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# Promoting Innovation in Postgraduate Political Education and Ideological Guidance with Chinese-style Modernisation

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**Abstract:** This paper delves into the connotation and characteristics of Chinese-style modernisation and analyses its far-reaching impact on the political education and ideological guidance of postgraduate students. The article points out that Chinese-style modernisation requires not only high-quality economic development, but also focuses on comprehensive social progress and personal development. Postgraduate students, as the key force of scientific and technological innovation and cultural inheritance, need to keep pace with the times and innovate in their political education and ideological guidance. This paper puts forward specific innovative paths and strategies in six aspects, namely updating educational concepts, optimising content system, innovating methods and means, strengthening team building, establishing collaborative nurturing mechanism and perfecting evaluation system, aiming at constructing an political education and ideological guidance system with Chinese characteristics in line with the laws of postgraduate education, and providing a solid guarantee of talents and intellectual support for the realisation of the Chinese-style modernisation.

**Keywords:** Chinese-style modernisation; postgraduate students; political education and ideological guidance; innovative paths

## 1. INTRODUCTION

Chinese-style modernisation, as a great landmark change in the history of the development of the Chinese nation, is a grand and unique practical exploration in this ancient and dynamic land of China. It carries the aspiration of the Chinese nation for a better life for thousands of years, and also contains the crystallisation of the wisdom of the Communist Party of China in leading the people of all nationalities to create a new form of human civilisation. The opening up of the path of Chinese-style modernisation has completely broken the stereotype of 'modernisation = westernisation', provided developing countries with a brand-new choice of development paths, and contributed to Chinese solutions for global governance [1].

Education, especially higher education, plays a crucial role in the advancement of Chinese-style modernisation. As a source of scientific and

technological innovation, a carrier of cultural heritage and an intellectual engine of social development, the level of development of higher education is directly related to the quality and speed of modernisation. And postgraduate education, as the top of higher education, is a key link in cultivating high-level talents and promoting scientific and technological innovation and cultural inheritance. With the acceleration of the Chinese-style modernisation process, the comprehensive quality of postgraduates has put forward higher requirements. Postgraduates are no longer only the bearers of knowledge, but also the creators of knowledge and the leaders of social development; they need to have interdisciplinary thinking, global vision, innovative spirit and a strong sense of social responsibility, and be able to contribute their wisdom and strength to the solution of common problems faced by mankind in the complex and changing international and domestic environments.

At present, the world is in a situation of great change unprecedented in a hundred years, international competition is becoming increasingly fierce, the scientific and technological revolution is surging, and social trends are diverse and turbulent [2]. In this context, the political education and ideological guidance of postgraduates is faced with many new situations and problems. On the one hand, the Western hostile forces continue to increase the ideological penetration of our country, using the Internet and other new media means to disseminate harmful ideas, in an attempt to disrupt the thinking of young students; on the other hand, with the popularisation of China's higher education, the postgraduate group has shown the development trend of diversification and individualisation, and its ideological concepts and value orientations are more complex and diverse, and the conventional approaches to political education and ideological guidance struggle to address their evolving demands. In the face of these challenges, our country has always regarded political education and ideological guidance as the soul project of university education. Since the 18th Party Congress, China's Ministry of Education has attached great importance to the political education and ideological guidance of universities, and has put forward a series of new

concepts and new requirements. General Secretary of the National Conference on political education and ideological guidance in Colleges and Universities stressed that the political education and ideological guidance is transformed according to the events, advances according to the times, and is new according to the situation, and that it is necessary to carry out political education and ideological guidance throughout the entire educational and teaching process, so as to realise the full training of all the staff, the whole process of training of all the staff and the full range of training of all the people. This shows the direction of innovation and development of postgraduate political education and ideological guidance [3, 4].

## 2. THE CONNOTATION AND CHARACTERISTICS OF CHINESE MODERNISATION

Chinese-style modernisation is modernisation with a huge population, common prosperity for all people, harmony between material and spiritual civilisation, harmonious coexistence between human beings and nature, and the path of peaceful development. This modernised model not only has distinctive Chinese characteristics, but also contains profound inspiration into the political education and ideological guidance of postgraduate students.

### 2.1 Large Population Size

China is the most populous country in the world, and postgraduate enrolment is expanding. In the face of a large group of postgraduate students, political education and ideological guidance must abandon the 'one-size-fits-all' traditional model, to the refinement and personalisation of the change. Universities need to establish a comprehensive and in-depth student information collection and analysis system to accurately grasp the ideological dynamics, learning needs and living conditions of each postgraduate student, in order to provide the basis for targeted education.

### 2.2 The Common Prosperity of all People

Common wealth is an essential requirement of socialism and an important feature of Chinese-style modernisation. Graduate students, as an elite group of society, have a special historical mission. political education and ideological guidance should guide them to pay attention to socially disadvantaged groups, care about public affairs and actively participate in social welfare activities, so as to cultivate their sense of social responsibility and mission.

### 2.3 Harmonisation of Material and Spiritual Civilization

Chinese-style modernisation focuses on the coordinated development of material and spiritual civilisation. As high-quality talents, postgraduates should not only possess solid professional knowledge and innovation ability, but also noble moral character, rich cultural heritage and healthy psychological

quality.

### 2.4 Harmony between man and nature

Harmony between man and nature is an important concept of Chinese-style modernisation. The political education and ideological guidance of postgraduate students should strengthen the education of ecological protection knowledge and the concept of sustainable development, and guide students to practice green scientific research and actively participate in international ecological and environmental protection co-operation projects.

### 2.5 Taking the Path of Peaceful Development

Peaceful development is the path that Chinese-style modernisation has always taken. The political education and ideological guidance of postgraduate students should focus on cultivating students' international vision, so that they can understand world history, international relations, global governance system and pay attention to changes in the international situation and global issues.

## 3. THE CURRENT SITUATION AND CHALLENGES OF POSTGRADUATE STUDENTS' POLITICAL EDUCATION AND IDEOLOGICAL GUIDANCE

In recent years, China's postgraduate political education and ideological guidance has achieved remarkable results in terms of educational philosophy, content system, methods and means, and team building. The system of ideological and political courses has been continuously improved, the concept of curriculum ideology and politics has been gradually implemented, the role of tutors in nurturing people has been increasingly prominent, campus cultural activities have been colourful, the system of mental health education has been gradually improved, and initial exploration of network ideological and political education has been made. However, in the face of the new requirements posed by Chinese-style modernisation, there are still many problems that need to be solved.

### 3.1 Lagging Educational Philosophy

Some educators uphold the traditional one-way indoctrination concept of education, ignoring the student's subjective position and autonomy, resulting in poor educational results. This approach to education makes it difficult to stimulate students' interest in ideological and political education, making it difficult for them to internalise what they learn into their own values and codes of conduct.

### 3.2 Outdated Content System

Part of the teaching content is too theoretical and abstract, disconnected from students' real life and scientific research practice, and not enough attention is paid to international cutting-edge hotspots, emerging technology ethics, and social realities. The obsolescence of this content system makes it difficult to adapt ideological and political education to the requirements of the new era and affects the effectiveness of education.

### 3.3 Single Methodological Approach

Classroom teaching and centralised lectures are still the main mode of education, which lacks relevance and flexibility and fails to fully exploit the potential of new media technologies. The under-utilisation of the depth and breadth of new media technologies limits the coverage and impact of ideological and political education.

### 3.4 Team-building Needs to be Strengthened

There are quantitative and qualitative shortcomings in the building of the workforce for ideological and political education, with varying levels of professionalism among the counsellor workforce and insufficient training for tutors in ideological and political education. This seriously affects the overall effectiveness and quality of postgraduate ideological and political education.

### 3.5 Inadequate Evaluation Systems

Evaluation indicators are relatively single, focusing mainly on students' examination results and classroom performance, and neglecting the evaluation of students' comprehensive qualities, such as their ideological awareness, moral qualities and social practice ability. Evaluation methods are more traditional and lack diversity and scientificity, making it difficult to assess the effectiveness of education in a comprehensive and objective manner.

### 3.6 Inadequate Collaborative Education Mechanisms

There is still insufficient synergy and co-operation between the various departments within universities, and between universities and the family and society, and there has not yet been the formation of an educational synergy in which the whole of society participates. The ideological and political education for postgraduate students remains constrained in both conceptual breadth and pedagogical depth, and makes it difficult to achieve the goal of educating the whole person, educating the whole process, and educating the whole person in all aspects.

## 4. THE PATH OF PROMOTING THE INNOVATION OF POLITICAL EDUCATION AND IDEOLOGICAL GUIDANCE OF POSTGRADUATES BY CHINESE MODERNISATION

### 4.1 Updating the Concept of Education and Highlighting the Status of the Student as the Main Body

Educational philosophy is the precursor to educational practice. The political education and ideological guidance of postgraduate students must fundamentally change the traditional concept of education and truly establish a student-centred education concept. Teachers should change from 'knowledge transmitters' to 'guides of students' growth' and 'designers of the educational process', and pay attention to students' all-round development and individual differences [5]. In the teaching of ideological and political courses, teachers can design

personalised teaching programmes and activities according to students' professional background, interests and learning requirements. When teaching the 'Fundamental Principles of Marxism', teachers can introduce practical cases in the field of artificial intelligence, gene editing and other cutting-edge technologies, and guide students to analyse the ethical and social issues behind these technologies, so as to enhance students' understanding of the application of Marxist theories in real life. At the same time, educators should strengthen the problem-orientation and demand-orientation, and closely focus on the actual problems encountered by students in their study, life and research. In response to the actual problems that postgraduates may encounter in their academic research, such as high research pressure and academic misconduct, teachers may conduct special lectures and discussion activities, invite psychological counselling experts to provide stress management counselling, and organise training on the code of academic ethics. This problem-oriented approach to education not only helps students solve practical difficulties, but also enhances their sense of identity and participation in ideological and political education. In addition, fostering innovative and critical thinking among students is also an important element in updating the concept of education. In the teaching process, teachers should encourage students to question traditional concepts and existing theories, and guide them to analyse problems and propose solutions from different perspectives. In the course 'Theory and Practice of Socialism with Chinese Characteristics', teachers can organise students to carry out thematic seminars to analyse the current hot issues in the society, such as common prosperity, rural revitalisation, etc., and encourage students to put forward innovative ideas and solutions in combination with theoretical knowledge. Through these measures, students are helped to exercise their thinking skills and improve their overall quality in the stimulation of ideas.

### 4.2 Optimising the Content System to Meet the Development Needs of the Times

Enriching the content of ideological and political education is the key to improving the quality of education. Universities must fully integrate the theoretical and practical achievements of Chinese-style modernisation into the content system of ideological and political education, and systematically teach the connotations, characteristics, development history, and specific practices of Chinese-style modernisation. Specific case studies on China's achievements in scientific and technological innovation, ecological and environmental protection, and social fairness and justice have been added to the Civics and Political Science curriculum to help students combine theory with practice and enhance their understanding and identification with

Chinese-style modernization [6]. Focusing on emerging ethics of technology and hot issues in society is an important direction to optimise the content system. Along with the rapid development of technology, ethical issues are increasingly prominent in areas such as biotechnology and artificial intelligence. Ideological and political education should strengthen the research and teaching of these emerging ethical issues in technology, incorporate them into the relevant professional curriculum system, and offer special courses or lectures on technology ethics. To increase the content on AI ethics and data privacy protection in engineering programmes, and to guide students to think about the social impact of technological development in their professional studies. In the meantime, it pays attention to hot issues in society, such as social justice and the well-being of people's livelihood, and develops students' sense of social responsibility and historical mission by organising activities such as social research and case studies. Digging deeper into China's outstanding traditional cultural resources is also an important aspect of optimising the content system. Excellent traditional Chinese culture is the spiritual lifeblood of the Chinese nation, and political education and ideological guidance should combine it with socialist core values to enhance cultural confidence. Through the study and reading of traditional cultural classics, students are guided to study in depth classic works such as *The Analects of Confucius* and *Mencius*, and to appreciate the moral concepts and humanistic spirit contained therein. At the same time, in conjunction with the characteristics of the times, creative transformation and Innovation-based development of traditional culture is carried out, such as organising students to participate in cultural heritage protection projects, cultural and creative product design and other practical activities, so as to give new life and vitality to traditional culture in modern society.

#### 4.3 Innovative Methods and Means to Enhance the Effect of Educating People

Making full use of new media technology is an important way to enhance the effect of educating people. Universities should actively build a network ideological and political education platform, integrate all kinds of network resources, and create an all-round, multi-level, interactive network education system. Develop an online Civics and Politics programme platform to provide rich course resources, including video lectures, online tests, interactive discussions and other modules to facilitate students' independent learning and teachers' online teaching [7]. At the same time, it pays attention to the innovation and optimisation of the content of network education, and produces vivid and interesting network education content in various forms, such as animated short films, cartoon stories, microfilms, etc., into which the content of ideological and political

education is integrated, so as to enable students to receive education in a relaxing and pleasant atmosphere. Diversification of activities for practical education is also an important element of innovative methods and tools. Practical teaching is an important part of ideological and political education, which can enhance students' sense of social responsibility and practical ability. Universities should enhance the construction of social practice bases for postgraduates, establish permanent and stable cooperative relationships with enterprises and institutions, communities and rural areas, etc., so as to provide students with diversified practice platforms. Cooperating with technology enterprises to carry out joint industry-university-research projects, so that students can exercise their scientific research ability and their ability to solve practical problems in actual projects; cooperating with the community to carry out social service activities, such as community cultural promotion, science education, caring for the disadvantaged, etc., so as to cultivate students' sense of social responsibility and dedication. Promoting cultural education and creating a favourable campus cultural atmosphere is also an important means of enhancing the effectiveness of education. Campus culture is the soul of the university and has a subtle influence on the ideological and political education of graduate students. Universities should pay attention to campus culture construction and create campus culture brand activities with school characteristics. Holding activities such as 'Campus Science and Technology Cultural Festival', 'Humanities and Arts Festival' and 'Postgraduate Academic Forum' to integrate ideological and political education into them and make them entertaining. At the same time, the campus environment is optimised to create a positive, healthy and civilised campus cultural atmosphere, such as strengthening the construction of campus cultural facilities, creating cultural squares, cultural spaces in libraries, cultural communities in student dormitories, etc., so that the campus can become a nurturing position everywhere [8]. Strengthening psychological education and paying attention to the mental health of postgraduate students are equally important aspects of innovative methods and tools. Postgraduate students are in a stage of high academic pressure and intense competition, and mental health problems should not be ignored. Universities should further improve the system of mental health education and counselling services and strengthen the construction of mental health education programmes. A compulsory course on 'Mental Health for Graduate Students' is offered, which systematically teaches knowledge of mental health, emotion management, stress management, and interpersonal relationships, and helps students to master the basic methods and skills of mental health maintenance. At the same time, a sound psychological health monitoring and early warning mechanism has been established to keep



abreast of the psychological health status of students and provide timely intervention and counselling to students at risk of psychological problems through the regular conduct of psychological health surveys and the establishment of student psychological health files.

#### 4.4 Strengthening Team Building and Enhancing Capacity to Educate People

Enhancing the professionalism of the ideological and political education workforce is the key to strengthening the workforce. Universities should pay attention to the construction of the ideological and political education workforce and increase the training of staff. Regularly organise thematic training, academic exchanges, practical training and other activities, inviting experts, scholars and outstanding educators from within and outside the school to share their experiences and help staff to master the latest educational concepts, methods and techniques. To carry out training on the topic of 'Innovation of political education and ideological guidance in Colleges and Universities in the New Era', leaders of the Department of political education and ideological guidance of the Ministry of Education and experts in political education and ideological guidance in well-known universities were invited to give lectures, interpret the latest policies and documents, and share cases of work innovation, so as to enhance the staff's theoretical level and practical ability. Strengthening mentors' awareness of their responsibility for ideological and political education is also an important part of strengthening the team. Tutors are the key force in the ideological and political education of postgraduates, and universities should strengthen the tutors' awareness of their educational responsibility through various ways. A special training course on 'Enhancement of Graduate Student Supervisors' Educational Ability' was held, inviting experts in pedagogy and psychology to give lectures to the supervisors to improve their ability in students' ideological education and mental health guidance. Building a pattern of all-round education is an inevitable requirement for strengthening team building. Postgraduate ideological and political education is a systematic project that requires the joint participation of all educators. Universities should build a pattern of all-round education and promote synergy between the ideological and political education workforce and other educators. To create an information sharing platform strengthen communication and exchange between counsellors, class teachers, tutors and management personnel, to provide timely information on students' ideological dynamics, learning and living conditions, and to jointly study and solve problems in student work. Clarifying the responsibilities and tasks of various types of educators in the work of educating people, and forming a working mechanism in which each of them has its own responsibilities and collaborates

with each other, so that they can work together to promote the all-round development of students.

#### 4.5 Establishment of a Mechanism for Collaborative Education and Integration of Social Resources

Strengthening the synergy between universities and families is an important aspect of establishing a mechanism for collaborative education. Family is an important place for the formation of students' thoughts, and universities should strengthen communication and co-operation with families of postgraduates to form a mechanism of collaborative parenting between home and school. A system of regular home visits is established to maintain close contact with students' parents through field visits, telephone communication and Internet video, and to provide timely feedback on students' learning, living and ideological conditions. At the same time, it has strengthened education and training for parents and, through the organisation of parents' schools, family education lectures and other activities, it has raised parents' level of education and awareness of parenting, so that they can better co-operate with the schools in their ideological and political education work. The promotion of extensive cooperation between universities and society is also an important element in the establishment of a collaborative education mechanism. Universities should actively establish co-operative relationships with all parties in society and integrate social resources to provide support and guarantee for the political education and ideological guidance of postgraduates. Cooperating with enterprises and institutions to establish postgraduate internship practice bases and career guidance centres to provide students with career development guidance and employment opportunities. To co-operate with the community and social organisations to carry out social welfare activities and voluntary service projects, so as to cultivate students' sense of social responsibility and the spirit of dedication. Students are organised to participate in community activities such as environmental protection promotion and cultural and educational popularisation, so that they can increase their sense of social responsibility and mission in the process of serving the community. Promote co-operation between tertiary institutions and social organisations to provide students with more practical opportunities and resource support. Joint training programmes are carried out in cooperation with scientific research institutions, allowing students to participate in actual scientific research projects and enhance their scientific research ability and innovative spirit; cultural and artistic exhibitions, lectures and other activities are held in cooperation with cultural institutions to enrich the cultural life of students and enhance their humanistic qualities. Through diversified co-operation methods, students can get comprehensive development in academic research, social practice and cultural inculcation, so as to lay a

solid foundation for becoming high-level talents with both virtue and ability. Encourage enterprises to participate in the training process of postgraduate students and provide students with practical platforms and employment opportunities. Enterprises can strengthen their ties and co-operation with universities by setting up scholarships, providing internships and carrying out industry-university-research co-operation projects. This not only helps students to apply theoretical knowledge to practice and enhance their professionalism and vocational qualities, but also enables them to gain an in-depth understanding of social needs and industry development trends, thus enhancing their competitiveness in employment. At the same time, the participation of enterprises can also provide financial support and resource guarantee for universities, promote the deep integration of education and corporation, and achieve mutual benefit and win-win situation.

#### 4.6 Improving the Evaluation System to Ensure the Effectiveness of Innovation

The establishment of a scientific and reasonable assessments index system for educational effects is the basis for improving the evaluation system. In order to ensure that the innovation of postgraduate political education and ideological guidance is effective, it is necessary to establish a set of scientific and reasonable evaluation index system of educational effect. The evaluation indicator system should cover a wide range of aspects such as educational philosophy, educational content, educational methodology, educational team building, and educational effects [9]. In terms of educational philosophy, indicators such as 'implementation of student-centred educational philosophy' and 'degree of implementation of problem orientation and demand orientation' can be set. In terms of educational content, indicators such as 'the degree of integration of Chinese modernisation content', 'the degree of coverage of emerging scientific and technological ethics' and 'the depth of excavation of traditional cultural resources' can be set up. In terms of educational methods, indicators such as 'the effect of the application of new media technology', 'the degree of participation in practical education activities' and 'the influence of cultural education activities' can be set. Strengthening the application and feedback of evaluation results is the key to improving the evaluation system. The application of evaluation results and feedback are key aspects of educational evaluation. Universities should set up a feedback mechanism for evaluation results and provide timely feedback to educators and relevant departments to provide a basis for them to improve their work. The evaluation results are used as an important reference for teachers to improve their teaching, and teachers are provided with personalised training and guidance in response to the problems

identified in the evaluation. At the same time, universities should apply the evaluation results to teachers' title appraisal, performance appraisal, and post appointment, so as to incentivise teachers to actively improve their teaching methods and enhance the quality of education. In addition, the assessment results should be fed back to students to help them understand their own learning and thinking dynamics, and to promote self-reflection and self-improvement [10].

#### 5. CONCLUDE

This study delves into the rich connotation of Chinese-style modernisation and reveals its far-reaching impact on the political education and ideological guidance of postgraduate students. The study proposes innovative paths in six aspects, namely, educational concept, content system, method and means, team building, collaborative nurturing mechanism and evaluation system, providing all-round guidance for the development of postgraduate political education and ideological guidance in the new era. By updating the concept of education, optimising the content system, innovating the methods and means, strengthening the team building, establishing the mechanism of collaborative nurturing and perfecting the evaluation system, the quality and effect of the political education and ideological guidance of postgraduates can be effectively enhanced to cultivate high-level talents with global vision, family and national sentiments, innovative spirit and sense of social responsibility, and to provide a solid guarantee of talents and intellectual support for the realisation of the Chinese-style modernisation. Future research can further deepen the study of the relationship between Chinese-style modernisation and postgraduate ideological and political education, strengthen empirical research, explore the in-depth application of new media technology, expand international cooperation and comparative research, and pay attention to individual differences and personalised education, in order to enhance the sustainable development of postgraduate ideological and political education.

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# The Impact of Digital Transformation on Financial Reporting Transparency: A Case Study of Zebra Technologies

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**Abstract:** Digital transformation is slowly changing how financial reporting takes place. Zebra Technologies is studied to show how cloud-based systems and AI tools can help transparency by three different ways: first, letting money watching 24/7; second, doing work for making reports automatically; third, making it easy for people to talk with each other about things. They might make sure data is accurate, allow people to decide fast, but bringing new tech into how work goes has other parts of organizations run into hiccups: workers might take time to catch up, making stuff do different things needs changes, and needing more of cybersecurity stuff. The findings show that sustainable transparency is about the joint growth of technology and people. In this study there exists the evidence to support this fact that successful digital transformation for financial reporting depends greatly on the proper mix between adopting new tech and changing learning.

**Keywords:** Digital Transformation; Financial Reporting Transparency Automation; Compliance; Stakeholder Engagement

## 1. INTRODUCTION

The corporate surroundings are always going through changes due to new technologies which completely changes how things run. At the core of this transformation digital transformation is more than industry jargon - it's fast becoming a survival mechanism. And that means organizations must fundamentally change how they manage their finances, communicate their value, and sustain their competitive agility. Financial reporting is now operating in an environment where financial statements refresh as quickly as social media and where strategic choices come from the insights of prediction algorithms and where stakeholders will have clear sight into the picture provided through digital interfaces [1-2].

This study uses an example of Zebra Technologies that grew from being a leader in barcode systems to being a leader in digital accountability innovations. The study shows the digital transformation effect on financial transparency. The analysis centers on three main pieces, how cloud infrastructure helps with current finances, the part smart automation plays in lowering mistakes, and how the way back-and-forth

with numbers pictures can fill in knowledge holes among people working together [3].

## 2. UNDERSTANDING DIGITAL TRANSFORMATION

### 2.1 Definition of Digital Transformation

Digital transformation: It means totally using digital tech to make brand new business processes or change old ones, and also to change how an org acts and makes customers happier: It isn't merely new technologies being adopted, but rather there has been a significant change on how these organization do business and create value. Key technologies for digital transformation:

- Cloud Computing: Provide IT solutions that can be scaled and made flexible.
- Data Analytics: Gives ideas to make decisions.
- Artificial Intelligence (AI): Automate and better customer.
- Internet of Things (IoT): Connect things to make operation effective.

By putting these technologies together, groups can make their operations more efficient, work better together, and create new things, which will help the company be more quick to react [1,4-6].

### 2.2 The Digital Transformation in Business is Important

In today's highly competitive corporate environment, firms must adjust swiftly to rapid technological development in order to be relevant and expand. Digital transformation is really critical because firms can improve their business operations, provide better customer experience, and make informed decisions based on data, all of which are important for success. Automating tedious stuff and knocking off some work, business people can help themselves with dough and have more to spend on other things.

And it also brings about the innovation and nimbleness so that it could be possible to react to the changes in the market and the new trends quickly. Being able to assess an extensive amount of data instantly gives enterprises the ability to comprehend customer preferences and behaviors. more personal stuff comes with it and customers can be happier. On top of that, digital transformation can create a culture of continuous improvement and learning within organizations. It helps teams change things and try out new opportunities.

Lastly, those who have made more emphasis on digital transformation are preparing for survival or prosperity in the era filled with digitization and interdependence, which means the goal is sustainability and progress in the long run.

### 3. FINANCIAL REPORTING TRANSPARENCY

#### 3.1 Definition of Financial Reporting Transparency

Financial reporting transparency refers to the clarity and understanding of the financial reports a firm offers. The financial data needs the correct and timely revealing, so that everyone who cares about it could simply and completely see it, like investors, regulators, and people who study finance. Transparent financial report adopts easy words, gives an explanation for financial procedure and tells the back story for numbers. This kind of clear understanding helps people who care about the business see if it has money or stuff to buy things with. It would let them do good thinking about putting more money in or using what the company already owns in the right ways. Companies could focus on being transparent so that more open and trusting environment would form, especially in these growingly hard times.

#### 3.2 Importance of Transparent Financial Reports

Financial accounting has a need for transparency to build confidence with investors and stakeholders as well as the general public. It is to make it more responsible and to strongly decrease the chance of money misstating, since that might have very terrible results, like being in big trouble with the law and messing up one's good name. Transparent financial reports afford stakeholders valuable insights into a company's performance, risks, and future prospects, thereby enabling them to make well-informed decisions[2,6].

This kind of transparency matters when trying to get investment. Investors are more likely to invest in those firms which are dedicated to being open with their employees and practicing good ethics. And it also is necessary for transparency of financial statements to be sure there's no breach for regulations since it helps orgs stay within accounting and legal requirements. Also improves corporate governance by holding management accountable for finances.

At last, financial report's transparency can help the businesses to build up their business relationship with the stakeholder as well as the overall market's stability and integrity. Companies can foster a more healthy economic environment by becoming more transparent, which is good for everyone.

### 4. DIGITAL TRANSFORMATION& FINANCIAL REPORT TRANSPARENCY

#### 4.1 Digital Transformation and Financial Report Transparency

##### 4.1.1 Real-time Data Access

Digital technologies are greatly changing the way companies get to and take look at financial information, leading to current insights. This immediacy gives corporate management both the power to make fast,

educated choices yet makes it so that stakeholders like investors, board members, and regulatory bodies can get the newest information. For example, cloud computing allows every person to have access to the financial data of a company any time and anywhere and then to know how is the financial status of that company [7-9]. This level of accessability creates the foundation of trust, building from an idea that companies need accountability.

##### 4.1.2 Automated Reporting

Automation reduces human mistakes about finance reporting. Using smart software, programs, the whole work of collecting, processing and then presenting information should become faster and better [3,10]. This technological development reduces manual data entry, making it's possible to produce standard financial report in a short time. Therefore these reports can be trusted that a stakeholder can take correct decision without any hesitation knowing that reports are accurate and consistent

##### 4.1.3 Data Visualization

Advanced data visualization tools are necessary to transform difficult financial data into easily digestible forms [5,11,12]. They use these things like charts and dashboards that help different people know more about the numbers in money. Data visualization that works makes something readable and shows figures and directions which are very important so people who do not have money stuff can see how the company looks in money terms. If businesses present data in an attractive visual form, then they will be able to grab the audience's attention and increase the audience's understanding of detailed financial ideas.

##### 4.1.4 Increased Collaboration

Digital platforms greatly improve finance teams' communication and collaboration. This is not just between our team, but also the external auditors, consultants, etc., so that it can be accurate and consistent in the financial reports. The team members will respond more quickly to any problems or changes as a result of sharing real-time data and information via reports. Overall financial management is improved as a result of this. And moreover collaboration tools can keep records and check whether the decision is made properly, clear documents and can be seen by everyone in future to see if it is up to rules. This much cooperation makes work go smooth so everybody feels like they ought to do something about it.

#### 4.2 Digital Transformation on Financial Reporting Transparency Challenges

There are many benefits of digital transformation for financial reporting, but there are also large obstacles that companies will have to deal with.

##### 4.2.1 Data Security Concerns

Nowadays in the business world, there is an increasing reliance on digital tools which means that data security and privacy have become top priority for organizations. Going to digital places which usually involves keeping personal cash stuff such as savings or spending records

in sky-high computer homes known as the cloud or other similar safe spaces does not avoid making new worries pop up as well. Unfortunately, these systems do not remain safe against bad cyber-attacks that steal data, letting people see information that's meant to stay hidden, which won't make others who have confidence in those tools very happy, and it might cause bad things and trouble. To counteract such risks, companies must invest in good cybersecurity, do regular checks, and comply fully with rules about data protection [9,11]. Furthermore, employee is an element who can guarantee the security of sensitive information, which means it's important to create a culture of security.

#### 4.2.2 Complexity of Implementation

A marriage of the nascent technology with an already existing process of financial reporting usually entails some kind of complexity along with resource intensity as well. Orgs easily fall into problems of systems incompatible, data migration issues and urgent need for process rework [13]. Furthermore implementing new tool requires a huge amount of time and resources thus it would divert our attention from the main core business. In order to lessen the disturbances, firms must meticulously plan the incorporation process, involve important people, and strive for an as smooth a transition as possible. It is very important for there to be a well-defined roadmap, as well as a reasonable timeline, so that the plan stands a much better chance at succeeding.

#### 4.2.3 Skill Gaps

Digital tool growth is rapid, and these tools are constantly getting smarter than the workers who own them [4,7]. So it's really a difficult challenge for companies. The process of helping workers learn how to work with new technologies for financial reporting is very difficult. And this gap will restrict the digital tool's utilization leading to success as well as limit the benefit from digital tools. To overcome this challenge, businesses must put money into thorough training and development programs so as to develop a culture of unending learning and adjustability. Encouraging employees to try newer technologies might help for more employee engagement and productivity. And furthermore companies would take on some of these new talents that come with all the digital skills, thereby having a complete approach at digitalizing.

### 5. CASE STUDY: ZEBRA TECHNOLOGIES

#### 5.1 Overview of Zebra Technologies

Zebra Technologies is an important player in the world of technology as it provides new innovations for businesses so they can have better access to seeing how their business is running in nearly any industry. The firm was established in 1969 and it has made notable inroads in the area of company asset expertise. That would mean taking advantage of modern tech like barcode scanners, RFID technology, and even the internet of things to do our job well.

Zebra's solutions help enable orgs to see where & how orgs can track the location and manage of its inventory, along with make process easier. And those capabilities are needed to make better decisions as well be more productive in fast changing business world. Zebra technologies that puts much stress on catering for customers' requirements has numerous kinds of differing products and services such as mobile computing devices, top quality printers, and complicated software applications. These tools help make it easy to gather and look at real-time information, which lets people make better plans. Zebra brings together advanced technology and industry knowledge to help companies make their business more efficient, lower costs, and be better at what they do.

As a valued partner to so many of the Fortune 500 companies out there, Zebra Technologies is all about making innovations and bringing real value to their customers. It gives businesses the competitive edge in what's now even more digital. With continued investment in research and development, Zebra will dominate the industry for many years to come with its work in enterprise asset intelligence.

#### 5.2 Zebra Technologies Digital Transformation Journey

Zebra Technologies has fully accepted going digital to improve its financial reports, knowing the big importance of being able to move fast and give exact numbers quickly in today's business world that changes a lot. It's not merely a tech upgrade, it's about transforming how the company runs itself – to make it better at what it does, how it reacts, and making decisions faster. And it started many important plans in this company, which made this company's financial operation much better.

##### 5.2.1 Cloud-based Financial Systems

One of the most drastic moves taken by Zebra Technologies was the decision to go with cloud financial management systems [8,9]. This sort of move enables access and reporting of data immediately, something that modern finance really needs. Moving finance teams to the cloud allows anyone to see and use the same financial information from all over the world, so finance team members working with their team will be able to even if some are at home or in other parts of the world.

Cloud infrastructure can grow, it's not just about that, though, it's much better for security and compliance with industry standards. As Zebra gets bigger, its financial systems can easily handle more data without slowing down. And also, cloud is the safeguard for the very sensitive financial data, it could prevent breaching and keep compliance with the regulations, that's important to hold the stakeholders' trust.

Zebra can better constantly watch over its financial results with cloud technology. This enables the company to react quickly to market changes and regulation changes, so the company can be nimble in

an environment. Cloud-based systems give current info which assists decision-makers react quickly, improving financial methods and resources distribution.

### 5.2.2 Advanced Analytics

To make their decision even better and plan strategies better, Zebraworks uses advanced analytics tools. It's a very big deal for these tools cause it helps use the many dollars that are used, and find things that mean something. Then it is easy to tell businesses how to act too. Also just as an example advanced analytics could allow zebra to look at their past financial performance along with the current market trends to forecast future financial outcomes more accurately.

Zebra can use predictive analytics to assess the possible influence of diverse business scenarios like alterations in market need and changes in consumer behaviors. And this analytical skill is able to empower stakeholders with information so they can make smart choices that make use of supplies best and help with growing ideas. Take for example that predictions from analytics point out that a particular market segment is heading for a slump- then Zebra could be proactive enough as to reallocate resources into more profitable segments.

It also creates a climate of decision-making based on data within the company. Stakeholders at every level can find useful data insights so there is more collaborative and informed discussion about direction. It can both promote the improvement of operations and make the whole organization have common goals.

### 5.2.3 Automated Reporting Tools

Another huge step in the finance functions of Zebra Technology was the adoption of automated reporting tools. These tools make the financial reporting process faster and easy, they save lots of time and energy to do accurate reporting. Through the automation of data gathering and report production, Zebra lowers manual intervention, which is where many errors happen during manual information input.

Automate reporting can help and make you more efficient and ensure every report goes through the same process every time and follows the required regulations. It's important because it keeps everyone on the same page, builds trust, and makes sure everything is in line with rules. As a result, Finance teams get more time to do more worthwhile stuff like doing Analysis and making Strategies instead of doing the same Report Over and Over.

And automated report tool also allow them faster and easy access to their financial report to check on performance metrics and make decision timely. Can make reports in real time so Zebra can adjust its strategies according to the newest information and respond better to changes in the marketplace.

## 5.3 Influence over the Financial Reporting Transparency of Zebra Technologies

Zebra Technologies has had a lot of growth in how transparent the reports for money are because of the

changes it made with numbers and stuff like that. Like this sort of improvement, it will make internal affairs run smoother and stakeholder relations firmer. Take a closer view at a few improvements:

### 5.3.1 Improved Accuracy and Speed

Financial report processes have been automated by Zebra Technology's work, so it was able to get huge improvements when it came to how quickly it happened and how correct it was. The company has been able to decrease the amount of manual data entry and automate the creation of reports, which has greatly cut down on human error, making sure that the financial data is both dependable and exact.

The more accurate the more confidence they (investors and partners) will have because they will be happy if they see what they think your business is what the business really is. An example would be an automated system cross verifying data between multiple sources at the time it is occurring thus making notice possible. This amount of attention can improve the integrity of financial statements and comply with rules that are really necessary for the reputation of the company.

Furthermore, if Zebra can generate reports more quickly, then it can always answer the market changes as well as its own performance metrics at any time. In today's ever changing world of business timeliness is key. Like with the market suddenly moving in a new direction, Zebra could figure out the money stuff fast and change things around. And this flexibility can also enable timely decisions and seize opportunities and avoid risk.

### 5.3.2 Enhanced Stakeholder Engagement

Zebra Technologies installed cloud-based finance systems and the access by stakeholders was improved by the real time information. This accessibility also leads to better conversations and partnerships, so all the important people can talk about the company's money in better ways.

Take investors, for example, can see the latest financial news to help their questions and provide feedback based on today's data. Such transparency will help in building a great relationship with them, and it also improves the trust about the leadership and where the company is heading to. Also regular refreshing and dashboards interactions let stakeholders see numbers and trends about money things, so that it's easy for them to see what direction their company is going in. And, it is not just the outside parties who get more access through this, internal people like the employees and management have easier access to the financial data as well. When employees know how healthy the organization's financial situation is, they can work together with all the other business goals, and it creates an environment where everyone is responsible and tries hard.

### 5.3.3 Informed Decision-making

The use of advanced analytics tools gives Zebra's management team the ability to make informed choices based on the information, which improves the

organization as a whole. The management can be more accurate with finding a pattern, danger, and opportunity with looking at the money information directly take advanced analytics for example, they could help Zebra forecast sales trends, manage inventory better, and allocate resources more efficiently. These tools analyze past data along with current market conditions to give insights to make some business strategies. Having this kind of analytical knowledge allows a company to be clear that their choices come from actual hard facts, instead of just their instincts, which brings better and more useable outcomes for the whole company.

And also being able to simulate different situations, it's preparing for what Zebra expects or anticipates could happen. Take a supply chain disruption for example, management can use predictive analytics to find out whether it would affect the company's financial performance, and thus, come up with a contingency plan. This is proactiveness lowers possible loss and lets the business react promptly to unexpected things.

#### 5.3.4 Compliance & Risk Improvement

Digital transformation has also improved Zebra Technologies' compliance and risk management. An automated system makes sure that every financial report follows the rules, which makes it so there's no way of breaking any rules [11,12]. Using digital tools to put strong internal controls in place, Zebra could keep watch on transactions all in real time and mark out any that were strange for extra examination.

It is even more important in an environment where the regulatory demand is always changing. To stay ahead of compliance requirements, Zebra cuts off dangers, and it displays its adherence to ethical business actions. Thus transparency breeds trust among stakeholders, as they know that the company is running with transparency.

#### 5.3.5 Cost Efficiency

The digital change in financial-reporting process has brought many savings for Zebra Technologies. Automating all the repetitive work and simplify the process would help the organization in spending lesser money to perform manual reporting. Thus it will help finance teams focus more on high value activities like analyzing & planning rather than just on routine stuff. And the drop in errors and the quickness of report generation could mean that checking accounts for compliance and audits would cost less. If financial information is accurate and easily attained, how many people would need to do an external assessment? It helps with bottom line as well as letting Zebra allocate resources towards innovation and growth.

### 6. CONCLUSION

Digital transformation exerts a considerable influence on the transparency of financial reporting, and Zebra Technologies is a typical example that shows how companies can adopt digital tools and instruments to improve the company's financial presentation

procedures. Although there are issues with this transition, all the advantages after such an event, which include accurate information, things go faster, and stakeholder participation are very visible compared to the cons.

Organizations have to deal with all these complex intricacies of digital transformation, placing a major emphasis on financial reporting transparency is important for building trust and having long run. to embracing these kinds of transforming changes, not only will it strengthens relationship among stakeholder, but also organizations like Zebra can live in the growing competitive environment

In sum, efforts toward augmenting financial statement transparency via digital modification are more than a mere option for companies—what is at stake here amounts to a fundamental demand for organizations which want to establish trust and pursue growth within the current times characterized by an atmosphere of change.

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# Research on the Implementation Path and Mechanism of Graduate Supervisor's Responsibility for Education

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**Abstract:** This study is designed to explore the pathways and mechanisms for implementing the talent cultivation responsibilities of academic graduate advisors. Through theoretical analysis and empirical research, an integrated framework of these responsibilities was constructed, encompassing four dimensions: ideological guidance, academic supervision, career planning counseling, and mental health education. The findings reveal several challenges in the current implementation of these responsibilities, including insufficient emphasis on ideological guidance, dispersed academic supervision efforts, inadequate career planning capabilities, and a lack of mental health education resources. To address these issues, this study proposes the development of a diversified advisor training system, the refinement of a scientific and rational advisor evaluation mechanism, the creation of a favorable advisor mentoring culture, and the establishment of a robust safeguarding mechanism for the implementation of graduate advisor responsibilities. The corresponding mechanisms for implementing these responsibilities are also discussed. The study demonstrates that optimizing the pathways and mechanisms for fulfilling advisor responsibilities can significantly enhance the quality of graduate education and provide theoretical guidance and practical references for the mentoring work of academic advisors in higher education institutions.

**Keywords:** graduate supervisor; Educational responsibility; Implementation path; Mechanism construction

## 1. INTRODUCTION

The scale of postgraduate education in China continues to expand. By 2023, the number of graduate students enrolled in China has exceeded 1.2 million. In the process of postgraduate training, tutors, as the guide of postgraduate academic research and personality shaping, shoulder irreplaceable important responsibilities. Tutors are not only imparters of knowledge, but also guardians of students' academic norms, guides of scientific research and innovation, and guides of life development. Their educational philosophy and behavior play a key role in the growth

and success of postgraduates. Therefore, it is of great theoretical significance and practical value to study the implementation path and mechanism of postgraduate tutors' educational responsibility.

## 2. CONNOTATION AND CONSTITUENT ELEMENTS OF POSTGRADUATE TUTORS' EDUCATIONAL RESPONSIBILITY

### 2.1 Responsibility of Ideological Guidance

Graduate tutors shoulder the important mission of guiding graduate students to establish a correct world outlook, outlook on life and values. In the context of multiculturalism and complex social trends, tutors need to help students distinguish right from wrong, strengthen their beliefs, make them fully aware of the close relationship between personal growth and national development and social progress, and cultivate students' sense of social responsibility, historical mission and home country feelings. At the same time, tutors should teach Postgraduates by example, teach them rigorous academic attitude, honest and trustworthy moral quality and correct academic ethics, and educate students to respect others' intellectual property rights, and put an end to academic misconduct such as plagiarism, plagiarism and fraud [1].

### 2.2 Academic Guidance Responsibilities

According to the students' academic foundation and research direction, the graduate supervisor should systematically teach the basic methods and skills of scientific research, including the knowledge and skills of literature review, topic selection planning, research design, data collection and analysis, paper writing, etc. Guide students to formulate scientific and reasonable research plans, and cultivate students' ability to carry out scientific research work independently. Tutors should focus on tapping the innovation potential of graduate students, encourage students to break through the traditional mode of thinking, dare to put forward new ideas, theories and methods, create a good academic atmosphere and innovation environment for students, and support students' participation in academic exchange activities, scientific research project application and academic achievement publication [2].

### 2.3 Career planning and Guidance Responsibilities

Tutors should make personalized academic development plans for graduate students according to their personal interests, professional characteristics and career development direction. Guide students to reasonably arrange course learning, scientific research practice and academic activities, and help students clarify learning objectives and tasks at different stages. At the same time, with its rich industry experience and network resources, it provides accurate career development guidance for postgraduates, helps students understand the characteristics, needs and development trends of different career fields, guides students to correctly understand their own strengths and weaknesses, and sets up correct career ideals and goals.

#### 2.4 Responsibility for Mental Health Education

Graduate students are faced with many pressures and challenges in their study, research and life, and are prone to anxiety, depression, loneliness and other psychological problems. Tutors should pay close attention to students' emotional changes and mental health status, timely find students' psychological problems, and give full understanding, care and support. By establishing a good teacher-student relationship with students, we can create a relaxed and harmonious atmosphere of education, so that students can feel the care and warmth of their tutors. Tutors should have certain knowledge and skills of mental health education, and be able to use scientific methods and means to popularize students' mental health knowledge and psychological counseling.

### 3. ANALYSIS ON THE CURRENT SITUATION AND PROBLEMS OF THE IMPLEMENTATION OF POSTGRADUATE TUTORS' EDUCATIONAL RESPONSIBILITIES

#### 3.1 Problems and Causes of Ideological Guidance

Some tutors do not pay enough attention to ideological guidance, and there is a phenomenon of "emphasizing scientific research and neglecting education". They focus on scientific research projects and papers, pay insufficient attention to the ideological trends of postgraduates, and lack the consciousness and enthusiasm to actively carry out ideological and political education. The ideological education method is single and formalized, which is difficult to meet the diversified ideological needs of graduate students. Some tutors only carry out ideological education by traditional classroom teaching and meeting communication, lacking interaction and communication with students and actual case analysis, resulting in poor effect of ideological education.

The assessment and evaluation mechanism of tutors' Education in Colleges and universities is not perfect, and they pay too much attention to the quantitative indicators of scientific research results, which makes tutors more inclined to scientific research work in the direction of career development and benefit distribution. Some tutors' Ideological and political quality and educational ability need to be improved.

They lack in-depth research and grasp of the ideological characteristics and educational laws of graduate students in the new era, and it is difficult to use effective educational methods and means to carry out ideological guidance work [3].

#### 3.2 Issues and Causes in Academic Guidance

Some mentors have scattered guidance energy and unstable guidance frequency. Due to taking on too many research projects, administrative affairs, or social part-time jobs, it is not possible to ensure sufficient time and energy to devote to academic guidance for graduate students. Mentors do not attach enough importance to the cultivation of innovation ability in graduate students, and there is a phenomenon of excessive focus on the quantity of scientific research results while neglecting the quality. In the guidance process, there is too much emphasis on the number of papers published by students and the progress of completing research tasks, and insufficient attention is paid to cultivating students' innovative thinking and abilities in the research process [4].

The evaluation system for scientific research in universities has a guiding bias, overly relying on the quantity of scientific research achievements as the assessment standard, which leads to supervisors also tending to pursue short-term scientific research output while guiding students. Some mentors have limited research and innovation abilities, and their grasp of cutting-edge trends in the discipline is not sharp enough, making it difficult to effectively guide students to carry out innovative research work in scientific practice.

#### 3.3 Issues and Causes in Career Planning Guidance

Most supervisors lack systematic theoretical knowledge and practical experience in graduate career planning guidance, and have insufficient understanding of the dynamic changes in the job market and the characteristics of talent demand in different industries. In the process of career planning guidance, it is often only possible to provide vague and general career advice, lacking specificity and practicality. In the higher education service system, the communication and collaboration mechanism between mentors and professional institutions for career planning guidance is not perfect, and mentors are relatively isolated in their career planning guidance work.

Universities generally do not attach enough importance to the guidance of graduate career planning, and have limited investment in teacher training, curriculum design, and institutional construction. There is a lack of effective communication and collaboration platforms and mechanisms within the school, resulting in poor information communication between mentors and professional institutions for career planning guidance, and a lack of tight work connection.

#### 3.4 Issues and Causes in Psychological Health Education

Mentors generally lack systematic knowledge and professional skills in mental health education. When facing complex and diverse psychological problems of graduate students, they often feel lost and unable to provide effective psychological counseling and intervention. Some mentors have a cognitive bias towards students' psychological problems, believing that psychological problems belong to students' personal privacy and are unwilling to intervene too much or do not know how to intervene, resulting in some students' psychological problems not being detected and resolved in a timely manner [5].

The overall emphasis of universities on graduate students' mental health education needs to be improved, and the investment in mental health education resources is relatively insufficient. The curriculum for mental health education is not well-established, and the coverage of psychological counseling and counseling services is limited. At the same time, the role of mentors in graduate mental health education has not been fully valued and effectively utilized, and mental health education mainly relies on school mental health education institutions.

#### 4. IMPLEMENTATION PATH OF GRADUATE SUPERVISOR'S RESPONSIBILITY FOR EDUCATION

##### 4.1 Building a Diversified Mentor Training System

###### 4.1.1 Layered Classification Training Mode

Design a hierarchical and classified training curriculum system for mentors in different disciplines, professional titles, and teaching experience stages. For newly hired mentors, the focus is on providing training on the graduate training process, mentor's educational responsibilities, and guidance on basic research methods. For young and middle-aged backbone mentors, the focus is on training in academic frontier dynamic tracking, innovation ability cultivation strategies, international academic exchanges and cooperation, and other aspects. For senior mentors, strengthen training in subject construction and team leadership, academic inheritance and development, and high-end talent cultivation. Based on the characteristics of disciplines and professional needs, carry out interdisciplinary integration training projects, break down disciplinary barriers, invite experts and excellent mentors from different disciplinary fields to jointly carry out training activities, and promote interdisciplinary communication and cooperation among mentors.

###### 4.1.2. Expansion and Deepening of Training Content

Optimize the training content of academic guidance ability, add cutting-edge and practical training courses such as innovative research methods, improvement of academic paper quality, and cultivation of graduate innovation ability, and introduce methods such as case teaching, simulation teaching, and practical teaching. Strengthen the guidance and training of career planning, and systematically teach theoretical

knowledge, methods, and skills of career planning. Supplement knowledge and skills training on mental health education, incorporate mental health education into the regular training system for mentors, and offer basic courses on mental health education.

###### 4.1.3. Innovation in Training Methods

Establish an online training platform, integrate various training resources, develop and produce high-quality training videos, online courses, electronic textbooks and other learning materials for mentors to learn independently. At the same time, open online live classes, expert Q&A interactions, student communication and discussion columns, etc. Carry out practical training activities, organize supervisors to conduct on-site inspections and learning at well-known universities and research institutions at home and abroad, arrange supervisors to participate in on campus educational practice projects, such as serving as assistant graduate student counselors and guiding graduate student club activities.

##### 4.2 Improve the Scientific and Reasonable Mentor Evaluation Mechanism

###### 4.2.1. Constructing a Multidimensional Evaluation Index System for Mentor Education Work

Develop a comprehensive, scientific, and quantitative evaluation index system that covers various aspects such as ideological guidance, academic guidance, career planning guidance, and mental health education. Fully consider the differences in different disciplines and professional types, and design and adjust the evaluation index system accordingly.

###### 4.2.2. Establish an Evaluation Model Involving Multiple Stakeholders

Strengthen the evaluation and feedback of graduate students on the mentor's educational work, improve the graduate student evaluation system, regularly organize comprehensive evaluations of the mentor's educational performance by graduate students, and establish a graduate student evaluation and feedback mechanism. Introduce peer expert evaluation and invite internal and external peer experts to participate in the evaluation of mentor education work. Strengthen the evaluation and supervision at the school and college levels, and regularly inspect and evaluate the mentor's education work.

###### 4.2.3. Strengthen the Application of Evaluation Results

Link the evaluation results of mentor education work with performance allocation, professional title evaluation, job appointment, and excellence evaluation. For mentors who perform well in education work, priority consideration and appropriate tilt will be given in performance bonus distribution, professional title promotion, job appointment, etc. For mentors who have not achieved significant results in education work, reminders will be given and a deadline for rectification will be set. Based on the evaluation results, provide targeted training and development suggestions for mentors [6].

### 4.3 Creating a Good Mentor Education Culture Atmosphere

#### 4.3.1. Building a Campus Education Culture Ecosystem

In the construction of campus culture in universities, highlighting the thematic position of educational culture construction, and creating a strong academic and cultural atmosphere through organizing rich and colorful campus cultural activities. Strengthen the construction of campus education environment, create a campus material and spiritual environment with educational functions, set up mentor education bulletin boards, academic and cultural corridors, etc. on campus, showcase the excellent mentor's educational style and academic achievements, and optimize the campus network education environment.

#### 4.3.2. Promote the inheritance And Innovation of the Mentor Team's Educational Culture

Encourage the formation of unique educational culture and team spirit among mentor teams in various disciplines, and strengthen communication and cooperation among team members by organizing mentor teams to conduct academic seminars, teaching reforms, social practice activities, etc. Motivate the mentor team to combine the development of the times and the cutting-edge needs of the discipline, innovate educational concepts and methods [7].

#### 4.3.3. Strengthen the Interaction and Communication Mechanism between Supervisors and Graduate Students

Establish a three-level academic activity support system for graduate students at the school, college, and supervisor levels, set up special funds to support graduate students to participate in domestic and international academic conferences, academic exchange activities, scientific research innovation competitions, etc. At the same time, the school regularly organizes graduate student academic achievement exhibition and exchange activities. Build a daily communication platform between mentors and graduate students, encourage mentors to establish a regular heart to heart talk system with graduate students, and use information technology to establish exclusive social groups and online communication platforms for mentors and graduate students.

### 4.4 Establish and Improve the Guarantee Mechanism for the Implementation of the Responsibility of Graduate Supervisors in Educating Students

#### 4.4.1 Strengthen Organizational Management and Guarantee

Establish a leadership group for graduate student mentor education, led by the school's supervisory leadership and coordinated by multiple departments such as the Graduate School, the Party Committee's Graduate Student Work Department, the Personnel Department, and the Academic Affairs Department, responsible for overall planning, organization, coordination, guidance, and supervision of the entire

school's mentor education work. At the college level, establish a specialized institution for graduate supervisor education or designate a dedicated person to be responsible for the daily management and service of supervisor education [8].

#### 4.4.2 strengthen resource guarantee

To provide sufficient time support for the mentor's education work, universities should arrange the mentor's teaching, research, and education tasks reasonably, encourage mentors to plan their personal time reasonably, and prioritize ensuring the academic guidance and ideological education time of graduate students. Increase material resource investment in mentor education work, establish special funds for mentor education work, support mentor participation in training and learning, conduct academic exchanges, organize educational practice activities, improve mentor office conditions, and equip necessary scientific research equipment and teaching tools.

### 5.CONSTRUCTION OF A MECHANISM FOR IMPLEMENTING THE RESPONSIBILITY OF GRADUATE SUPERVISORS IN EDUCATING STUDENTS

#### 5.1 Mentor Education Incentive Mechanism

##### 5.1.1 Establish a Special Reward System

Universities should establish a "Graduate Mentor Education Award" to commend and reward mentors who have demonstrated outstanding performance in education work. This award selection can comprehensively consider the contributions and achievements of mentors in various aspects such as graduate ideological and political education, academic growth, career planning, and mental health guidance. Through an open, fair, and impartial selection process, we ensure the selection of mentors who truly demonstrate outstanding educational performance, thereby inspiring mentors to actively engage in educational work. At the same time, an "Outstanding Guidance Team Award for Graduate Students" will be established to encourage the collaboration of mentor teams in carrying out educational work. The team award can focus on the practice and achievements of the mentor team in jointly guiding graduate students, sharing educational resources, and jointly promoting the comprehensive development of graduate students, in order to promote the formation of a collaborative force among mentors and improve the overall level of education [9].

##### 5.1.2 Improve Performance Allocation and Professional Title Evaluation Policies

In the performance-based salary distribution system for mentors, the proportion of educational performance should be significantly increased. Specifically, multidimensional indicators such as the evaluation results of graduate students on the mentor's education work, the output of the mentor's guidance to graduate students, and the innovation of education work can be included in the performance evaluation system, and the quantitative weights of each indicator

should be clarified. The assessment and evaluation results of mentors' educational work will be used as the key basis for performance-based salary distribution. For mentors who have achieved significant educational results, an appropriate proportion will be given in the distribution of performance bonuses. At the same time, in the system of professional title evaluation and promotion conditions, a dimension for considering the performance of educational work should be added. For example, it is stipulated that mentors must complete a specific quantity and quality of educational tasks within a certain period of time, such as guiding graduate students to obtain a certain amount of scientific research results, successfully helping graduate students achieve their career development plans, etc., in order to qualify for professional title promotion. This will guide mentors to place greater emphasis on their educational responsibilities.

#### 5.1.3 Provide Career Development Opportunities and Incentives

Create more career development opportunities for mentors who excel in their educational work. For example, priority should be given to recommending such mentors to participate in high-end academic conferences and exchange visits at home and abroad, so that they can timely understand the latest developments in the discipline, expand their academic horizons, and enhance their academic influence. At the same time, priority should be given to supporting their participation in educational and teaching training activities, helping them continuously update their educational concepts, master advanced teaching methods and tools, and thereby improve their ability to educate people. In addition, more internal promotion opportunities can be provided for these mentors, such as giving priority to outstanding mentors in the selection of important positions such as academic committees and teaching guidance committees at the college or school level, so that they can participate in the teaching management and decision-making work of the school and college, and achieve personal career value enhancement.

### 5.2 Mentor Education Supervision Mechanism

#### 5.2.1 Establish and Improve a Two-level supervision System for Schools and Colleges

At the school level, a specialized supervision organization for graduate supervisors' education work should be established, which is composed of personnel from various aspects such as the education discipline inspection department, graduate school, party committee graduate work department, and student representatives, to ensure the objectivity and comprehensiveness of the supervision work. This institution needs to develop detailed supervision work regulations and procedures, and regularly conduct special inspections and evaluations of the education work of all school mentors. The inspection covers multiple aspects of the mentor's education work,

including the planning, implementation process, and work effectiveness. Relevant information is collected through various methods such as questionnaire surveys, student interviews, and data reviews to form a comprehensive supervision report. At the college level, it is necessary to establish a regular supervision mechanism for the mentor's education work, consisting of a supervision group composed of college leaders, teaching supervisors, graduate student secretaries, and student representatives, responsible for daily observation and supervision of the mentor's education work in the college. The college supervision team needs to regularly visit classrooms, laboratories, and communication sites between supervisors and graduate students to timely understand the actual situation of supervisors' education work, identify problems, and provide timely feedback to supervisors to urge them to improve [10].

#### 5.2.2 Strengthening the Supervision and Feedback Role of Graduate Students on Mentor Education

Further improve the evaluation and feedback system for graduate students on their supervisors' educational work. On the one hand, optimizing the evaluation index system, setting specific and operable evaluation indicators from multiple dimensions such as ideological guidance, academic guidance, career planning guidance, and mental health counseling, guiding graduate students to objectively evaluate the mentor's educational work from multiple aspects. On the other hand, establishing diversified evaluation and feedback channels, in addition to traditional questionnaire surveys, fully utilizing information technology to develop online evaluation platforms, so that students can express their opinions and suggestions on the mentor's education work more conveniently and timely. At the same time, establish a complaint handling mechanism for graduate supervisors' education work, set up dedicated complaint email and reporting phone numbers, and ensure smooth and convenient complaint channels. Once a graduate student receives a complaint about the mentor's education work, the school and college should quickly initiate an investigation procedure, verify the situation in a timely manner, and take serious measures against the problematic mentor in accordance with relevant regulations. At the same time, the handling results should be promptly fed back to the complaining student to protect their legal rights and interests.

#### 5.2.3 Introduce Third-party Supervision and Evaluation Institutions

Schools can adopt the method of purchasing services and entrust professional educational evaluation agencies or social survey agencies to independently supervise and evaluate the education work of graduate supervisors. These third-party organizations have professional evaluation teams and rich evaluation experience, and can use scientific evaluation methods and tools to objectively and fairly evaluate the

mentor's education work, providing valuable feedback information for the school. Schools can promptly identify deep-seated problems in educational work based on third-party evaluation results, and develop corresponding improvement measures to continuously enhance the quality of educational work.

### 5.3 Optimization and Improvement of Mentor Education Guarantee Mechanism

#### 5.3.1 Strengthen the Construction of Organizational Management Guarantee Mechanism

Strengthen the functions and roles of the leadership group for graduate supervisors' education work. The leadership group should regularly hold work meetings to study and solve major problems in the mentor's education work, formulate overall plans and annual plans for the school's mentor's education work, and supervise the implementation of various education work. At the same time, we will strengthen the construction and management of specialized institutions for the education of graduate supervisors in the college, clarify the responsibilities and tasks of the college level education institutions, and ensure that the college can effectively organize and implement the mentor education work of its own unit. Establish a linkage mechanism between schools and colleges for educational work, strengthen information communication and sharing, and form a good situation of unity and collaborative promotion of educational work.

#### 5.3.2 Innovative Resource Guarantee Mechanism

Actively explore diversified funding channels for mentor education work. In addition to traditional financial appropriations and school self raised funds, colleges and research teams are encouraged to extract a certain proportion of funds from research project funds as special education funds, which are specifically used to support mentors in carrying out educational activities. At the same time, strengthen cooperation with enterprises and various sectors of society, attract social donations and corporate sponsorships, and provide richer financial resources for mentor education work. Optimize the allocation of resources for mentor education work, establish a platform for the co construction and sharing of educational resources within the school, integrate high-quality teaching resources, research resources, and mental health education resources, and achieve the maximum utilization of resources. For example, schools can build shared research laboratories, mental health education counseling centers, and other facilities for all supervisors and graduate students to use, avoiding redundant construction and waste of resources.

## 6.CONCLUSION

### 6.1 Summary of Research Results

This study systematically sorted out the connotation and constituent elements of the educational responsibility of graduate supervisors, and constructed a relatively systematic framework for the

educational responsibility system of graduate supervisors. An in-depth analysis was conducted on the main problems and their causes in the implementation of the responsibility of graduate supervisors in educating students, and a series of targeted and actionable paths and measures were proposed. The study further explored the construction of a mechanism for implementing the educational responsibility of graduate supervisors, providing a relatively systematic theoretical guidance and practical reference for universities to strengthen the implementation of the educational responsibility of graduate supervisors.

### 6.2 Research Innovation Points

In terms of research perspective, this study breaks through the limitations of studying the educational responsibilities of graduate supervisors solely at the theoretical or local practical level. It combines theoretical research with empirical research to construct a more comprehensive research and analysis framework. In terms of research methods, various research methods such as literature review, survey research, case analysis, and comparative analysis were comprehensively utilized to enhance the scientific and reliable nature of the research. In terms of research results, a series of innovative viewpoints and suggestions have been proposed, enriching the theoretical system of graduate supervisors' educational responsibilities and providing more specific action guidelines for university practice.

### 6.3 Prospect

The implementation of the educational responsibility of graduate supervisors is a long-term and arduous task. In future research on the educational responsibilities of graduate supervisors, the research field can be further expanded, and dynamic tracking research on the implementation of the educational responsibilities of graduate supervisors can be strengthened. New experiences and models that arise in practice can be summarized and promoted in a timely manner. At the same time, we will further deepen international cooperation and exchanges, draw on advanced mentor education experiences and concepts from around the world, and promote the continuous development of research and practice on the responsibility of graduate supervisors in educating students in China.

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# Research on the Light Consumption of Contemporary Young Students from the Perspective of Dual Time Coordinates

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**Abstract:** This paper explores the phenomenon of light consumption among contemporary young students from the perspective of dual-time coordinate data analysis. As the main force of light consumption, contemporary young students' ideological development, behavioral patterns, and psychological reflections all revolve around aspects such as the experiential nature of consumption, the small amount of consumption expenditure, the refinement of consumption budgets, and the platformization of consumption. The factors influencing the consumption characteristics of young students include not only those related to the life cycle stage, such as the characteristics of the quasi-adult period, but also those corresponding to the era position, such as the increase in urban living costs and the digitalization and platformization of consumption life. The dual-time coordinate perspective can provide a more effective explanation for the phenomenon of light consumption among contemporary young students. **Keywords:** Young students, Light consumption, Life cycle, Era environment, Dual-time coordinate

## 1. INTRODUCTION

In recent years, an increasing number of young people have rejected the consumption habits of the previous generation and refused to fully accept the traditional consumption model. This is not only reflected in their preference for using digital platforms for shopping and entertainment, but also in their greater emphasis on personalized and experiential consumption, no longer overly pursuing material possessions. At the same time, they are more willing to try new things and no longer adhere to traditional lifestyles. We can briefly summarize this phenomenon of the shift in young people's consumption as "lightweight consumption". For instance, while their parents had clear goals of purchasing houses when they were at the same age, many of today's young people have postponed or even given up the goal of buying houses in cities, especially big cities, and are content with renting. Lightweight consumption is more prominent among young students and some college graduates who have been out of school for a few years (in the quasi-adult stage). This change in consumption concepts is related not only to the

characteristics of the era in which these young people are located but also to the stage of their life cycle.

## 2. ANALYSIS OF THE CONSUMPTION STATUS OF YOUNG STUDENT CONSUMERS

**Consumption Sources:** With the development of the market economy, the diversity of consumers has deepened, and consumption patterns based on families have gradually become the mainstream of the market. Under the conditions of the market economy, the group of young student consumers has steadily stepped onto the historical stage and occupied an important share of the market. Their consumption concepts have become more active, and their affinity for the consumption market has also deepened day by day.

**Consumption Status:** Currently, the consumption content of the young student group is increasingly rich, mainly manifested in two aspects: visible consumption content and invisible consumption content. The former mainly includes accommodation and food expenses, communication fees, travel expenses, purchase expenses for study materials and daily necessities, etc., while the latter refers to the consumption of some consumption values and virtual elements. The current consumption content of college students is closely related to their daily lives and has become increasingly rich with the development of the economy and society.

**Consumption Concepts:** The consumption concepts of young students are highly consistent with the basic characteristics of their life consumption. Research shows that young students often pursue comfort, security and fashion in the consumption process, which to a certain extent can satisfy their pursuit of a better life. Some young students have certain financial management abilities and good consumption concepts and occupy a certain proportion in the young student consumption market. The survey results show that 75% are female and 25% are male, and most are only children. A small number of young student consumers have relatively large consumption pressure, mainly manifested in a stronger pursuit of material wealth and a higher standard of living comfort. In this group, females usually account for

a higher proportion, mainly because they pay more attention to the consumption experience under high-quality living conditions.

**Consumption Structure:** The consumption demand structure of young students mainly includes three aspects: consumption goals, consumption desires and consumption behaviors. Their specific behavioral preferences are reflected in three aspects: First, the high-endization of consumption goals and the popularization of consumption objects, mainly reflected in the relatively rational consumption concepts of young students, who do not overly pursue luxurious material life and excessively high living standards; Second, the consumption concepts of young students have a significant guiding role in changing lifestyles, mainly reflected in their preference and pursuit of luxury goods, brand clothing and leisure and entertainment products; Third, the diversity of consumption methods has increased the diversity of young students' choices of goods and services.

### 3. RESEARCH ON THE ERA ENVIRONMENT OF THE CONSUMPTION OF THE YOUNG GENERATION

The era environment refers to the social environment at a specific historical time position. Generations are the products of the era environment. Generations are different from age groups. Age groups are a concept of the life cycle. For example, the youth group is a group located after adolescence and in the early stage of adulthood in terms of time. Generation is a concept of a group at a certain position in time, that is, a cohort at a specific historical time point in the long river of history. Two people who are both 25 years old are of the same age group in terms of life cycle stage, but a 25-year-old in 1824 and a 25-year-old in 2024 belong to two different generations because they are at different time positions (or historical time positions). The social environment at different time positions inevitably shapes the cognitive, emotional, and behavioral patterns of people in that era. The differences in the era environment lead to behavioral differences among different generations. The research on contemporary youth consumption mainly analyzes the consumption behavior of young people from the perspective of the influence of social environment (i.e. era environment). The research on the social environment of youth consumption is mainly conducted from four dimensions, namely economic environment, cultural environment, social environment, and policy and legal environment. The living expenses of college students come from their parents' families. About 2% of college students obtain living expenses through work study programs, while the remaining 1% of college students obtain living expenses through small loans and other means.

Overall, in the context of economic development leading to an increase in consumption levels, the living expenses of college students are generally between 1000 and 3000 yuan, with a small number of affluent families having living expenses of over 3000 yuan. From the perspective of contemporary college students' consumption concepts, more than 80% of them believe that they often feel overspending in their daily lives and have relatively tight finances. Moreover, most students do not have a deep understanding of consumption, and they basically follow their feelings when consuming, without realizing the social attributes of modern consumption. Especially under the influence of the digital economy, most college students do not plan their consumption at all. When making actual consumption, they only spend a number and do not feel much, resulting in many college students often exceeding their monthly living expenses. From the perspective of the concept of borrowing and consumption, about 30% of students agree with borrowing and consumption, while more than 40% of students hold an indifferent attitude towards consumption. Regarding the consumption concept of living within one's means and planning, over 50% of students support it, while around 20% do not approve. From the perspective of the consumption concept of diligence, thrift, and frugality, over 50% of students believe that they should be diligent and frugal when consuming, but 20% of students believe that they can appropriately engage in high consumption when consuming. From the perspective of contemporary college students' consumption structure, under the influence of the digital economy, the consumption structure of college students has undergone fundamental changes, shifting from the traditional single consumption mode of learning and living to a diversified consumption mode. However, in the actual consumption process, the consumption of life and learning is still the main content of consumption. Especially in recent years, there have been changes in the living and learning environment

Below, the expenses for convenient activities such as socializing, entertainment, and travel for college students have shown a sharp increase. In addition, female college students' consumption expenditure on beauty and cosmetics accounts for a relatively large proportion, and the majority of students' expenditure on non life and study consumption shows an increasing trend in the proportion of total expenditure.

### 4. DUAL TIME COORDINATE ANALYSIS OF YOUTH STUDENT CONSUMPTION PHENOMENA

In previous studies of consumer behavior, scholars from the field of psychology mostly analyzed the

consumption characteristics of youth from the perspective of the life cycle, while scholars from the field of sociology tended to explain the consumption behavior of youth from the perspective of social structure. Explaining the consumption behavior of youth from only one of these perspectives has limitations because both the life cycle stage and the era environment simultaneously influence the consumption behavior of youth. Therefore, to effectively analyze the consumption behavior of youth, a dual time coordinate perspective must be adopted. The dual time coordinates include both the time position in the individual life cycle and the historical time position (i.e., the era position), and the social environment and social structure at different era positions are mostly different.

#### 4.1 One of the time coordinates: explanation of the characteristics of the life cycle stage

The quasi-adult stage is a unique stage in the life cycle. The reason why the quasi-adult stage is different from other life stages is that youth at this stage are physically adults but have not yet assumed the roles and responsibilities of adults, and thus are not fully adults in psychological and social terms. [1] At this stage, they need to face multiple challenges such as academic planning, career choice, economic independence, and love and marriage, which often imply high flexibility and mobility. For many youth, heavy consumption means long-term economic burden and geographical constraints, which do not align with the life characteristics of this stage.

Firstly, youth at this stage have more opportunities to try various social roles and conduct self-exploration. Physical maturity enables them to break free from the constraints of their parents and try different possibilities, such as changing jobs to find a more suitable position. Changes in career and interpersonal relationships make youth more inclined to pursue immediate experiences and prefer goods and services that can provide quick satisfaction (such as buying fast food, fast fashion brand clothing, and immediate entertainment projects).[2]

Secondly, youth in the quasi-adult stage try different possibilities, which makes their life state highly unstable. This "turbulent" life state directly affects the consumption habits of the youth group. They do not consider buying a house or settling down in a certain city due to the uncertainty of their work city, avoiding long-term economic commitments or investments. This also leads to an increase in short-term consumption behaviors. For example, youth tend to choose monthly rent or hotel monthly packages instead of buying a house; they are more willing to use shared services (such as shared cars and shared bikes) and monthly subscription services (such as subscribing to video

platform memberships, music platform memberships, etc.). Such consumption behaviors are, on the one hand, the coping behaviors of youth to the unstable characteristics of the quasi-adult stage; On the other hand, the amount of money required for these consumptions is relatively small, making them more suitable for young people with limited disposable income. Moreover, diverse self-exploration will also prompt young people to be willing to try new products and services, and to value novelty and instant gratification over ownership. This has strengthened the high demand of young people for products and services that follow the latest trends as well as various experience activities. Compared with the previous generation, young people in the quasi-adult stage are more interested in blind boxes, game peripherals, etc., and are more willing to try new entertainment forms such as escape rooms and murder mystery games. They also have a stronger interest in movies, concerts, and offline stand-up comedy shows.

Finally, the process of self-exploration and self-choice involves a lot of self-reflection and reconstruction. Therefore, young people in the quasi-adult stage are gradually paying more attention to themselves, emphasizing individuality and self-expression. The high attention to self makes young people tend to pursue products and services that express their unique identities (such as custom clothing, purchasing products from niche brands, etc.). [3] These consumption choices help them obtain emotional value and also showcase themselves. At the same time, the proportion of self-investment consumption of young people in this stage is also gradually increasing. This type of consumption usually has strong goal orientation and functionality, which can help them build a better self, such as online course consumption, fitness consumption, beauty consumption, and psychological counseling consumption, etc.

It can be seen that the life characteristics of young people in the quasi-adult stage have a profound impact on their consumption habits. These consumption habits precisely reflect the characteristics of light consumption, that is, the consumption pattern shows significant temporariness, variability, flexibility, instability, personalization, and self-expression. These consumption methods are also a way for young people to flexibly express themselves and shape their identities. Clearly, the consumption pattern of contemporary young people tends to be a flexible, fluid, and changeable light consumption pattern. This change is strongly related to the special life cycle stage they are in.

#### 4.2 Time coordinate two: explanation of era characteristics

It is not enough to explain the consumption

behavior of young people only by the time position of the life cycle stage. Only by combining the time position of the life cycle stage with the historical time position (era position) to form a dual-time coordinate analysis framework can we more deeply explain the consumption behavior of young people.[4] The social environment at different historical time positions has different era characteristics. Correspondingly, people growing up in different historical time positions constitute different generations, and generations correspond to era characteristics. People are not only in different life cycle stages but also belong to different generations. From the perspective of era characteristics, the social environment that today's young people face when they are young is different from that of the previous generation. This differentiated era environment will also have different impacts on the consumption of young people.

Mannheim proposed that a generation born at the same time has a highly similar consciousness because they "experienced the same specific historical problems". Since different eras are at different historical time positions and they experience different era environments, their consumption concepts and behavioral characteristics also differ. Therefore, the generational differences in consumption are not only age differences but also generational differences.

On the one hand, different generations, due to being in different era positions and being influenced by different era environments, have formed different consumption concepts and habits. On the other hand, different generations, due to being in different era positions, also face different era opportunities. People born in the 1960s and 1970s grew up during the early stage of China's economic reform and experienced the "housing reform" dividend period, enabling them to achieve their housing goals under relatively small economic pressure. In contrast, the housing environment for contemporary young people has undergone significant changes, and they are facing the reality of high housing prices. [5] The high housing prices have far exceeded the payment capacity of most young people. This means that young people face huge economic pressure when purchasing houses in cities. They have to choose a more flexible lifestyle and rent houses to reduce living costs and economic pressure, while also meeting their need for high-frequency spatial mobility.

The differences in the era environment between contemporary youth and the previous generation of youth are also reflected in the digital and communication technology revolution. Contemporary youth have grown up in a digitalized background, and their consumption behavior is

deeply influenced by e-commerce platforms and social media. This growth experience makes the consumption behavior of the "90s" and "00s" generations highly networked and platform-based. They are accustomed to purchasing goods through e-commerce platforms and obtaining consumption information and product recommendations through social media. These platforms not only provide a wide range of product choices and convenient shopping experiences but also offer personalized product recommendations and precise services through big data and artificial intelligence, thereby influencing their consumption decisions.

## 5. CONCLUSION

Consumption behavior patterns reflect personal circumstances, which include both structural circumstances (such as social class and geographical location) and temporal circumstances. Therefore, we cannot attribute personal circumstances solely to structural circumstances; we should also consider the impact of time factors on personal circumstances. This means that when analyzing personal circumstances, we cannot ignore the temporal perspective and should take into account temporal circumstances. Temporal circumstances can be further divided into those related to life cycle position (such as circumstances at different ages) and those related to era position (such as differences in opportunity structures in different eras). The combination of life cycle position and era position constitutes a dual temporal coordinate. From this analytical framework, we can not only analyze the consumption characteristics of consumers at different age stages based on their life cycle position but also analyze the consumption behavior differences among different generations based on their era position.[6]

In the study of consumption behavior, the temporal perspective is a beneficial supplement to the previously prevalent structural perspective. Time is dual, including both personal life time and macro historical time. People's consumption behavior is not only embedded in the temporal coordinate of their life cycle but also in the era coordinate of historical time position. From this analytical framework, we can discover that contemporary youth are experiencing a delay in adulthood, that is, a transitional period between adolescence and adulthood. The delay in adulthood is manifested in young people's attempts, exploration, and experimentation of various life possibilities before formally accepting adult roles, accompanied by high-frequency spatial mobility, but also constrained by insufficient income. This situation is clearly not suitable for heavy consumption but is more suitable for light consumption. The characteristics of the era not only strengthen the light consumption motivation of youth but also

provide digital technical support for their light consumption.

In conclusion, consumption behavior patterns reflect the personal meaning structure. In life, the importance of different things determines their priority, which varies from person to person. People attribute different meanings to different things, and the combination of these meanings constitutes the meaning structure. The meaning structure is not only constrained by social structure but also influenced by the dual temporal coordinate. Therefore, to analyze the differences in the meaning structures of different people and the flow of meaning structures, we not only need to adopt a structural perspective but also introduce a temporal perspective, and this temporal perspective should be that of the dual temporal coordinate.

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