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INVESTIGATION AND ANALYSIS OF CURRENT SITUATION OF CAMPUS LOANS AND GUIDENCE MECHANISM OF IDEOLOGICAL EDUCATION IN CHINA

Education

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ABSTRACT

With the implementation of China's plan to improve the economic structure, consumption has become the new engine of economic growth, and loans are playing an increasingly important role in economic development. College students are not only the potential customers of national consumption promotion, but also the important users of various online loan platforms. Unfortunately, in recent years, the vicious events caused by college students' online loans often happen. In this paper, through the questionnaire of north China electric power university to obtain data, reference to various aspects of information, college students network loan status research.

KEYWORDS

online loan, campus loans, ideological education

INTRODUCTION

Campus loan is an Internet financial loan service for college students. With the convenience of operation and considerable loan amount, it has gradually become the mainstream way of college students' loan consumption. Campus loans are generally divided into three types: First, the installment shopping platform for college students, and some of the lower amount of cash withdrawal. Second, P2P loan platform, used for college students and entrepreneurship, such as the Loans to Famous Schools. Third, credit services provided by Alibaba and other traditional e-commerce platforms[1].They usually make a profit by charging service fees, late fees and interest. In the mixed environment, many college students with little social experience are hurt by Internet loans.

THE DANGERS OF CAMPUS LOAN

Psychological pressure and family financial burden

On April 11, 2017, a sophomore girl at Xiamen Huaxia College committed suicide at a hotel due to campus loans. The victim used five online lending platforms, with the amount owed amounting to 56455.33 yuan. Because of the girl's personality, she is not willing to ask for money to pay off the debt. She finally committed suicide because of a psychological breakdown. When college students learn that they owe a huge amount of debt, do not have the ability to repay on time, often will be under great material pressure and psychological pressure. Most students will be scared when facing this kind of incident.

Statistics from China's ministry of education show that about 60 percent of college students come from rural areas. Most of them are economically disadvantaged. Their parents provide only basic living expenses, and they sometimes even need loans from the state and schools to complete their education. Excessive alienation of consumption and bad network loans eventually hit the whole family, and all family members will be severely affected spiritually. In each case, there is a family that has been devastated financially and emotionally.

Incorrect values

After contacting campus loan, which is a convenient way of borrowing, college students' consumption concept and habits will gradually change. Due to comparison, some college students rely on online loans to meet their consumption habits. It is easy for them to accept false values in this process, such as money worship and consumerism. What's more, in order to get themselves out of the trap, they have become involved with the bad online loan platform and become student agents to earn income to repay debts. There are also people through the collection of personal information from students around them to borrow money in disguise, make their friends also involved in the trap. Therefore, the influence of bad network loan on college students who haven't formed the right values is huge.

Questionnaire Survey And Data Description

1. Questionnaire distribution

In this study, 151 questionnaires were distributed, and 138 valid questionnaires were recovered, with a recovery rate of 91.4%. There were 36 questionnaires, and the survey objects were students of North China Electric Power University. The questionnaire questions are set reasonably and the collected data can be used for analysis. The collected data can be used for data analysis. Due to limited time and energy, the scope of the investigation was not further expanded, and only the students of North China Electric Power University were set. Therefore, the follow-up work must expand the scope of investigation and enrich and improve the research data.

Sample description

This questionnaire has a clear logic. At the beginning of the questionnaire, we set 7 questions (gender, grade, family annual income, monthly living expenses, Internet loan understanding degree, Internet loan understanding intention, and family attitude) to obtain the basic characteristics of the respondents(Table-1).

Table – 1: The Characteristics Of The Students Surveyed

Sample features		Frequency	Percentage
Sample size		138	100%
Gender	Male	75	54.3%
	Female	63	45.7%
Grade	Freshman	13	9.4%
	Sophomore	41	29.7%
	Junior	67	48.6%
	Senior	10	7.2%
	Postgraduate	7	5.1%
Family Annual Income	<50000	30	21.7%
	50000-100000	41	29.7%
	100000-200000	44	31.9%
	200000-300000	13	9.4%
	300000-400000	7	5.1%
	400000-600000	1	0.7%
	>600000	2	1.4%
Monthly Living Expenses	<1000	24	17.4%
	1000-1500	64	46.4%
	1500-2000	34	24.6%
	2000-3000	10	7.2%
	>3000	6	4.3%
Internet Loan Understanding Degree	Understand more	21	15.2%
	Understand a little	72	53.6%
	Barely understand	43	31.2%
Internet Loan Understanding Intention	Very willing	16	11.6%
	Have the Opportunity to Understand	72	52.2%
	Nothing Necessary	43	36.2%
Family attitude	Stand by	20	14.5%
	Against	118	85.5%

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Correlation between sample characteristics and online loan demand

We can perform correlation analysis on the factors that may affect the needs of college students 'online loans to determine the impact of different factors on the needs of college students' online loans(Table-2).

TABLE – 2: Correlation analysis results

	students' attitudes towards online loans		
	Pearson correlation	Sig.	Number of cases
Gender	-.002	.978	138
Grade	-.094	.271	138
Annual household income	-.195*	.022	138
monthly living expenses	-.180*	.034	138
degree of understanding of online loans	.255**	.003	138
willingness to understand online loans	.350**	.000	138
family attitudes towards online loans	.377**	.000	138

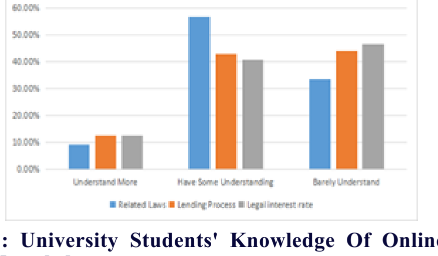
According to the chart:(1)There is no significant difference between gender and grade in online loan demand, and the correlation is low. It shows that both male and female students, or the high and low grades, the campus network loan attitude is basically the same.(2)There is a significant difference between annual household income and monthly living expenses and online loan demand, which are significantly negatively correlated. The family annual income is high, the living expenses that the student can use freely is much, the demand to network borrows money is little. Conversely, the less money available, the greater the demand for online loans.(3)There is a significant difference between the degree of understanding and willingness to learn about online loans and the demand for online loans, which is significantly positively correlated. When students have stronger cognitive willingness and deeper understanding of online loans, their demand for online loans is higher. On the other hand, The higher the demand of college students' online loan, the more willing they are to understand the information related to online loan. But its will and understanding degree is low, needs the public opinion and the school to guide. (4)There is a significant difference between family attitudes and online loan needs, which are highly positively correlated. The reason is that the living expenses provided by the family is the financial source of most college students, and the attitude of the family towards the Internet loan will have a great impact on them

Independent sample T test

We conducted an independent sample T test on 13 items in the questionnaire about the consumption habits and psychology of college students in their daily lives, and the situation in the economy. They were used to determine whether there were significant differences between poor consumption habits and personal economic problems. We set the answers to these 13 questions as never, rarely, sometimes, and often, representing 1-4 points. we set the first 25% of the total score of the first 7 questions as the group with poor consumption habits and the last 25% as the group with good consumption habits, and then performed independent sample T test. The results were as follows: the F value was 0.001, the Saliency value was 0.972>0.05, and the sig value was 0.000, indicating that there were significant differences between bad consumption habits and personal economic problems. When students do not pay attention to consumption habits and blind consumption, the economic situation is prone to problems, affecting their normal life.

Low understanding of online loan

In this survey, 86 students are using online loans, accounting for 62.32%. We surveyed college students about their understanding of online loans(Graph-3).



Graph 3: University Students' Knowledge Of Online Loan Related Knowledge

We can find that only less than 10% of the students have more understanding of the laws and regulations related to online loans, such as the Contract Law. In addition, 33.72% of the students said that they did not understand the relevant regulations at all. In this case, if the occurrence of bad net loan infringement of our lives, property safety, the lack of relevant knowledge of college students often do not know how to use the law to defend their rights and interests.

In the process of online lending, issues such as operation process and what kind of certification materials should be presented play an important role in protecting students' personal privacy.In the survey, we found that nearly half of the students did not understand the process. Many platforms often carry out false propaganda under the banner of no proof, so as to let the borrower inadvertently disclose other important information, endangering the security of personal information.

The loan interest rate is an important symbol to distinguish whether the platform is normal. Article 6 of the Supreme People's Court's Several Opinions on the Trial of Lending Cases by the People's Court: The interest rate of private lending may be appropriately higher than that of Banks, but the maximum shall not exceed four times the interest rate of similar loans of Banks. However, the survey data shows that 46.51% of the students have little knowledge of the legal interest rate of online lending, and only 12.79% of the students have a better understanding of the legal interest rate. The ideological education mechanism is necessary and of great significance.

THE CAUSES OF BAD CAMPUS LOANS

Consumerism prevails

With the popularity of consumerism in the world, many college students are also affected by consumerism. Consumerism induces people's consumption of material products, makes people abandon morality and ideals in order to satisfy their enjoyment and indulgence, and dispel their pursuit of the value of life.

According to the survey, as much as 54.65% of the students borrowed money online for online shopping. With the popularity of online shopping and the emergence of extravagant TV programs, many college students have developed the habit of overspending before they have a job, thus relying on online loans. The results of correlation analysis also shows that annual household income and monthly living expenses will affect the demand for online loans. We can find that students whose living expenses are less than 1,000 and whose family income is less than 50,000 are more likely to use campus loans under the influence of consumerism. Therefore, it is very meaningful for schools to strengthen the education and guidance of students' values.

Lack of relevant knowledge

Questionnaire data show that most students do not know the relevant legal knowledge. At present, the ideological and political education on campus loans in most schools is relatively weak, resulting in students lacking relevant knowledge and legal awareness. After borrowing into a trap, they are often confused and confused, and they dare not report to schools and parents and use the weapons of the law to defend themselves. The legitimate rights and interests, on the contrary, got deeper and deeper, eventually leading to tragedy. Therefore, students 'weak legal awareness and lack of relevant knowledge are also one of the important reasons for the frequent occurrence of vicious incidents on campus loans. Schools should pay attention to imparting online loan related knowledge to students and fostering students' legal awareness.

Measures To Improve The Guiding Mechanism Of Ideological Education

The Family Education

According to the questionnaire survey data, there is a significant difference between the attitude of family members and the demand for online loans, showing a highly positive correlation, and the attitude of family members towards online loans will have a great impact on the demand for online loans of college students. In 2013, research by Adam M Hancock, Bryce L Jorgensen, and others found that parents' work conditions, financial knowledge, attitude to credit cards, and college students' own personality characteristics will have a greater impact on college students' credit card behavior, which illustrates the intervention of parents have an important impact on the consumer behavior of college students[2].From the causes we can know that consumerism has a great influence on college students. Parents should strengthen the Recessive Ideological Education in family education, care about children's consumption, and help children establish correct concept.

Establish the right values

After nearly 20 years of family education and school education, college students should have a correct outlook on life, world and values. However, in the social environment of China, they tend to pay more attention to students' exam results and neglect the cultivation of students' values[3].It can also be mentioned above that students' lack of relevant knowledge is the norm. If at this time, as the main body of college life, the school did not guide, the bad loan events will be difficult to disappear.

Universities should strengthen the guidance of students' values, let students realize the fact that excessive consumption is not desirable and the network loan is not feasible to maintain daily expenses, and help students establish correct values. Students should improve the self-cultivation, with the right values as a weapon, to a greater extent to prevent the erosion of campus loans to college students.

Instill relevant knowledge

College students are immature in their ideas and simple in their thinking. At the same time, they seriously lack relevant knowledge and the ability to use law. Many platforms take advantage of this feature to make false propaganda, such as low interest rates and no fees. However, the mere conversion of annual, monthly and daily interest rates can confuse most students, not to mention the trap of service fees, overdue fees and so on, which are waiting for the simple college students. Firstly, the school can make full use of additional loan-related optional courses in finance and law to help college students learn relevant knowledge of network loans. Secondly, the school can also improve students' literacy in finance and law by organizing class meetings and other collective activities. Finally, cultural events such as knowledge contests can be held to encourage students to improve their knowledge level about network loans and avoid themselves from the trap of "campus loans".

CONCLUSIONS

It is unrealistic to completely ban college students from using online loans. Only with the joint efforts of parents' correct guidance and the school to carry out ideological education, can college students improve their self-cultivation and help them form healthy and scientific values, so as to prevent the occurrence of vicious events to the maximum extent. While using online loans, students should improve their awareness of self-protection, and learn to use law to safeguard their rights.

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