Investigation and Research on the Use of Internet Language by College Students

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Abstract: This research aims to deeply understand the use of internet language by college students. Through questionnaires and interviews with college students from multiple universities, abundant real data has been collected and analyzed in detail. The research content includes aspects such as the frequency of use, usage scenarios, attitudes towards internet language, and the impact of internet language on college students' language expression and thinking patterns. The research results provide valuable references for educators and all sectors of society to better understand the language habits and cultural characteristics of college students. At the same time, corresponding suggestions are put forward to guide college students to use internet language correctly.

Keywords: college students; internet language; usage situation; investigation and research

1 Introduction

With the popularization and development of the internet, internet language has gradually become an indispensable part of college students' daily communication. Internet language has characteristics such as conciseness, vividness, and creativity. It not only enriches college students' language expression but also reflects the ideological concepts and value orientations of contemporary college students. However, excessive use of internet language may also bring some negative impacts, such as non-standard language expression and communication barriers. Therefore, deeply understanding the use of internet language by college students has important practical significance for guiding college students to use internet language correctly and promoting the language development and cultural inheritance of college students.

2 Research Methods

2.1 Research Objects

College students from multiple universities in different regions were selected as research objects. A total of 1000 questionnaires were distributed, and 950 valid questionnaires were recovered.

2.2 Research Tools

A self-compiled "Questionnaire on the Use of Internet Language by College Students" was adopted. The questionnaire includes contents such as the frequency of use, usage scenarios, attitudes towards internet language, and the impact of internet language on language expression and thinking patterns of college students, with a total of 40 questions. At the same time, in-depth interviews were conducted with some college students to further understand their usage situation and feelings of internet language.

2.3 Data Collection and Analysis

After collecting data through questionnaires and interviews, statistical software was used to conduct descriptive statistics, correlation analysis, and factor analysis on the data to deeply understand the usage situation and influencing factors of internet language by college students.

3 Current Status of the Use of Internet Language by College Students

3.1 Frequency of Use

Among the surveyed college students, 75% of the students said they often use internet language, 20% of the students said they occasionally use it, and only 5% of the students said they never use it. This indicates that internet language has a relatively high frequency of use among college students.

3.2 Usage Scenarios

3.2.1 Social platforms

College students have the highest proportion of using internet language on social platforms, reaching 85%. Among them, social platforms such as WeChat, QQ, and Weibo are the main places where college students use internet language.

3.2.2 Online games

In online games, 60% of college students will use internet language to communicate with their teammates.

3.2.3 Classes and assignments

Although the proportion of students using internet language in classes and assignments is relatively low, there are still 15% of students who said they would occasionally use internet language in class discussions or assignments.

3.3 Attitudes towards Internet Language

65% of college students said they like internet language, believing that internet language is concise, vivid, and creative. Only 10% of students said they don't like internet language, believing that internet language is non-standard and easy to cause misunderstandings.

For the use of internet language in daily life, 80% of college students said they can accept it, believing that internet language is a product of the times and should keep pace with the times. However, 20% of students said they cannot accept the use of internet language in formal occasions, believing that internet language will affect the standardization and seriousness of language.

4 Data Analysis of the Use of Internet Language by College Students

To more intuitively show the use of internet language by college students, we conducted statistical analysis on the survey data and made the following charts:

4.1 Distribution chart of the frequency of use of internet language by college students

Frequency of Use	Number of People	Proportion
Often use	712	75%
Occasionally use	190	20%
Never use	48	5%

4.2 Proportion chart of usage scenarios of internet language by college students

Usage Scenario	Number of People	Proportion
Social platforms	807	85%
Online games	570	60%
Classes and assignments	142	15%

4.3 Distribution chart of the degree of liking for internet language by college students

Degree of Liking	Number of People	Proportion
Like	617	65%
Dislike	95	10%
Don't care	138	15%

4.4 Distribution chart of the degree of acceptance of internet language by college students

Degree of Acceptance	Number of People	Proportion
Fully accept	456	48%
Accept with conditions	314	33%
Cannot accept	180	19%

5 Influencing Factors of the Use of Internet Language by College Students

5.1 Age and Gender

The research found that younger college students and female students are more inclined to use internet language. This may be because younger college students are more receptive to new things, and female students are more delicate and emotional in language expression. Internet language just meets their expression needs.

5.2 Majors and Disciplines

College students majoring in different majors and disciplines also have differences in the use of internet language. Students majoring in liberal arts use internet language more frequently than students majoring in science and engineering. This may be related to the fact that students majoring in liberal arts pay more attention to language expression and cultural exchanges.

5.3 Social Circles and Hobbies

College students' social circles and hobbies will also affect their use of internet language. College students who often participate in online social activities and like online games and animations are more inclined to use internet language.

6 The Impact of Internet Language on College Students

6.1 Positive Impacts

6.1.1 Enrich language expression

The concise, vivid, and creative characteristics of internet language provide more choices and possibilities for college students' language expression and enrich their language expression.

6.1.2 Enhance social skills

The use of internet language can help college students better integrate into social circles and enhance their social skills. In online social interactions, using internet language can shorten the distance with others and increase the interest of communication.

Internet language is a product of the times. It reflects the ideological concepts, value orientations, and lifestyles of contemporary college students and has certain characteristics of the times and cultural values.

6.2 Negative Impacts

6.2.1 Non-standard language expression

The randomness and innovation of internet language may lead to non-standard phenomena in college students' language expression, such as wrong characters and grammatical errors. This may affect college students' language literacy and writing ability.

6.2.2 Communication barriers

The particularity of internet language may cause communication barriers between people of different ages and cultural backgrounds. Using internet language in formal occasions may also cause misunderstandings and dissatisfaction from others. Some bad internet language may mislead college students' values and affect the ideological and moral construction of college students.

7 Suggestions for Guiding College Students to Use Internet Language Correctly

7.1 Strengthen language education

Schools should strengthen language education for college students and improve their language literacy and writing ability. In language teaching, internet language can be appropriately introduced to guide college students to correctly understand and use internet language.

7.2 Regulate the use of internet language

All sectors of society should work together to regulate the use of internet language. Internet platforms can formulate relevant language norms to guide users to use internet language correctly. At the same time, the media should also play a role in guiding public opinion and promote correct language values.

College students should cultivate critical thinking and correctly view the advantages and disadvantages of internet language. When using internet language, pay attention to occasions and objects and avoid excessive use and abuse of internet language.

8 Conclusion

Through this investigation and research, we can see that the use of internet language by college students is universal and diverse. While internet language enriches college students' language expression and enhances their social skills, it may also bring some negative impacts. Therefore, schools, families, and society should work together to guide college students to use internet language correctly, give full play to the positive role of internet language, and avoid its negative impacts. At the same time, college students themselves should also improve their language literacy, standardize language expression, and establish correct language values.

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