



A Study on the Network Technology Factors of Consumption Alienation Among College Students in the Context of Big Data

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Abstract

The alienation of online consumption is a unique form of consumption alienation. The big data promotion system and network techniques constitute the technological incentives for the free alienation of consumer behavior in online consumption. The basic factors that contribute to the issue of alienation in online consumption among college students include their consumption needs, consumption psychology, consumption objects, and consumption environment. These factors together constitute the prerequisites for college students to make consumption choices, leading to the phenomenon of free alienation of consumption behavior, such as symbolization, homogenization, and passivity in online consumption choices. Online consumption, as a way to fulfill the consumption needs of college students, has resulted in the alienation of genuine consumption behavior driven by actual needs, under the influence of big data systems. Essentially, this alienated consumer freedom is a negative form of consumer freedom. Therefore, it is necessary to establish moral responsibility in the process of technology development and practice, promote the cultivation of internal morality among technology users, and base the consumption behavior of college students on self-determination, judgment, and choice.

Keywords

Big data, Dissimilation of consumption, Network technique

The college student group has a high level of education, strong adaptability to new things, and high proficiency in using the internet. While they are fond of online consumption, they also show signs of consumption alienation (Ning Yu, 2017). The blind conformity and advanced consumption awareness promoted in the current online environment can easily lead to deviation in college students' ideological concepts, neglect of risk awareness, and loss of identity, and bring certain obstacles and risks to individual growth, family development, and social progress.

There is a logical correlation between consumption alienation and the application of network technology in the context of big data. In the current consumption process, under the background of big data, internet platforms can use network technology to calculate and analyze the consumption behavior, preferences, and potential of college students, and classify them to achieve targeted content push. Under the technology of big data algorithms, all behaviors of college students can be quantified. Long-term reliance on network technology push can lead to college students losing their dominant position in the process of consumption activities, leading to deviations in consumer behavior.

1. The alienation of online consumption among college students in the context of big data

1.1 Explicit symbol consumption

Marcuse divided human needs into real needs and false needs. False demands originate from external stimuli rather than natural demands and are imposed on college students as more fundamental substitutes for freedom. People recognize themselves in their products; they find their soul in their cars, high-fidelity audio equipment, staggered rooms, and kitchen equipment.

Big data algorithm technology creates and leads consumer trends by analyzing the overall preferences of college students, adding symbolic value to products. College students consume according to the symbolic meanings they create, gradually reducing their focus on the value of goods and paying more attention to external symbolic values. The symbolic value is endowed with symbolic meanings such as success, fashion, and social status, and symbols become a "social code". With the continuous establishment of false demands and the expansion of consumer desires, college students pursue the identity, status, and psychological satisfaction represented by the product (Lin Zisai, 2018).

1.2 Luxury and wasteful consumption

In today's society, there is extravagant and wasteful consumption aimed at showcasing one's status and class. By creating a trend towards mass consumption, it subtly stimulates college students' psychology of comparison and vanity, turning the consumption process into a meaningless pursuit of consumption. By advertising and creating the concept of exquisite living, we aim to create a seductive image for college students who have a certain product, creating and stimulating their desire for possession. College students purchase and use expensive luxury goods in order to gain respect and admiration from others, but they are not just in need of goods and have limited affordability for their prices. This luxury consumption far exceeds the normal and reasonable consumption of college students, imprisoning some of them in their pursuit of high-end goods.

1.3 Blind consumption following the trend

Consumer activities, regardless of their target audience, price, and significance, are all enjoyed by college students after hard work and are an affirmation of their own value. In the process of consumption, college students should be individuals with thinking and aesthetic abilities, and can even engage in creative activities in a certain sense.

Under the accurate analysis of algorithmic technology and the precise placement of product information, manufacturers can make accurate predictions about consumer behavior, and guide and drive college students to consume through product promotion and the creation of virtual demand information. The consumption content and preferences exhibited by college students during the consumption screening process are accurately collected as data for technical analysis. Even though college students still purchase goods through comparison and selection, the system will provide many reference options, but the field of freedom in consumption is already blank, replaced by the false freedom of consumption constrained by the "information cocoon room" (Yu Guoming, 2020).

2. The main characteristics of network technology in the context of big data

2.1 The virtuality of network technology

The virtuality of network technology is based on human beings as the main body and real objects as the blueprint. The existing space is a network space composed of symbols and words, which is constructed rationally. The virtuality of network technology has expanded the spatial scope and temporal boundaries of practice, making people no longer constrained by time and space (Xiang Guocheng, 2021). In the virtual world, network subjects can arbitrarily conceal real information, tamper with, and process specific information about objects, making them unable to meet the needs of the subject, losing the object's objective function as a satisfying subject, and also preventing the subject from fulfilling their material and spiritual needs through practical behavior in reality.

The virtuality of network technology makes people lose their grasp of the objective reality of things, leading to cognitive biases. Therefore, simply expressing information through virtual content may cause cognitive difficulties.

2.2 The Globalization of Network Technology

Another important feature of network technology is its global nature. Nowadays, network users around the world can collect and transmit information anytime and anywhere through QQ, WeChat, Weibo, email, and other forms using computers or mobile intelligent terminals, enabling resource sharing and complementarity of information in various regions of the network. The economic cost of using information is greatly reduced, but the efficiency of using information is greatly improved, and the perspective of information users is also broadened. Reducing information asymmetry caused by geographical restrictions has accelerated the process of global information integration (Yang Youpu, 2023).

A global issue can also lead to an accelerated spread of unfavorable information. The ability to quickly transmit objective and truthful information globally; But for false information, information that needs to be proven can also be transmitted globally.

2.3 The immediacy of network technology

The immediacy of network technology is mainly manifested in the speed of information transmission, release, collection, etc. People do not need relevant professional knowledge. They just need to borrow the templates provided by the software to spread the content they want to express in just a few minutes. The recipient of the information can also receive it through some functional modules of the network and computer. It also leads to crude and indiscriminate information content, increasing the difficulty for the recipient to judge the authenticity of the information.

The quality of information released depends on the attitude and ability of the publisher, and the quality of information presented varies; Some are shoddy and some are exquisite. At the same time, due to some information not being reviewed and verified, it is difficult to distinguish the authenticity of the information, which increases the difficulty for college students to distinguish and judge the information.

2.4 Convenience of Network Technology

The convenience of network technology is reflected in the use of the technology itself. Network technology allows for unrestricted use of information, and the retrieval of information is not affected by time or space. Secondly, the convenience of information search. Directly input the keywords of the information, and the network may immediately link to relevant information. College students can directly find the information they need, with very strong pertinence.

Although the convenience of network technology makes information indexing more convenient and efficient and improves information usage efficiency, If software and hardware problems occur, it is easy to cause information system paralysis, and the functions of various organs in the human body cannot function, making it difficult to use information.

3. The impact of network technology on consumer alienation in the context of big data

3.1 Network technology blurs the time and geographical boundaries of consumption

The virtuality of network technology blurs the concept of time for college students. When college students excessively invest their energy into the internet, they will feel that time becomes very slow, and even feel that time has regressed or stopped.

The convenience of network technology presents goods from different regions and countries with different time differences to college students through remote logistics, causing them to temporarily forget and ignore the differences in time. The globalization of network technology has blurred the boundaries of regional space. College students can consume goods or services from any remote region of the world through the Internet. Similarly, even the sales market for goods in remote areas may be global.

3.2 Network technology blurs the boundaries of quality standards for consumption

In the information society, consumption relies on technology to create the needs of college students. Stakeholders utilize the real-time analysis of network technology, study the characteristics of college students, and conveniently

collect and process information to classify college students into different levels. Targeted distribution of differentiated goods to college students leads to the mismatch between the objects and the needs of the subjects consumed by college students, resulting in alienated consumption.

The virtuality of network technology blurs the quality standards of consumption. Stakeholders utilize the virtuality of network technology to tamper with the parameters of the sold goods, conceal the origin information, production time, shelf life, specifications, and other product parameters of the sold goods, copy images, modify text information, and use digital technology to turn low-quality goods into attractive, high-quality and low-priced goods through images, sounds, and text (Wang Na, 2019).

3.3 Incomplete knowledge structure of college students under network technology

The update of college students' online knowledge lags behind the development of network technology, leading to the alienation of unconscious consumption. At present, college students who experience consumer alienation are mainly limited by their own knowledge structure and the culture they receive and are easily deceived by seemingly reasonable appearances. In addition, college students have their own shortcomings and are easily attracted to and tempted by the outside world. Network technology reduces their self-control and restraint abilities.

The information on the network is global, whether it is advanced or backward, essence or dross, all of which have entered the vision of college students and have an impact on college students' psychology, which has both positive and negative effects. If college students do not have correct consumption, values, and worldview, they are easily influenced by negative thoughts and form consumption alienation.

3.4 Deviation of College Students' Consumption Concept under Network Technology

College students are more likely to enjoy the purchasing process rather than the product itself. Only in the process of consumption can they feel and experience autonomy.

College students are negatively influenced by Western trends of thought. Due to the global nature of network technology, Western consumerism and hedonism have taken advantage of the internet as a platform to gain acceptance and have an impact on it. Developing countries are more susceptible to external stimuli and influences due to their lack of various resources. Moreover, the convenience and virtuality of network technology in releasing information have led to the blind spot of supervision, and essence and dross have entered people's vision. In addition, overseas illegal organizations deliberately spread and spread bad information to developing countries, which directly led to the alienation of college students consumption.

4. The path to dispel the impact of network technology on college students' consumption alienation in the context of big data

4.1 Innovate and upgrade network technology to maximize the ability to eliminate cheating

Network technology itself contains positive and negative values and is unified within the network technology itself. Technology itself is aimed at solving practical problems (Marx, 2015). Developing and upgrading versions to combat existing bugs in network technology, allowing network technology to play a more active and positive role in the consumption process.

Developing network technology for network security and strengthening the protection of network information. It is necessary to protect hardware, especially the development technology of central processing units, and reduce dependence. At the same time, it is necessary to protect and upgrade security protection software, strengthen electronic shielding of intervening signals and intrusion systems, and prevent information from being tracked and leaked.

Since the current stage of consumer alienation is mainly based on network technology, it can be considered to prevent and suppress the continued irrational expansion of consumption by limiting time and space and setting limits on time and space. Reduce consumption differentiation by setting the length of online time. Similarly, space should be limited, consumption areas should be divided, and consumption quantity should be limited.

4.2 Advocate for adhering to the spirit of justice and ensuring consumer safety

For the increasing proportion of online consumption disputes, online consumption should be included in the protec-

tion system of the "Law on the Protection of the Rights and Interests of College Students" to keep up with the times. Continuously increase people's legal awareness, consciously abide by relevant laws and regulations, and ensure the safety of online consumption.

Combining network laws and regulations with network technology, the network technology part is filled by corresponding network elites, and the legal part sets up network police to prevent network illegal activities from forming a vacuum outside the law, and to prevent illegal activities from escaping after they occur, ensuring consumer safety.

Integrate network laws, regulations, and relevant systems. For the consumption alienation caused by new forms such as luxury consumption and excessive consumption in online consumption, improve the tax system to eliminate consumption alienation.

4.3 Improving the Comprehensive Quality of College Students and Promoting Reasonable Consumption

At present, there are two main types of college students who are prone to consumption alienation. Part of the reasons for their consumption alienation come from their incomplete understanding of network technology, which has become a tool for some people to pursue profits, leading to consumption alienation. For the users of this type of network technology, they should continuously improve their various qualities, strengthening education and training on network technology knowledge. Secondly, in response to the incomplete knowledge structure and system, they should increase efforts to promote object popular science knowledge and achieve a comprehensive understanding state (Zhao Yiliang, 2013). College students should always maintain rational thinking, be unaffected by external influences, and avoid following others' advice. Enhance awareness of perceived risk and supervision, and as a direct participant in online consumption, be able to have immediate access to legal behavior, collect evidence of violations, and safeguard one's legitimate rights and interests.

4.4 Correct the inappropriate consumption concepts of college students and achieve legitimate consumption

Correct the inappropriate values of the users of network technology. To help college students establish a healthy consumption concept and make them realize that their consumption meets the survival and development needs of the subject. Only consumption that meets the above conditions is a reasonable and legitimate consumption concept, which can be called a sustainable consumption concept. At this stage, consumption alienation needs to be positively and positively guided and corrected in terms of ideology and morality, helping to establish correct consumption views and values, not following the trend, not comparing with others, and regulating improper behavior on the internet (Aristotle, 2003).

In response to the profit pursuit of the creators of network technology, we aim to help them understand that money is not everything. Encouraging and constraining the relationship between tool rationality and value rationality of network technology should be fully considered at the beginning of research and development and design, in order to achieve a positive correlation between network technology and consumption

4.5 Strengthen government functions and restore the authority of consumption alienation management

The government should have a clear understanding of the inevitability of consumption alienation, which is a product of social development to a certain extent (Zeng Jie, 2016). It has to some extent promoted social development. The government's management, guidance, and assistance to college students gradually establish rational thinking and correct cognition are the key, to maximizing the promoting effect of network technology on healthy and reasonable consumption.

Strengthening government functions is the restoration of management authority over online consumption, and any entity must accept the supervision of government regulatory authorities. Therefore, it is necessary for the government to strengthen the online consumption registration and filing system, and carry out necessary supervision and management.

The government can guide reasonable and rational consumption through various channels, and encourage moderate consumption; Transforming the consumption concept of college students; At the same time, we will innovate the consumption field and shift college students from material consumption to healthy spiritual consumption.

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