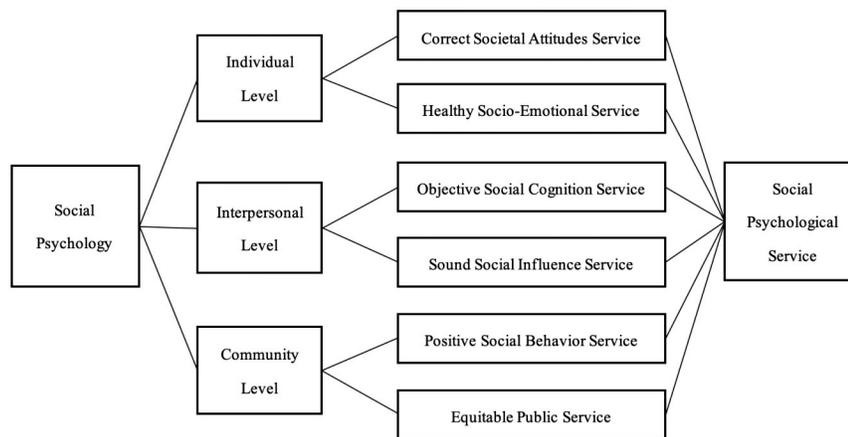


Fig.2 Content Framework of Societal Psychological Service System
 (Quote From Yu, 2017, *Studies of Psychology and Behavior, Social Transformation: Social Psychological Service and Social Psychological Construction*)

Figure 2. Content Framework of Societal Psychological Service System (Quote From Yu, 2017, *Studies of Psychology and Behavior, Social Transformation: Social Psychological Service and Social Psychological Construction*)

From Figure 2, the public psychological service includes the correct societal attitudes service and healthy socio-emotional service on the individual level, the objective social cognition service and sound social influence service on the interpersonal level, and positive social behavior service and equitable public service on the community level.

The Personnel Echelons of the Construction of Societal Psychological Service System

The societal psychological service system should first organize and make good use of the existing professionals. Existing talents include those engaged in psychological counseling and mental health services in the government, universities, institutions, enterprises, social workers working in the community and grass-roots level, and those who have received systematic training in psychology or have psychological professional background of their own. All kinds of professionals can cope with different problems in public psychological services and play different roles in the societal psychological service system. The first type of talents are those who are engaged in psychological counseling and mental health services in the government, universities, institutions, enterprises. Their characteristics are that they have some psychological knowledge, and these knowledge are mainly focus on psychological counseling and mental

health. Although their psychological knowledge is not systematic and perfect in terms of comprehensive and professionalism, they have the largest number of people and provide the most extensive human resources for the construction of societal psychological service system.

The second type of talents are those social workers working in the community. Social work is a kind of work to help people solve problems with the social environment. Social work helps the poor, the old and the weak, the physically and mentally handicapped and other vulnerable groups in society; prevents and resolves various social problems partly caused by bad interaction; carries out community services, improves social functions, improves the level of social welfare and the quality of social life, achieve good interactions between individuals and society, and promote social stability and development. Based on the disciplines, social work is an interdisciplinary subject, including psychology, sociology, anthropology and other disciplines. Therefore, social workers are professionals with certain formal psychological training. Psychological knowledge of social workers is relatively systematic, and they are mostly in the community and grass-roots level, in the front line of public psychological services, is the second largest group in the construction of societal psychological service system.

The third type of talents are those who have received systematic training in psychology or have a psychological professional background of their own. Since the restoration of psychology in 1978, the Chinese psychological community has grown rapidly in just 40 years. The number of psychologists has grown from about 900 in the 1980s to nearly 9,000 nationwide members of the Chinese Psychological Association. Most of the teaching institutions of psychology were founded in the past 15 years, and 37 new ones were established in 2001. The data of 2013 showed that there were 10,432 employees in psychological institutions nationwide, including 1,342 professors and 2,643 associate professors (Han, et al, 2014). Personnel trained in the psychological system or with a background of psychology are the most comprehensive and systematic in their knowledge reserve, but not all of them are in the front line of social and psychological services. A large number of them work in universities, primary and secondary schools and scientific research institutes, undertake scientific research and teaching work, and provide theoretical, methodological and instrumental support for the construction of societal psychological service system, but it is difficult for them to directly engage in public psychological services.

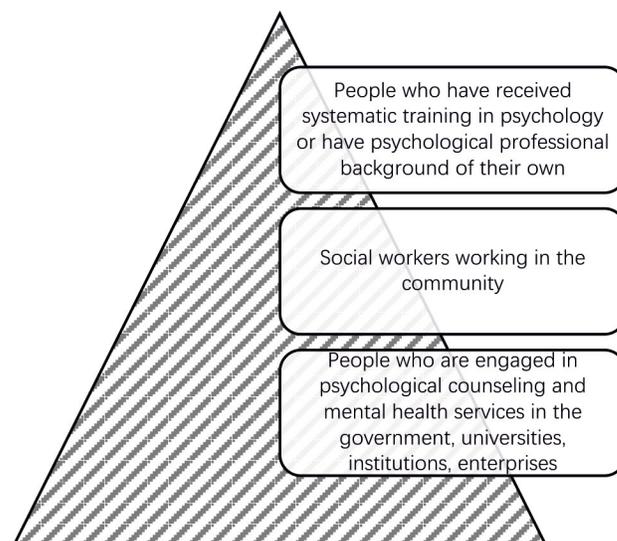


Figure 3. The Personnel Echelons of the Construction of Societal Psychological Service System

According to the number of people, the professionalism from weak to strong, the personnel echelons of the construction of societal psychological service system can form the pyramid structure as shown in Figure 3. At the bottom of the pyramid are people who are engaged in psychological counseling and mental health services in the government, universities, institutions, enterprises. The middle are social workers working in the community. The top level is practitioners who have received systematic training in psychology or have psychological professional background of their own. Personnel echelons are the key to the construction of societal psychological service system. Only when the talented team cooperated with each other in their respective duties, can it be possible to build a high quality of societal psychological service system.

Conclusion

In the report of the 19th National Congress of the Communist Party of China, “to improve the system of public psychological services” has been stressed. This paper indicates that strengthening the construction of the system of public psychological services has important social and practical significance. By browsing the CNKI database and the bibliometric analysis tools provided by it, we believe that the academic community’s attention for public psychological services is not entirely influenced by the report of the 19th National Congress. Before 2017, academic attention to the topic of public psychological services had begun to heat up. Public psychological services are also has important academic significance for the development of Chinese psychology, which is both a challenge and an opportunity for the development of Chinese psychology with Chinese theoretical contributions. On the basis of summarizing the connotation, denotation and content framework of societal psychological service system in the existing literatures, this paper comes up with the personnel echelons issue for the system of public psychological services, and indicates that those engaged in psychological counseling and mental health services in the government, universities, institutions, enterprises, social workers working in the community, and those who have received systematic training in psychology or have psychological professional background of their own are formed a personnel echelons in the construction of societal psychological service system in the order from bottom to up. Only when the talented team cooperated with each other in their respective duties, can it be possible to build a high quality of societal psychological service system.

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Transformation of Mental Health Education in Chinese Colleges and Universities from Multi-Perspectives

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[Abstract] Mental health education of Chinese higher institutions is confronted with challenges on many aspects, such as stylization, ill abnormalities, instrumental rationality, specialization, limitation from time and space, and marginalization, etc. Analyzing from the perspectives of education essence, wisdom study, artificial intelligence, positive psychology, management science and ecology, mental health education in China faces the modernized transformation from “tool man” to “subject human”, from “healthy person” to “intelligent man”, from professional staff to expert system, from template talents to creative talents, from passive intervention to proactive tutoring, and from control to service, etc. Correspondingly, Chinese colleges and universities should build multidimensional systems of mental health education and develop expert systems of mental health education. In the meantime, enlarge the ways of mental health education in order to achieve multidimensional resources sharing and establish mental health education with proactiveness, intelligence and biology together with all the aspects.

[Keywords] multi-perspective; colleges and universities; mental health education; transformation.

Introduction

During the last several decades, the Chinese have gone through different social, economic, and political transitions, particularly transformations of the economy and technologies in order to cope with the fast pace of world developments and to become competitive in the globalized world. However, national psychological quality has not kept pace with the development, as seen by anxiety, depression, mental trauma and suicide everywhere, particularly in Chinese higher institutions. Although it is undeniable that mental health education in China has gained great progress, the transformation of mental health education in the higher levels is still imperative. Seeing that traditional education patterns no longer suit new situations and various developments, along with the emergence of innovative wisdom, positive psychology, new media, Internet+, and artificial intelligence in present China, new opportunities and challenges have been put forward. Accordingly, the expectations for a higher quality of mental health education have also been dramatically changed. This paper first, from different realistic challenges, identifies and describes mental health education's problems in Chinese higher institutions. Second, it examines and analyzes perceptions and expectations of mental health education in the context of multi-perspectives, and proposes new transition patterns. Finally, it applies critical theory and constructive views of transformation as a possible way to empower students in colleges and universities and improve mental health education in the rapidly changing in Chinese society.

The Realistic Predicament of Mental Health Education

Since the mental health education problems of higher education really does exist in China, the practical difficulties faced by mental health education are worthy of further discussion.

Predicament of Stylization

Mental health education in China is included in the ideological and political education system. On the one hand, mental health teachers are attached to the ideological and political education workers' team, and more or less, the traditional mental health education work is based on ideological and political education. On the other hand, with various levels of government relevant documents being issued, the stylization of mental health education has no choice but to be strengthened under the government's supervision.

In addition, most mental health education institutions in colleges and universities are affiliated with the Students' Affairs Division. The advantage lies in the abilities to rely on the Students' Affairs Division to facilitate the work in the entire school. However, relying heavily on the Students' Affairs Division, the relative independence is poor, and thus, the main function of mental health center may be restricted by the administrative department (Hu, & Wang, 2009). As a result, it is subject to certain limitations when it is carried out as follows: (a) The integration of the mental health center with the Students' Affairs Division in space and form is easy to prevent students who have more concerns and psychological problems from asking for help of the mental health center because students may suffer from some extra mental stresses when in the mental health center. (b) The mental health center lacks reasonable, seasonable and adequate resources support in many aspects, such as human resources, financial resources, material and space. (c) Staffing is usually limited, which still leads to more work pressure and burnout to the psychological consultants.

Too Much Attention is Paid to Students' Psychological Abnormalities

Affected by traditional concepts and management factors, psychological education focuses on prevention of mental illness and crisis intervention. The emphasis is on post-intervention and it relies on external forces to solve problems (Yang, H., 2018). It leads college students to fear and resist as a consequence. After interviewing hundreds of students, we make it clear that mental health education is not rich and diverse, and most students do benefit less indeed. In contrast, the cultivation of positive psychological quality and the improvement of life wisdom of all students needs to be strengthened.

Formalization and Instrumental Orientation

Formalism and utilitarianism tends to be serious in traditional college mental health education (Zha, 2015). Just as a psychological counseling room or training room would be set up to cope with the assessment of higher authorities, or to expend too much money on hardware facilities. In addition, mental health workers have too much enthusiasm for textbooks, concepts, and even attempt to solve students' psychological problems through one-year teaching. There is even more to do, not to study, not to test, just to use a so-called textbooks made up by mess and pursue economic benefits. All of these phenomena have seriously hindered the normal development of mental health education.

Specialized Development is Limited

In the process of mental health education, it is generally found that the teaching team is unstable and the work ability needs to be improved (Pei, Chen, & Xu, 2018). The professional development and growth of experts are limited. First of all, the teaching staff is highly mobile, mainly in the case of changes in some relevant counselors in various departments. Once the appointment is changed, newcomers need to be retrained; it is time consuming, inefficient and difficult to construct an excellent teaching group. Secondly, many teachers in charge of mental health education are part-time instructors or ordinary teachers. Most of these teachers do not have the professional knowledge and relevant background of psychology; and they

basically work according to daily life experience and limited training. Thirdly, though majored in psychology, many teachers are still short of sufficient and systematic psychological counseling training. As a result, restrictions are imposed on the work, and it is even more difficult to provide more comprehensive and high-quality mental health services to students.

Time and Space Limitations

For the time being, most colleges use classroom teaching or lectures to popularize mental health knowledge as the main channel for students' mental health education. Meanwhile, the psychological counseling rooms are set up, equipped with psychological counselors, as a supplement to classroom teaching or lectures. As far as the effect is concerned, whether it is the main method of the classroom professor or lecture or the supplementary education of individual psychological counseling, it is difficult to achieve the expected educational effect (Yang, Z., 2015). The deficiency of traditional mental health education has become more apparent. More concretely, the concentrated learning time is long, and the fragmented time can't be effectively utilized; class time and space are limited; the content and form of the class are not rich enough; students can't freely learn according to their own needs; some students are unwilling to go to a face-to-face consultation in a given room, etc.

Dilemma of Marginalization

Mental health education acts as a role for "logistics service" in higher school management. Since most mental health education institutions are affiliated with the Students' Affairs Division, the mental counselors need to undertake daily administrative work, and they are often seconded or invoked as the staff of the school students' work department. That is to say, the series of mental health work usually tends to be placed in a minor position. This has led to the inability of the counselor to demonstrate professionalism in their work. In addition, the social support system for mental health education in colleges and universities is weak. Mental health education should be a common task of schools, families and society, but it hasn't attracted enough attention yet (Zha, 2015).

The Transformation of Mental Health Education in the Context of Multi-Perspectives

As the main positions of cultivating high-quality talents, higher institutions shoulder the important mission of talent training. Along with the emerging of fresh thoughts, theory, methods and technology in China, the patterns of mental health education in colleges and universities should be changed accordingly.

The Nature of Education: From "Tool Man" to "Subject Person"

The essence of education activities is to make people become "human", that is, to cultivate free minds and realize human freedom of subjectivity. Standing on the people's position to understand education, the "human" is the origin of education; turning into a "human" is the fundamental pursuit of education, and human growth is not only the starting point but also the destination of education (Feng, 2012). From the perspective of education essence, as a modern person, the role experiences the change from "the object of society" to "the subject of society", so then the education goal should be transformed from the "tool man" of the social requirement to the "subject person" of free development. In other words, the traditional mental health education emphasizes the existence of the individual life as the premise, pays close attention to the students' survival and skills training, but future education should pay attention to the all-round development of individual personality as the prerequisite, and focus on the students' development and potential talents in the future.

Wisdom Study: From Healthy Person to Intelligent Man

The research shows that the intellectual personality structure in China contains three elements: virtue, talent and achievement. Therein, virtue and talent are the inner core components of an intelligent personality, and achievement is the external manifestation of intelligent personality (Li, H., 2018). From the viewpoint of wisdom study, the traditional college mental health education over-emphasizes the “healthy man”, and it not only ignores the importance of virtue education, but also neglects the talent education. This also leads to that our students can’t have both ability and moral integrity although they are healthy to some extent. As we know, egoists cultivated by traditional higher education are some examples. Therefore, this article argues that the goal of mental health education should be transformed from a healthy personality to an intellectual personality. We should promote intelligent education and cultivate intelligent talents; that is, not only to cultivate college students’ moral quality, emotional management, social responsibility, and life wisdom, but also to develop their ability of self-awareness, organizational management, decision-making, and thinking, etc. It also requires mental health education to reverse the traditional orientation of “value neutrality” and to guide the all-round development of students with having both ability and moral integrity.

Artificial Intelligence: From Professional Staff to Expert System

Artificial Intelligence (AI) has been actively applied in the field of health management. In the case of emotional recognition, Company *Ginger.IO* and *Mobile Therapy* discovered faint fluctuations in users’ mental health by gathering their smart phone data. In addition, *Ginger.IO* can collect mobile data and actively ask the users sometimes, in order to speculate whether the users’ life habits have changed. And an electronic report will be sent to relatives and even doctors when a user’s parameters are unusual. Therefore, this kind of technological revolutionary method of health management brings beneficial inspiration to the mental health education accordingly, that is, psychological health education may develop an intelligent “expert system” platform which combines many functions in one, such as online psychological diagnosis, prediction, therapy, monitoring, counseling, and personalized growth planning, etc. Make the new “online mental health” pattern take over the “face-to-face” traditional education, and then breakdown the space-time and expert-in sufficient limitations.

Innovative Education: From Template Talents to Creative Talents

The social transformation is a “human” revolution, and the innovation-driven social transformation puts forward higher requirements for the cultivation of innovative talents nowadays. *Learning to Live* clearly pointed out that contemporary education try to cultivate new people or an haven’t existed society at the first time in history (The International Education and Development Committee of UNESCO, 1996). As far as the relationship between education and society concerned, the social function of education is to develop people to take effect, and to create a NEW society, not to reproduce and copy the existing society (Feng, 2012). As for mental health education, we should meet the needs of the creative talents for the progress of NEW society and turn to the cultivation of creative talents who are personalized, highly innovative and leading, not the standard social templates.

Positive Psychology: From Negative Intervention to Positive Cultivation

As mentioned above, mental health education in traditional colleges and universities, especially the psychological counseling, pays more attention to the control and intervention of a mental crisis, but ignores the cultivation of individual positive psychological quality and the promotion of life wisdom. Worse still, mental quality education has fallen into the dilemma of utilitarianism. As a solution, according to the view

of positive psychology, the main methods of mental health education should pay more attention to the students' inner perfection and personality development, urging them to dig individual potentials, grow and develop comprehensively (Li, S., 2013). What's more, a positive mental quality, happiness for instance, should be included in the higher mental health education.

Student Affairs Management: From Control to Service

Based on the function of student management, especially the management of mental crisis, the traditional mental health educators bear the risk control function as "Inspector", and their unique role is often concentrated in the process of mental crisis events such as suicide. However, with the concept of human-oriented deeply rooted among the people, the university student affairs management has gradually shifted from control-oriented to service-oriented. Accordingly, mental health education should pay more attention to the concept of service, transform from simple risk control to diversified psychological services.

Ecological Symbiosis: From Individual Combat to System Linkage

By definition, "Symbiosis" refers to the interrelationship between two or more than two organisms living together and usually refers to a common existence, or mutually beneficial relationship, which is not only a universal biological phenomenon, but also a universal social one. In reality, although included in the macro ideological and political education work system in China, mental health education is still of "individual combat", and lack collaborative innovation and system linkage with other departments. Hence, the system of mental health education should establish multilevel symbiosis relationships with ideological and political education system, moral education system, professional quality training system, student activities and classroom teaching system; and further to strengthen the construction of education system based on multiplied departmental linkage.

Ways to Transfer the Modes of Mental Health Education

Higher education institutions should be proactive to build adaptive mental crisis protection and education systems and carry out new mental quality education in order to adapt to the transformation of era and historical revolution of demands of mental quality. Some ways follow:

Create Multidimensional Educational Systems for Mental Health

Increase the students' knowledge about mental health by usage of the first and second class teaching; build students' positive mental qualities with all kinds of indoor and outdoor programs of quality development and theme education activities; ensure students' mental health maintenance and promotion by gathering different resources from inside and outside the school and intervene in advance. Then, establish a multidimensional prevention and treatment system that consists of a college students' mental health class system, a campus culture activities system, a quality development education system and a service guarantee system of students, which can precisely check on all factors on mental health from individuals or groups. Most importantly, put all concentration on prevention to make college students adapt to the demands of the era of intelligence, make sure that students can understand in practice, thus strengthening their cohesion and creativity, dig their potential abilities, promote the all-round personal development, and complete the growth sequence of "depression - self-strengthen - confident - proud" of mental health.

Establish the “Expert System” of Mental Health

Society, especially mental health counseling departments, hospitals and colleges may carry out comprehensive cooperation in many fields, to share the expert resources with the aid of intelligent information platforms. On the one hand, a tutor group in the “expert system” can afford specialized instruction (i.e. supervision) for mental health work in higher institutions, thus enhancing the professional level of mental health education. On the other hand, students can choose any expert in the system for counseling, and as a result, experts can also directly or indirectly intervene returned by systems or order in advance. These are some processes of modern mental health treatments.

Find More Technological Ways for Mental Health

We can expand the time and space of education, build platforms of mental health education based on big data and smart techs; these are Internet media platforms of mental health education with AI+. Then, proactively add resources online with specific topics by using online platforms like a campus life information system, columns online, and public accounts, etc., to occupy the information sources on the net terminal of private devices like smart phones, tablets, computers (Wang, Li, & Zhang, 2018). Develop apps for college mental health services, official WeChat public accounts of mental health centers, and set up columns wisely, such as domestic and abroad news, campus news, things about mental health, mental health tests, and mental health center order sites; make the services more individual by personal accounts. We can also enrich forms and contain education, use the modes of interacting with friends and families, make them more practical and operational and make them more attractive and make them easy to join by short passages, online videos, music and public lessons, etc. With this, the transformation of mental health education from “getting help from others” to “getting help by themselves” will come true soon.

Cooperate with multiple Aspects, Build an Atmosphere of Society Works

Some working systems from outside the campus are also as important as aspects from the inside. Firstly, “AI+” mental health platforms are bound to IT companies. Secondly, families should work together, on account of families are students’ first carriage of mental health education and parents, especially, have a significant impact on students’ mental growth. It will also be convenient for families to check on students’ mental status by acquiring their privacy level, only if the connection between their terminals with online platforms is opened. Apart from that, governments, communities and other relatives should also show solicitude for this, which will be beneficial to build a social atmosphere that everyone cares about the mental health of youth.

Conclusion

With the rapid development of technologies and society, it is not only necessary to cultivate practical professionals for the new revolutionary era, but we also should be concerned about the mechanism of mental quality education in colleges and universities based on diversified pattern of talent development. What’s more, we need to try to build modern college students with outstanding mental quality, such as intelligent, creative, cooperative, moral and so on; encourage students to develop personally, grow up healthily and upgrade comprehensively. As a result, we will step into a new era of higher mental health education in China, which is guided, personalized, united, civilized, systematic, ostensive and innovative.

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Public Trust in Social Media Communication of Government in China

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[Abstract] Social media is widely used for governments to communicate with the public in China, such as government weibo and government WeChat. The government's social media is the government's network spokesman. So, the trust in social media communication affects the government's credibility. This paper gives an overview of the studies about this trust and summarizes many influencing factors such as information releasing ways or replies. This paper also summarizes the ways to enhance this trust. It concludes that the application of more detailed researches is needed in the future.

[Keywords] trust; social media of government; weibo; WeChat

Introduction

Social media is becoming a major way for people to interact with others online. People use social media to keep connected with friends, acquire information from outside world or publish their opinions. As social media is widely adopted by the public, it has opened up unprecedented new possibilities of engaging the public in government work (Lee, & Kwak, 2012). Through this new and open format, government can provide service or make announcements immediately, and thus, citizens may participate in public affairs (Park, Choi, Kim, & Rho, 2015). In China, Premier Li Keqiang put forward an action of developing “Internet Plus” plan in his government work report of 2015 showing that central government would strongly support the innovation of government working. At present, the new media of government affairs has become an important channel for government agencies and departments at all levels to absorb public opinions and optimize the interaction between the government and the people (Chen, & Zeng, 2017). Studies that have demonstrated the role of social media for the purpose of securing government trust confirmed that citizen trust toward the government can increase if the government understands the characteristics of social media and utilizes them appropriately (Kim, Park, & Rho, 2013). Also, since the public tends to get information from social media of government online, the trust of citizens in governments' social media is an important factor for government credibility. How to correctly and appropriately transmit information through social media is an crucial job for modern government.

Social Media Application of Government in China and Overall Trust

In China, the two most widely used social media applications are weibo and WeChat. Weibo, Chinese twitter, owns more than 376 million monthly active users in which the number identified on the government microblog had exceeded 175,800 by June, 2018 according to a *People's Daily* report (*People's Daily*, 2018). These government microblogs include both microblogs of government departments or government offices such as “@ping'an Beijing” which is operated by Beijing Public Security Bureau and microblogs of government staff such as “@Chen Shiqu” operated by Chen Shiqu who is an office staff in the Ministry of Public Security of the People's Republic of China. These government microblogs work well in communication between governments and the public especially in emergencies the information release plays an important role in public opinion guidance (Zhou, Li, & Huang, 2015).

WeChat is a popular IM and SNS service in China which owns 889 million active users monthly according to “2017 WeChat Users & Ecological Research Report” published by Tencent Technology (Penguin Intelligence, 2017). The number of followers of the Chinese government WeChat had exceeded 10 million by the end of 2015 (Chen, Q., 2018). Government WeChat shows social function of medium integration and social management (Zhang, & Xu, 2015) as well as communication function of promoting the effectiveness of government information communication and promoting politic socialization (Yao, & Tian, 2015). Compared to weibo, the media of WeChat supplies service that is not only information to the public and it is more official and authoritative. Also because of the strong relation of WeChat while weibo focuses on the weak relation, the WeChat of government is much more excellent in providing accurate service (Wang, F., 2014).

In general, the public of our country still hold a more credible attitude to the information from government microblog maybe because in our country government masters the authoritative and latest information (Liu, , & Yan, 2013). Compared with ordinary news websites, the Chinese public are more willing to adopt the information disclosed in the government microblogs. The level of public trust in new media is generally above the average, and in this context, the level of public trust in official new media is higher than that of personal new media in considering the fairness and integrity degree of news (Cao, S., 2016). This is because official media has to strictly scrutinize the information they are going to publish which has the cost of losing timeliness. However, in Hu’s (2017) study, the trust in government WeChat was not as high as trust in government weibo, and also the trust and satisfaction of government WeChat was low.

Webcast is the latest social network and there are many attempts to use this media. For example, on the evening of 20 June, 2016, the traffic police of Weifang City in Shandong Province broadcast live the law enforcement scene of the investigation and punishment for drunk driving. This webcast was “liked” by 55,000 people (Shen, & Wang, 2018). It shows that the webcast is another useful way to communicate with the public, but research on this topic is quite insufficient. There is another question that some network live broadcasting platform triggers a series of chaos because of the pan-entertainment problem, which potentially misleads the values of the public and reduces the ideological and moral level of the public (Wei, Yan, & Bai, 2018). Therefore, it is necessary to be cautious in broadcasting live government affairs on similar platforms.

Influencing Factors

Media Trust and Political Trust

E-government is a combination of government jobs and internet application. Therefore, the trust in government or the trust in politics and the trust in network mutually influences perceived trust in e-government (Gao, & Chen, 2012). Also, whether public trust in new technology influences their usage of e-government. It means that the trust in weibo, WeChat or websites influences the trust in government’s application of social media. Distrust in a network live broadcast platform will also destroy the trust in contents on the same platform.

In another way, social media communication of government is part of the government, which means that the image of this communication terminal cannot be separated from the image of its noumenon. People that trust a government department also trust its weibo ID or WeChat service. Bi Sheng (2013) said that government microblog was the spokesman of the party and the government, therefore, owns the same authority as the party or the government. In China, the public has more trust to the central

government than to the local government and has more trust in the governmental ability of the political system than in the quality and motivation to serve the public of the political system (Li, L., 2004) which means that the public also has more trust in the social media of the central government. While social trust is positively related with political trust, also, the public's social trust may affect the credibility of information in government micro-blogs according to Liu and Yan's (2013) study of hot-events on weibo. Netizens with stronger social trust will show more trust in information in government social media. The same positive relationship was found between official social media and political trust in Cao's study (2016).

Social Media Content

Quality content is the key to public trust in e-government, especially the subjective perception of quality content. People feel the shared value between e-government and themselves, the respect from e-government to the public and the belief of opportunism is decreasing, and they will give more trust to e-government service (Zhang, Xie, & Wu, 2017). Usefulness and helpfulness may be two features of high quality content. Fan, Wang, Qin, and Liu (2017) found that the usefulness and helpfulness to users could improve the credibility of the social media information. The public tends to search messages in which they are concerned about and get advice from them. When some third parties approve one message or when the message gets more likes or shares, people will judge the message to have higher credibility. In common sense, more agreements mean truth.

Nonsense content will harm the credibility. For example, repeated tweets such as "morning", "evening" or similar greetings without much connection with government jobs or related events will be ignored by the public and lose the trust of the public. Also, if a government's microblog or WeChat entirely copies the contents from its website without any edition or interaction, this will also destroy the credibility and influence (Li, H., 2012). One characteristic of social media is that internet buzzwords or internet slang is widely used by netizens. In order to get more attention and be interesting for fans, twitter managers tend to add these internet buzzwords in information. However, the inappropriate use of internet buzzwords for example when the information is quite formal may lead to netizens' doubts and ultimately affect public trust (Li, H., 2012; Zhang, L., 2013).

The Way Information is Released

On social media, a transparent government has at least two requirements in releasing information: one is regarding routine matters – let the public know how the government is operating, and the other is to clarify rumors in an emergency. So, if information on the social media of the government is incomplete or part of it is missing, the public's trust will be harmed (Hu, C., 2017). Transparency is important and it requires the government to put all of the working policies and progress of particular jobs on its social media without hiding them or omission. When people know clearly, they will give more trust.

People will trust the information released first or the information they contact for the first time so if government remains silent on its social media when an emergency happens, it will loss trust from the public (Zhou, Li, & Huang, 2015). The typical case is the Tianjin explosion accident. In this case, almost all of the Tianjin governments did not post any message about this accident for 3 hours after the accident happened on their social media or anywhere (Chen, S., et al., 2016). In contrast, at almost the same time the explosion happened, information and rumors had spread widely. The public was desperate for authoritative information but was disappointed because of the silence of the government's social media.

Responsiveness is another important factor that influences the trust in social media communication of the government (Huang, & Liu, 2012). Taking the twitter ID “@ping’an Beijing” (twitter of the Beijing police department) and “@jiangning police online” (twitter of the Jiangning police department) as contrast, subjects thought that “@jiangning police online” often answered questions in comments, helped netizens to tell fakes from originals such as information on antiques or drugs. As a result, this kind of interaction enhanced the attractiveness to people and credibility (Cao, 2016). An auto-response of the government’s WeChat or no response will result in disappointment and losing users’ attention (Mao, Liu, & Liu, 2016; Zhu, & Ding, 2016). From the emotional aspect, users will feel ignored with no response or a meaningless response, thus treating the WeChat ID as “not serious” and “not responsible”. When digging deeply, Zhang Fang found that there were complicated interactive effects of personification of government microblogs of which the personification of contents will improve the trust in interaction only in the case that government microblog ID was not anthropomorphic (Zhang, & Wang, 2018).

Other Attributions

There is a relationship between party membership identity and this credibility. Compared to the masses, the Party members in China show higher trust in information in government social media (Liu, & Yan, 2013). Yi Xuechen’s (2013) study showed the same influence of identity on trust. However, Cao’s study (2016) showed that there was no difference between trust in official new media of the Party numbers and of the masses. Relationship between education level and credibility of information in government social media was also found. Liu & Yan’s study, as well as Cao’s, had the same conclusion that better educated people were less trusting in government social medias maybe because better educated people are much more cautious of absolute trust.

Cao’s study also paid attention to the relationship between this trust and income showing that the less money people got the more trust they paid. But no negative relationship between these two variables was found in Liu & Yan’s research. Few other studies have focused on these factors on social media use of government.

How to Enhance the Trust

Almost all of the studies agree that the most important thing is to make sure to give information the first time (Zhou, et al., 2015; Zheng, et al., 2012; Wang, F., 2014). One way is publication of usual affairs including news, policies, working procedures and so on. The other way is information disclosure in an emergency. Information should be true and accurate and false information is absolutely forbidden. Even if the government can’t grasp the whole situation at first, the government’s social media needs to show their attitude and action plan to the public, instead of keeping silent or dealing with wrong information. Keeping the information updated as things go on should be valuable.

Government should maintain two-way communication through its social media (Liu, W., 2015; Liu, X., et al., 2013). Communication is the most essential trait of social media and the significant advantage as distinct from other medias. Delivering information at the first time not only means initiative information but also means to respond to public queries and inquiries in a timely manner. Responses ought to be sincere, irrelevant answers or crack jokes should be undesirable. In order to achieve this goal, it is advisable to designate a specialist who knows the online public well to be responsible for the social network of government.

Some scholars proposed that to increase the social media influence and credibility by increasing the public’s participation (Zhou, et al., 2015). In such a situation, delivering more information about people’s

livelihood in daily issues and regular business-related activities that the public is willing to join in are better ways to reach this goal (Yang, Y., 2015; Han, X., et al., 2016). This effect of public participation on influence is direct, but the effect on credibility is indirect. Public participation can lead to an emotional connection between the public and government social media and this emotional connection leads to trust of public in messages sent by government social media. Also, more participation means more shares or more likes which means the message is more credible, so add some functions in social media in order to show huge sharing or readings or likes and it will help users to judge the information as more trustful (Fan, et al., 2017).

The public tends to search for information from all the sources so it requires the government to use all of the new media to communicate with the public including weibo, WeChat, website, or even internet live broadcast (Zheng, L., et al., 2012). Information on different media mutually confirms and improves the information reliability.

Summary and Discussion

At present, most of studies of trust in social media communication of government have focused on the whole government credibility. Of course, the improvement of government credibility is our goal, but in the context of social media, an important way to improve government credibility is to find ways to enhance the trust of government social media applications. So, what we need is more targeted and operable strategies of how to deliver messages through social media. There has been scholarly questions that the unique dissemination mode and characteristics of government microblog would lead to a different degree of public trust in its information content from that in other news medias (Liu, & Yan, 2013). Also from the information aspect, traits of message texts such as the labels, outside URL, tweet lengths, and emotional words will affect the credibility of the message (Metzger, Flanagin, & Eyal, et al., 2003). There are few researches on web information credibility assessment in social media in China. Maybe in the future, studies may focus on these details of messages sent by government social media for example, when informing a public security affair, whether a long or a short microblog is more convincing or whether using/not using emojis of sadness when noticing tragic events affects the trust of public. We think that studies with more details will give more practical suggestions on how to manage the application social media and enhance the credibility and influence of government.

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Exploratory Characteristic Analysis of Online Dating Fraud in Contemporary China – Taking the Case of the “Wine Hustler” as an Example

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[Abstract] With the increasing trend of Internet use in China, the popularity of online social software has changed the social mode of Chinese people. Many young people are engaged in online dating, hoping to find a suitable partner. However, some criminals use false information and other means to lure young men and women to fall into the trap of dating by taking advantage of the online social networking platforms, as in the most typical case of the “wine hustler” crime. Online dating fraud is not unique to China but has its own characteristics in the context of Chinese culture. From the psychological perspective, this paper attempts to analyze the crime characteristics and strike difficulties of such romance scam cases in contemporary China from both sides of the perpetrator and the victim.

[Keywords] “Wine hustler” crime; online dating; crime characteristic

Introduction

In today’s Chinese society, on the one hand, with the development and openness of the increasing Internet, online chatting and dating have become increasingly hot. Among them, the proportion of young people occupies the majority of those who use online social contact. The post-1980s and 90s young people tended to network more. On the other hand, contemporary young men and women are under great pressure to work in reality. With China’s fertility policy gradually becoming relaxed, young people are faced with more obvious pressure to marry and date in the years after graduation. Therefore, online dating has become a more and more popular way to solve the problem of being single. At the same time, the virtual nature of the network platform has caused a lot of people to use their crooked brains, so that more and more online dating scams and frauds have appeared. Speaking of online dating fraud, it exists in many other countries too. In China, similar cases have their own social psychological characteristics (Buchanan & Whitty, 2014). For example, people may think that girls are more likely to be cheated on the Internet. In fact, most of the online dating fraud cases are committed by men. The reason lies in that online dating fraud is often reflected in the forms of a “liquor hustler”, “marriage hustler” and “lottery hustler”, etc. In traditional Chinese culture, dating between men and women is mostly paid for by men. When men and women meet and go out to eat offline, men are easily deceived because of cultural traditions and a matter of pride. In “wine hustler” cases, for example, depending on the social networking tools and all kinds of social contact platform, it carries out illegal and criminal acts by well-organized, well-structured and mutually-assigned gangs. It is nothing new during these years to achieve behavior for the purpose of getting money from the victim. This article attempts to analyze the crime characteristics and solve difficulties of such online dating romance scam and fraud cases in contemporary China from the psychological perspective of both angles of the fraudster and the victim.

Characteristics of Fraud Cases in Online Dating

On the Chinese judicial documents’ website, the author used “wine hustler” as the search keyword and March 12, 2018 as the time cut-off point to retrieve all criminal judicial documents containing the word

“wine hustler”. Through further integration and analysis of this data, a total of 475 criminal cases of “wine hustler” were sorted out (Yu, 2014). Among them, from the perspective of criminal cases, 460 cases were characterized as crimes of fraud, 9 cases as crimes of forced transaction and 6 cases as crimes of extortion. According to the stunt of offline consumption, it appeared 428 times in the name of “love dating”, “one-night stand” and “dating”, it appeared 18 times in the name of “business talk” and “celebration”, and 29 times for other reasons. From dating places, the 475 cases were mainly involved in places such as a bar, restaurant, cafe, tea house, leisure club, KTV, and milk tea shop, etc. In 7 places, including “bar” appeared 284 times, “café” appeared 76 times, “KTV” places in 41 times, 23 times “restaurant”, “leisure clubs” appeared 19 times, “tea places” appeared 17 times, “milk tea shop” appeared 7 times in such places, and “other places” appeared 8 times; According to the year of the referee, there was 1 case in 2012, 20 cases in 2013, 106 cases in 2014, 62 cases in 2015, 156 cases in 2016, 118 cases in 2017 and 12 cases in 2018 (as of March). For the areas where the crime occurred, there were 115 cases in Zhejiang province, 62 cases in Guangdong province, 43 cases in Jiangsu province, 39 cases in Shanghai, 27 cases in Henan province, 21 cases in Tianjin and 168 cases in the remaining provinces (Yu, 2014). From the analysis of actual cases of marriage and dating fraud, it can be seen that the cases of alcohol fraud, that is “wine hustler” are the majority. However, in recent years, there are more and more offline fraud modes such as “marriage hustler” and “meal hustler” and the fraud time does not only appear on a first encounter.

From the perspective of the fraudster analysis, the fraud acts engaged in online dating in contemporary China take the typical “alcoholic” crime as an example, and criminals present the following characteristics: professional division, a mix of online and offline, and familiarity with the psychology of victims. Under the new current situation, the “wine hustler” love and marriage fraud crime are different from the traditional “alcoholic fraud”; they rely on the Internet social software to actively lure certain objects and conduct unfair rip off behaviors. Therefore, to complete such a crime process needs, two key links are necessary – “online solicitation” and “offline predation”. Among them, “online solicitation” is the foundation for “offline predation”, and “offline predation” is the fundamental purpose of “online solicitation”. Meanwhile, both are closely linked, and all criminal gangs perform their responsibilities and assignments closely surrounding these two main lines. The most difficult link is “online seduction”, in which criminals use social networking software to find male and female victims and create a romantic encounter that makes them feel like they meet each other too late and they are stuck in it before they even meet. In the process of fraud, social networking sites also play a certain role. In the age of big data, social networking sites collect love and marriage data of their users so they can match the conditions for young men and women, but they fail to fulfill the responsibility of information review, so it makes the so-called “love at first sight” encounter happen easily on the Internet.

The gang members are a mixture of men and women, and the overall age is younger. For the male victims, the nature of the case is centered on “sexual attraction” and the particularity of the whole operation process determines that gang members must be composed of both males and females (Hai, 2012). For example, in addition to the “wine hustler” who must be a woman, the “keyboardist” and “security guard (muscleman)” roles are more appropriately taken on by men obviously, because the male “keyboardist” can better understand the psychological characteristics of male Internet users and grasp their specific needs, thus greatly improving the success rate of offline dating. The same is true for female victims, so if you’re dating someone on the Internet, you don’t know if they’re of the same sex or the opposite sex until you see them. In today’s Internet age, youths and the teenagers have an innate advantage in learning and using the Internet. Once these young people are affected by the unhealthy practices of social grandiosity and money

worship, and subject to their lack of social experience and the legal consciousness, they take it for granted that the work of the “wine hustler” is to make money fast and there’s no need to endure hardship involved, and thus, they are already beyond the legal bottom line. On March 9, 2016, after more than 20 days of keeping watch, the public security bureau of Hangzhou city arrested a “wine hustler” gang. The 27 suspects were arrested at one stroke and were from all over the country; the oldest was 27 and the youngest was only 17 years old (Ruan, 2012).

Gang crimes are intertwined with “Lone Wolf” crimes. The “wine hustler” gangs have a clear assignment of duty and a relatively fixed routine. After locking onto the crime target, they will quickly arrange a date meeting offline with them. Usually, the “wine hustler” will follow the principle of “quick fight and quick decision” during the meeting. The longer the meeting goes on, the more likely the victim is to be suspicious. Once the waitress has observed the victim drinking or using the in-store product, she will ask him to pay the bill. After completing such a quick consumption process, the “wine hustler” will look for reasons to send the victim away quickly and meet the next target. The whole offline process takes only a very short time following a strictly prescribed routine. Any “wine hustler” can entice several victims to meet in a single day, therefore, such cases have characteristics of high frequency and repeatability. Different from the “wine hustler” gang crime pattern, many marriage dating frauds are aimed at females, completed by only one criminal suspect from beginning to end, and is namely a “Lone Wolf” crime. This criminal pattern is different from the mode of the “wine hustler”; it is not frequent and nor repeatable. It often requires taking a long time getting to know the victim, weaving a romantic hoax. More about this will be mentioned later.

From the perspective of the victim, there are several interesting features of online dating fraud in China, especially defraud by the “wine hustler”. In terms of the number of victims, the number of men are significantly higher than women; that is, men are far more at risk than women when making friends online. The reason for this is that due to the influence of Chinese traditional culture, men are mainly responsible for paying the bill on a date. Women rarely pay the bill when they meet first, which is totally different from the common habit of “Dutch treatment” in western countries. The different culture of paying bills determines that in China, men are often swindled in online dating fraud cases, especially when they meet for the first time. When meeting offline, the male-paying culture gives the male victims a subconscious stress, even if he felt this appointment must involve a catch when he sees a high bill consumed in bars, restaurants or cafes, but he would still pay, biting the bullet, because he does not want to be looked down upon. For men in China, paying is a prestigious thing; few people would say directly in front of a woman “this meal is too expensive”, “I can’t afford to pay”, or “let’s AA”. It is worth mentioning that under such a culture of paying the bill, a lot of women seize the opportunity to eat and drink on blind dates. Although it is not a legally fraud, it is indeed questionable from a moral perspective.

In terms of money lost by the victims, the total number of male and female victims is almost similar; however the amounts show small losses for male victims and large losses for female victims. From the perspective of cases, although there are many male victims, they are often being swindled in the form of the “wine hustler” and “meal hustler”, which assumed a rapid spike. They often appear in the first meeting, and the money lost is not much at a single time, usually ranging from several hundred to several thousand yuan. On the contrary, although female victims are not as common, they are often cheated through a period of contact, a certain amount of warm-up, and a single loss of money is very large. Such was a case that was foiled by public security bureau of Hangzhou in which one man pretended to be a Grosvenor LTD handsome boy who had intercourse with several women, defrauding them of a large amount of money.

These were long cycle frauds, often after a month or a few months, several times, and then the man used excuses such as his business lacked money, or he had money problems, in order to borrow from the women, at one-time, tens of thousands or even hundreds of thousands. He then splurged the fraud money or used the money package to steal more money from other women there. It can be seen from this case that in online dating fraud, there is a big difference between the pattern of men being cheated and women being cheated, which is also determined by contemporary Chinese values and love and marriage culture.

Under the circumstances of rapid economic development in modern China, people are also under great amount of mental pressure and life pressure. They are eager to seek comfort from the Internet to meet the opposite sex. In reality, it is more and more difficult for young men and women to find a partner. Most Chinese people's values on love and marriage are that men want young and beautiful women and women want men with money, status and material basis, which makes the fraud show gender differences. The mode that the male is cheated is in a rapid spike, because when first meeting, he often catches her fancy appearance and figure, and therefore, to pay for some high consumption where have trick in order to face, for the sake of beg female's favor, to showing themselves as having a solid material foundation. However, women are often cheated because they crushed on the men's material conditions and status after first meeting, which objectively requires the fraudsters not to be too hasty and to borrow money from the beginning, otherwise they cannot maintain their image of superior material conditions. Women meet liars, therefore, they must walk the long pattern, initially shown an image of Grosvenor LTD handsome by a few small mercies, wait for gaining the trust of each other, taste some sweetener, then he will open mouth to borrow a large sum of money. This fraud pattern, compared with the rapid spike, needs more time, better performance, and a higher IQ, so that it can get more money.

In terms of the age of the victims, for both males and females, there tends to be older victims than younger victims. From the analysis of the online marriage fraud case of Chinese judicial documents, men and women over 30 are more likely to be cheated, and the quantity of money are much greater than that of those under 30, which is a phenomenon worth thinking about (Xiyangyang, 2012). From the perspective of common sense, as people get older, experience will increase, income and social status will increase, and they should be less vulnerable to fraud. This common sense is applicable to other types of fraud, but it is not applicable to online marriage and dating fraud the opposite is the result. Actually, men and women over the age of 30 are in the golden periods of their careers and have a certain economic basis, while younger men and women have relatively weak economic capacity and relatively few properties that can be cheated. Men and women over the age of 30, in contemporary China, are referred to as the "post-80s" generation, and are China's one-child generation. They face their families applying marriage pressure, with the increase of their age, and they have gradually had some achievements in their careers, but because of various reasons, they that have not met the appropriate objects for marriage. Men and women of this age have a certain ability in using social networking software, and try to seek stimulation on physiological and novelty, which is beneficial in psychological loneliness and emptiness. It is sometimes more pronounced in women. From the view point of single men and women over 30 years old contacted by the author, in contemporary China, because of the traditional view of marriage and love, the pressure on single women is greater for public opinion is harsher. From their usual life, older single women, compared with same age married women, seemingly have a more rich life, they travel in their spare time, see concerts, work out, and drink afternoon tea, but it seems to be that their rich life is empty. Their superior material wealth makes them search more earnestly for the ideal partner in the network, and once the man appears, they are not stingy with their money, so they become more gullible rather than the younger women, trusting that man.

Analysis of the Difficulties in Solving Fraud Cases in Online Dating

Concealment and High Camouflage

Internet dating scams represented by the “wine hustler” gangs, they use the characteristic of the Internet being “virtual” to use a false identity on social networking platforms. They illegally using another’s identity or registered mobile phone number and create a “beautiful” woman or a “rich” man image using pictures downloaded from the Internet, so as to achieve the purpose of false truth. In addition, offline consumption places often use half-open and half-closed outer shell to disguise themselves, and there are always watchmen at the door, so it is hard to find any abnormal places in normal life.

Difficult to Investigate and Collect Evidence

The difficulties obtaining evidence in cases of the “wine hustler” are mainly shown in the following three aspects: First, the victims who go to the appointment often hold abnormal ideas such as “one-night stand”, “extramarital love” and “asking for exclusive care”, so they are ashamed to speak out after their lawful property is infringed upon unlawfully, and they often will not go to the public security organizations to report the case voluntarily (Rage, 2009). Second, electronic evidence is difficult to obtain. Due to the characteristics of interweaving online and offline in these kinds of cases, the whole fixed evidence chain for these case is not only confined to the inquiry record from victim report, the criminal suspect’s statement and plea, and the seizure of relevant material evidence and documentary evidence, but it should also focus on the whole process of online decoy, the process of labor division and profit situation, so that each member duties in groups can be defined. The specific roles in the process of crime, and the actual amount of spoils involved and the specific distribution of proceeds are key pieces evidence for conviction and sentencing.

Large Number of Victims

Based on the “wine hustler” cases being repeatable and frequent, criminal gangs often can go in months or even weeks to implement a large number of “wine hustler” acts. Such a large number of victim groups will take a lot of time and effort to collect evidence, and each case has their certain particularities, specific ways of luring, date objects and payment terms, and so on; different situation need discrimination, so that the investigation of a case is a difficult task.

Conviction is Difficult

The positions of “wine hustler” criminal gangs are clear and the division of labor is detailed. The suspects usually receive information only through mass messages or relevant codes, and they do not have a good understanding of the other gang members involved. It takes only a very short time for the “wine hustler” gang to make huge profits. However, the amount involved in a single case is relatively small, which cannot even meet the standards for criminal case filing, and it finally ends up with public security punishment. In addition, such cases are inherently difficult to determine, and the integrity of the evidence chain is increasingly required in new criminal law. After some victims report a case, the perpetrator may fail to get punishment equivalent to the crime due to the lack of an effective evidence chain.

Conclusion

With the popularity of the Internet and the vigorous development of social networking, nowadays people’s ways of communication, marriage and friendship have undergone tremendous changes, and behind the creation of convenience in the Internet era, the opportunities of “wine trust” crimes have been greatly increased. Criminal gangs like the “wine hustler” seize the loopholes of social networking and the

weaknesses of human nature (especially men) and can get high returns in a short time with very low crime costs. Therefore, as an important functional organ to maintain social stability, public security organizations should clarify the nature of cases, improve professional competence and standardize the process of evidence collection, and at the same time, they should also strengthen propaganda and education.

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Connecting with Others in Economic Downturn: A Big Data Analysis of Collectivism from 2010 through 2016

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[Abstract] *It has been well established that human behaviors adapt to ecological environments, which, therefore, are influenced by their environments. However, it remains unclear whether and, to what extent, culture could change in a short period, as a response to ecological change. Based on the big data analysis of Sina Microblog, the present study is an attempt to determine cultural shift since 2010 through 2016, in which economical fluctuation dramatically shaped ecological environment. The results revealed a significant shift of users' collectivism (e.g., mentioning or talking to other people) within the seven years, with the highest level of collectivism in 2011-2012 during which the country experienced the first regression over the past four decades. In addition, this pattern remained robust when controlling for regional factors. The current findings demonstrate the cultural evolution in a short period, suggesting that culture is not stable but flexible in adaption to ecological environment.*

[Keywords] *collectivism; social media; economic recession; social change; China*

Introduction

Human culture is embodied in languages (Kashima, & Kashima, 2003), and social media provides a huge corpus in which individuals' linguistic characters could be used to identify culture and cultural change over time (Bao, et al., 2018; Wu, et al., 2018). Based on the big data analysis of Sina Microblog, the most popular Chinese social media site in China, the present study is an attempt to determine the cultural shift since 2010 through 2016, in which economical fluctuation dramatically shaped ecological environment.

Culture and Ecological Adaptation

There are many forms of culture, but almost all conceptions referring to culture are structured as the relationship between individuals and groups (Cohen, 2009; Hofstede, 2001). By and large, culture can be classified as collectivist and individualistic, with collectivism being defined as "the individual goal is

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subordinate to the collective goal” and individualism as the opposite, namely “the collective goal is subordinate to the individual goal” (Hui, & Triandis, 1986; Markus, & Kitayama, 1991). Collectivist cultures encourage people to develop interdependent selves, in which they fundamentally view themselves as important ways of being closely related to others and give priority to interpersonal relationships rather than individual goals. In an individualistic culture, in contrast, people are encouraged to develop an independent sense of self and regard themselves as relatively unique individuals from others, emphasizing individual rights instead of obligations and the right to self-realization.

Human behaviors adapt to ecological environments, which therefore are influenced by the environment. There is a vast body of literatures showing that collectivism is manifold by ecological factors, such as the threat of pathogens and survival systems (Fincher, et al., 2008; Van de vliert, et al., 2013). The meteorological and ecological conditions at lower latitudes provide an ideal environment for the spread of pathogens, which in turn limits the development of cultural values towards collectivism (Guernier, et al., 2004). Meanwhile, Talhelm and colleagues (2014) reported that even within a country, the planting of rice and wheat seems to herald greater collectivism. As compared to wheat farming, rice-farming requires more labor and collaborations, so that rice farmers and their descendants behave in a more collectivist way, drawing a smaller self-circle in sociogram tasks, thinking more holistically in triad category tasks, having a lower rate of divorce in marriage relationships, and more likely adjusting the self to the environment in Starbucks (Talhelm, Zhang, & Oishi, 2018; Talhelm, et al., 2014).

Social Change and Cultural Change

Many researchers have observed cultural change along with social change, in that affluence leads to individualism (Triandis, 1995; Hofstede, 2001). So far, one of the most significant ecological trends has been the global shift towards the urban/gesellschaft environment, which has brought about changes in cultural values over time, with individualistic characteristics increasing and collectivist characteristics decreasing all over the world (Greenfield, 2013; Yu, et al., 2015; Zeng, & Greenfield, 2015). In the rural/gemeinschaft environment, the focus is on groups, therefore, it is important to act outwardly in response to others. On the contrary, the focus in the gesellschaft environment is on individual experience, thus, internal phenomena of the individual, such as personal views, desires and feelings – all characteristics of the self – are important (Inglehart, & Baker, 2000; Kraus, et al., 2012; Manago, 2011). Similarly, China, a traditionally collectivist culture, also enjoyed rapid economic development and urbanization, with an increase in individualism (Zeng, & Greenfield, 2015; Zhou, et al., 2018).

How would a culture change when the economy goes down? Recent research revealed that during the Great Recession, adolescents showed an increase in collectivism (concern for others and environmentalism) and some indication for decreasing or leveling individualism (materialism) (Park, Twenge, & Greenfield, 2014). The effect of economic depression on adolescent values is not isolated to the current recession but occurs systematically, with higher collectivism during times of economic deprivation and some indicators of individualism higher during times of economic prosperity. Moreover, during economically challenging times, adults were less likely to seek to distinguish themselves from others and favor self-focused music. This decreased attention to standing out during recessions was often replaced by greater attunement to others. When the economy was struggling, Americans were more likely to encourage children to help and be liked by others and favor music with other-oriented language (Bianchi, et al., 2016)

The Present Research

Although China has gone through a growth miracle since the reform and opening up in 1978, a relatively economic decline hit the country since 2010, with the GDP growth rate dropping from 10.6% to 7.7%, down nearly three percentage points in 2012 (Wang, & Yang, 2017). In order to cope with this recession, the Chinese government proposed a regional cooperation initiative since 2013, namely “Belt and Road”¹, and made a recovery and increased new normal of economic growth (Wei, & Wang, 2015).

Given the economic recession from 2010 to 2012 and economic recovery since 2013, we suppose that China would have experienced a cultural shift in adaption to ecological change, with an increase in collectivism around 2012, and this pattern remained significant even controlling for regional factors such as wheat- vs. rice-farming areas. In particular, active users’ collectivist behaviors, related to social connections on Sina Microblog, were analyzed to test the cultural shift from 2010 through 2016.

Method

By the end of 2017, there were nearly 400 million monthly active users on Sina Microblog, leaving many footprints which could be used for behavioral analysis. One behavior is to mention or talk to other people using “@UserName” formatting. From the cultural perspective, mentioning or talking to other people indicates the connection with others and represents the interdependent self on social media, which can be interpreted as the index of collectivist behaviors (Bianchi, et al., 2016; Park, Twenge, & Greenfield, 2014).

Based on the tweets posted on Sina Microblog, the frequency of collectivist behavior (indicated by the number of @ mentions) during 2012-2016 was identified. In addition, we used rice statistics from 1996, the earliest available on the Bureau of Statistics website and split each province into rice and wheat areas. We defined the rice area as more than 50% of farmland devoted to rice paddies, and four provinces as rice-wheat border (e.g., Jiangsu, Anhui, Chongqing, and Sichuan) with around 40% of farmland to rice paddies (Talhelm, et al., 2014).

Table 1. Collectivism in Rice and Wheat areas, 2010-2016

Area	2010		2011		2012		2013		2014		2015		2016	
	<i>M</i>	<i>SD</i>												
Wheat	10.90	1.59	22.54	2.83	21.93	3.17	8.65	0.81	8.94	1.21	7.11	1.08	7.25	1.17
Rice	12.07	2.65	26.05	3.22	24.48	2.76	9.06	1.16	8.71	1.39	6.81	1.12	7.20	1.20
Total	11.29	2.04	23.71	3.36	22.78	3.23	8.78	0.94	8.86	1.25	7.01	1.08	7.23	1.16

Results

The mean scores and standard deviation of collectivism from 2010 through 2016, across rice and wheat areas, are presented in Table 1. Regarding the year as the within-subject factor and rice farming as the between-subject factor, a repeated-measure MANOVA was conducted. The results revealed that there was a significant effect of year on collectivism ($F(6, 20) = 174.78, p < .001, \eta_p^2 = .98$) and individualism ($F(6, 20) = 67.32, p < 0.001, \eta_p^2 = .95$), but no significant effect of rice farming on collectivism ($F(1, 25) = 3.57, p = .071, \eta_p^2 = .13$). In addition, the interaction between the year and rice farming was not significant for collectivism ($F(6, 20) = 1.88, p = .134, \eta_p^2 = .36$). As shown in Figure 1, collectivism rose from 2010 to 2012, fell from 2012 to 2013, and declined slowly from 2013 to 2016.

¹ “Belt and Road” is the abbreviation of “silk road economic belt” and “21st century maritime silk road”, called as an important measure to expand and deepen opening-up. This regional cooperation initiative covers the Asian, European and African continents and adjacent seas.

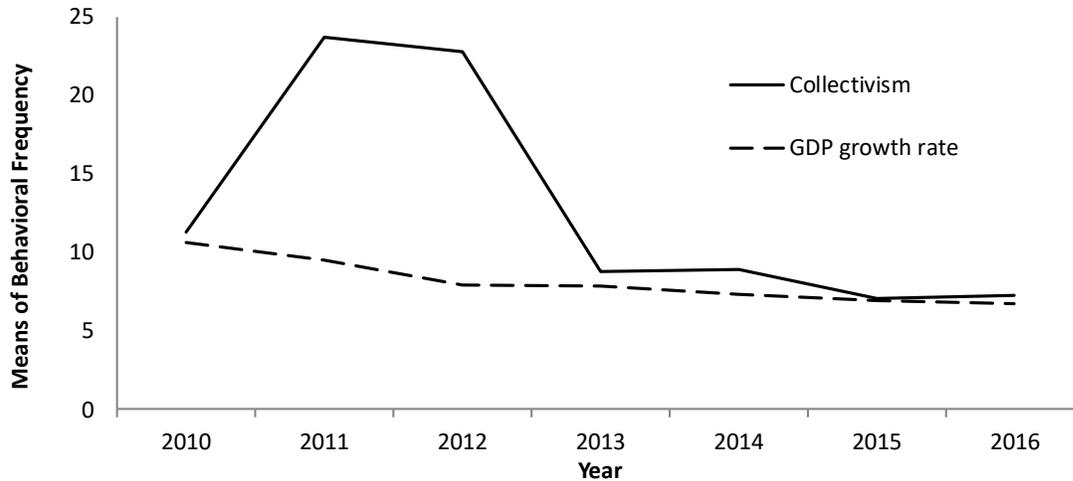


Figure 1. GDP Growth and Microblog Users' Collectivism, 2010-2016

Discussion

Human cultures, which are deeply embodied in languages, function as response to ecological environments. The current findings demonstrate the cultural shift on Chinese social media, along with the economic recession in a short period. In particular, collectivist behaviors (indicated by mentioning or talking to other people) went up in 2010-2012 when China experienced the first economic recession over the past four decades, and then collectivism returned on track in 2013-2016 when the economy went back to the new normal.

The present research provides new evidence that cultural behaviors on social media, in terms of collectivism, can rise and fall as response to economic fluctuation (Bianchi, et al., 2016; Park, Twenge, & Greenfield, 2014). And, this cultural shift can happen in a very short period when economic recession and recovery shape the ecological environments dramatically, suggesting that cultural behaviors can respond immediately on social media. Based on social media in 2010-2016, however, the subsistence (rice vs. wheat) effect on collectivism was not found, possibly because of the fact that the subsistence system plays its role in shaping culture for a long run, but not in a short period (Talhelm, et al., 2014; Talhelm, Zhang, & Oishi, 2018).

It should be noted that by and large, Chinese societies hold collectivism at a great level, in history and in nowadays, although China has gone through the increasing individualism along with urbanization and globalization since the May Fourth Movement and the Reform and Opening-Up transformation (Zeng & Greenfield, 2015; Zhou, et al., 2018). Besides, during the most intense three years of economic recession (2010-2012), collectivism went up to the peak. This suggests that collectivism remains robust in China, and that the increase in individualism does not happen in a lineal way, especially in the culture in which collectivism is prized and cooperation is more based on collectivist norms (Wu, et al., 2018).

However, there are two limitations that weaken the generalization of the current findings. One is that that the expressions on Chinese social media are often censored, so not all the behavioral features are the true expressions of microblogging users, for example, with some tweets being deleted personally or officially (King, Pan, & Roberts, 2014). Another is that only one behavioral indicator was used to measure collectivism in the present research. Although the current findings about cultural shift are consistent with those in classic literatures on social change and cultural change (Bianchi, et al., 2016; Park, Twenge, &

Greenfield, 2014), more indicators of culture and computing models of online behaviors should be concerned in future directions (Wu, et al., 2018).

Conclusion

Taken together, the current results reveal that cultural behaviors, represented on Chinese social media, evolve as the function of ecological environment. That is, collectivism functions more in the period of economic recession and less in the recovery. Despite some limitations that social sciences based on social media fell in the fate of correlational inference and with some users being censored, the present research demonstrates the cultural evolution in a very short period, showing that a big data analysis of social media is helpful in identifying the spontaneous change of culture as response to fast-changing societies.

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Online Emotions Vary with Media Policy, Work, and Sleep among Individual Versus Governmental Users

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[Abstract] *Social media sites grant both individuals and governments new space to communicate messages. However, it remains unclear whether and, to what extent, individual and governmental users play in different ways. The present study is an attempt to explore the group-level difference in online emotions among ordinary individual users and verified governmental users, based on Sina Microblog, one of most popular social media sites in China, from 2010 through 2017. The results revealed that ordinary individual users posted more emotional words, positive and negative, as compared to verified governmental users; both individual and governmental users posted more positive than negative emotions, and the frequency of negative emotion words declined since 2013 when social media was heavily restricted. In addition, both individual and governmental users posted more positive emotions on the weekends than working days, and more positive emotions in the morning (6-8 a.m.) and in the evening (22-24 p.m.) than in daytime and after midnight. Taken together, the current findings demonstrate the functional difference in online emotions among individual versus governmental users of social media, and also provide new evidence about emotional variations with media policy, work, and sleep.*

[Keywords] *online emotions; Sina Microblog; ordinary individual users; verified government users; media policy; work; sleep*

Introduction

Emotions, as the reflection of external environment and an internal state, play an important role in human behaviors (Dolan, 2002). To date, however, most emotion studies have been based on small homogeneous samples and self-reported or laboratory investigations. Although these studies have improved our understanding of the nature of human emotions, they have many limitations such as poor method reliability and ecological validity. Now it is changing. Based on big data analysis, research has found that the online

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corpus from social media sites allows social scientists to examine the affective content of messages, making it possible to obtain precise real-time measurements across large and diverse samples. For example, using data from millions of Twitter messages, recent researchers identified the rhythms of online emotions, and found that people were happier in the morning and on weekends (Golder, & Macy, 2011). Based on Sina Microblog, one of the most popular social media sites in China, the analysis of online emotions showed that people were happier during lunch and dinner time, and that women were happier than men (Wang, et al., 2016).

It should be noted that the emergence of social media has changed the traditional message delivery model, which was always a one-to-many broadcast, for example, from the government and some authoritative institutions to the public (Kavanaugh, et al., 2012). Rather, the new communication patterns based on social media lead to the two-way interaction between the government and the public, and government microblogging has been used more frequently in shaping government image and improving government competence (Che, & Zhao, 2012). Since Microblog users were mainly young people, both individual and governmental uses of social media tried their best to change the serious tradition in communication and use a more personalized and unofficial language to carry out dialogue and to draw the attention of the public.

However, from the perspective of communicative function, there are obvious differences in microblogging contents and the affective styles between individual and governmental users. Serving the management and service functions related to public welfare, the government needs to take care of the public interests rather than on behalf of just an individual. In contrast, for ordinary individual users, the microblog is just a cyberspace to record their life and to express personal emotions (Wang, 2010).

Given the difference in media functions of microblogging between individual and governmental users, the present research tested the group-level difference in using emotional words among the two types of users. In particular, considering the entertainment functions of individual users and the utilitarian functions of governmental users (Wang, 2010), we hypothesize that compared with governmental users, individual users would deliver more online emotions message by more frequently posting emotional words. In addition, considering the rhythm of emotions, we also supposed that both individual and governmental users' online emotions would vary with media policy, work, and sleep, with less negative emotions when social media was heavily restricted (Guo, 2013; Jing, et al., 2015), and with more positive emotions on weekends and in the morning (Golder, & Macy, 2011).

Method

The subjects were selected in three steps. Firstly, the seed users in this study were selected randomly, and their followers and fans were crawled to a list as initial conditions. Then, the fans and followers of the uncrawled users in the list were crawled, and the previous operations were repeated until the number was not growing rapidly (Li, et al., 2014). Finally, according to the identity logo provided by Sina Microblog, two types of users were selected, including 1,093,596 ordinary individual users and 1055 verified governmental users. The verified individual users were not considered, because many of them are administrated by an organization, not by an individual (Xing, 2018).

A network crawler was used to collect data, based on the tweets posted by the two types of users from January 1, 2010 to December 31, 2017. Tweets contain a variety of sources of information, such as videos, audios, pictures, emoticons, and geographic locations. For the convenience of processing, only the text

information and time information were retained. The tweets' text information was extracted from the content of the crawled webpages which contains various webpage tag information.

The “Chinese Psychoanalysis System” (Text Mind, called “Wenxin” in Chinese) was used to analyze the content of the tweets (Gao, et al., 2013). The “Wenxin” system was based on LIWC2007 (Pennebaker, Booth, & Francis, 2007) and the Chinese C-LIWC lexicon (Huang, et al., 2012), and revised for the analysis of language features in the context of simplified Chinese in Mainland China. The frequency of positive emotion words and negative emotion words was counted, using the “Wenxin” dictionary, with 564 words for positive emotions (e.g., happiness, warmth) and 924 words for negative emotions (e.g., fear, stress).

Results

The results are presented in two sessions. First, the portrait of online emotions is presented by year, showing the difference across individual and governmental users and as a response to the change of media policy from 2010 through 2017 (Jing, et al., 2015). Second, the rhythm of emotions was presented at daily and hourly levels, examining emotional variations with work and sleep (Golder, & Macy, 2011).

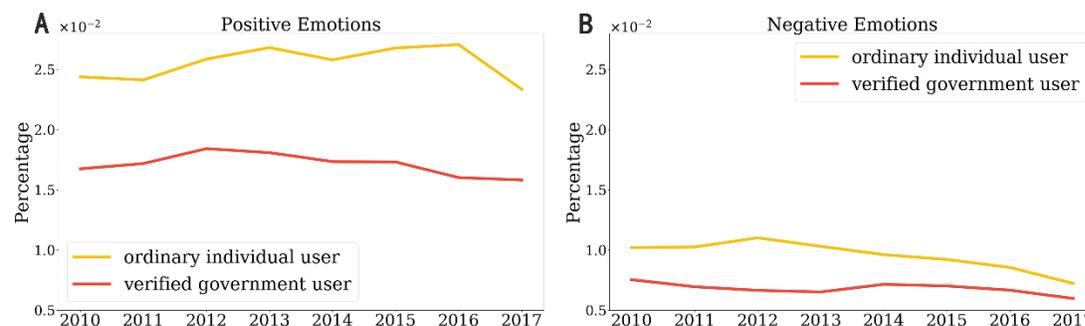


Figure 1. Percentile of Positive Emotion Words (A) and Negative Emotion Words (B) among Ordinary Individual Users and Verified Governmental Users, 2010 to 2017

Emotional Portrait by Year

On positive emotions, a 2 (type: individual vs. governmental) × 8 (year) repeated-measure MANOVA revealed a significant effect of user type ($F(1,60) = 388.02, p < .001, \eta_p^2 = .87$), of year ($F(7,54) = 65.71, p < .001, \eta_p^2 = .90$), and of the interaction between user type and year ($F(7,54) = 18.37, p < .001, \eta_p^2 = .70$). On negative emotions, a similar MANOVA was conducted, and the results revealed a significant effect of user type ($F(1,60) = 139.19, p < .001, \eta_p^2 = .70$), of year ($F(7,54) = 73.49, p < .001, \eta_p^2 = .91$), and of the interaction between user type and year ($F(7,54) = 17.19, p < .001, \eta_p^2 = .69$).

Figure 1 shows the profile of positive emotion words (A) and negative emotion words (B) among ordinary individual users and verified governmental users, from 2010 to 2017. For either positive or negative emotions, individual users posted more emotional words than verified governmental users did. Moreover, both types of users tended to post less negative words across the years, especially for individual users since 2013, when social media was heavily restricted. In addition, the results also show both individual and governmental users posted more positive over negative words in emotional expression ($F(1,60) = 3480.73, p < .001, \eta_p^2 = .98$), and this positive bias was at a greater level for individual versus governmental users ($F(1,60) = 133.47, p < .001, \eta_p^2 = .69$).

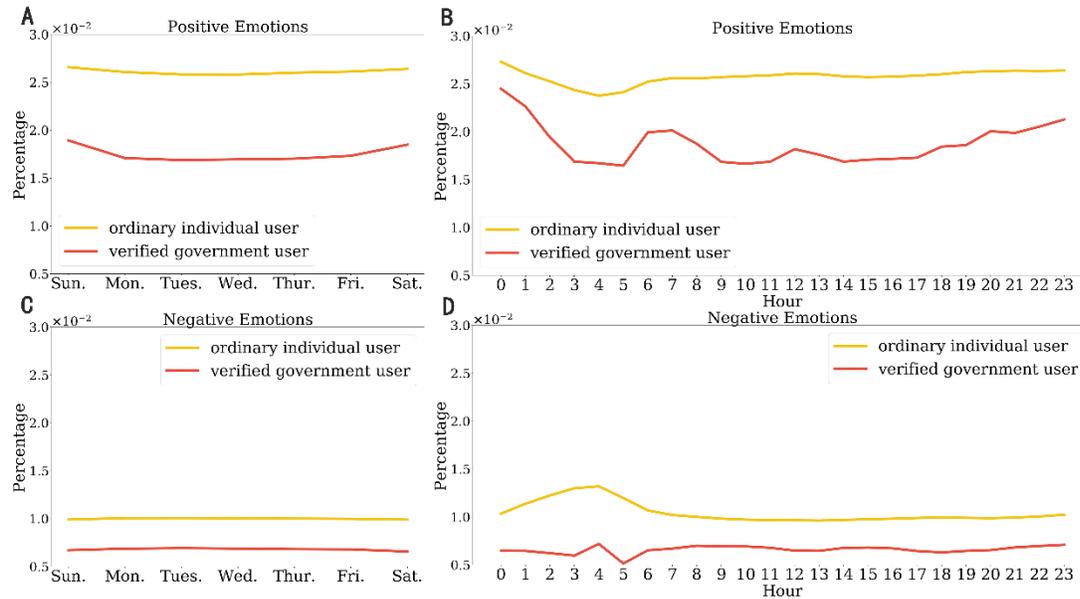


Figure 2. The Daily Profile of Positive Emotion Words (A) and Negative Emotion Words (C) in a Week, and the Hourly Profile of Positive Emotion Words (B) and Negative Emotion Words (D) in 24 Hours, among Ordinary Individual Users and Verified Governmental Users

Emotions Vary with Work and Sleep

As for the daily variation, a 2 (user type: individual vs. governmental) \times 7 (day) repeated-measure MANOVA revealed a significant effect of user type ($F(1,60) = 431.89, p < .001, \eta_p^2 = .88$), of day ($F(6,55) = 17.77, p < .001, \eta_p^2 = .66$), and of the interaction between user type and day ($F(6,55) = 4.66, p < .01, \eta_p^2 = .34$). And on negative emotions, a similar MANOVA was conducted, and the results revealed a significant effect of user type ($F(1,60) = 150.24, p < .001, \eta_p^2 = .72$), but no significant effect of day ($F(6,55) = 1.41, p = .23, \eta_p^2 = .13$) or the interaction between user type and day ($F(6,55) = 1.30, p = .27, \eta_p^2 = .12$). As shown in Figure 2A/2C, both individual and governmental users posted more positive emotions on weekends than working days, and that the frequency of negative emotions remained stable across the seven days in a week.

For the hourly variation, a 2 (user type: individual vs. governmental) \times 24 (hours) repeated-measure MANOVA revealed a significant effect of user type ($F(1,60) = 262.98, p < .001, \eta_p^2 = .81$), of hour ($F(23,38) = 20.95, p < .001, \eta_p^2 = .93$), and of the interaction between user type and hour ($F(23,38) = 10.77, p < .001, \eta_p^2 = .87$) on positive emotions. And on negative emotions, a similar MANOVA was conducted, and the results revealed a significant effect of user type ($F(1,60) = 225.27, p < .001, \eta_p^2 = .79$), of hour ($F(23,38) = 18.85, p < .001, \eta_p^2 = .92$), and of the interaction between user type and hour ($F(23,38) = 12.08, p < .001, \eta_p^2 = .88$). As shown in Figure 2B/2D, both individual and governmental users posted more positive emotions in the morning (e.g., 6-8 a.m.) and in the evening (e.g., 22-24 p.m.) than in the daytime and after midnight, while the frequency of negative emotions went to the highest levels after midnight (e.g., 3-4 a.m.).

Discussion

Based on the big data analysis of Sina Microblog, the current findings demonstrate the group-level difference in online emotions among ordinary individual users and verified governmental users. Supporting our hypotheses, the results revealed both positive and negative emotions were more frequently posed by

individual users than governmental users; both types of users posted more positive than negative emotions, and the frequency of negative emotion words declined since 2013. In addition, both types of users posted more positive emotions on the weekends than working days, and more positive emotions in the morning (6-8 a.m.) and in the evening (22-24 p.m.) than in daytime and after midnight.

The differences in online emotions among individual versus governmental users suggest that using social media serves the communicative functions of specific users. Lasswell (1964) proposed that the media has three functions: environmental surveillance, social connection, and inheritance transmission. Later, Wright argued that the function of entertainment played a significant role in mass communication (see: Li, 2003). The frequency of emotional words of governmental users was far lower than that of individual users, which indicated that governmental users served the public interests (not only on behalf of individuals' self-interest) so that they needed to be more objective (but not emotionally subjective) in communicating messages on social media. Rather, the individual users posted tweets as entertainment, so they were free to deliver emotional and subjective messages.

Moreover, the frequency of negative emotions declined from 2010 through 2017, especially after 2013 when social media was heavily restricted in China. This change of online emotions, based on the big data analysis, was consistent with the previous observations of media policy through both qualitative and quantitative analyses (Guo, 2013; Jing, et al., 2015). In addition, the results about the weekend and morning effects on happiness (indicated by the frequency of positive emotions) were consistent with previous findings about rhythm of online emotion at the daily and hourly levels (Golder, & Macy, 2011).

However, it should be noted that several limitations weakened the current findings. First of all, there were many confounding factors underlining the group-level difference in online emotions and the emotional rhythms. For example, the difference in age and education might contribute to the difference in microblogging among individual and governmental users (Pfeil, Arjan, & Zaphiris, 2009; Wang, et al., 2016), which was not considered in the present research however. Second, along with vocabulary explosion on the Internet, many new words and metaphors have been created but were not included in the LIWC and the Wenxin systems (Zhong & Qian, 2005), which might hit the methodological validity of the present research.

Conclusion

Taken together, the current findings demonstrate the functional difference in online emotions among individual versus governmental users of social media in China, and also provide new evidence about the emotional rhythm varying with media policy, work, and sleep. Despite some limitations, the present research sheds light on media governance and the research domain where the functional difference in online behaviors was rarely investigated. Future work should take consideration more integrated methods, in surveying online behaviors and their functions among different individual and organizational users.

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The Application of Sandplay in Promoting the Cohesion of Students' Backbone Team in Higher Vocational Colleges – Take Suzhou Industrial Park Institute of Service Outsourcing as an Example

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***[Abstract]** The backbone of college students plays a role as a bridge and tie between teachers and students. Strengthening the construction of the backbone of students is an important part of the construction of a talent team in colleges and universities. This study conducted a six-week group sandplay for the backbone team of students in Suzhou Industrial Park Institute of Service Outsourcing. Through the analysis of the characteristics of sandplay, the role of sandplay in enhancing the cohesion of a backbone team of students in vocational colleges was explored. The results show that: (1) Through the analysis of sandplay works and interviews before and after, it shows that Sandplay has significant effects on emotional cohesion, behavioral cohesion and cognitive cohesion. (2) Through a series of sandplay theme changes, it reflects that sandplay plays an important role in improving students' self-confidence, team awareness and interpersonal relationships.*

***[Keywords]** Sandplay; student backbone; cohesion; team building*

Introduction

The university shoulders the task of training qualified successors of socialism with moral, science and culture education. The backbone quality of college students is the key to all kinds of education activities. Xi Jinping, the president of China, gave a speech at Beijing University in 2018. In it he said, "Taking on the mission of socialist builders and successors, young people in the new era should take advantage of the spring breeze of the new era and dream in the vast space of the motherland, only in this way can we complete the building of a moderately prosperous society in all respects and build China into a strong modern socialist country in all respects, and make the great rejuvenation of the Chinese nation a reality in our endeavor" (Xinhua.net, 2018). Therefore, strengthening the construction of a student backbone team is an important goal in the construction of the university talent team. A college student backbone team includes a student party member, an active member that joins a party and a student cadre. To build up a backbone team of college students with good quality has the need to strengthen the ideological and political education of college students and to do a good job in the work of students.

Sandplay is characterized by the use of sand, water and miniatures in the creation of images within a free and protected space of a therapeutic relationship and a sand tray. A series of sandplay images portrayed in the sand tray create an ongoing dialogue between the conscious and the unconscious aspects of the client's psyche, which activates a healing process and development of the personality (Li, & Shen, 2005).

The Current Situation of the Cohesion of Backbone Students in Vocational Colleges

With the influence of science development and culture shock, college students have an important mission in the new era of socialism with Chinese characteristics. Ideological and political education work is an important part of college student work, so paying attention to the cohesion of students in vocational colleges is key. However, with the development of education reform, colleges and universities have continuously improved the quality of college students' backbone, but there are also some problems in college student organization.

The Influence of the Student Cadre Team is Insufficient

When Huang Li, et al. studied the quality cultivation of cohesion and execution of student cadres in vocational colleges, they found that 74% of the student cadres thought they were lonely in the group according to the current survey on the ability of student cadres in vocational colleges. It indirectly reflects the lack of cohesion within the student groups of vocational colleges and the difficulty in carrying out the work (Huang, Qu, & Zhang, 2014). The main reason lies in the fact that most student cadres in vocational colleges use their power to force students to participate in some activities as well as the personality differences between team members.

There is Internal Contradictions in the Work Distribution of Student Cadres

Flame is high, as the saying goes, and when gathered material within the group work assignment is not harmonious, it is likely to lead to members being treated unfairly, and even competing within the department. In the introduction of university student union work assignments, Ma Changyou (2017) referred that student union internal division of labor coordination is an important hidden trouble which may reduce team cohesion and be unfavorable to the cultivation and moral education of high quality students.

Weak Team Awareness

Team awareness is an important factor for the cohesion of higher vocational student organizations. Li Qinghua and Zhang Wei (2010) led us to see that the reasons for the existence of college students' team consciousness at present include overemphasizing their own development, neglecting the realization of team goals, failing to carry out team tasks in depth, and treating other members of the team as competitors.

Experimental Design

Research Objects

Through posters and counselors' recommendation, we recruited student leaders above the deputy head of each student union and community organization department in Suzhou industrial park service outsourcing vocational college. They were signed up as a group and they selected a team through scale test and interview. The team members were composed of 7 members, including a chairman, a vice chairman and ministers of each department.

Experimental Research Tools

Our research adopted the college student cadre team cohesion scale which was designed by Li Jian from Liaoning Normal University. The scale has three dimensions, namely, emotional cohesion, task cohesion, and cohesion, with a total of 12 topics. In view of the reliability (0.83) and the validity (0.74), the scale has a good reliability and validity (Li, J., 2015).

The tools for sandplay (a sandbox and sand) needed preparing: A rectangle 57 cm x 72 cm x 7 cm in size, in which the bottom and sides of the sandbox are blue, and the sandbox is made up of various sandbox molds. Tools also included a digital recorder, a camera, and a sand table game production process record.

Team members at different stages were interviewed at different stages of the sand table game to understand their feelings of the subjects in the sand table game and the role of sand table game in improving team cohesion.

Experimental Research Process

The ideas of this study are as follows: measure and screen the key student teams that were recommended and recruited by counselors with the “team cohesion scale“, understand the basic situation of the team by means of interviews, introduce the role of sand table games, and establish confidentiality clauses. Secondly, the theme of the sand table was determined based on the interview results. Finally, through the analysis of the characteristics of sand table works, the subjects were interviewed again and followed up with for a week to discuss the role of sand table games in improving the cohesion of the team and the influence the games on improving the cohesion of the backbone team of vocational students.

This study recruited a total of seven student members, from September 25, 2018, when the research officially started, and continued once a week, for a total of 6 times. Sand table games can be divided into a knowledge and discovery phase and a communication and blend in and growth phase, in the depth of the sand table again and again to let the team members break into one-by-one, strengthen team cohesion, and increase team trust. The team in the future was also discussed. Members’ participation: in the process of sandplay for six times, they can participate in time and on time every time. The 7 members were the president of the student union and ministers of various functional departments. Before intervention, the 7 students were divided into A, B, C, D, E, F, and G. CQ is A, WXY is B, ZZL is C, LK is D, GXM is E, LXL is F, and DYQ is G.

The implementation of sandplay was divided into three stages: a cognition and discovery stage, a communication and solution stage and an integration and growth stage. We created a safe, free and relaxed environment for the members in the stage of cognition and discovery, introduced the sand table games and confidentiality treaties for members, and eliminated the strangeness between members and consultants. In the stage of communication and resolution, members could find conflicts in the production of sandplay, solve conflicts with team members by adjusting sand tools and feeling uncomfortable places, adjust to negative emotions in the team, and enhance the trust and support of the team. During the integration and growth stage, members were allowed to make a sand table under the condition of restricted themes, comprehend and summarize the group process, exert a joint force of the team for the goal of the team, and make plans and prospects for the future work.

Analysis on the Characteristics of Sandplay in the Cohesion of Student Cadres in Higher Vocational Colleges

Stage of Awareness and Discovery

In the sandplay experience where the theme was not restricted for the first time, the team members placed the sand in order, adjusted and visited under the guidance of the consultant. Seen from the sandplay, although the surface was very harmonious, it showed “occupation”. It can be seen from the following aspects: First, when A was digging out the blue bottom, B ignored the area completely and started to arrange

in the middle of the sand table. Second, E pushed the objects of B, C, and D separately when placed, and at this time the expressions of B and C were very serious. Third, in the water in the sandplay, there was a situation of struggle with evil, especially when E was placed in the harmonious environment and B was even more dissatisfied.

In the second sandplay, most of the members showed their own business; only two of them added bricks other people's areas. B created a family scene in the courtyard first and placed a sand dredger near the courtyard to guide the next member. However, after a few minutes of thinking, D decided to relocate the corners of B. Following that, F created a football field after D. All of us were full of curiosity about the area where G was placed across the military battlefield of the whole sandplay, which made everyone very nervous. In the adjustment stage, everyone delimited and filled in their own areas; only A and C filled in the works of other members.

Characteristics of the sandplay: In the stage of recognition and formation, the team members were in a state of self-management. The sandplay was divided into many areas without much communication. From the following aspects, we could see that the water was all blocked by shells, the huge whales were very disharmonious in the water, and the ponds were the manifestation of the lack of source power in the symbolic meaning of the river. In the sandplay, there were struggle protections, potential threats, war scenes and the demolition of ancient buildings, which represent the characteristics of mismatch and conflict within the team.

Communication and Resolution Phase

In the third sandplay, everyone had their own goals to create a different environment, and the members E, D and G students were the most obvious. E compared the princess to herself and got the cause and family in the end; D refined the ideal life at different stages, comparing the well-behaved rabbit to himself; G's carp jumping the dragon gate showed a strong momentum. A, E and F were divided because of the middle road. A and F thought that there was a river in the middle, so many seabed stones and corals were placed in front of the big truck. E didn't think everyone understood it, but after the explanation of F, E regarded it as a stumbling block on the road to pursuing dreams. This was the main point of progress in this group's sand table.

With the deepening of sand table games, members' contradictions in the process of sandplay were more obvious, but contradictions will be resolved with a little bit of communication. In the fourth work, members put items according to the same thing, forming internal and external layouts. The members began to form a clear division of labor in the sandplay, indicating that the members began to communicate in action, changing the status that was taking care of themselves. C, E, and F were mainly arranged in the interior, B, A, and D and other external productions, including the defense of foreign enemies, the common guard standing at the top of the hero and so on. The greatest progress was made by G student. Although the struggle still took place in the upper right corner, this time they gradually accepted the theme created by team members and began to change into works embellishment of other members.

Characteristics of the sandplay: In this stage, the team had a higher utilization rate of sand and team members began to work together to build in the sand and dig the sand, which shows that the team's motivation and vitality were enhanced. According to the sandplay space allocation theory, different regions and locations represent the visitors' different inner worlds. Members around the same center at this stage show that leaders play a coordinating role at this stage.

Integration and Growth Stage

The sandplay was divided into three parts, namely the ancient area, the soccer field and the living area, separated by a river, but each part had a connection, indicating that the team's fluency and integration were gradually improved. Member D was a bit confused that G was just beginning to hold ancient tools, but he wanted to join the area. When it formed two different styles, Member B said that when he was building the football field together with C, and he was very comfortable. It was a surprise that F added a lot of viewers to the stadium outside the football field. Although it was a game, there was a feeling of cooperation and win-win. In addition, the orderly parking lot and the pleasant people explained that the team members broke the contradictions and doubts in the previous several times and jointly created a harmonious team atmosphere.

The theme of the sixth limited sandplay was expectations, and the work as a whole looked very good. The portrait of the highest point appeared again in this work. The difference from the last time is that the beautiful area in the middle was scattered to the surrounding area, and there is no scene of struggle. The members also gave their expectations in this sandplay. For example, D said that the two boats represent their own happiness and anxiety, the happy boat is constantly approaching the shore, and member E placed a guardian area in the lower right corner. It means that a small field can gather strength for the goddess in the middle. G put a lot of witches in the upper right corner and put a Maitreyan Buddha under the pyramid. G explained seriously that this was a group of old gods, to guard the secret of the pyramid, the lotus was a manifestation of their kindness. Team members were actively changing both in the whole and in each region.

Characteristics of the sandplay: In this stage, the entire sand table was full of power and fluency, such as sailing boats on the sea, lighthouses and statues in the distance, connecting two parts of the bridge and so on. The middle area of the sandplay can fully explain the cohesiveness of the team. The two sandplays in this stage were the river and the goddess in the heights, indicating that the team's synergy was gradually increasing. In the final sandplay, the team members presented the existing tacit understanding in the sandplay and believed that they could be more united in real life.

Discussion

Comparison of Team Members' Interview Results Before and After Sandplay

This study conducted interviews with members before and after the sandplay games, taking the interviews of four of them as an example:

CQ: The team lacks cooperation, communication is relatively small, enforcement is not strong, and the requirements for leaders are relatively high in the interviews before the sandplay. The sense of shared tasks in the sandplay will continue to the reality and form a sense of cooperation in the team gradually after sandplay.

WXY: Enthusiasm is not too high, participation is relatively weak before sandplay. When planning and participating in activities, members will obviously increase, not a teacher-designated candidate after Sandplay.

ZZL: Individuals and leaders account for a large proportion of the factors affecting team cohesion, which require the efforts of everyone. After the sandplay, people gradually opened their hearts to explain the department's problems at the meeting and got suggestions from other members.

GXM: Guided by teachers' tasks, there is little communication between members before sandplay. After the sandplay, leaders' meetings increased and division of labor became clearer.

Counselors' Evaluation of Student Team Performance Before and After Sandplay

Team members had obvious personality characteristics, a lack of awareness of competition and cooperation, and a lack of communication in organizing and implementing activities. They were not active in the regular meetings and activities; leaders lacked confidence in management.

One week after sandplay, the counselor felt that the communication strength of team members was obviously strengthened, and problems could be discussed in time. Participation and responsibility were also significantly improved during regular meetings or event planning, but the influence in student activities needed to be strengthened.

Sandplay is Conducive to Strengthening the Cohesiveness of the Backbone Team of Higher Vocational Students

The role of sandplay in the emotional cohesion of student cadres in higher vocational colleges: Emotional cohesion is mainly reflected in the communication and emotional communication between the members of the team. In the stage of cognition and formation, the sandplay reflected more of the discord and fragmentation scenes. The team members maintained their own personality and style of work, and did not communicate or adjust emotionally. In the communication phase, some members of the team had a psychological contradiction, and were encouraged by other members to lay a solid foundation for the establishment of a common goal. This shows that the sandplay is aimed at the physical and mental development characteristics of college students. It does not judge any behaviors, words of members, or arbitrary vents in the sandplay so as to strengthen the mutual feelings of the members so that they can draw closer to each other.

The role of sandplay in the cognitive cohesion of student cadres in higher vocational colleges: The cohesiveness of the task is the cohesiveness of the goal and is the exploration and grasp of the common goal behavior. At this stage, when leaders are prepared to create a family life for the next members, and they do not get a positive response from everyone, the performance is more chaotic, irregular, and awkward. However, in the communication phase and the common sense phase, the leaders, at the beginning of self-blame, are ignorant to master the overall situation, and members, at the beginning of each camp to the end, take care of others, greatly enhancing the strength of the team.

The role of sandplay in the behavioral cohesion of student cadres in higher vocational colleges: Behavioral cohesion is mainly the sense of belonging of members to the team, as well as the degree of participation in team activities, and a sense of identity of the self-worth in the team. In the first two works, the members were based on their own areas, with a distinct personality in the team, conflicting scenes, and the team's behavioral cohesion was not obvious.

Conclusion

As the sandplay progresses, members gradually realize the importance of the team, and only by integrating the individual value into the team can they play a greater role. The sandbox game has greatly enhanced the sense of belonging and participation of team members.

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Analysis of the Dilemma and Outlet of the Gentleman Personality from the Perspective of Chinese Social Culture

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[Abstract] *The gentleman personality is a moral personality with a long history and tradition in the Chinese social and cultural background. In the social changes of modernization, the inheritance and development of the gentleman personality faces the challenges of individualistic moral dilemma, institutional cultural factors, the dilemma of moral education, mass media digestion effect, various social thoughts' superposition effects and social moral atmosphere and so on. Proceeding from the realistic characteristics of the Chinese social culture, we can enhance the cultural identity of the people to the gentleman personality by promoting the excellent traditional culture and practicing the core values of socialism, internalizing and strengthening the education of shame, returning to the "adult" nature of Chinese education, strengthening the construction of institutional ethics, and enhancing the construction of social morality and so on.*

[Keywords] *the gentleman personality; social culture; the dilemma and outlet*

Introduction

The culture of gentleman in China of over two thousand years has been tempered through a long history; it has been deposited into the collective personality of the Chinese nation – the gentleman personality. As a personality image that combines traditional virtues such as benevolence, righteousness, politeness, wisdom and trust, in the long history, the gentleman personality has inspired and influenced generations of Chinese people with its great inspiration and has shaped the core of the national spirit of self-cultivation, peace of mind and harmonious coexistence. Although the current society is urgently calling for the gentleman style, the traditional gentleman personality is in an increasingly embarrassing situation in modern society. This is not only related to our historical and cultural heritage, but also to social changes. The deepest change brought about by China's modernization reform is the transformation of moral coordinates and moral experience (Yan, 2012). Only by confronting the dilemma of the times can we rationally analyze the practical path of cultivating the gentleman personality in this dilemma. The existing researches in China have mainly focused on the personality dimension, spiritual connotation and ethical value of the traditional gentleman. They have done good job in affirming the gentleman's personality of wisdom and moral education value but they have deficiencies in the social and cultural dilemma faced by the gentleman personality and the modern transformation and inheritance of the new era (Sun, 2016). Therefore, this paper aims to make up for the gaps, to take a new look at the dilemma of the gentleman's personality from the perspective of Chinese social culture, and to cultivate a new gentleman personality that conforms to the characteristics of the times in this new era.

The Social and Cultural Dilemma of the Gentleman Personality

The gentleman personality refers to an independent personality that has personality traits such as benevolence, equality, respect and forgiveness, and has a symbiotic orientation and harmonious development (Wang, & Zheng, 2008). Along with the modern social changes and diversified social thoughts, the Chinese people have experienced a crisis of moral identity in the psychological level of group

culture. The value identification and virtue inheritance of the traditional gentleman personality have also been severely tested. Many factors together have created the dilemma of the gentleman personality.

Individualistic Moral Dilemma

Chinese culture is witnessing and gestating a wave of individualization. This trend of individualism's value and self-shaping brings the desire and practice of consumerism. During the pursuit of personal life happiness, the increasingly popular materialistic happiness concept manifests the traits as follows: the pursuit of more materialistic, more individualistic and modern "high-grade" lifestyles, and then, this pursuit brings about self-centered pragmatic values, and leads to the prevalence of the "Unrecognized Individual" phenomenon that seeks to maximize personal interests without regard to the public interests or the interests of others. This practice of the individualistic self as the moral ontology has deprived the moral continuity of the historical, cultural and realistic foundations, and then, has triggered a series of "irrational" moral practice effects, which are manifested in the failure of moral norms, the disorder of moral order, the disappearance of moral authority, the decline of moral power, the loss of moral beliefs, and the lack of moral resources and so on. Undoubtedly, it is contrary to the ethical practice of the traditional gentleman personality. In the meantime, the basic structure of society has been transformed from an acquaintance society to a stranger society in the process of urbanization. The principle of human ethics based on the traditional differential order has been gradually diluted and even resolved. The extended moral development path of "expend the respect of the aged in one's family to that of other families and expend the love of the children in one's family to that of other families" has encountered real challenges. In such a social context, the life strategy based on rational calculation is also a deconstruction of the traditional gentleman personality that emphasizes emotional virtue.

Institutional Cultural Factor

Under the conditions of market economy, the economic-oriented institutional cultural design of "profit-pursuing" has a strong conflict with the spiritual core of the gentleman personality – "loyalty-emphasizing", which not only dispels people's moral sensitivity and recognition of dominant social values, but also restricts the all-round development of human beings and the pursuit of spiritual happiness and the ultimate value of existence, and eventually affects the individual's moral will and belief. In addition, some institutional defects in the period of social transformation and the objective existence of corruption, as well as polarization between the rich and the poor have also had a negative impact on the virtue of the gentleman: the indifference to bioethics (benevolence) may lead to moral indifference; the deviation of just value orientation (righteousness) will dispel the individual's moral sympathy ability; the dissolution of official morality and the failure of institutional demonstration will lead to the increase of social bad emotions, which is not good to forming the moral atmosphere of tolerance and harmony (courtesy); the confusion of concepts of honor and disgrace will affect the moral cognition of the individual's the ability to distinguish right from wrong (intellect), which will result in the disappearance of the sense of social shame; the disintegration of integrity and ethics leads to the digestion of the individual to social integrity (Gao, 2001). In a word, the loss of social conscience has an impact on the individual's pursuit of virtue ethics. At the same time, people that have lost themselves in morality also give up their efforts to become gentlemen.

The Dilemma of Moral Education

The education that suits moral request is a real education (Jin, S., 2008). Today, our education is deeply influenced by scientism and utilitarianism, which leads to the squeeze on value rationality by tool rationality

in education and teaching. And the conception of educational values deviates from the pursuit of human virtue from the origin. There are alienated educational concepts such as follows: disciplinary education which evacuates humanistic spiritual care and uses people only as a tools; examination-oriented education which takes the score and further study as the center; dominant education which attaches importance to wisdom but neglects virtue and devalues; authoritative education which is mandatory but lacks reflective thinking and transfers knowledge in one-way (Wan, S., 2010). These concepts focus on the shaping of intellectuals and technologists, but they are far from the cultivation of a moral and wise people, thus leading to the disregard of moral ethics and the fall of moral responsibility. The gentleman personality education is increasingly marginalized in the field of education.

The Effect of Mass Media Digestion

Mass media is deeply influenced by business logic and deviates from social responsibility, so that the audience loses the pursuit of the meaning of life and floats in the meaningless of mass information. The long-term penetration and encapsulation of this “symbolic violence” will dispel people’s perceptions and beliefs about morality and will also lose the opportunity and ability of moral choice. The consumerism stimuli of overwhelming commercial advertising stimulates the release of the “libido” by stimulating people’s eyes. The negative effect is that strengthening the animal’s instinct will inevitably weaken the call of the gentleman personality of “man is different from the beast”. At the same time, mass media which pursues entertainment and vulgarization, because of its implicit scientism, consumerism and hedonism, has dispelled the values of humanitarianism, diligence and centralism while deconstructing the virtue foundation of the gentleman personality. In addition, people live in the digital condition in the internet world. The retreating of the body and identity brings about a series of moral consequences such as the disappearance of the subject, the freedom of alienation, the blurring of the moral responsibility boundaries, the disintegration of authority, the isolation of the empirical world, and moral indifference. The impact of “symbolic violence” in the network further triggers the conflict and disorder of moral value choices. People in the online world indulge in “doing what they want”, being restrained by desires and impulses, but ignoring the way of gentleman “not overstepping the line”.

The Effect of Various Social Thoughts’ Superposition

Various forms of moral relativism such as moral subjectivism, moral sentimentalism, moral nihilism and moral skepticism blindly exaggerate moral uncertainty and eliminate the universality of ethics and the absolute factors, which can easily lead people to pursue irrational value systems, and even slip to complete ethical nihilism. Moral theory and knowledge were regarded as the tools that people relied on to solve moral problems by pragmatism. Now, in moral life people ignore the moral values of human beings, and then eliminate the moral sympathetic ability whose core is “benevolence”. Materialism regards the possession of matter as the sole criterion of happiness. Individuals often regard external matter as their own pursuit, and regard material possession and consumption as the standard of happiness and value, influenced by the materialist trend of thought. Then the individual’s pursuit of intrinsic value is relatively forgotten, which may result in “sinking in material and succumbing to morality”, making the traditional gentleman’s virtue value increasingly weak. Economics restores and transforms all human behavior into the economy, and thus, measures and calculates in the practice of morality. According to this value orientation, people will inevitably move toward the pursuit of utilitarianism of real benefit and alienate the relationship between people, causing emotional indifference. Consumerism believes that the fundamental meaning of life lies in

consumption. Consumption is the fundamental way for people to satisfy their spirit and themselves. This distorted view of happiness simplifies rich demands of the human being, which will eventually turn the person into a one-dimensional being, causing division to occur, resulting in an individual meaning crisis and belief crisis. It is not conducive to the construction of self-morality and the cultivation of the gentleman personality. Besides, the viewpoints of decentralization and de-authorization advocated by moral thoughts of postmodernism will lead to moral relativism, nihilism, and skepticism, and eventually form a demoralizing situation. This will cause a disruptive impact on the moral beliefs and moral structure adhered to by the traditional gentlemen.

The Dilemma of Moral Atmosphere

The social atmosphere of moral indifference was exacerbated by the lack of social trust and the social phenomenon of the deviation of virtue from blessing. Moral indifference will lead to moral behavior being submerged in the atomic individual's rational interests, when encountered with a specific moral situation. This will make people ignore and abandon moral responsibility, dispel the individual's moral practice ability in the way of moral inaction, and make the individual passivate moral emotions and lack moral sensitivity.

The Gentleman Personality Cultivation Path Based on Social and Cultural Reality

Times are developing, society is progressing, and the connotation of the traditional gentleman personality should also keep pace with the times. Therefore, the new era should foster a new gentleman personality. Combining the core personality traits of the traditional gentlemen and the moral requirements of modern society for its citizens, we can define the new gentleman personality as follows: possesses a high level of conscience and moral empathy, can consciously abide by the social rules of law, and consciously practices the basic morality of citizens and socialist core values, consciously safeguards social fairness and justice, consciously cultivates positive psychological quality, actively promotes one's own ability and wisdom, and actively pursues harmonious personality of meaningful and valuable life. The cultivation of the new gentleman personality under the new era conditions can be achieved through the following path:

Carrying Forward the Excellent Traditional Culture and Practicing the Socialist Core Values of China

The excellent traditional culture closely combines with the spirit of the times, which is an important way to shape ideal personality in a harmonious society. The gentleman culture is an effective yardstick to identify excellent traditional culture of the nation, and the spiritual core of the gentleman culture has deeply penetrated into the Chinese national spirit. As an important part and essence of Chinese traditional culture, many qualities such as benevolence, honesty and friendship contained in the gentleman culture remain connected with and complement the socialist core values. To carry forward the gentleman culture and advocate the style of the gentleman in the whole society is actually to strengthen the public's recognition of the value of the gentleman personality in the top-level design of spiritual civilization construction and enhance the social appeal of the gentleman personality. In the new era, practicing socialist core values is actually practicing the way to be a gentleman, which is also the practice approach to shape the personality of the gentleman. The key is to activate and revitalize inner values of people formed by the long-term exposure to excellent traditional culture and reshape the worship and pursuit of the gentleman personality with the typical characteristics of "strengthening self without stopping and holding word with virtue".

Internalizing and Strengthening Education in the Sense of Shame

The sense of shame is a special way of existence of conscience, responsibility and obligation. One of the important features of the gentleman personality is “He who is in his conduct to himself maintains a sense of shame”, namely, those who think it shameful would never do it. In the formation of self-morals of the gentleman personality, the sense of shame is not only a kind of moral consciousness and moral emotion, but also the spiritual structure of the ontology of moral existence of “I”, and it plays a role of monitoring and regulating moral practice of individuals at the “metacognitive” level.

Returning to the Nature of “Being a Man of Morality” in Education

Education is supposed to guide the mind and spirit of people and help them to shape an intact and independent personality of goodness (Wei, 2017). Therefore, school education should serve the “generation of man”, awaken true humanity and implement education equally stressing integrity and ability. From the perspective of moral capacity improvement and the conscience of individuals, the cultivation of a new type of gentleman personality still needs to focus on conscience education, which is specifically manifested in conscience self-education and conscience education: Self-education of conscience methods, such as the traditional theory of recuperating conscience, introspection, conscience dialogical methods, regulation of material desires, being determined and improving the morality, and quietism still have positive implications for the cultivation of a new type of gentleman personality. The accepted education methods such as the empathy cultivation, the sense of shame cultivation, giving directions and awakening, reasoning and enlightening, and cultivating emotion with emotion also help to shape the gentleman personality as well. In family education, if the parents could be strict with themselves, continuously making the best use of the circumstances to cultivate the gentleman personality of their children in daily life in a variety of ways and through multiple channels such as model demonstration, environment influence, emotional experience and behavioral reinforcement, then the intergenerational transition from gentleman parents to gentleman children will be realized in the cultural inheritance of good family atmosphere and rules.

Strengthening the Construction of System Ethics.

China is in a transition period changing from a traditional society to a modern one, and this is a period characterized with diversification of interest subjects, multi-polarization of interest orientation, externalization of interest differences, and intensification of interest contradictions. The effective integration of the interest relationship of all levels of society and all groups will directly affect people’s recognition of the society common ideals and universal ethics. Therefore, reshaping the social justice system and building reasonable interest expression, interest restraint, interest incentives and interest contradiction resolution mechanism is the realistic choice of gentleman personality education in the new era. Meanwhile, developing and improving a relief system of modern society is conducive to the organic integration of gentleman virtues of individuals and the justice of system, which is also in favor of harmonious interaction between the benevolence spirit and justice spirit of the gentleman personality of individuals. Moreover, it is also necessary, through strengthening the government’s responsibility, to enhance the credibility of the government and raise the confidence of the expert system, improve the legal supervision and punishment mechanism in order to effectively support the construction of the social honesty system. The construction and improvement of the honesty system is key to solving the existing crisis of contemporary Chinese people and rebuilding social trust (Lin, 2011).

Strengthening the Construction of Social Ethos

As to the social ethos problems arising in this period of social transition, we should not completely expect individuals in economic activities to improve their morality independently; instead, the problems should be solved in such a manner that the moral value orientation of goodness is fully embodied through improving and perfecting the market economy system, so as to regulate and guide the moral behavior of every individual in society. By doing so, both the freedom and equality of individual rights can be reasonably manifested, and the behavior of moral subjects are made to abide by the law and not affect the moral rights and social morality of others. At the same time, to turn the social ethos of utilitarianism and create a positive social atmosphere, the effect of anti-corruption plays a crucial role (Jiang, 2014). In addition, from the perspective of cultural efforts in cultivating a new type of gentleman personality, we should, at the level of mass culture construction, improve people's spiritual world through rational cultural system design, and provide spiritual support for the construction of a harmonious social ethos. The fundamental value of culture lies in the accomplishment relying on culture. The construction of a cultural system should reflect the positive ethical and moral values of the times, regulate and guide the production and dissemination of mass culture (including cultural production and dissemination of virtual world of the Internet), restrain and eliminate the vulgar and deficient cultural mentality, focus on the moral value guidance of mass cultural activities, proactively guide people's spiritual life and promote the development of good human nature. To play a leading role in the value of social ethos, of course, the cultural system should contain the moral value requirements of social development of the present era as well as the value appeal of the public to the moral life. Also, authority, constraint and expectation should be set up to enable the mass culture to carry out production and dissemination in a moral manner, lead the trend of the fashion of the gentleman personality and guide the public towards high morality and the perfection of personality.

Conclusion

All in all, the progress of urbanization and modernization brings rapid social changes, and such kind of modernity change will cause the inheritance of traditional gentleman personality to undergo a severe test. There is an urgent need, through changes in many aspects including the construction of a rigid system, and flexible education of "being a man of morality" and "bottom line" of shame-based thinking, to form a social incentive mechanism and moral atmosphere that praises a man of good character and keeps consistence between virtue and happiness; to solidify the acceptance of the gentleman culture, strengthen the moral attraction, appeal and persuasion of the gentlemen culture and the gentleman personality to the common people from multidimensional perspectives; to enhance the consciousness of individuals' moral cultivation in accordance with the standard of the gentleman in the new era, and guide people to follow the way of gentleman. As a positive and harmonious healthy personality, a gentleman who helps others establishes what he himself wishes to establish and to achieve what he himself wishes to achieve, can realize the harmonious coexistence with others and society under the premise of personality independence, and realize moral and spiritual freedom in the tension between "love for oneself – love for others". The harmonious coexistence and moral freedom are also exactly the core values of the gentleman personality as well as the vitality of the times.

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A Research on the Psychological Well-Being of the Aged from the Perspective of Positive Psychology

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[Abstract] Since the psychological problems brought about by the rising aging population have gradually become prominent, it is increasingly important to accelerate the construction of mental health models for the elderly. Based on the overall environment that the elderly are supported at home at present, it is advised to combine the elderly, the community, society and the smart network together to form a four-dimensional optimistic mental health mode. In this mode, all aged individuals can help themselves, friends in their community can help them, and the government can provide professional support, while the smart network links them together. A harmonious society will be built after improving the mental health of the aged.

[Keywords] positive psychology; the elderly; mental health model

Introduction

As of the end of 2017, there were 240 million people over 60 years old in China, accounting for 17.3% of the total population, among which 158 million were over the age of 65, accounting for 11.4% of the total population. By the year 2050, China's aging population is predicted to reach 430 million (Fu, Chen, & Wang, 2018). Since the psychological problems brought about by the rising aging population have gradually become prominent, it is increasingly important to accelerate the construction of mental health models for the elderly. In the Third National Seminar on the Psychological Care for the Elderly, Gu Xiulian pointed out that the negative attitude of caring for the elderly's illnesses and anxiety should be converted to a positive attitude concentrating on their interests and sense of satisfaction. In this way, the elderly would become more optimistic and could enjoy happiness (Han, & Qu, 2010). Xi Jinping (2016) also emphasized in the group study on population aging at the meeting of the Political Bureau of the Communist Party that it was important to regard the elderly and their lives optimistically and make the best of their contributions to the society. Therefore, tackling the problem of aging from a positive perspective has been listed to the national top-down level in China.

At present, researches on the elderly's mental health are in full swing. Some studies have researched it from the perspective of the elderly's health. For example, the elderly's health status could be improved by paying special attention to the vulnerable groups of the elderly (Zhang, H., 2014). Some studies looked into it from the perspective of the elderly's participation, such as developing elderly volunteering that would contribute to improving their health (Cheng, 2015). While there were also studies that discussed it from the perspective of insurance. For instance, the elderly's health levels could be improved by enhancing their social insurance (Cao, 2013). It is obvious that previous researches on the elderly focused only on one single aspect and lacked a comprehensive system on this topic. Not much has been explored

on the elderly's mental health modes. As a result, optimistic aging cannot be popularized to some extent. In this paper, the authors resorted to the method of decomposition and centralization, then formed a positive and intelligent mental health mode for the elderly by combining elderly self-service, community mutual assistance, professional support and the smart mental network together. It is of much significance to improving the elderly's mental well-being.

The Importance of Positive Psychology for the Elderly's Psychological Well-Being

Positive psychology is an applied science that reveals human's advantages and seeks ways to improve human's strengths (Snyder, & Lopez, 2013). It advocates above all that one should be optimistic and have hope for the future. Secondly, a positive attitude can be nurtured. Thirdly, by getting involved in society, one should positively help others, and be grateful for people's help. Finally, positive factors can also be found in the surroundings. Positive psychology pays special attention to the positive qualities and strengths of people themselves. It is of positive significance to construct a mental health model from the perspective of positive psychology:

It is conducive to maintaining the elderly's healthy lives. According to the World Health Organization, a healthy aging state requires an aged to reach balanced perfection not only in the body and in the mind, but also in society. Rowe & Kahn (1998) proposed that successful aging meant one could avoid diseases, get involved in life and maintain high levels of cognition and physical function. Wilander (2002) put that the characteristics of successful aging was happiness, love and learning. Hence, healthy aging not only requires physical well-being, but also mental well-being. Researching how to maintain the elderly's mental health mode is conducive to constructing their psychological well-being.

Psychological well-being contributes to building a civilized and harmonious family and society. Tiny mental problems will make one feel lonely, thus affecting one's mental health and personal living quality. When mental problems become severe, they may become extreme, posing a threat on the harmonious family or even on society. Most of the aged have a relatively low income and their families are poor also. So, it is quite common that their desire for life cannot be satisfied in time. With the development of the socialist market economy, the concept of "money first" prevails among the elderly circle. Consequently, their psychological imbalances have existed for a long time. These hidden mental diseases have posed unstable threats to harmonious society. Caring for the elderly's mental health and looking for solutions to maintain their health can help to relieve their psychological pressures, which is important to building a harmonious family and society (Zhang, W., & Guo, J., 2018).

The Psychological Problems of the Elderly

The UN defines that the elderly are people who are over 60 years old (Zhang, L., 2018). In this paper, the authors will adopt this standard. It is very often that physical problems may lead to psychological problems. A large number of the aged have to fight with pains on their body and in many cases they have to deal with mental problems at the same time.

Complaints and Anxiety

As one gets older, the organs in the body age, which results in the declination of one's sensibility to nature and social matters. Then, one is prone to becoming negative, feeling lonely and anxious. Or even worse, one may suffer from diseases. Complaining refers to blame for dissatisfaction (Wang, J., 2012). Anxiety is a kind of fidgety mood in the elderly that may be caused by excessive worry about their

relatives or their own safety. The elderly's lives are quite different from the past after retirement. For instance, they have more free time, but since their children are busy with their own things and their friends don't meet each other that often, they may suddenly feel that they are of no importance in society. All of these changes are temporarily unacceptable for them. Therefore, some may experience a drastic change in their temper, starting to become picky about things. In addition to the aging of their body, they often are full of complaints and anxiety about their lives.

Loneliness and Depression

The current society is undergoing a rapid revolution. High-tech products and services have gradually entered ordinary people's lives. However, as one gets older, the ability to learn, memorize, understand, and generalize new things becomes weaker. It takes a longer time for the elderly to acquire new knowledge. Instead of enjoying the convenience brought by new things, they may regard them as trouble in life. After undergoing a series of frustration, the elderly may gradually become irritable, losing hope for life and becoming numb. Moreover, their children often live and work far away from them, and they are unable to pay enough attention to them. When an elderly person's companion passes away, he or she will be left alone at home. All of the above cases make the elderly become lonely. Some may even have depression and even commit suicide.

Extreme Emptiness

"Empty nest family" is based on the theory of "family life cycle", which mainly refers to the situation that all children leave their family because of work or marriage, leaving the parents or the widowed alone at home (Bai, C., 2015). The single child policy at the beginning stage of reform and opening up has created a large population of single children in China. After the single child gets married and forms their own family, their original parents often live separately without them. Then the parents will become empty nesters. According to the related statistics, the number of elderly living alone or living separately from their children will reach 118 million by 2020 (Li Ying, 2018). As they are not accompanied by their children, nor do they have constant contact with other people, they may feel isolated, despised and alienated by other, and thus, in a state of emptiness. Emptiness is a dangerous factor that may result in disease. Long-term emptiness can easily lead to anxiety, or low self-esteem. It may even affect one's physical health and finally cause death.

The Positive and Intelligent Mental Health Mode for the Elderly

Based on common mental problems that the elderly suffer, it is advised to combine the elderly, the community, society and smart network together to form a four-dimensional optimistic mental health mode. With the help of this mode, the elderly will enjoy a new period of adolescence mentally.

Elderly Self-Service

The elderly are responsible for their own health status. "Elderly self-service" means that each person should be responsible for their own health status. They need to be confident that they are able to monitor their own health (Li, Zhang, & Fang, 2013). And they are the most important person to take care of themselves. First of all, it is essential for the elderly to quit bad habits, such as smoking intensively and playing cards all night. In order to keep fit, the elderly should try their best to do exercises. To be optimistic, it is recommended for the elderly to be determined not to complain about anything or anyone. Secondly, the elderly need to learn about mental health knowledge through multiple channels, ranging

from television to books, so that they can improve their understanding on mental health. They should pay attention to their mental health and physical health at the same time and look optimistically at everything that happens around them. Furthermore, they should recall the past with satisfaction. To re-establish the elderly's social value, they can actively participate in public welfare activities to feel happy and important again. In a word, the elderly need to lead an optimistic life (Xing Qian, 2013).

Community Mutual Assistance

“Community Mutual Assistance” eases the problems in advance. Community mutual assistance refers to psychological mutual aid among the elderly in the community. By chatting, accompanying and praising each other, the elderly will get help on reliving psychological troubles and discovering the joys of life again. The mutual assistance plays a good role in preventing and intervening in mental illness. For starters, the head of the community can select a group of elderly people from the community who have basic knowledge on mental well-being to form a mental health team. The team is responsible for keeping track of the mental status of the community. When they find anyone who is not happy, they will be able to provide psychological guidance in time. Then the community can organize a series of activities that are catered to the elderly, such as dance competitions, chess games, community love transfers and so on. These activities take advantage of the elderly's strengths and improve their sense of accomplishment, thus improving their mental well-being. In the end, the team can carry out activities such as “positive forces” that discover the merits of people. These activities will create an atmosphere of mutual appreciation among the elderly by praising their wisdom and kindness, which will prevent the elderly from feeling lonely.

Professional Support

“Professional Support” solves psychological problems. Professional support means that the government employs relevant professionals in psychology to help the elderly solve their psychological problems. Above all, the government can encourage undergraduates that majored in psychology to establish psychological volunteer service stations in the communities. These university students can provide professional counseling to the elderly whose mental status is not satisfying, guiding them to reduce or eliminate depression. At the same time, volunteers will improve the elderly's sense of security by passing on caring emotions to them. Then, the government can set up psychological counseling centers in the community by purchasing services and hiring professional psychologists to treat the elderly with psychological problems. In this way, the elderly's problems can be diagnosed in time. And they will also feel warm with these cares. Finally, the government can connect professional hospitals with community hospitals to enhance the treatment capability of community hospitals. Serious diseases can also be dealt with in the neighborhood by providing periodical mental assistance in the community.

Smart Mental Network

In order to form an unobstructed mental health information flow for the elderly, it is recommended to interchange information among families, communities and the society based on the Internet. In the first place, the network includes information that shows the mental status of the elderly, including personal interests, current health status, close companions and children. Community information includes the information related to the daily services of the elderly, such as service stations, community activities, daily mental health advice, and so forth. Social information is the social services for the elderly, such as the diagnosis report and daily health information (He, S., 2018). Next, the information in the network has

to be transparent so that it can get obtained at one click, channeling online and offline together. All parties, including the elderly, the community and the government are able to get information in a timely manner. It can be realized by developing a mental health application. Last, but not least, the information that all people emphasize can be stored, copied and shared after approval by the interested party. Information sharing will make obtaining information convenient. The mental health application can recommend suitable information to the elderly based on their different status.

The four dimensions of the positive mental health model influence each other (see Figure 1). Elderly self-service, community mutual assistance and professional support provide daily data to the smart mental network. In return, the network provides information support and in-time feedback for elderly self-service, community mutual assistance and professional support.

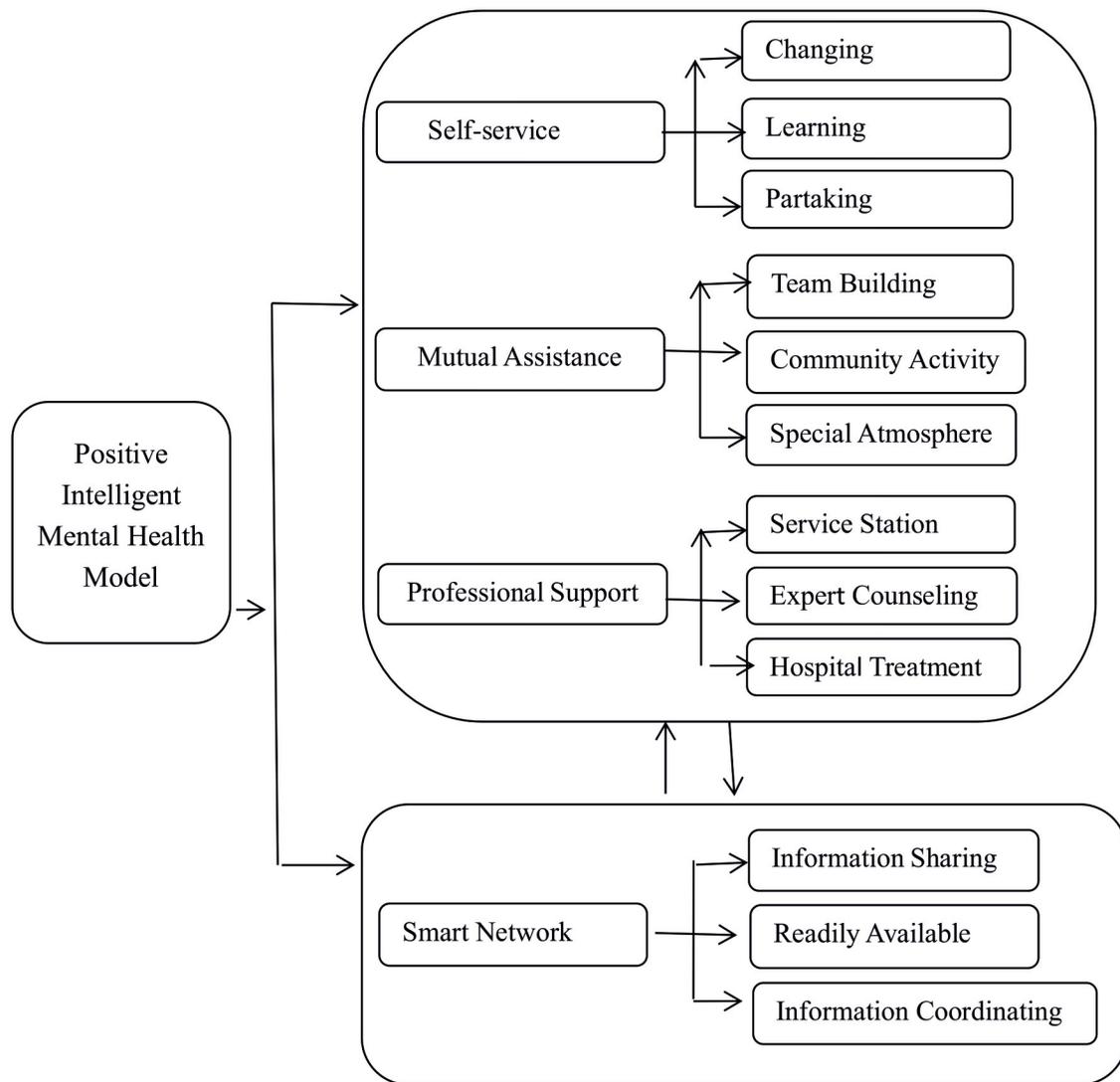


Figure 1. Positive Intelligent and Healthy Mental Model

Conclusion

The filial piety culture is an excellent traditional culture in China. Confucius said, “Nowadays, filial piety means supporting the elderly. But both horses and dogs can be raised as well. If we don’t respect the elderly, what the difference between raising animals and raising the elderly?” Our sage Confucius pointed out more than 2000 years ago that if young people don’t show respect to the elderly, there will be no difference in raising animals and supporting the old. Hence, we should not only provide material satisfaction to the elderly, but also pay attention to their mental health. The elderly should take care of their own health, while the community should provide timely help. The government should provide psychological intervention professionally. A smart mental network coordinates the information. By combining the elderly, the community, the society and the smart network together and forming a four-dimensioned optimistic mental health mode, the elderly’s mental well-being can be improved constantly.

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The Lack of Cognitive Resources and the Separation of Implicit and Explicit Attitudes: Evidences from the Dual Attitude Model

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[Abstract] *The purpose of this paper is to explore the relationship between implicit attitudes and implicit attitudes and explicit attitudes under cognitive resources and stress. The current research on social attitudes mainly focuses on the relationship between these two attitudes in a specific social environment, and rarely considers the impact of cognitive resources. The cognitive resources can extremely affect human attitudes (ego-depletion theory) and provide a direct test for the basics of the dual attitude model, such as the automaticity of implicit attitude, the coexistence with explicit attitude in stored memory, the independence between these two attitudes. For the experiments in this study, we applied the Stroop paradigm in order to resource consumption in which subjects could easily make the separations of these two attitudes. This study shows that the dual attitude theory explains this phenomenon better than other models while former justifications for the dual attitude model were mostly made in indirect way.*

[Keywords] *dual attitude model, cognitive resources, implicit attitude, explicit attitude*

Introduction

The dual attitude model (Wilson & Lindsey, 2000) argues that we may have two different attitudes toward one thing: one is an automated implicit attitude, and the other is an explicit attitude controlled by consciousness. Both attitudes exist in memory at the same time. Implicit attitudes can be activated automatically, and explicit attitudes require cognitive resources and motivation to activate and then express them. Under normal circumstances, explicit attitudes usually suppress implicit attitudes, but implicit attitudes are more easily expressed when cognitive resources are insufficient for explicit attitudes. Implicit attitudes are usually stable and difficult to change. In some cases, implicit attitudes may be unacceptable and allowed by society, and people are under pressure from society that they do not want to express their implicit attitudes. This is a process of actively overriding, which requires cognitive resources to participate in overwhelming implicit attitudes (Marty, et al., 2017, Wilson, Lindsey, & Anderson 1998). Zhang Dongning and Wang Youzhi (2005) studied aggressive behavior and found that the IAT test and the self-reported scale measurement results were very low and not significant, which indicates that the two tests measure two different types of psychological phenomena. That is, the two attitudes are separate. Past related research has indeed proved that implicit attitudes and explicit attitudes are indeed separate, but it is not stated that in those cases, their degree of separation will be further increased.

When people are threatened by social pressure, the implicit and explicit attitudes are separate, that is, different. That is to say, when talking about socially sensitive topics, people tend to hide their opinions that are not accepted by the public and express a different or opposite perspective.

In this paper, we can show that the implicit attitude is stable and difficult to change, that is, we will not easily change the preference for something. Implicit attitudes and explicit attitudes are different, the degree of correlation is low, and they are in a state of separation, not an attitude. Then our study supports the dual attitude model.

Experiments

Study Hypothesis

People have inconsistent implicit and explicit attitudes on the issue of helping the elderly, and the correlation is low, so the two attitudes are separated. After consuming cognitive resources, people's implicit attitude is unchanged, that is, they are unwilling to support the elderly, thus proving the stability of implicit attitude. However, compared with the group that does not consume cognitive resources (non-fatigue group), the group that consumes cognitive resources (fatigue group) has a shorter response to express implicit attitude, that is, it is easier to express implicit attitude and consume cognitive resource group. It is more different than the implicit attitude and explicit attitude of the group that does not consume cognitive resources.

Subjects

In the university, 70 subjects were selected, half male and half female, and the age range was 18-23 years old. All subjects were right-handed, vision or corrected vision was normal, and color vision examination was normal

Study Paradigms

E-Prime: The stimulus that E-Prime can present can be text, image and sound (can be presented in any combination of the three) to provide detailed time information and event details (including presentation time, reaction time details), available Further analysis will help to understand the timing of the actual experiment run. The experimental group we used was version 2.0.

AMP: The full name is "Affects Misattribution Procedure" and can be translated into emotional error attribution procedures. It does not depend on the latency of the response, but rather measures the implicit attitude in an evaluation manner, and this attitude depends on the evaluation of the ambiguous project.

SC-IAT: Single Category Implicit Association Test. The traditional IAT can only measure the relative attitude of two things, but not the implicit attitude of a single thing. The experiment was divided into four steps, 1, 3 steps for practice, 2, 4 steps for formal, 1, 2 steps for compatible task matching, and 3 and 4 steps for incompatible task matching. The test can be obtained through many experiments. SC-IAT has a good implicit effect, and the internal consistency coefficient ranges from 0.55 to 0.85. This study used a modified version of the SC-IAT.

Stroop experiment paradigm: When the subject is asked to answer the color of the word, it will receive the influence of the word itself, such as a red "green" word, so the inconsistency of the color words will cause the subject unconscious conflict. Studies have shown that in the Stroop task, color naming is considered to control processing, that is, it needs to occupy cognitive resources. Therefore, multiple Stroop tasks consume cognitive resources, and mental energy is reduced, which will cause the subject to experience cognitive fatigue.

Experimental Processes

The subjects were randomly divided into two groups, a fatigue group and a non-fatigue group. In the experiment, the test subject was 65 cm away from the screen and the background of the screen was white. Divided into 4 steps (fatigue group performed all steps; the non-fatigue group only performed steps 1, 2, 4). The instruction was displayed first, indicating the experimental requirements (about 3 seconds), and then they officially entered the experiment.

Results

As shown in Table 1, the fatigue group in the SC-IAT in the second step of the compatible task was less than the fourth step of the incompatible task when the L key was reacted. It shows that after the cognitive resources are consumed, the implicit attitude remains unchanged. It is still believed that the elderly should not be supported. This reflects the stability of the implicit attitude.

Table 1. Average Response of Fatigue Group – Compatible Tasks to Incompatible Tasks

	Compatible tasks	Incompatible Tasks	<i>t</i>	<i>P</i>
Fatigue	717.47±175.51	1388.67±551.1	-6.674	<0.01

As shown in Table s, in the SC-IAT, the second step of the compatible task in the SC-IAT was significantly less than the non-fatigue group. The second step is compatible with the task. Pressing the A key indicates that the cognitive resources are consumed. The fatigue group was more likely to express implicit attitude.

Table 2. When the Fatigue Group is Compatible with the Non-Fatigue Group, the Average Reaction of the Task

	Fatigue	Non-fatigue	<i>t</i>	<i>P</i>
Response time of compatible	717.47±175.51	1060.43±534	-3.479	<0.01

The D value of the fatigue group was 1.27, and the D value of the fatigue group was 0.098, which indicates that the implicit effect of the fatigue group is more significant, and it is easier to express implicit attitude, and the elderly and active vocabulary are more closely connected and more automated and shorter.

The answers to the explicit questions of the non-fatigue group were all 1, that is, to support the elderly. The average value of AMP in the non-fatigue group was 2.81, which was greater than the average level. Their implicit attitude was that they did not support the elderly, and the implicit attitude and the explicit attitude were separated. A t-test on the results of the non-fatigue group and the results of the AMP test revealed significant differences ($t=30.631$, $p<0.001$). Similarly, for the fatigue group, the answer to the explicit question was 1, which is to support the elderly. The average value of AMP in the fatigue group was 2.72, which was greater than the average. Their implicit attitude was that they did not support the elderly, and the implicit attitude and explicit attitude were separated. A t-test of the non-fatigue group's explicit problems and AMP results revealed significant differences in their results ($t=46.003$, $p<0.001$).

The results of the explicit problem of the fatigue group and the D value of the SC-IAT of the fatigue group were subjected to t-test, and the results were $t=6.067$, $p<0.001$. The results of the explicit problem of the non-fatigue group and the D value of the SC-IAT of the non-fatigue group were subjected to t-test, and the result was $t=3.237$, $p<0.001$.

The t-test results of the fatigue group were larger than the t-test results of the non-fatigue group, indicating that the difference between the implicit attitude and the explicit attitude of the fatigue group was more significant after the cognitive resources were consumed.

Discussion and Conclusion

In the fatigue group, the implicit attitude was stable, and the elderly were not supported before and after the consumption of cognitive resources. When the SC-IAT compatible reaction of the fatigue group is smaller than the SC-IAT compatible reaction of the non-fatigue group, it indicates that the consumption of cognitive

resources does make the implicit attitude easier to express. The D value of the SC-IAT in the fatigue group is larger, indicating that the implicit effect is more significant. Before the consumption of cognitive resources, the implicit and explicit attitudes of all subjects were inconsistent, and the difference of t test was significant, indicating that the implicit and explicit attitudes were separated. Similarly, after consuming cognitive resources, the t-test results of the explicit attitude results and D values of the fatigue group were larger than the t-test results of the non-fatigue group explicit attitude results and D values, indicating that the consumption of cognitive resources will make implicit and external. The separation of attitudes has been further increased. Therefore, the experimental results validate the study hypothesis.

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The Social Pressures and the Separation of Implicit and Explicit Attitudes under Pressure: Evidences from the Dual Attitude Model

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[Abstract] According to the dual attitude model, there are four types of separations of the implicit and explicit model: repressed, independent, replaced and overridden. In the first paper of this series studies, we actually discussed the case for the independence (the correlation level is very low). But in this next study of verifying the dual attitude model, we consider the remaining three types: repressed, replaced and overridden. To implement this goal, this paper selects pressures (social pressures) to be the instrumental variable for the present experiment. Compared with low pressure, the implicit attitude after high pressure is more difficult to express, and the degree of separation between implicit and explicit attitude is relatively low. The conclusion is that cognitive resources and stress are important factors influencing the relationship between implicit attitude and explicit attitude. And this study shows that the dual attitude theory explains this phenomenon better than other models. In conclusion, we also discuss the related implications of our study.

[Keywords] dual attitude model, cognitive resources, implicit attitude, explicit attitude, social pressure

Introduction

According to the dual attitude model, there are four types of separations of the implicit and explicit model: repressed, independent, replaced and overridden. In the previous experiment, we considered the case of inefficient cognitive resources and further examined the relation between the implicit and explicit attitudes. The result showed that these attitudes are independent and are little correlated and then, in that study we actually discussed the case for independence (the correlation level is very low). But in this next study for verifying the dual attitude model, we consider the remaining three types: repressed, replaced and overridden. To implement this goal, this paper selects pressures (social pressures) to be the instrumental variable for the present experiment.

Social expectations prevent people from reporting their own biases (Asendorpf, Banse, & Mücke, 2002). Therefore, the degree of implicit and explicit attitudes is highly separated (Karpinski, 2005). In most of the research on implicit and explicit attitudes, we will focus on the topic of social expectations and focus our research on social expectations. In fact, behind the expectations of society is the pressure that the entire society gives to the parties. In the present study, we explore the nature and relationship of the two attitudes around the pressure variables, which is an in-depth exploration of the previous conclusions. Although the implicit attitude before and after the pressure was unchanged, the subjects with high pressure clearly showed the phenomenon of the separation of implicit attitude and explicit attitude. Due to social norms and public opinion, people's explicit attitudes may be contrary to their true feelings and attitudes. The independent variable in Study 1 is a cognitive resource, but it also faces certain social pressures for the topic of supporting the elderly. Therefore, the implicit attitude and explicit attitude of the subject are separated, and they are also affected by the pressure.

Study Hypothesis

On the topic of homosexuality, the subjects will be inconsistent with implicit and explicit attitudes, and there will be separation. After the subjects face certain pressure, the implicit attitude remains the same, but for the subjects facing high pressure, they had more difficulty to express implicit attitude, and the implicit response was longer.

Subjects

In the university, 70 subjects were selected, half male and half female, and the age range was 18-23 years old. All subjects were right-handed, vision or corrected vision was normal, and color vision examination was normal.

Materials and Instruments

The experiment process was completed by computer control, and the stimulus was presented on the display. The relevant parameters were set to resolution 1024×768, color was 32-bit true color, and the refresh rate was 70Hz (about 14.3ms per screen). Stimulation, timing, and data collection were presented using the E-Prime 2.0 software package. The resulting data was analyzed using IBM SPSS statistics 20. The experimental materials were 10 gay photos, 10 Spanish pictures, 10 positive words and 10 negative words.

Results

As shown in Table 1, whether in the high-pressure group or the low-pressure group, the fourth step of the SC-IAT compatible task was less than the second step of the incompatible task when pressing the A key. Explaining that after facing the pressure, the implicit attitude remained unchanged and still did not like homosexuality, which reflected the stability of implicit attitude.

Table 1. High Pressure Group, Low Pressure Group Compatible Tasks and Incompatible Tasks Average Response Time

	Compatible	Incompatible	<i>t</i>	<i>P</i>
High pressure	704.93±83.79	821.87±161.91	3.454	<0.01
Low pressure	582.14±75.01	817.41±111.18	8.228	<0.01

As shown in Table 2, the reaction of the low-pressure group in the fourth step of the SC-IAT was significantly less than that of the high pressure group. The second step is compatible with the A key. Attitude.

Table 2. The Average Response Time (RT) for the High-Pressure Group and the Low-Pressure Group

	High pressure	Low pressure	<i>t</i>	<i>P</i>
Compatible RT	704.93±83.79	582.14±75.01	-5.503	<0.01

The D value of the high pressure group was 0.83, and the D value of the low pressure group was 1.55, indicating that the implicit effect of the low pressure group was more significant, and it was easier to express implicit attitude. The homosexuality was more closely related to the negative vocabulary, more automated, and the reaction time was shorter.

The answer to the explicit question of the high-voltage group was 1, that is, to agree to homosexuality. The average value of AMP in the high-pressure group was 1.87, which was less than the average. Their

implicit attitude was against the legality of homosexuality, and the implicit attitude and explicit attitude were separated. A t-test on the appearance of the high-voltage group and the results of AMP revealed significant differences ($t = 12.382$, $p < 0.001$). Similarly, for the low-pressure group, the answer to their explicit questions was 1, that is, to agree to homosexuality. The average result of AMP in the low-pressure group was 1.88, which was less than the average. Their implicit attitude was against the legality of homosexuality, and the implicit attitude and explicit attitude were separated. A t-test on the appearance of the low-pressure group and the results of AMP revealed significant differences ($t=9.351$, $p<0.001$).

The results of the explicit problem of the low pressure group and the D value of the SC-IAT of the fatigue group were subjected to t-test, and the results were $t=7.949$, $p<0.001$. The results of the explicit problem of the high pressure group and the D value of the SC-IAT of the non-fatigue group were subjected to t-test, and the result was $t=-4.673$, $p<0.001$. The t-test results of the low-pressure group were larger than the t-test results of the high-pressure group, indicating that under high pressure, the difference between the implicit attitude and the explicit attitude of the subjects was more significant.

Discussions and Conclusion

In Experiment 1 and Experiment 2, the topic we chose was to support the elderly and homosexuality. Whether in experiments or in life, people are more susceptible to social pressure and public opinion when discussing these two topics. Implicit attitude is a slow learning system that requires repeated connections and continuous accumulation of experience in something in life (Rydell & McConnell, 2006; Smith & DeCoster, 2000). Explicit attitudes are fast learning systems involving logical and linguistic processes and are susceptible to education and social rules in the process.

The expression of explicit attitude is actually the competition between self-protection and social interaction. Many previous studies have focused on how to change only one attitude in implicit and explicit attitudes, while the other attitude remains unchanged. In this study, from the perspective of affecting the degree of implicit attitude expression, using cognitive resources and pressure as conditions, it is easy to measure whether implicit attitude is easy to express. According to the dual attitude model, implicit attitude is an automatic contact evaluation process due to related stimuli (Gawronski & Bodenhausen, 2006). This activation process does not require cognitive resources to evaluate a certain thing, and cognitive resources are needed to suppress this activation process when expressing explicit attitudes (Cunningham, Raye, & Johnson, 2004). Explicit attitude is actually a cognitive process of “labor management”. Fazio and Olson (2003) argued that the cognitive process of “labor management” is a key factor in suppressing the influence of automatic attitudes in a judgment. Wilson (2000) also mentioned in the dual attitude model that the cognitive process of “labor management” is the decisive factor for a person to successfully obtain an explicit attitude in memory. Both of these points of view indicate that the connection between implicit attitude and explicit attitude will decrease with the increase of the cognitive process of “labor management”. The cognitive process of “labor management” requires the participation of cognitive resources. Therefore, in Experiment 1, but after the fatigue group consumed cognitive resources, it was easier to express implicit attitudes. It is also true that the fatigue group is more separated from the explicit attitude after consuming cognitive resources.

Implicit attitude does not change after cognitive resources are consumed and after stress. It is easier to express implicit attitudes after cognitive resources are consumed, and the separation between implicit and explicit attitudes is further increased. Compared with low pressure, the implicit attitude after high pressure

is more difficult to express, and the degree of separation between implicit and explicit attitude is relatively low.

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Research on the Formation Mechanism of Official WeMedia Image in an Ancient Town Based on Tourism Gaze Theory – Taking Wuzhen WeChat Public Account “Wuzhen Scenic Area” as an Example

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***[Abstract]** Taking Wuzhen’s official WeChat public account “Wuzhen Scenic Area” as an example, this paper aims to study the formation mechanism of an official WeMedia image in an ancient town based on Tourism Gaze Theory. Using the network text analysis method, this study finds that the official WeMedia image of Wuzhen consists of three parts: cultural town and Jiangnan water town, which constitute the background of Wuzhen; various life elements constitute the main content of leisure and vacation in Wuzhen; new industries and FSEs (i.e., festivals and special events) such as Wuzhen Drama Festival and Internet Conference are the special gaze of Wuzhen. These outline the modern image of Wuzhen. The research holds that for the ancient town, the background color of the ancient town determines the basic media image, characteristic gaze objects constitute the derivative media image, and the life elements are the key elements to form the core media image. The pyramid structure of the three elements constructs the overall image of an official WeMedia of an ancient town.*

***[Keywords]** official WeChat public account; official gaze; official WeMedia image; network text analysis*

Introduction

On February 14, 2017, iiMedia Research, the world’s leading third-party data mining and analysis institution for mobile Internet, launched the “2017 Survey Report on the Living Conditions of Chinese WeMedia Practitioners”. According to the report, the number of WeMedia people increased rapidly by 37% from 2014 to 2015, and while the growth rate of WeMedia people slowed down from 2015 to 2016, it is still growing. WeMedia is a new form of media developed on the basis of Internet technology and the continuous deepening of Web2.0 application (Tang, S., 2013). WeMedia marketing makes the market model of tourist destinations more diversified and flexible. On January 17, 2018, Top Klout Crowley released the latest “2018 Tourism WeMedia Development Report” showing that tourism WeMedia is the first-level entrance to tourism content (WeMedia for tourism has become an important port for audiences to view travel strategies, and scenic spot recommendations, etc.); Tourism WeMedia is growing rapidly.

There are many ancient villages and towns in China. According to statistics, there are 220 ancient villages and towns with a history of more than one hundred years, including ancient towns with a history of thousands of years, such as the famous six ancient towns of Jiangnan. Ancient towns have become one of the main tourism form developments in China. The authors used “ancient town tourism” as the key word to search relevant literature on the website and found that the academic community’s attention to it has also increased yearly. Based on the author’s statistics of more than ten thousand ancient towns, all of them have

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their own official WeMedia, such as Microblogs and WeChat public accounts, but not every ancient town has their own official website. Therefore, the ancient town tourism operators attach great importance to the operation of WeMedia.

Wuzhen belongs to the famous six ancient towns of Jiangnan, and its development was ten years later than Zhouzhuang and Xitang ancient towns. However, since 2004, it has become an outstanding tourist leader in the ancient towns of China, which cannot be copied and surpassed, due to the development of projects as the East Gate Scenic Area, West Gate Scenic Area, Drama Festival, the permanent meeting site of the Internet Conference, Muse Art Museum and Wu Village (Tang, Y., 2014). The Wuzhen model has many places worth learning and drawing lessons from. Wuzhen is also one of the few thousand-year-old towns with official websites, official micro-channels and official WeChat public platforms all operating well.

The official WeChat public account is the main WeMedia form in Wuzhen. Wuzhen operators convey specific tourist symbols to readers through the operation of the WeChat public platform. In *Tourism Gaze Theory* (Liu, D., 2007), tourism destinations have been “socially reconstructed” to potential tourists after being spread through internet texts, pictures and other media, which is especially reflected in the “official gaze” of tourism experts and destination operators. Therefore, the official WeChat public platform is the “official gaze” of a typical operator in Wuzhen. Through the study of Wuzhen official WeChat public account – “Wuzhen Scenic Area” – this paper explores the WeMedia image formation mechanism of Wuzhen under the official gaze of Wuzhen operators and reveals the official We Media operation rules. It provides reference for the official WeMedia operation of other ancient towns.

Tourism Gaze Theory

In 1990, British sociologist Urry borrowed Foucault’s concept of “medical gaze” and put forward the concept of tourism gaze. Urry (Wang, J., 2011) believed that “tourism gaze” is the result of the fusion and abstraction of tourism desire, tourism motivation and tourism behavior. It is also a kind of force exerted by tourists on the tourism destination. The photography behavior of tourists in photographing cultural events and all kinds of tourism advertisement pictures are the concretization and materialization of the “tourism gaze”, thus the tourism destination is reconstructed socially in time and space. Gazing is related to cultural practice mode, which is constructed through tourists’ collection and consumption of tourism symbols. It is a kind of an “eye projection”, organized and systematized by society, and has a close relationship with modern features such as knowledge, power and discourse.

“Tourism gaze” is not only bidirectional, but also multi-directional and multi-dimensional, including the gaze of various stakeholders in the tourism industry, among which the tourists gaze, hosts gaze, tourism planners gaze and government gaze are its main contents. From the nature of gaze, the tourism gaze planners are an expert gaze, representing a kind of power and an authority (authority of knowledge). The purpose and consequence of this expert gaze is to construct a gaze object for tourists, striving to break the normal (innovation) and construct a “characteristic gaze object”. As a monitoring force, the government’s gaze is somewhat similar to Foucault’s “panoramic view” concept of prison surveillance of prisoners, controlling all aspects of tourism gaze, and limiting tourism gaze, especially the tourists gaze and the host gaze in accordance with the “Gaze plan” on the scheduled “show stage”. The “gaze scheme” is the product of collusion between tourism planners and local governments (Cheng, 2011).

Andrew McGregor (2000) pointed out that “the way of tourists gaze and experiencing tourist destinations is often regulated by established texts such as tourist guides and others’ evaluations. The

information provided by these texts subtly limits what and how tourists look at tourist destinations. What people are looking for are only words or pictures introduced in the tourist guides, and these words or pictures are considered to represent the authenticity of tourist destinations, and the experience produced in the process of traveling is affected by these established texts.”

Research Methods

Research Objects

The comparison of WeChat public accounts, Microblogs, TouTiao, Quora and other We Media platforms in Wuzhen shows that WeChat public accounts are mainly We Media-operated in Wuzhen. We took whether the registered subject of WeChat public account is the official operation institution of Wuzhen as the indicator to judge if it is the official We Media or not. According to this, the official WeChat public accounts in Wuzhen include “Wuzhen Scenic Area”, “Wuzhen Tourism Official Reservation”, “Cultural Wuzhen” and “Wuzhen Drama Festival”.

This study finally selected the “Wuzhen Scenic Area” WeChat public account as the research object. The registered name of this WeChat public account is Wuzhen Tourism Co., Ltd. and the registration date was February 21, 2017. The reasons for this selection are as follows: (1) The content released by this public account covers tourism messages, festival activities, hot events and daily image promotion in Wuzhen Scenic Area, which partially coincides with the content pushed by the other three WeChat public accounts and can cover the other three in type. (2) In terms of browse number, the reading volume of its first tweet is generally higher than 5000 times, higher than “Cultural Wuzhen” and “Wuzhen Drama Festival” and slightly lower than “Wuzhen Tourism Official Reservation”. (3) From June 20, 2017 to June 20, 2018, 187 tweets were published, far higher than the 57 articles of “Wuzhen Tourism Official Reservation”, which has greater research value.

The sample selection of recommended articles was based on the following criteria: (1) The expression of the full text being about Wuzhen itself; (2) Excluding only advertising or marketing promotion; (3) Excluding articles in which the content had little or nothing to do with the ancient town itself; (4) Excluding government affairs announcements; (5) Excluding articles-only, pictures-only and video-only tweets; (6) In order to ensure timeliness and sedimentation, the sample selection time was nearly this year (June 20, 2017 - June 20, 2018).

Sample Collection and Processing

A sample of 51 tweets was randomly selected from the weekly tweets of “Wuzhen Scenic Area” WeChat public account from June 20, 2017 to June 20, 2018. In addition, it ensured that the 51 tweets included landmark events such as Wuzhen Internet Conference and Wuzhen International Drama Festival.

Table 1. Framework of Picture Content Analysis

Index	Operational Definition	
Picture Content	Old houses and streets	Ancient Architecture, Retro Architecture, Old Street
	Modern architecture	Modern architecture with distinct features
	Indoors display	Mainly display interior design and layout
	Get accommodation	The exterior, interior, room, etc. of hotel and accommodation
	Natural scenery	Outdoor landscapes such as flowers, birds, fish and insects, mountains, rivers, trees and fields
	Human scenery	Comprehensive landscape with more artificial elements, excluding architecture
	Cultural heritage	Clear material and cultural heritage Often presented in the form of scenic spots
	Culture and art	Works and Behaviors with Artistic Aesthetics as the Main Target
	Tourism experience	Behaviors and facilities aimed at satisfying tourism activities, excluding hotels, shops and delicacies in the form of static landscapes
	Other experience	Weddings, honeymoons, etc. Behaviors and facilities that do not target tourism activities
	Folk crafts	Landscapes and activities reflecting Wuzhen's folk customs; Wuzhen's traditional handicraft activities and works
	Shops	Wuzhen Shop Appearance, Business Activities
	Delicious food	Relevant to Wuzhen Food
	Service personal	Wuzhen service personnel and their activities
	Picture Expression	Festivals and Hotspots
Exhibition		Relevant to the exhibition situation in Wuzhen
Character		A photograph of a person as the subject of a photograph
Scenery		Take the scenery as the subject of photography, including human landscape, and natural landscape, etc.
	Scene	Photographs with scenes and time as the main subjects
	Close-up	Photographs featuring details of things

Rost Content Mining software is a content mining software developed by Dr. Shenyang of Wuhan University. About 100 universities at home and abroad are using or have used this software for scientific research (Wang, Y., Wang, M., Li, R., et al., 2015). In this study, ROST CM6 was used to perform word segmentation, high-frequency word statistics and semantic network analysis on the 51 We Media texts.

The text processing was divided into the following steps: Firstly, we saved the tweet as a text document (*.txt) format recognizable by ROST CM6 software and input it into the software for word segmentation to obtain a .txt document after word segmentation. Secondly, the word frequency statistics function of the software was used for word frequency statistics on the documents after word segmentation, and only words with the word frequency above 6 were output to obtain the word frequency statistics document. Thirdly, we selected the top 200 words in the document, then chose the words that had nothing to do with the image of Wuzhen, and finally got 108 words with a word frequency of 13 or more. Fourthly, using the software's social network and semantic network analysis, the analysis object was the document after word segmentation, and the selecting high-frequency word list is 108 words with a word frequency of 13 or more.

A total of 998 photos were collected from 51 tweets. According to the main content of the picture and the way of image expression, the content analysis framework was constructed (see Table 1). During the

analysis, some pictures contained multiple main elements and were counted into multiple indicators, but each picture did not exceed 3 items.

Media Image of Wuzhen under Official Gaze

Tourism gaze enables the tourism destination to be reconstructed socially in time and space. Wuzhen, through its media discourse and knowledge authority, has constructed a “characteristic gaze” and “gaze scheme” for tourist’s gaze on the We Media platform, and finally generated Wuzhen media image under the official gaze.

Analysis of Wuzhen Media Images based on the High Frequency Words

The words “Jiangnan”, “water town”, “culture”, “art museum”, “printed blue cloth” and “Millennium” have created a media image of the ancient town of Jiangnan with a long history, gentle and graceful style, and strong cultural and artistic flavor. This media image was formed earlier and didn’t depend on regular festivals or business activities. The image of “Jiangnan Ancient Water Town” constructed by the official gaze highlights the historical inheritance of Wuzhen’s development. It is the main consumer of tourists in Wuzhen’s tourism process.

The Modern Dynamic Ancient Town Characterized by “Emerging Industries and Festival Activities” Highlights the Continuity of the Past

High frequency words show that Wuzhen is characterized by “World Internet Conference”, “Wuzhen International Drama Festival”, “Exhibition Town” and other highly recognized new industrial activities, while “Drama Festival”, “drama”, “Internet”, “center”, “exhibition”, “stage”, “summit”, “home and abroad”, “development”, “invited”, “youth”, “dialogue” and “modern” and other high-frequency words that create a younger, modernized and internationalized image of Wuzhen as an Internet ancient town, highlighting its energy and vitality.

The Leisure and Vacation Town with Various Life Elements as its Content Highlights the Lifestyle

The appearance of high-frequency words such as “hotel”, “wedding”, “food”, “children”, “tradition”, “production”, “love”, “romance”, “warmth”, “vacation” and “health” reflects the diversity and high quality of life in Wuzhen, portrays Wuzhen as an ancient town of life with warmth, stories, leisure and emotional appeal, and highlights Wuzhen’s strong life flavor and healthy life orientation.

Wuzhen Media Image Based on Semantic Network Analysis of High Frequency Words

In the semantic network diagram, the co-occurrence frequency can be judged according to the density of the lines. The denser the lines reflect the higher co-occurrence frequency, and their relationship is closer. The high-frequency word meaning structure of “Wuzhen Scenic Area” WeChat public account can be roughly divided into three levels: the first level, the core circle, “Wuzhen” is its only core. The second level, the sub-core circle, includes such secondary words as “Drama Festival”, “Internet”, “Jiangnan”, “culture”, “congress”, “summit”, “home and abroad”, “art”, “drama”, “development”, “China” and “communication”. The third level is the outer circle, which embodies various elements of life in Wuzhen.

shopping, entertainment and other aspects. The expression is also relatively rich, reflecting the life style of Wuzhen tourism.

The Formation Mechanism of Official We Media Image of Ancient Town Based on Tourism Gaze

From the perspective of tourism gaze, the background color, life elements and characteristic gaze of the ancient town respectively construct the basic media image. The core media image and the derivative media image of the ancient town, and their status in the construction of the official We Media image is not equal. Their pyramid structure relationship is as follows (see Figure 2).

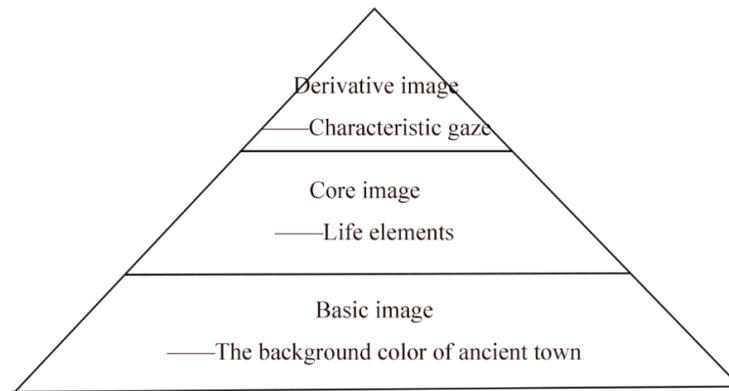


Figure 2. The Formation Mechanism of the Official We-Media Image of Ancient Town

The Background Color of the Ancient Town Determines the Basic Media Image of the Ancient Town

The background color of ancient towns refers to the characteristics of time-honored ancient towns that conform to tourists’ stereotyped impressions. Small bridges and running water, white walls and blue-black tile, stone bridges and bluestone roads before the old houses constructs a stereotyped impression of tourists on all the ancient towns in Jiangnan water town, and each of them has its own tradition and history that is different from others, all of which constitute the background color of the ancient town. The background color is the basis of the ancient town image, which represents their past, history and traditions. If the media communication is separated from the background color of the ancient town, the ancient town loses its “ancient”, and there will be no place to come for it. Therefore, the town background color is at the bottom of the pyramid.

On Wuzhen’s official WeChat public account “Wuzhen Scenic Area”, all of theme tweets of old houses, small bridges, running water and birds, flowers, fish and insects appeared more or less in the form of pictures, and high-frequency words such as “time”, “millennium” and “tradition” highlighted Wuzhen’s history and charm. The picture and word together construct the media image of “Jiangnan Water Town” in Wuzhen. The cultural elements in the text lay particular stress on the general expression of the text, such as “culture”, “art” and “art gallery”, while the cultural elements in the picture are mainly constructed through the historical relics of Wuzhen, which together highlight a cultural and artistic Wuzhen with “profound historical accumulation”.

Therefore, in addition to all the elements of the ancient water towns in Jiangnan Water Town, Wuzhen also has the traditional blue calico art, which is one of the “most Chinese style” element symbols earlier than “papermaking”. Meanwhile, it is the hometown of a generation of literary giant Mao Dun and famous

writer and painter Mu Xin, and also has the traditional gene of “culture and art” more than other ancient towns. On the basis of the image of “Jiangnan water town”, “culture and art” is a key traditional element for tourists to identify Wuzhen as different from other Jiangnan ancient water towns. “Culture and art” together with “Jiangnan water town” constitute the background color of Wuzhen, which determines the basic image of Wuzhen different from other ancient towns. It conforms to tourists’ long-standing cognition of Wuzhen and becomes main consumer of tourists. The official We Media in Wuzhen maintains this basic image through frequent, multi-dimensional and unified descriptions.

Life Elements Construct the Core Media Image of the Ancient Town

“Lifelization” is the soul of ancient town tourism during leisure and vacation time. The different combination of various life elements reflects the different life style. The “life element” links the ancient town elements representing the past and the tradition. It also represents the modern characteristic gaze objects of new life and future, which combines the two with the unique life style to form the unique life style of the ancient town. Therefore, the media dissemination of the life elements embodying the unique life style of the ancient town becomes the key to construct core media image.

The “Wuzhen Scenic Area” WeChat public account introduces the local natural features, cultural history, special accommodation and food, entertainment through the way of walking by masters, stars or celebrities, reflecting the way of life. It conveys the tourism resources and methods to the audience through the travel strategy (accommodation strategy, shop strategy, tour strategy, and vacation strategy, etc.) and travel notes showed by photos and close-up shots of food. Among the six elements of food, accommodation, transportation, travel, shopping and entertainment, all but “transportation” were presented in detail. The official gaze of Wuzhen conveys various life elements of Wuzhen tourism and shows different combinations of life elements including sightseeing tours, leisure vacations, folk experience tours, in-depth cultural and artistic tours, parent-child tours and lovers tours. Thus, Wuzhen is a leisure and vacation town that not only understands the “homesickness” of tourists, but also meets the needs of them.

The Characteristic Gaze with High Recognition Constitutes the Derivative Media Image of the Ancient Town

It can be seen from the graphic tweets on the “Wuzhen Scenic Area” official public account that the Wuzhen Drama Festival, Internet Conference and Chinese Traditional Festivals are the main festival activities in Wuzhen. Internet and modern exhibition are the main emerging industries in Wuzhen. From the perspective of tourism gaze, we call these “festival activities and new industries” in Wuzhen as “characteristic gaze objects”.

The characteristic gaze object has advancement, often reflecting advanced topics or social hot spots with the characteristics of focus and high intensity. The characteristic gaze object is highly individualized, which is the modern characteristic of each ancient town different from others. For most tourists, the characteristic gaze object is not their main object of consumption, or even cannot be directly consumed, but because of their attractive and distinguishable focus products, scenes or events, they are bound to become the objects of tourists’ gaze. In a word, the characteristic gaze object is unique and new to every ancient town, and represents a symbol of individuality, vitality, modernity and future. The generation of characteristic gaze objects often requires the official We Media to spread in a short period of time with high frequency and multiple angles, focusing on a product, a scene or an activity to form a hot spot. Therefore, the characteristic gaze at the pyramid spire is a personalized element that highlights the ancient town.

For Wuzhen, the emerging industries and festival activities under the official gaze mainly have two functions: Firstly, the “Internet Conference”, “Wuzhen Drama Festival” and the large-scale exhibition activities held irregularly have formed a hot spot with high recognition, taking the public’s attention in Wuzhen from time to time. Secondly, high-frequency words such as “modern”, “development”, “home and abroad” and “youth” also appeared at emerging industries and festivals, which together shaped the image of “modernization”, “internationalization”, “youth” and “future-oriented” derivative media in Wuzhen. For most tourists, emerging industries and festival activities related to the scenario are often not their main consumer targets, but by the spread of Wuzhen official WeMedia, the identification with high degree of emerging industries and festival activities has become the characteristic gaze object, thereby helping Wuzhen construct the international, modern, dynamic derivative media image that distinguish it from other similar ancient towns.

As time goes by, it is entirely possible for the characteristic gaze to be transformed into the basic media image of the ancient town. For example, Wuzhen, in Figure 2, it shows the obvious co-occurrence relationship between “drama”, “drama festival”, “communication”, “home and abroad” and “culture”, indicating that these words often appear together with “culture” or in phrases in Wuzhen’s official WeMedia tweets. In analysis of the main pictures, we found that more than half of the pictures of drama festival, art exhibition and other festival activities in Wuzhen represent the “cultural” elements. From the text and picture contents, we can find that the “drama” element, which is mainly represented by “drama festival”, is the enrichment and extension of the traditional connotation of “culture”. Through the official gaze, Wuzhen has constructed a media image with “drama art + historical and cultural heritage” as the main cultural connotation. The characteristic gaze objects that can be solidified need two conditions: First, it can find the matching point with the original basic image. For example, “Drama Festival” is in line with the existing cultural and artistic elements such as Mao Dun, Mu Xin, Art Museum and blue calico in Wuzhen. Second, the characteristic gaze objects exist continuously or periodically and spread out through the media.

Implications and Conclusion

Through the network text analysis of Wuzhen official WeChat public account “Wuzhen Scenic Area”, we can find that Wuzhen officially focuses on three aspects when shaping the image of the destination: the basic image generated by the background color of the ancient town, the core image generated by the life elements, and the derivative image generated by the characteristic gaze. Tourism gaze theory can help us better understand the logic of official WeMedia image generation. After being screened, various elements of Wuzhen were presented in different ways and combinations in the official WeMedia. The image of Wuzhen has been socially reconstructed in the minds of potential tourists, so that Wuzhen officials can achieve the regulation of the tourist’s gaze. This will help Chinese ancient town destinations pay more attention to image shaping when they are managed, make Chinese ancient town tourism more diversified, and promote the sustainable development of Chinese tourism.

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Knowledge Intermediary in Public Psychological Service System and Its Important Role: From the Perspective of Economics of Knowledge

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***[Abstract]** The construction of the public psychosocial service system is an important theme put forward by the 19th National Congress of the Communist Party of China. First introducing the perspective of economics of knowledge, this paper analyzes the different roles of knowledge producers, consumers (demanders) and knowledge intermediaries in the public psychological services system. And according to the mastery level of psychology professional knowledge, the knowledge intermediary can be divided into three types: people who obtained certain psychological knowledge through self-study, psychology graduates and undergraduates, and professional external consulting agencies. In the end, it is discussed that how to use these three kinds of knowledge intermediaries to build a robust public psychological service system.*

***[Keywords]** public psychosocial service system; economics of knowledge; knowledge intermediary*

Introduction

The report of the 19th National Congress of the Communist Party of China proposed the idea of the improvement of the system of public psychological service and cultivation of self-esteem, self-confidence, rationality, composure, and optimism among people (Xi, 2017). What is a public psychological service system? Xin (2018) strictly defined the concept of a public psychological service system and distinguished it from a mental health service system believing that the former focuses on solving the social mentality problem at the macro level of society, therefore one aspect of the social governance system. Though related somehow, the core of a public psychological service system is not an individual's mental health. A mental health service system focuses on solving personal mental health problems from the perspective of pathology and medicine. Thus, the aim of the public psychological service system is to use psychological knowledge (including theory and method) to solve the problems of psychological construction and ultimately achieve effective social governance (Zhao, 2018). In the report of the 19th National Congress, the proposal of a public psychological service system showed Chinese society's urgent need for the construction of this system, which needs us to apply the psychological knowledge to help people build self-esteem, self-confidence, rationality, composure, and optimism.

However, the construction of a public psychological service system is both an opportunity and a challenge for psychology. For the service objects in our psychological service system cannot be asked to do anything, but can be only guided and nurtured so that they can gradually realize the value of psychology. We believe that when there are some social crises (such as online rumors, and panic purchase, etc.), psychological knowledge can be applied to help the public maintain self-confidence, rationality, composure, and optimism. These moments of crises are great opportunities for psychology to gain public understanding. From the perspective of the development of psychology and service targets, the public psychology service system can also be regarded as a production of social demand for the reformation of psychology (Xie, 2018). Therefore, this opportunity should be seized and the challenge be met to let the public understand how to apply the knowledge of psychology. And, we should make good use of psychology in a public psychosocial service system.

The Establishment of a Public Psychological Service System from the Perspective of Economics of Knowledge

The term economics of knowledge can be traced back to *The Economics of Knowledge and Knowledge of Economics* published by Kenneth E. Boulding, in 1966. He believes that the economics of knowledge's study focus is the role of knowledge as a product of the past and a determinant of the future in the social system. The meaning of knowledge economics was continually redefined in the following years. For example, Foray (2004) argued that a narrow economics of knowledge studies the impact of research and education on growth, learning and competence, and generalized economics of knowledge should include information economics. Andersson & Beckman (2009) defined economics of knowledge as the production, diffusion, and application of knowledge and its impact on macroeconomic growth. Dai, Chen, & Chen (2016) defined economics of knowledge as the science that studies the production, exchange, distribution, and consumption of knowledge, in order to emphasize the relationship between "Knowledge Economy" and "Economics of Knowledge". In this article, from the perspective of economics, economics of knowledge is defined as the exploration of how knowledge is produced, sold, disseminated, and used.

In a public psychosocial service system, how is psychological knowledge (including theory and method) understood from the perspective of economics, and how can the four processes of production, sale, dissemination and use of psychological knowledge be explored? How does it work? It is believed that three types of people are needed in the operation of this process: the provider of psychological knowledge – production, the demander of psychological knowledge – use, and the knowledge intermediary between the provider and the demander of the psychological knowledge – sale and dissemination.

The producers of knowledge are the teachers who work in universities and the researchers in research institutes. They study problems, produce knowledge, and provide solutions. The theories, methods, and researches of psychology are their basis of doing research, writing psychology science books, giving science lectures on psychology, and operating the WeChat official accounts of psychology, so that people can distinguish between scientific psychology and pseudo-psychology (Xie, 2018). Of course, as the foundation of the public psychological service system, the producers of psychological knowledge deserve full attention.

The demanders of psychological knowledge are the government and the public. With the advancement of science and technology, people started to pursue spiritual satisfaction on the basis of meeting the material needs. In this process, psychological knowledge can serve as a guide and cultivator in the process of the pursuit of spiritual satisfaction. For example, children born after 2000 are called digital natives because

they were exposed to electronics and the Internet since they were born. Are these children mentally healthy as they grow up? Are their psychological indicators improved or decreased compared with other generations? We can use the knowledge of psychology and classical experimental methods to measure and solve the problems in their daily life according to the results of the measurement. Similarly, the next generation can use this opportunity to intuitively understand psychology, so that they can also apply these scientific methods in their daily lives to help them understand themselves and others. As for the government, they need to select the suitable intellects for training. And the psychological knowledge provides an important reference for their selection. Candidates' traits can be measured by the scientific scale of psychology and the results might help the government find the people they want. Therefore, in the age we are living now, the demand for psychological knowledge is growing.

In the process of the operation of the public psychological service system, the producers of the psychological knowledge and the demanders can be directly connected. But there will be many problems such as information asymmetry due to the limitations of both parties. Therefore, a knowledge intermediary is needed, which bridges the gap between the producers of psychological knowledge and the demanders. For example, excellent psychology knowledge disseminators emerge with the producers of psychological knowledge and play an important bridging role. They can be in the organization of the demander, so that they could gain the requirements of knowledge demander by themselves and know what the demanders really want. In addition, they know what knowledge and methods in psychology can solve problems and meet the requirements of the demanders. Compared to that of knowledge producers, the role of knowledge intermediaries is more significant in some prospective.

Classification and Function of Psychological Knowledge Intermediary

According to their mastery level of psychology professional knowledge, the knowledge intermediary can be divided into three types: the person who obtained certain psychological knowledge through self-study, the psychology graduates and undergraduates and the professional external consulting agencies.

The first group of people consist of the knowledge demanders – those who have obtained certain psychological knowledge through self-study, such as employees in the government and enterprises. They have acquired knowledge of psychology through psychology books (such as *Psychology and Life*, and *Forty Studies that Changed Psychology: Explorations into the History of Psychological Research*, etc.), popular science magazine like *Scientific American*, new media (American TV series such as *Lie to Me* and *Criminal Psychology* and many popular WeChat official accounts of psychology, etc.), and various non-professional or quasi-professional channels such as news reports. Though they might gain some knowledge through channels above, they risk the chance to be trapped by the myths. However, this knowledge might help them to be aware of what kind of problems knowledge of psychology can solve and what might be problems that need to be solved by the system.

The second group of people consist of psychology graduates and undergraduates and they also belong to the category of knowledge demanders. They learn psychology in universities, accept systematic psychological knowledge and received professional training. Therefore, their psychological knowledge is more professional than the first group of people's. In their work, they can serve as both knowledge intermediary and demander. Not only do they know that what problems psychological knowledge can solve, but they also can find the proper person who can provide the right and professional service quickly and accurately.

The third group of people consist of the professional workers working in external consultant agencies, who belong to the third-party evaluation system. The third-party consultant is a government performance evaluation system implemented by a social organization, which is independent from the government being evaluated. It is part of government management innovation and it has the characteristics and structure of modern social governance (Duan, 2009). The main body of third-party evaluation system includes professional institutions (such as the Performance Assessment Center for Chinese Local Government in Lanzhou University), enterprises (such as McKinsey, Horizon Research Consultancy Group and other foreign consulting agencies) and so on. Professional external consulting agencies can also be regarded as third-party evaluation agencies, which largely guarantee the scientific nature of the application of psychological knowledge in the public psychological service system (Chen, 2018). Many people of the government and the population want to learn psychology and many professionals have established corresponding training institutions, which is the third-party evaluation services. They can use professional knowledge to provide professional services and they can directly solve the problems.

The above three groups are compared in the following three aspects: whether they belong to the group of demanders; their professionalism in psychology knowledge, and their professionalism in providing psychosocial services (see Table 1). It is not difficult to find that although the first group of people has a huge demand for knowledge, they are not professional enough to provide service to others. The external consultant agency is exactly the opposite of the first group, although they have professional knowledge and professional services, they are out of the candidate of demanders. Compared to these two groups, the psychology graduates and undergraduates have advantages in these three aspects. They are the best knowledge intermediary that connects the provider and the demanders of psychological knowledge. Although they cannot provide the best professional services, they can find the right knowledge and methods, and they know that how to address the requirements of the demanders directly and effectively.

However, the Chinese public does not understand psychology, and may even misunderstand psychology due to the lack of education in this field, which leads to pseudo-psychology. Pseudo-psychology refers to those systems that seem like psychology but have no supportive evidence (Li, 2017). They think the psychology graduates or undergraduates will work as fortune tellers, psychology learners will know what they think and psychology is only psychological counseling and so on. With the change in the times, people's pressure is increasing intensely in the new media era. The pseudo-psychology of inspirational psychology, chicken soup for the soul, palmistry, physiognomy and astrology has been widespread thanks to modern technology (Lin, 2014). Therefore, the concept of scientific psychology should be popularized, and people informed of the contributions by psychology professionals. In addition, the public should understand what role people who study psychology play in the public psychological service system. And in the process of popularization, advanced technology equipment can be used to spread scientific psychology effectively and directly.

As for demanders, the demand for knowledge intermediaries in the public psychological service system depends on their own needs and the surrounding environment. It is best to have a third-party professional consulting agency present, but if the cost is unaffordable, then employees who have psychological knowledge might do. But they might not be able to solve the real problem. Considering the present situation, psychology graduates and undergraduates are the best option because they can solve problems effectively but won't ask for as much as the consulting agency.

Table 1. Comparison of Different Psychological Knowledge Intermediaries

	Condition	Professional Knowledge	Professional Service
The first group	Demanders	Quasi-professional Knowledge	Unprofessional Service
The second group	Between the producers and demanders	Professional Knowledge	Quasi-professional Service
The third group	Not demanders	Professional Knowledge	Professional Service

Conclusion

From the perspective of economics of knowledge, in the process of public psychological service, the knowledge intermediary plays a vital role between the producers of psychological knowledge and the demanders. When choosing knowledge brokers, the group of psychological students outstand themselves for their unique features. Therefore, the cultivation of public psychology professional talents should have a clear practice orientation, which is precisely in line with the training orientation of the applied psychology master. It is believed that it is necessary to put public psychological services in use, which can not only provide excellent reserve talents for the public psychology service system, but also provide a good opportunity for the popularization of psychology (for example, providing the job opportunity for the psychological students, etc.). Although many forerunners have done some work or published similar articles before, their works are not systematic. Therefore, if the profession of public psychological services is to beset, many basic issues including professional construction goals, curriculum, teacher strength, textbook construction, and design of practice models, etc. are needed to be thoroughly examined and considered (Xie, 2018).

It is not easy to set up the public psychological service system in China. It requires not only the understanding and support of the government and the public, but also the active participation and contribution of psychologists. They can act as a close connection between the producers of psychology knowledge and the demanders, to provide best service and to meet the principle of green economy.

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Analysis on the Social Practice and Innovation Mechanism of Local Universities – Taking the Talent Cultivation in Biopharmaceutics Majors as an Example

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***[Abstract]** In terms of the cultivation of highly skilled talents in the biopharmaceutics major, local universities are supposed to relocate the position in the ecological communities within the context of “Four Chain Fusion”, innovate the talent cultivation mechanism of the “Five-Point Strategy” under the “Government-University-Enterprise Research and Application”, analyze the cases of the new generation of bio-pharmaceutical talents in the joint cultivation and discuss the problems and the innovation-driven strategies in the ecology of operation.*

***[Keywords]** new generation of bio-pharmaceutical talents; joint cultivation; ecology of operation; mechanism innovation*

Introduction

Local universities are the main force to drive the development of regional innovation. Improving the innovative thinking ability and practical ability of students in applied technology is a problem that needs to be studied and solved emphatically. The innovation-driven development of local universities involves many integrated forces. However, the cultivation of talents is the core product, which is the first task for universities to shape and also the first endogenous force for the development of universities.

Lishui University is a university in a local city run by the requirements of “Praise of Lishui”, and “Green Water and Mountains are Gold and Silver” advocated by President Xi. The biopharmaceutical specialty under ecological development is a newly established specialty to meet the needs of talents for the development of the biopharmaceutical industry in strategic emerging industries, which has obvious industrial characteristics. In addition, the social mentality in the Lishui area also plays an important role in the cultivation and development of biopharmaceutical talents in the local university.

Social mentality refers to people’s general social attitude, emotional experience and intention towards themselves and the real society. It comes from the individual social mentality and exists as a whole shape (Xiao, H., 2014). Social mentality reflects the changes of people’s psychological activities in response to the social changes at a certain time and it also is a dynamic process of change, which shows different forms with the influence of social environment in different periods (Zhu, 2010). So, the cultivation of biopharmaceutical talents by the social mentality of Lishui University is embodied in “four chains integration”, “five in one” and “four mechanisms”.

Through the development of practical teaching system, the university has changed the original practice method of “herding sheep” and arranged more than 70% of the students to conduct comprehensive professional practice in the R&D and production line of biological pharmaceutical enterprises, which is the key link in the cultivation of biological pharmaceutical talents.

This paper first combines “four-chain fusion” to solve the specialty quality control. Second, it examines and analyzes the main problems that affect the quality of practical teaching. Finally, it applies “Five-in-One” talent cultivation mechanism as the most task to develop the integrated specialty.

“Four-Chain Fusion” for Specialty Construction

Universities do not have a strong sense of innovation and they lack a certain confidence. Innovation consciousness is the internal motivation of activities, the self-consciousness, strong desire and positive emotion that individuals have in innovative activities. Due to the lack of innovative enlightenment education and real scene training, university students lack personality, self-confidence, and an adventure spirit, and have weak innovation consciousness and initiative in professional learning.

The innovation knowledge foundation is weak, and the learning transferring ability is insufficient. There are some common problems in most major settings in local universities: adopting textbooks according to the whole country’s rules, unifying teaching plans and courses, and knowledge learning among subjects is repeated seriously. There is no organic connection between curriculum setting, insufficient setting of adjacent disciplines and cross-disciplines, and no complementarity between professional groups. Students have less access to the forefront of the development of various disciplines, teachers are not good at applying the latest development results of the discipline to professional development, and there is no initiative exploration of innovation.

In addition, there is insufficient investment in experimental facilities, poor innovation achievements and weak innovation skills. The experimental facilities of local colleges and universities are insufficient, and the internship bases cannot be fully implemented. The practical place and management system limit the students’ enthusiasm and initiative in practice learning. There are few opportunities for students to apply theory to practice, and the off-campus practical training is not implemented and becomes a visiting and investigating style. Scientific research of college students is often done behind closed doors. It is a teaching and research project carried out by instructors, which affects the improvement of students’ innovative skills and the realization of innovative results.

The Main Problems that Affects the Quality of Practical Teaching

Practical teaching links such as experiments, practice and design basically belong to the verification and repeated practice of knowledge in known fields, and they lack experimental technology, experimental design and methods, as well as the cultivation and training of students’ ability to independently engage in experimental work. The shortage of education funding and the reality of yearly expanding enrollment make it difficult to implement the hardware construction of laboratories in local universities. There are too many people and too little equipment for experiments, and the lack of stations is prominent. Even the students are not doing experiments but instead, listening to experiments.

The purpose of student internship is not clear, the construction of internship base is relatively weak, it is difficult to have a deep understanding of the production process and work practice. Many enterprises worry that students’ short-term practice will affect orderly normal production, the high rejection rate of novice, and affect economic benefits. They also worry that it is a “wedding clothes” for other enterprises, interns are not really in the enterprise employment, so they are not willing to accept students internships.

According to the requirements of vocational ability training, it is divided into three modules: drug marketing, biological drug production and drug quality control. The curriculum should follow the laws of

industry, higher vocational education and students' own growth, ensure its good applicability, be consistent with the actual application, and constantly improve the curriculum system (Yang Xin, 2011).

There are many disadvantages in curriculum and graduation design due to the teacher's energy input and personnel allocation, as well as differences in the students' own investment, so that the actual effect of the design link is not great. In most cases, it is a kind of "building block type" technology patching and simple imitation with little innovation. This requires adjusting the specialty construction from the training program and paying attention to the cultivation of students' basic knowledge and quality (Xu Gang, 2010).

Most industry-university-research cooperation is only limited to the technical services of teachers, and only a few students have real opportunities to participate in the research.

“Five-in-One” Talent Cultivation Mechanism

The “five-in-one” talent cultivation mode refers to the five elements of “school, government, base, enterprise and user” as the cooperative unit to carry out the talent cultivation mechanism innovation of joint regional collaborative innovation in each individual identity, which is the main channel for the cultivation of highly skilled talents in the specialty of biological pharmacy.

The Continuation of Value Orientation and Inertia

The consistency of education value orientation of industry-university-research cooperation is the key problem of truly deep cooperation, and the integration of value which is a longer process than the integration of interests. Research has no practical purpose, and therefore, it produces no economy in university education. However, it often leads to more widespread and more important uses and benefits.

Enterprise Elements and Market Entities.

The biggest employment field of local college students is enterprises. It should be paid more attention to enterprise elements for professional preservation. Excellent culture in enterprises and advanced management concept are the nutrition of professional construction.

University discipline organization is a free association of scholars, and does not possess the personality quality of organizational cohesion. It is difficult for species to form discipline organization. Even under the influence of external forces, it has the embryonic form of organization, and it is also difficult to develop a stable organizational structure and organizational culture (Xuan, 2009).

“Four Mechanisms” to Build Community Learning and Innovation

We need innovation in the guiding mechanism with the focus on relying on industrial incubation space and school-enterprise mutual power reserve. Combine it with the direction of industrial structure adjustment and optimization of local industrial development, innovate talent training mode. Through the government, schools and enterprises should actively guide college students to start their own businesses, so that college students founded enterprises directly into the regional economy.

Innovation of Incentive Mechanism

Arousing the enthusiasm of cooperative enterprises is an important effort of the joint venture organization. The interest appeal point of an enterprise is to maximize its interests, and reserve talents to serve it. Talent training is the goal of the school level. Individual teachers are concerned about

professional development. They should consider the cost-performance ratio of salary income and work investment and put the innovation of incentive mechanism in an important position.

Service Mechanism Innovation

Full-service or combined service is the innovation of service mechanism. Each university has different goals at different stages of development, and teachers at different levels have different service abilities. Therefore, the “school-based service” mechanism should be established for each student. Some scholars believe how to “do better” on the basis of “rules linking goals and conditions with actions”, “how to do better” and “how to interact” with situations consciously, reflectively and observably (Jiang, 2012).

Innovation in the Safeguard Mechanism

The existence of entrepreneurial risk and the lack of a prevention mechanism have discouraged the entrepreneurial intention of college students and affected the actual effect of the two innovations. Some guarantee mechanisms can be innovated, such as technology guarantee and zero-capital registration of small and micro enterprises. Under the condition of a real community, each cooperator gains his own freedom in his own union, which is the criterion to measure whether the collective is meaningful. Only in the community can individuals acquire the means to develop their abilities in an all-round way (Marx, & Engels, 1995).

Using the system theory for reference, this paper analyses the elements of cooperative innovation training mechanism, which is divided into motivation mechanism, support mechanism and guarantee mechanism (Lu, Xiao, & Wang, 2017).

Implications and Conclusion

Student motivation is the main indicator of professional development. The universities should build good majors popular with students and helpful for their employment and entrepreneurship from the perspective of collaborative innovation. The universities need to rely more on majors to carry out entrepreneurship and innovation classes, such as ecological agriculture entrepreneurship classes, and properly handle the connection between employment and talent training for higher education.

The social practice and innovation of the local colleges and universities are also accompanied by the change of local social mentality, which exerts an unconscious influence on the cultivation of biopharmaceutical talents. The ideal picture is that local colleges and universities should build community public learning centers, and community residents in the same city should build informal learning groups based on their interests, hobbies and learning needs in the principle of equality and mutual assistance and in the form of spiritual contracts.

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Discussion on the Application and Practice of Psychological Warfare in Special Operations

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[Abstract] There is a famous saying in the art of war: it is the best policy to defeat the soldiers without fighting. In special operations, we should actively use and influence the opponent's psychology and strive to create psychological deviations between the enemy and us, so as to highlight our operational advantages on the basis of the application of psychological warfare, the engine of technology of science, information and intelligence, and the use of all kinds of effective methods. In this way, we can overwhelm the opposition in spirit and momentum, laying the foundation for the ultimate victory of the final special operations.

[Keywords] special operations; tactical psychological warfare; strategy; application and practice

Introduction

Special operations is a battle organized by special commanders on specific terrorist activities based on people, equipment and skills (Liu, H., 2017). The tactical psychological warfare in special operations is a psychological warfare organized for tactical purposes in special operations. It is one of the typical types of combat mental warfare. Tactical psychological warfare in special operations is organized to achieve tactical goals. It is one of the typical types of psychological warfare in a combat state. It is necessary to grasp the enemy's psychological state and behavior characteristics of the battle scene in combat because of the particularity of the combat opponent, their psychological state and their behavior characteristics. Strategic psychological warfare can be flexibly used according to the intention of combat, the battlefield environment and the actual changing situation, and also can be organized and inevitably implemented (Hu, 2012). This is not only the key to the effectiveness of tactical psychological warfare, but also the important basis of strategic determination. In special warfare, the process of strategy is relatively complicated, and it is also a process of a confrontation between the enemy and us. Objective and correct operational strategies should not only be "knowing ourselves and knowing the other", but also paying more attention to grasping the opportunity for combat, and using the schemes appropriately. It is necessary to understand and analyze the advantages and disadvantages of both sides, actively plan to reverse the passive situation, create a superior pattern of victory psychologically, and achieve the goal of defeating soldiers without war through application and practice correctly and flexibly.

Analysis of the Psychological Characteristics of Extremists

The current behaviors of special operations can be divided into four categories. One is the behavior of national terrorist activities. The second is the behavior of anti-government factional terrorist activists. The third is ethnic, religious, and clan terrorist activities. The fourth is the behavior of criminal terrorist activities. Their different psychological activities are reflected by their different purposes, different behavior and ability in organizing and implementing, and different ways of terrorist attacks. Only by mastering the behavioral and psychological characteristics of various terrorist can good combat results be achieved.

Mental Stubbornness

This kind of terrorist activity has obvious political pertinence and political symbolism, and has the corresponding intelligence, the weapon equipment, the fund expense and related operation guarantee. Moreover, the organization is rigorous, the action is decisive, and the mutual assistance is coordinated in the process of implementing terrorism activities. And their means of implementation are various, cunning and cruel, showing a strong conviction and resolute resistance. Their violent resistance makes it difficult to accept the publicity of law and policy of the police. Once they encounter obstacles, they have a strong “stress” nature and a certain sense of “dedication”.

Narrow-Mindedness

This kind of terrorist activity is carried out under the influence of extreme narrow national consciousness, extreme religious concepts, and clan extreme egoism. The ideology, emotions, and interests of this group are narrow and extreme, and they have a strong sense of identity and advocate violence. The organization is relatively loose. Terrorist activities organized by extremist ethnic, religious, and clan groups are perpetrated by violent groups with cruel methods. Their groups have a strong mentality of conformity and sense of mutual support and protection. Due to the large number of participants, they dare to openly resist the government’s actions, dare to publicly oppose police, and even violently assault police.

Mutability

Such terrorist activities are carried out by criminal gangs or individuals. Generally, there are no political reasons, instead mostly because of wealth, hatred, affection, and personal factors. The psychological state is complex and changeable, they are afraid of crime exposure, police attack and severe punishment of the law. And they lack self-control ability because of emotional domination by personal consciousness. Because of their subjective and objective reasons, motivation, personality psychology and the desired purpose of the crime are totally different, the situations become very complicated and varied.

These are the types of behavior and psychological characteristics of common terrorist activists. This has important guiding significance for giving full play to its operational effectiveness and winning the special battle to grasp these characteristics, to design and select a tactical psychological warfare plan according to the actual needs and conditions, and to organize and implement tactical psychological warfare effectively.

Psychological Confrontation in Special Operations Leads to Counter-Action

In the process of special operations, when both parties design their own plans according to the actions and intentions of the other party, it brings a strange phenomenon – “confrontation leads to counter-action” (Wang, 2004), which makes the characteristic of confrontation enter a new level and stage. There are three

main forms: First, relative development, that is, you launch offensive techniques, and I launch defense techniques. The second is to develop in the same direction, that is, you develop an offensive mode, while I also develop an offensive mode to attack back. The third is comprehensive confrontation. Both sides develop new tactics of offense and defense from the aspects of personnel, equipment, technology, and psychology. No matter which method is adopted, as long as the two sides are in competition and confrontation, the cycle of “action leading to counteraction” will be formed. The tactic of “Changing according to opponents’ change is the concrete reflection of this “action leads to anti-action”. In critical situations, such as hostages being hijacked and their lives threatened or terrorists are going to blackmail the government with a threat to explode a factory, we should try our best to reduce the losses caused by the confrontation through psychological warfare and strive for a better situation as much as possible, seeking to change from “unfavorable” and “passive” to “favorable” and “initiative”, rather than escalating our means of violence as the opponents’ means of violence escalate. According to actual combat experience, it is important to prepare in advance, to find a turning point in the confrontation and win in strategies in the occurrence and development of special operations.

Well Prepared, the First Battle Will Win

In the process of special operations, the consumption of operations is directly proportional to the number and size of the terrorists, which has a significant impact on the preparation of personnel, equipment, technology, and support in terms of strength, posture and psychology. There are many factors affecting combat capability, including favorable weather, geographical advantage, and public support. But the important hub connecting objective factors and results is psychology. Being well prepared and having excellent equipment support are the hint to the psychology of the commanders and fighters, and a strong guarantee to boost our morale and deter the opponents. In a certain sense, a prepared war can really make the strategy work and make it play its greatest role in operations.

Optimize the Operation and Grasp the Opportunities

The ability of a wise commander to counterbalance the enemy depends on whether he or she can grasp the psychological activities of the opponents. In special operations, the “effectiveness” of the opportunity for combat is very strong, and it is easy to change and flee. To seize the combat opportunity, the most important things should be paid more attention to, such as having good psychological quality and flexible thinking, mastering the key role of the occurrence, change and influence of the case and optimize its own operational plan, taking special action according to the trend and characteristics of violent terrorists to adjust the strategy actively and use tactics flexibly.

Building Momentum and Winning by Tactics

The so-called “building momentum” is to actively occupy the spatial position that can enhance your own energy through the subjective efforts of the builder, and actively create a favorable environment, pattern and situation for oneself. In special operations, we should seek the advantages of transportation, geography and firepower through tactical strategies, and obtain smooth information, free mobility, and mutual support. We also should cooperate with the network situation and adopt various effective means to avoid consuming various internal frictions. The joint force was formed from different angles for the same direction, which can completely decompose and disintegrate all kinds of terrorist activities to win the final victory.

Analysis of the Application of Psychological Warfare in Modern Scientific and Technological Special Operations

There are many ways to implement tactical psychological warfare in special operations, mainly in three modes: publicized psychological warfare, deterrent psychological warfare and strategic psychological warfare. These three tactical psychological warfare modes are not strictly differentiated; they sometimes intersect and overlap in the special operations. But the traditional psychological warfare model has been unable to meet the needs of modern special operations. With the continuous improvement of science and technology, stereo imaging, holographic projection, and VR, other technologies are becoming more mature. The features of these new technologies, such as a three-dimensional, strong sense of space and high sense of simulation, are more suitable for the needs of modern special operations. This is of great significance in promoting the modernization, science and technology, and actual combat of the psychological war in special operations (Lin, L., 2006).

Publicized Psychological Warfare

Publicized psychological warfare (Zhang, X., 2017) is a confrontational mode that has received much attention from the development of modern media. It is strategy and tactics, which mainly use the publicity and information transmission functions of the media to win social support, rally the people, inspire morale, and deter, disintegrate the enemy. Publicized psychological warfare has typical characteristics, such as strong confrontation, great agitation and distinct guiding, and its development is often omnidirectional, multi-level, and highly intense. Imaging projection technology can carry out publicized psychological warfare through vehicles, drones and other carriers in special operations aimed at states, governments and religions. Imaging technology can present words and pictures of countries and nations based on the sky, clouds, dust, waterfalls, buildings, or play animation and video which can shake opponent's military heart by falsifying their leaders, in order to enrich the form and content of psychological warfare (Lu, J., 2018).

Deterrent Psychological Warfare

Deterrence is a psychological effect (Han, 2001), which is a mental reaction that produces a strong shock, such as fear, fear, tension, and depression. In fierce confrontation, there are many strategies and tactics to win the battle. Among them, deterrent psychological warfare (Zhang, 2017) can have a deterrent psychological effect on the confronting party, and finally achieve a big victory in a small battle or a victory without fighting. It can be said that it is the highest strategy of resistance strategy and one of the most important operational modes of psychological warfare. For example, in the Georgian War of 2008, Russia had nothing to do in the face of US provocation without an anti-missile system. At this time, Georgia embraced the thigh of the United States and scolded Russia the most, so, Russia defeated Georgia in three days and two nights and prevented the expansion of NATO forces, deterring the United States from going to war with Russia (Baidu encyclopedia, 2018).

Deterrent psychological warfare is a kind of strategy and tactic which can make the other side produce a strong psychological effect in spirit by building momentum. The psychological effect of deterrence is a goal pursued in the struggle and is achieved through the tangible tactics of "building momentum". From the perspective of tactics, momentum is to actively create a certain pattern or situation that can fully reflect its own energy advantage in the struggle. The pattern or situation of advantage, first of all, is the material advantage, such as the use of modern projection technology and the necessary sound to create a false impression for the attackers with its three-dimensional effect. The psychological position advantages should

be occupied by a virtual material strength advantage (manpower, material resources, financial resources, technology, and equipment) to seize the advantage of time and then show an overwhelming spiritual superiority. In this way, the leaders of the organizations that carry out the terrorist activities will be uncertain, nervous, timid, confused and overwhelmed. Therefore, deterrent psychological warfare is a tactical psychological warfare commonly used in the special operations and is one of the important modes of psychological warfare in special operations (Lin, L., 2006).

Strategic Psychological Warfare

Strategic psychological warfare (Wang Yong, 2004) is a psychological warfare mode in which tactics are used to attack the mind and it runs through the whole special operation, including planning, detection, confrontation and so on. Reasonable design and tactical resourcefulness often play a multiplier effect with half the effort. On the one hand, to resist the struggle, as a dying mob, while launching positive propaganda and deterring attack, we use force to deter and force each other to take orders. The ferocious and desperate violent terrorists must be forced to obey orders by force besides the positive publicity and deterrent attack. In the case that terrorists have little or no restraint on us, we can use powerful weapons to create a strong deterrent atmosphere and carry out fire assaults besides the psychological attack. The psychological coercion effect created by resolute force is imposed on terrorists, smashing their illusions, forcing them to surrender in desperation and stand trial by the law (Zhang, X., 2017). On the other hand, in order to reduce the casualties of both sides, we can make a psychological attack by further using various scientific and technological means (synthesis sound, video) and relying on the social emotional relationship. We can identify these violent terrorists in time and find influential figures or relatives. By means of audio and video, they are given timely exhortations from these characters or relatives. The violent terrorists will be stimulated by the trust authority and blood emotion, causing a nostalgic attachment to family life and normal social life, inspiring thoughts of the pros and cons of their current situation, arousing self-preservation consciousness, which will shake and disintegrates their resistance to the will, and cause them to transform into a weakening confrontation and surrendering (Lu, J., 2018). Even in the course of confrontation, we can take advantage of the opponents' psychological needs to attack and achieve the purpose of combat. Terrorist activists are also human beings; they also have normal psychological needs. For example, they have the need to engage in terrorist activities illegally to achieve their goals, as well as the need to achieve security, survival, and distorted value realization. They also have the physiological needs of eating, clothing, living, and traveling. Therefore, at the scene of special operations, the psychological warfare implementers should pay great attention to their response of these basic needs and seize these demands. Taking advantage of these demands, we can carry out a surprise attack by obeying and pretending to meet their conditions and disguise our approach to the enemy during the time of delivering water, rice, cars and refueling. For example, in June 2009, a hostage-taking case occurred at a university in Wuhan. Taking advantage of the physiological needs of the robber for eating and drinking, a vice-captain, pretending to be a delivery officer, approached the hijackers and rescued the hostages successfully, and there were no casualties throughout the process (Sina.com, 2009).

Conclusion

The degree of organization, the size of personnel, the support of equipment, the purpose and the consequences of terrorist activities are very different because of the different types of targets of special operations. Only by fundamentally understanding and mastering the moving trend and attempts of terrorist

activities can we find out who is behind the scenes. In special operations, only by analyzing the laws and characteristics of terrorist activities, taking psychological warfare as a breakthrough, closely surrounding the three centers of “publicized psychological warfare, deterrent psychological warfare and strategic psychological warfare”, cooperating with scientific tactical strategies, applying of modern, scientific technology flexibly, carrying out combat plans Pertinently, can we achieve twice the result with half the effort.

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On the Value of Constructing a Social Psychological Service System in Lishui Ancient Weir Painting Town

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[Abstract] Construction of a social psychological service system has been put into the agenda in China. China's common wish for it to reach a higher level of life means to cultivate people's self-esteem, self-confidence, rational peace and positive social mentality. Lishui Ancient Weir Painting Town, a resort, is an entity to practice a social psychological service system on. By illustrating natives' (including native people and cooperation) participation on tourism development, this article finds out four levels of value for a social psychological service system by the construction of Lishui Ancient Weir Painting Town, and finally, gives some suggestions.

[Keywords] social psychological service system; self-confidence; Lishui Ancient Weir Painting Town; value of constructing

Introduction

Lishui Ancient Weir Painting Town is a local resort which is now focused on by local government. It is located in the southwest of Liandu District, Lishui City, Zhejiang Province, China. It is 23 kilometers away from a central urban area. The Ancient Weir Painting Town covers an area of 15.53 square kilometers, and the core region is 3.91 square kilometers which include Daganngtou town, Pingdi peninsula, Yantou, Baoding and other regions. Over the last two years, the government has given special support to the establishment of a local psychology social service system, which has also won the enthusiastic participation from the population of the citizens, as well as active cooperation from the relevant sectors of education, health care and psychological consulting. In a word, the value of a social psychology services system in the Ancient Weir Painting Town is mainly reflected on the following of four parts: environment self-confidence, culture self-confidence, artistic self-confidence and social self-confidence.

Firstly, it establishes the local citizens' confidence in the environment. Secondly, it is an entity that reflects the culture confidence of the citizens. Thirdly, it helps establish the artistic confidence of the citizens. Fourth, it helps form a positive and rational peaceful social confidence of the citizens.

The result of the research on Lishui Ancient Weir Painting Town also found that tourism development is an impetus to the construction of a social psychology service system. Therefore, this article gives suggestions on further construction of Lishui Ancient Weir Painting Town. Seeing the essence through a phenomenon, this paper tries to find the linkage between the natives' participation and local tourism development. To prove the hypothesis that "by the construction of the Ancient Weir Painting Town, local social psychology on the other hand is formed as a positive phenomenon" is correct, the authors of this article use "case study" and "document study" as the research methods. Therefore, this article's main part

focuses on different the value to the social psychological service system, and how these kinds of value are formed by the construction of Lishui Ancient Weir Painting Town.

Literature Review

The Report of the Nineteenth National Congress of the Communist Party of China put forward that we should strengthen the construction of social psychological service system and cultivate self-esteem, self-confidence, rational peace and positive social mentality (Wang, 2018). Some researchers have focused on the classification and the function of social psychology. Zhao Mi and Liu Baozhong (2011), through translating *Interpretation Level of William Dugas's Social Psychology*, argued that a social psychologist, divides traditional social psychology into four levels of analysis: intra-individual level, interpersonal and situational level, social position level (intra-group level), and ideological level (inter-group level). Social psychology should serve to promote human development, the formation of a healthy society and the development of society (Wang, 2018). "Mental health service is to prevent or reduce all kinds of psychological and behavioral problems, promote mental health and improve the quality of life by applying the theories and methods of psychology and medicine. It mainly includes mental health education, psychological counseling, treatment of psychological diseases, intervention of psychological crisis, etc." (National Center for Disease Control, 2017).

Some researchers have focused on the purpose of a social psychological service system. Social psychological service and social psychological construction with Chinese characteristics can be simply understood as the description of public opinion, the understanding of prejudice and discrimination, the monitoring of social mentality and public opinion, and the guidance of volunteer behavior (Yu, 2017; Yu, & Xie, 2018). The purpose of s social psychological service is to provide practical wisdom and life-oriented cultural psychology which can embody the unity of value regulation and behavior strategy (Lu, X., & Wang, X., 2016).

According to the previous theories, most scholars have focused on the function of a social psychology and the purpose of social psychological service system. However, there is seldom idea of how to establish a social psychological service system by using full of tourism.

Environmental Self-Confidence

The Ancient Weir Painting Town possesses incredible natural beauty. The most charming part of the Ou River is in Liandu, an alluvial plain, which is caused by the river valley and the fertile land near the river bed providing a breeding ground for camphor trees, and ancient villages. These elements give the Ou River a nickname 'Lijiang in East China'. Over 92.8% of this section of water is maintaining the National Class II Water Standard throughout the year (Report of The Ancient Weir Painting Town, 2018). The quality of air meets the National I Quality Standard. And the content of negative oxygen ions is 3000 per cubic centimeter or more. Additionally, the Ancient Weir Painting Town has reserved the complete ecological river landscapes, river rapids, island and forests as natural resources. These natural resources attract more than 400,000 visitors each year. This incredible natural beauty relaxes visitors and natives. By releasing people's daily pressure from work or life, the Ancient Weir Painting Town contributes to establishing a peaceful society.

As long as the tourism in Lishui is developing, Lishui's social psychology improves. Natives' income increases by the development of tourism which makes their life happier. A happier life makes them feel more confident about their hometown's environment, so that the Ancient Weir Painting Town builds up the

so-called environment self-confidence. Self-esteem and self-confidence, which are mentioned in the Report of the Nineteenth National Congress of the Communist Party of China, are established.

Cultural Self-Confidence

Lishui Ancient Weir Painting Town has a world-class cultural heritage consisting of historical human culture resources such as ancient weirs, ports, dams, and villages. These cultural heritages can be summarized as ‘three world-top, six millennial history’. Tongji Weir, the world’s first arched dam, was built more than 1,500 years ago and is a national key cultural relics protection unit. It was included in the first World Irrigation Project Heritage and UNESCO Heritage List. Gushihan, the world’s first water overpass, has achieved three-dimensional cross drainage, which is a scientific innovation in the history of ancient water conservancy field. Fan Chengda wrote the first scientific and useful farmland water conservancy regulation “The Regulation of Tongji Weir” which is valuable work in the scientific and cultural fields.

There are many other reasons to explain the history of the Ancient Weir Painting Town, including Dagangtou – a millennial ancient town is an important shipping lane of the ancient maritime silk route. The Regulation of Tongji Weir also derived a specific folk activity – millennial Shuang Long fail, and its royal kiln burned during Song and Yuan dynasties – a millennial Baoding ancient kiln, and millennial Yantou village – a traditional ancient village. Also, the largest scale of millennial camphor tree forest and the millennial ancient tombs have attracted tourists to visit the Ancient Weir Painting Town to enjoy ancient Chinese culture.

This heritage contributes not only to the development of the local tourism, but also to the natives’ cultural self-confidence of their country. The world’s first arched dam Tongji Weir, the world’s first water overpass – Gushihan, the valuable scientific and cultural work of the Regulation of Tongji Weir, and its important shipping lane of the ancient maritime silk route are all reflections of the ancient city’s wisdom. By showing this ancient city’s wisdom to the world, natives construct their culture-confidence which indeed contributes to the establishment of national self-confidence.

Artistic Self-Confidence

The natural resources and heritage of Ancient Weir Painting Town have promoted it to become the birthplace of the ‘Lishui Barbizon School’ and the main creation base as the ‘Hometown of Chinese photography’. In the late 1980s, a group of Lishui oil local painters living on the banks of the Ou River were inspired by the ideology of the French Barbizon painters ‘facing nature, recording nature’. They formed a unique artistic genre in Lishui (Report of The Ancient Weir Painting Town, 2018)

In 2015, Liandu and Barbizon city had become sister cities, and ‘Lishui Barbizon School’ oil paintings went abroad for the first time. The international influence was further enhanced (Report of The Ancient Weir Painting Town, 2018). So far, nearly 300 art colleges and institutions have established sketching bases in the Ancient Weir Painting Town, including the Central Academy of Fine Art, Artists Association and China Academy of Art. Furthermore, over 150,000 painters and students come to the Ancient Weir Painting Town to sketch and create art each year (Report of The Ancient Weir Painting Town, 2018). ‘Lishui Barbizon School,’ photography, sports event ‘Fan Long Quan,’ the ‘Lishui opera,’ drum ballads and other folk traditions with ancient Chinese shipboard exhibit the contrastive arts of nature that is both modern and traditional.

Art is a general “language” between different nations and different countries. As the Barbizon School base, the Ancient Weir Painting Town attracts many artists from all over the world. These art productions produced make people feel the peace of the world, so the social psychology of artistic confidence is established.

Social Self-Confidence

As local government rectified the environmental chaos in the town, the town became clean and peaceful. The Liandu District Government strongly promoted the rectification of the Dagangtou low-small loose wood products industry which polluted the air. It took only 43 days to dismantle and renovate 154 wood products enterprises (processing points), demolish 82,000 square meters of illegal buildings, and clear 225,200 square meters of illegal land, which expanded the space for the development of the town. This rectification gave the Ancient Weir Painting Town a good environment to help establish a positive social psychology. In July 2016, the action of “rectify six kinds of chaos” was taken to make the Ancient Weir Painting Town achieve “5A level” goal (Report of The Ancient Weir Painting Town, 2018). Standardizing the order of the tourism market and establishing an “honor and black list” system for integrity management were also the points of social psychological service system. At present, two phases of the “honor and black list” field inspection, scoring and publicity have been completed. Meanwhile, a tourism police system was established to form a management linkage and enhance tourism security. The quality of the Ancient Weir Painting Town has improved, by comprehensively sorting out the problems and shortcomings in the current development of the scenic spot.

Government administration has turned the Ancient Weir Painting Town into a regular spot. Therefore, the Government Administration of the Ancient Weir Painting Town helped form a positive and rational peaceful social self-confidence.

Suggestion

As tourism is the impetus of the social psychological service system and establishing a social psychological service system could push tourism development, the Ancient Weir Painting Town needs to be further enhanced.

Advanced Ideological Orientation

The Ancient Weir Painting Town needs Advanced Ideological Orientation to improve its component of the social psychological service system. At present, the experience of cultural tourism resources there are not strong enough, which affects the satisfaction of tourists. In order to better achieve the goal of constructing culture-confidence, local government could increase some culture-related projects.

Effective Creative Connection

The Ancient Weir Painting Town needs an Effective Creative Connection to improve its component of social psychological service system. Scenery, activity and experience are the focus of the tourism complex. Centering on the cultural elements of the Ancient Weir Painting Town, tourism resources such as landscape pastorals, farming and water conservancies, river ports, and revolution tourism, need to form a combo.

Sufficient Support of Modern Science

The Ancient Weir Painting Town needs Sufficient Support of Modern Science and technology to improve its component of social psychological service system. Use of internet plus, new media and new technology will attract the majority of the youth.

Conclusion

The research on the construction of the Ancient Weir Painting Town shows that the development of tourism is the impetus of a social psychological service system. Lishui Ancient Weir Painting Town has helped to establish environmental self-confidence, cultural self-confidence, artistic self-confidence and social self-confidence, and it also contributes to the whole country's construction of a social psychological service system. Therefore, suggestions given as the Advanced Idea, Creative Idea and Modern Science should be added.

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