

## Behavior on Social Networks Affects the Behavioral Culture of Students

Nguyen Ngoc Ha\*

University of Transport and Communications, No.3 Cau Giay Street, Lang Thuong Ward, Dong Da District, Hanoi, Vietnam

**\*Corresponding Author**

Nguyen Ngoc Ha

**Article History**

Received: 30.08.2020

Accepted: 07.09.2020

Published: 10.09.2020

**Abstract:** Officially connecting to the global Internet since 1997, after more than 20 years, the development of the Internet in Vietnam has made an important contribution to the economic, cultural, and social development of the country. By 2019, the percentage of the population using the Internet in Vietnam is more than 67%, of which a large part are teenagers, and students. From the degradation of the current internet culture, especially the behavioral culture, it requires the cooperation of the entire political system, social organizations, of each person towards building a network culture environment really healthy. This study focuses on analyzing the behavior of students on social networks, the impact of such behaviors on students' culture of behavior, from which proposing solutions to promote the positive side and limit the negative side of social networking behaviors to the current student behavioral culture.

**Keywords:** Behavior on social networks, Behavioral Culture of Students, Vietnam, University.

### INTRODUCTION

The Internet and social networks are a huge knowledge base of humanity, accumulated over many years and continuously supplemented, effectively serving the needs of learning, research, and improvement of knowledge of all classes of people; is an environment for fast and convenient information exchange, promoting the development of electronic society with electronic services (education, health, commerce, etc.); is a bridge to meet the needs of exchanging, sharing and making friends for everyone.

The Internet also provides more modern entertainment, rich in content and diverse in genres, such as listening to music, watching movies, reading stories, playing games, etc. For students, Positive dynamism is evident in the aspects of learning, making friends, and entertainment. The Internet and social networks bring many positive values, allowing users to find information, express themselves and experience life; exchange, connect with the community, share feelings; looking for jobs, doing business, bringing efficiency to the economy, promoting other areas of social life. Internet and social networks as "companions" of young people.

Market Research Asia Plus Company with research application Q & Me has just conducted a survey on Internet usage in Vietnam in July (2019). Study subjects include 500 respondents, both male and female, aged 18 - 49 years in Ho Chi Minh City and Hanoi.

Research shows that the average Vietnamese spends up to 237 minutes a day using the Internet on computers and handheld devices, while only spending 91 minutes watching TV. The two most popular social networks are Facebook and Zalo. Respondents say that they mainly use social media to stay in touch and watch the news.

In most of us, social networks like Facebook, ZaLo, Youtube, etc have quickly become an important part of many people, especially for the younger generation, social networks have an important role and a great influence on people. In particular, social networks have been and will be a part of social life in a public section. Nowadays, when information technology develops, no one can deny the benefits that social networks bring, especially young people.

**Copyright © 2020:** This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution, and reproduction in any medium for non commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

The appearance of social networks with features, with a rich source of information, has really entered the life of netizens, with diverse functions that led to the increasing number of members. , Internet in a certain aspect has changed the habits, thinking, lifestyle, the culture of a part of students today because this is a human resource capable of receiving scientific advances most quickly, it is also the force most influenced by the media in both positive and negative aspects.

In addition to the benefits that social networks bring to users such as fast information, abundant information volume that is updated quickly and continuously, we also realize an important aspect that changes the form of communication between individuals with individuals and individuals with groups, nations and ethnic groups are the ability to connect between members of society. This is a non-material public communication space that creates an easy, convenient, fastest connection between people and people through various forms, wide links without being limited by the dimension. The amount of information shared is extremely huge and extremely stylish rich, diverse. Therefore, the number of social network users is increasing and increasing, especially teenagers and students aged 16 to 24 [1]. The number of social network users in Vietnam is increasing very much, about 17% of adults regularly exchange online with people they do not know, and this ratio increases inversely with age [2].

It can be seen that the rapid development of science and technology along with the lives of the people is increasing, so it is not difficult to access new things from the outside, especially the young. Through social networks, students can easily access social media through various means, such as tablets, special laptops with the current scientific development of 4.0, via mobile phones anywhere and at any time, at any time. The advent of social networks with new features, with a rich and diverse source of information, has brought the public many interesting experiences that facilitate people to communicate but also a place to advertise and buy-sell, trade, make friends find, build relationships. So in some ways, social networking has brought many benefits to help students reduce stress after the stressful days of studying and working. However, besides the positive aspects mentioned above, there are also many consequences that social networks bring as time-consuming, especially for students to distract from learning, to live closed momentum to "virtual life" online. In a society that forgets the actual life that is happening, many young people find a life partner on the Internet to create opportunities for bad guys to take advantage of kidnapping. They constantly update their personal status, post sayings, shocking images to like sentences to be famous, etc.

The question is why do they behave in such a way, what is the cause, are they aware of the problem? Therefore, studying the attitudes and perceptions of students from the perspective of Psychology to get the most optimal solutions is an urgent issue of the State and educational workers today.

## **PRINCIPLES AND METHODOLOGIES FOR RESEARCH**

Principles of system: A comprehensive study of factors from awareness, attitudes, motives, thereby affecting the external behavior using students' social networks.

Principles of operation: This principle affirms that people participate in activities, from which the need to form the expression, develop and seek ways to satisfy students' use of social networks formed through the process of student participation using social networking sites.

Specific research methods: Method of document research, Method of survey by questionnaire, Method of deep interview, Method of mathematical statistics, etc.

## **LITERATURE REVIEW**

The useful aspects of social networking for students such as using in studying, interacting with university friends and seeking career opportunities [3]. These members link together into groups of people with similar interests and interests, the same intention to meet, exchange online and then to meet in real life. Many positive community groups from the "virtual network" have appeared in "real life" such as organizing activities from humanitarian Tet holidays, helping disadvantaged children, organizing healthy cultural activities, many groups sharing excitement, tourism associated with giving jobs in highland areas. Setting up forums for discussion and debate on social networks there are also many groups seeking cultural values as exchange old books, not yet writers also use social networks to bring readers their works through interaction with readers to help complete their work. Social networks also help to propagate Vietnam Sea-Islands, through many social networks to reach young people. These are really the good effects that social networking brings [4].

Buying and selling on social networks is probably a common thing for students today [5]. Social networking is one of the ideal markets for buying and selling online. Currently, some students are able to make money from online businesses through websites. This is an interesting experience for you when negotiating directly, persuading customers to buy your products through social networks. It can be said that this is a condition to help you train your conduct in e-commerce business.

Besides the positive effects, the social network also has many inadequacies such as the social network is also a place to spread many inaccurate information [5], “bullshit” to the community. Many people come to social networks only because their friends invite them to join in for the movement, after become a habit, many students with “Facebook addiction”, have nothing to do on social networks, sometimes it’s just to upload-date things that are not accuracies. For many young people are the current students, social networking is the passion of “learning about society” but when excessive abuse of that passion becomes negative, it affects significantly on students’ time and learning. Many students who use social media again to return to their desks are still attached and unable to concentrate [5]. Social media addiction is not only time-consuming, it will be hard to find true friends [6]. While you have to find the person you need to communicate with, just a message or status on that person’s page can convey what you need to convey. Or instead of having to meet together somewhere to chat, the students or create a group of messages to chat with each other. It is these things that have reduced the interaction between students.

The main thing that has affected the learning efficiency of students. In addition, spending hours and even a few hours looking at the computer screen, the phone leads to vision loss. Many students are accustomed to exchanging information through targeted messages, photos, and articles and “Like” buttons, making many of them increasingly dependent on social networks. This makes people spend less time in real-life encounters and chat, they are really bad because direct communication face to face gives each person the right mood and feelings most real. Using social media so much makes many young people skip school, the risk of stomach pain because they eat and watch or eat fast to gain access to social networks, many of them lose sleep, anxiety leads to depression [7, 8].

### **Cultural Behavior on Social Networks**

Most recently, a violent incident occurred between a female student and another group of girls at a high school in Go Vap District, Ho Chi Minh City, causing many people, especially their parents and indignation. The cause of this incident is believed to be contradictory from the use of the social networks that caused the schoolgirls to commit violence with the "victim" who was from the same school on the street. This image was recorded and later distributed on Facebook.

The cause of this incident is still being actively coordinated by authorities, parents, and schools, but the implications of this issue are obviously not small, especially in the age group go to school. Before that, in the middle of October 2019, also stemming from social conflicts on social networks, a group of young people also held weapons to chase each other in the residential area, causing many people to panic.

As announced by We are Social and Hootsuite (a global company specializing in social media research, a service familiar to bloggers) about digital Vietnam, in Vietnam, the internet and social networks are gaining momentum spectacular speed, growing at the breakneck speed [9].

In 2018, Vietnam had 64 million internet users [10], accounting for 67% of the population. There are 400 social networks licensed to operate in Vietnam, of which Facebook has about 55 million accounts, accounting for 57% of the population and is one of the 10 countries with the largest number of Facebook users in the world. In particular, the number of learners is being influenced by social networks too large, with more than 22 million students, students, and millions of students in many different training systems. In Ho Chi Minh City, this number accounts for a very large proportion when this is a locality with the largest proportion of young people, pupils, and students in the country [9].

With its wide reach, fast-spreading speed, and difficult to control, social media like a double-edged sword can help spread good things but also easily be used to cause many consequences [9]. Students using social networks may have their privacy compromised when logging in to their E-mail, chat, mailing, photos, or documents accounts; risk of economic fraud, unsafe for individuals and families; it is easy to be exploited by the object to commit criminal acts such as theft, appropriation of property, kidnapping and extortion, even many people lack vigilance, too trust in virtual relationships, leading to tragic murder [9].

The process of using social networks if students are subjective will lose direction, may lead to accidentally or intentionally spreading bad, malicious, harmful information to the community, even assisting the subjects against the Party and State. High level of participation in social networks, taking up too much time, can lead to the risk of deteriorating health, effectiveness in learning, work, and communication, even cracking real-life relationships [9].

From the practice of using social networks, a behavioral culture on the internet has been formed. Behavioral culture on social networks is understood as a value system that governs perceptions, attitudes, and behaviors of individuals and communities in their relationships with nature, society, and themselves participate in social networks, reflecting the level of development of individuals and communities [10].

Behavioral culture on social networks includes the relationship between people and the surrounding environment, reflected in the fact that each person knows how to contribute to propagating on social networks about the protection of the natural environment and saving resources living green, clean, beautiful, safe, healthy, friendly; know how to love, care for and protect animals, etc. [11]. The behavioral culture on social networks is also reflected in the student's relationship with themselves, with values such as modesty, the truth would rather, be brave, have a clear opinion, stance, and opinion; the spirit of vision, learning, no pride, pride or low self-esteem, lack of confidence in yourself, etc.

Social media relationships are broader, more diverse, and harder to control than real-life relationships. A netizen can establish friends around the world, not limited by space, time, regardless of race, age, sex, education level, occupation, etc. An individual can join many different social networks with public identity, can also anonymously, even impersonate others. There is a case where a person joins a social network with many different accounts [10].

Due to the direct interaction, the instantaneous communication, the assessment of emotions, attitudes, and behaviors is difficult to accurately, including visual communications such as making calls with Messenger, Skype, Zalo, Facebook, etc. True emotions can be concealed, undisclosed or incomplete, or even contradictory. Eye contact, friendly gestures, and emotions are difficult to express and impact in real life. The language used in communication and behavior on social networks is mainly written and sign language. For example, comment, comment in writing, or show attitudes like symbols and images such as: like (like), love (love), laugh (haha), surprised, sad, indignant, etc. on the Facebook page; texting, expressing attitude with words or graphic symbols on Zalo, etc.

### **A few Discussions**

It can be seen that social networks play an important role in life and greatly affect the learning process and the psychological life of students. Especially in the period of globalization - modernization, the presence of social networks has made learning effective and it is also becoming a close friend of students. Therefore, the majority of students randomly involved in research use social networks and assume that social networks play an important role in their lives. Through researching social networking sites that students often use many are Facebook, Zalo, Zingme, etc. we see that clearly.

Students' use of social networks is the subject's behavior toward the environment, through behaviors that conform to the standards prescribed by the information for social network users. Students' use of social networks is human behavior with the means to achieve the purpose of the instruction and people and this behavior must be expressed through the outside of the individual.

The behavior of using social networks is manifested through external actions such as: (time, frequency of use, content posted, sharing content and the act of pressing the "Like" button on social networks). Research results show that students of universities in Hanoi do not know how to arrange time to log in the network appropriately, many people use social networks too much in the day from 4-5 hours, accounting for a lot of student time in a day. The personal images are usually posted and shared on social networks, and when the content does not receive many "likes" or "comments" of all students feel sad. Thus, besides social networking to help students exchange and connect with friends in study and life, social networking has a negative effect on the emotional mood of each student.

Students' use of social networks is influenced by many factors, including key factors such as "cognition, attitudes and psychological age," which play a decisive role and other relevant factors such as living circumstances, technical facilities, etc. plays an important role. As we know the establishment and implementation of social media use is a long and complex process, influenced by factors such as age characteristics, technology facilities and student's living circumstances.

### **Some Expression Negative Signs on Social Networks in Vietnam Today**

The fact is that the social network environment is clouded by communication behaviors, uncultured behaviors, uncivilized social media usage, or the use of public forums to lash, defame, and defame. Mutual [9]. Currently, there are many people, especially young people who think that social networks are virtual worlds, can be anonymous, so they not only ease in dealing with each other but also consider social networks as a public tools to learn other people's lives and express their egos, or to have prejudices against society [11].

There is no shortage of profanity, swearing, and shocking statements on social networks; personal actions of revenge by gossiping, recording clips, and disdainful comments; appeared "holy curses", "keyboard heroes". The phenomenon of "stoning" collectively on the Internet is increasing. Sometimes users express emotions and attitudes as like, love, share, etc. unconsciously or out of habit without considering, considering the consequences, even mind does not read, does not watch.

The survey results of the Internet and Social Research program (VPIS) (2018) showed that cases of hate speech by social media users in Vietnam were: defaming, defaming (61.7%) ); slander, fabricated information (46.6%); ethnic discrimination (37.01%); gender discrimination (29.03%); disability stigma (21.76%); religious discrimination (15.09%) [9].

Virtual lifestyles on social networks are quite popular, especially among young people. They have thoughts and ideas based on what the social network brings, want to become a Facebook Hotgirl or like to post sexy images that attract attention to like sentences, virtual comments. All activities, emotions, mood changes ... are exposed to personal Facebook, despite the barriers of pure customs. Many people leave real life, waste too much time and spirit on online social networks, even cases of hallucinations, loneliness, depression, and dissatisfaction.

An ongoing paradox is that at present, the lifestyle is cold, emotionless in real life, but full of emotions before what is posted on social networks. There are many photos and clips of male students, female students fighting, tragic traffic accidents, in front of the curious and curious eyes of pedestrians without anyone helping, including someone recording. However, when posting on the Internet, it received a lot of pity and sympathy. In which, there are those who feel emotionless in real life but feel pity and compassion in virtual life.

The language used on social networks today is very mixed, losing the purity of the Vietnamese. The use of Vietnamese in combination with other languages (most commonly English) tends to increase alarmingly. Vietnamese is used in its own way with a combination of "strange" and difficult to understand. The phenomenon of using slang, adding, removing, replacing letters, arbitrarily capitalizing, misspelling a lot on social networks. There are many cases of deviating both ideological, ethical, and traditional culture. The manifestation of ethical and cultural deviations on social networks is now widespread and has reached alarming levels. Without the right institutions or sanctions to prevent them, it is very likely that these phenomena will continue to spread and develop into behaviors that are dangerous to society.

## CONCLUSION

in fact, many people, especially young people, mistakenly think that social media is a virtual world, can anonymously fabricate information, makeup stories, situations and freely criticize others without being responsible before the law ... so they not only are easy to deal with each other online but also see social media as a tool to relieve stress, to scrutinize. Other people's life and self-expression are somewhat trivial, have little social conflict, or have prejudice towards their own society

Behavior on social networks always requires respect for others, caring, listening, sharing, and understanding. All comments and comments must be objective and sensitive, show appropriate attitudes and emotions, do not speak badly, and pull out to lower the honor and dignity of others. Knowing how to choose friends and manage a list of friends, not too many friends makes controlling information difficult. Before making friends with new people, a thorough investigation is required.

Think carefully about what is said and posted online; be responsible for words and behaviors. Learn carefully the sources of information to verify, do not "hands faster than brain" making comments, hasty comments, incorrect or malicious. Publish appropriate images online, do not post revealing, pornographic or violent images, selfies that take place in inappropriate places (funerals, traffic accidents ...). Be wary of bad guys who might use photos for bad purposes. Before posting pictures and stories of friends, they need their permission and consent.

Having a sense of preserving the cultural identity of the nation's behavior, preserving the purity of the Vietnamese when communicating on social networks. Do not use obscene words or strange words that are not in the Vietnamese dictionary, slang words, acronyms or mixed language should not be used. Respond cautiously to problems that arise on social media.

## ACKNOWLEDGMENT

This research is funded by University of Transport and Communications (UTC) under the project code T2020-MLN-003.

## REFERENCE

1. Hoa, N. T., Nguyen, N. L., (2016). The impact of social networks on students' today. *Science Journal of Hanoi National University*, 6(3).
2. An, L. H. (2015). Research on human behavior of using Facebook - a challenge for modern psychology. *Journal of Science Ho Chi Minh City University of Education*, 7(14).
3. Hau, N. T. (2013). *Social network with young people Ho Chi Minh City*. Ho Chi Minh: Cultural.
4. Duc, T. T. M. (2014). Using social networks in Vietnamese students. *Vietnam Science Journal*, 12(3).
5. Cong, L. M. (2011). *Impact of internet on gender awareness and behaviors among adolescents*. Master's thesis, Hanoi Pedagogical University.
6. Bahire, E.Ö. (2012). *Tertiary students' attitudes towards using SNS*. Turkey.
7. Cambridge University. (2012). *Facilitating social behavior for young people*, Department of Education.
8. Freedenthal. S. (2006). *Suicidal Behavior in urban American - Indian*. Ht. press USA.
9. Youth Research Institute. (2018). *Current situation of using social networks among Vietnamese youth*. Hanoi: Statistics.
10. WHO. (2018). *The influence of social media on Asian youth*. Retrieved from <http://globalasiablog.com/2017/11/03/the-influence-of-social-media-on-youth/>
11. Hergenhahn, B. R. (2013). *Introduction to psychology*. Hanoi: Statistical.
12. Giang, B. M., Huong, N. M. (2008). *Learn languages on social networks Facebook*, QH-2008-X-NN. Hanoi University of Social Sciences and Humanities.