

**HO CHI MINH NATIONAL ACADEMY OF POLITICS**

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**STUDENTS' LIFESTYLES IN DA NANG CITY TODAY  
UNDER THE INFLUENCE OF SOCIAL MEDIA**

**SUMMARY OF THE DOCTORAL THESIS**

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## INTRODUCTION

### 1. The urgency of the theme

Lifestyle represents the synthesis of the fundamental and stable modes of living of social entities (nations, classes, strata, social groups) and individuals. It is shaped in association with a given mode of production and expressed through goals, ideals, attitudes toward life, values, and the sense of responsibility in addressing relationships across all domains of human activity within the conditions of a particular socio-economic formation. As a core component of the spiritual life of society, lifestyle reflects the level of development and the degree of humanistic progress within the spiritual culture of a nation and of humankind. For Vietnam, constructing and promoting a proper lifestyle is an integral part of developing culture and shaping human beings. The Communist Party of Vietnam has affirmed: “To foster comprehensive human development and build an advanced Vietnamese culture imbued with national identity, so that Vietnamese culture and people truly become endogenous strength and a driving force for national development and defense”.

In contemporary Vietnam, lifestyles are being influenced by multiple objective and subjective factors. In the digital era, many areas of social life are undergoing organizational and operational transformation, presenting both opportunities and challenges for all social strata, particularly the young generation. Vietnam is carrying out digital transformation in various sectors to develop productive forces, establish corresponding relations of production and superstructure. This process requires young people to adapt and respond to emerging issues. Among them is the question of how to use social media, how to perceive its impacts on all aspects of youth life, and how to maximize its positive effects while mitigating its negative consequences. Through their awareness and practices concerning social media, young people, including students, shape their lifestyles and thereby contribute to building a progressive, civilized, and sustainable society.

In reality, social media has been providing students with an inexhaustible source of information, enabling them to learn, exchange knowledge, and expand social relations. However, the *multidimensional* nature of this environment - especially the prevalence of unverified, distorted, and harmful information - also poses serious challenges, exerting negative influences on the formation of students' lifestyles and personalities in general, and particularly those of students in Da Nang City.

In recent years, the lifestyles of students in Da Nang City under the influence of social media, while demonstrating certain positive aspects, have also revealed considerable shortcomings and limitations. These are reflected in the lack of ideals and aspirations for dedication and self-improvement in learning and training; indifference to the political and social issues of the country; insufficient participation in activities for the benefit of the community; tendencies toward pragmatic, individualistic, and self-centered lifestyles; and a low sense of responsibility in the face of the proliferation of unhealthy cultural products widely disseminated on social media. The Resolution of the 6th Congress of the Ho Chi Minh Communist Youth Union - The University of Danang (2022-2027) candidly pointed out that: “A significant segment of student union members remain influenced by foreign cultures, embracing pragmatic lifestyles, living in haste, and engaging in trial marriages. Deviant ethical behaviors within schools tend to increase, such as laziness in learning, cheating in examinations, disrespect toward teachers, and a lack of awareness in complying with school regulations and the laws of the State”. Moreover, in recent years, Vietnam has also witnessed a moral and lifestyle decline among a segment of officials and Party members, along with the degradation of certain social ethics, the persistence of corruption, wastefulness, social evils, and particularly the increasingly complex development of cybercrime and online fraud. These phenomena have been exerting powerful and multifaceted impacts on students’ lifestyles.

This reality underscores the necessity of studying the lifestyles of students in Da Nang City under the influence of social media, thereby providing timely orientations and education to help build a generation of future citizens who are comprehensively developed, embodying both “virtue” and “talent”. Such a foundation is essential for fostering the motivation for the nation to advance into a new era. As General Secretary To Lam emphasized in his speech at the meeting commemorating Vietnamese Teachers’ Day on November 18, 2024, the foremost priority for education today is to “focus on building socialist human beings, with particular attention to the education of personality, morality, lifestyle, legal knowledge, and civic consciousness”.

For these reasons, the doctoral candidate has chosen the topic: “*Students’ Lifestyles in Da Nang City Today under the Influence of Social Media*” as the subject of the doctoral dissertation major in Scientific Socialism.

## **2. Research Objectives and Tasks**

### ***2.1. Research Objectives***

To clarify theoretical issues and the current situation regarding the lifestyle of students in Da Nang City under the influence of social media, thereby proposing fundamental solutions to promote positive lifestyles and limit negative lifestyles among students in Da Nang City under the influence of social media by 2030.

### ***2.2. Research Tasks***

- To review the existing research related to the lifestyle of students in Da Nang City under the influence of social media, thereby identifying the main research focus of the dissertation.

- To clarify certain theoretical issues concerning the lifestyle of students in Da Nang City under the influence of social media.

- To analyze the actual situation of students' lifestyles in Da Nang City under the influence of social media and identify the pressing issues currently arising.

- To propose fundamental solutions to promote positive lifestyles and limit negative lifestyles of students in Da Nang City under the influence of social media by 2030.

## **3. Research Scope and Subjects**

### ***3.1. Research Subject***

The dissertation investigates the lifestyle of students in general, and particularly the lifestyle of students in Da Nang City, under the influence of social media.

### ***3.2. Research Scope***

*Approach of the dissertation:* To examine specifically how the lifestyle of students in Da Nang City is currently affected (positively and negatively) by social media.

*Content of the research:* The lifestyle of students is a broad and diverse category with multiple manifestations. Within the framework of this doctoral dissertation, the researcher focuses on aspects of student lifestyle expressed through: learning and academic activities, scientific research, development of professional skills for future careers, participation in political and social activities, engagement in cultural and spiritual activities, as well as communication and interaction in daily life and in specific social relationships.

*Research site and survey subjects:* The dissertation studies the lifestyle of students in Da Nang City (including both local students and those from other

provinces across the country) under the influence of social media, with surveys conducted at five universities: University of Science and Technology, DaNang University of Economics, University of Science and Education, University of Foreign Language Studies, and University of Technology and Education - all belonging to the University of Da Nang (UDN). These institutions are representative universities that concentrate the majority of students in Da Nang City across all academic disciplines.

*Research timeframe:* Secondary data serving the dissertation are limited to the period from 2015 to the present (from the 5th Party Congress of the University of Da Nang in 2015 to June 31, 2025). The proposed solutions for the newly reorganized Da Nang (after July 1, 2025) are valid until 2030.

## **4. Theoretical Basis and Research Methodology**

### **4.1. Theoretical Basis**

This dissertation is grounded in the theoretical framework of Marxism-Leninism, Ho Chi Minh's ideology, and the guidelines of the Communist Party of Viet Nam on lifestyle, youth lifestyle, and student lifestyle. It also draws upon the Party's and the State's perspectives on social media and the management of social media in the current context.

### **4.2. Research Methodology**

The dissertation is conducted based on the dialectical materialist and historical materialist methodology of Marxism-Leninism, which constitutes the primary methodological foundation consistently employed throughout the research process. This methodological orientation enables the dissertation to uncover the political-social issues that the study seeks to address. At the same time, the dissertation makes use of a combination of specific methods as follows:

- *Historical and logical methods, analysis and synthesis, deduction and induction* are mainly applied to provide an overview of the research situation related to the dissertation's theme; to clarify the system of key concepts in the study; and to analyze the actual situation, identify the causes of strengths and limitations, and highlight the issues arising in relation to the lifestyle of students in Da Nang City under the impact of social media.

- *Practical summary, field survey, sociological investigation, and interviews* are employed to collect materials and empirical evidence, thereby clarifying the actual condition of student lifestyles in Da Nang City under the influence of social media.

- The above methods are integrated to evaluate the current situation and to propose solutions aimed at fostering positive lifestyles and limiting negative

lifestyles among students in Da Nang City in the context of social media influence in the coming period.

## **5. New Contributions of the Thesis**

The dissertation establishes a theoretical framework for examining the lifestyle of students in Da Nang City under the impact of social media.

It conducts surveys and provides a comprehensive clarification of both the positive and negative aspects of student lifestyles in Da Nang City in the present context of social media influence, while also interpreting the issues that need to be addressed in the near future.

Furthermore, the dissertation proposes several groups of solutions that are innovative, closely aligned with practical realities, and reflective of the specific characteristics of students in Da Nang City. These solutions can be applied to promote positive lifestyles and limit negative lifestyles among students under the influence of social media, with a vision extending to 2030.

## **6. Theoretical and Practical Significance**

### ***6.1. Theoretical Significance***

The dissertation contributes to the supplementation and development of theoretical understanding of the lifestyle of students in Da Nang City under the influence of social media, examined from a political-social perspective.

The research findings of the dissertation provide a scientific foundation and rationale for educational institutions, Youth Union officials, and Student Association organizations in Viet Nam in general, and in Da Nang City in particular, to promote positive lifestyles and to restrict negative lifestyles among students in the context of social media influence.

### ***6.2. Practical Significance***

The research outcomes of the dissertation can serve as reference materials for research, teaching, and communication activities concerning issues related to student lifestyles under the influence of social media.

The practical implementation of the dissertation's findings will contribute to the cultivation of positive lifestyles and the limitation of negative lifestyles among students in the context of social media, thereby making a tangible contribution to the training of high-quality human resources capable of meeting the requirements and tasks of the cause of building and safeguarding the Socialist Republic of Viet Nam.

## **7. Structure of the Thesis**

Apart from the introduction, conclusion, list of references, and appendices, the thesis is structured into 4 chapters with a total of 8 sections.

## Chapter 1

### OVERVIEW OF THE RESEARCH RELATED TO THE THESIS

#### 1.1. REPRESENTATIVE STUDIES RELATED TO THE CONTENT OF THE DISSERTATION

##### 1.1.1. Representative Studies on Theoretical Issues Concerning the Lifestyle of Students under the Influence of Social Media

*First*, studies on lifestyle, student lifestyle, and the manifestations of student lifestyle.

*With respect to lifestyle:* Representative works include those of G. Glezermem, V. Dobrianov, Thanh Le, Vo Van Thang, Nguyen Ngoc Ha, and Hoang Anh. These scholars have proposed various conceptions of lifestyle, highlighting its fundamental characteristics as well as the criteria of the lifestyle of the Vietnamese people. However, due to differences in research approaches, there has not yet been a unified definition of lifestyle.

*With respect to the lifestyle of students and its manifestations:* Representative studies by Diane Tillman, Nguyen Thi Thanh Ha, Tran Quoc Thanh, and Nguyen Thi Tam have introduced definitions of student lifestyle and analyzed its expressions across different domains of student activity, ranging from learning to everyday practices.

*Second*, representative studies on social media and the impact of social media on student lifestyle.

*Regarding social media,* Authors such as Thomas L. Friedman, Howard Rheingold, Sophie Tan-Ehrhardt, Ryan Holiday, and Luong Khac Hieu and collaborators have clarified the conception of social media, its role, and its key actors.

*Regarding the impact of social media on student lifestyle:* Representative scholars include Christy M. K. Cheung et al., Nham Phong Tuan et al., Adrian David Cheok et al., and Peter Townsend. Their research has provided theoretical arguments and conducted surveys, thereby identifying both the positive and negative impacts of social media across all spheres of social life, including student lifestyles, both globally and in Viet Nam.

*Third*, representative studies on the factors shaping student lifestyles under the influence of social media. Notable contributions include those of Huynh Khai Vinh, Dinh Thi Giang, and Nguyen Thi My Linh. These authors



have concentrated on clarifying the determining influence of political, economic, cultural, media-technological, family, school, and social factors on the lifestyle of students.

### **1.1.2. Representative Studies on the Actual Situation of Student Lifestyles in General, and of Students in Da Nang City in Particular, under the Influence of Social Media**

*First*, studies on the actual situation of student lifestyles. Representative works include those of Pham Hong Tung, Luu Minh Van and collaborators, and Le Xuan Giang. These studies have identified the transformation of youth and student lifestyles, in which several surveys have revealed both positive and negative aspects of student morality and lifestyle in several universities in Viet Nam today.

*Second*, studies on the actual situation of student lifestyles under the influence of social media. Notable works by Mustafa I. M. Eid et al., Nguyen Thi Lan Huong et al., Nguyen Lan Nguyen, Tran Hau Tan, and Pham Dinh Khue have conducted surveys and demonstrated that social media exerts a profound impact on the transformation of students' daily habits, learning practices, communication and behavior, as well as their viewpoints, ideology, and morality - manifested in both positive and negative dimensions.

*Third*, studies on the actual situation of student lifestyles in Da Nang City under the influence of social media. The works of Tran Huu Luyen et al., Bui The Duy, and Phan Nam Thai and collaborators have concentrated on clarifying the reality of social media's impact on the lifestyles of students in Da Nang City and in several other urban centers. These studies have pointed out the emergence of new lifestyle expressions, reflected through learning activities, communicative interactions, and behavioral practices.

### **1.1.3. Representative Studies Related to Solutions for Promoting Positive Lifestyles and Limiting Negative Lifestyles of Students in General, and Students in Da Nang City in Particular, under the Influence of Social Media**

*First*, research related to solutions for promoting positive lifestyles and restricting negative lifestyles of students under the impact of social media. Representative contributions include works by Guy Kawasaki et al., Brian A. Primack, Tran Thi Tung Lam, Le Hai, General Secretary To Lam, and Nguyen Thi Thu Huyen et al. These studies and addresses have proposed a variety of

solutions, encompassing the enhancement of awareness, the improvement of social and educational environments, the mobilization of resources, the formulation and implementation of management policies, as well as the renewal of Youth Union and Student Association activities, with a focus on building a strong contingent of Union and Association cadres.

*Second*, research related to solutions for promoting positive lifestyles and restricting negative lifestyles of students in Da Nang City under the impact of social media. Several works and articles by Tran Huu Luyen et al., Nguyen Nhat Hung, and the Da Nang Party Committee have directly or indirectly referred to solutions such as the management of social media, the management of students in dormitories, and the enhancement of the effectiveness and efficiency of state management in the domain of human culture. However, there has not yet been a study that directly and systematically addresses solutions for promoting positive lifestyles and restricting negative lifestyles of students in Da Nang City under the impact of social media.

## **1.2. THE VALUE OF THE REVIEWED STUDIES AND ISSUES THAT REQUIRE FURTHER RESEARCH IN THE DISSERTATION**

### **1.2.1. The Value of the Reviewed Studies**

From the reviewed studies, several fundamental values can be drawn:

*In terms of theory:* Scientific works have researched and introduced the concept of lifestyle, student lifestyle, and social media; they have affirmed that social media exerts both positive and negative impacts on lifestyles in domains of labor, political-social engagement, and cultural-behavioral practices. At the same time, these studies have clarified that the development of science and technology, the Internet, and social media has transformed traditional modes of interaction and communication of human beings in general and of students in particular.

*In terms of the actual situation and emerging issues:* Several studies have conducted surveys, assessments and concluded that the use of social media has become increasingly widespread among young people. They have also clarified the impacts of social media on social life, especially among youth and students, in both positive and negative dimensions. However, the reviewed works have primarily examined and analyzed the issue from psychological, sociological, or interdisciplinary perspectives. From the political-social perspective, there has not yet been a study that provides a

comprehensive and systematic argument concerning the actual situation of student lifestyles in Da Nang City under the influence of social media.

*In terms of orientations and solutions:* Several research works have discussed orientations and proposed solutions for shaping student lifestyles under the influence of social media. Nevertheless, specific solutions to promote positive lifestyles and restrict negative lifestyles among students in Da Nang City in the current context of social media influence remain a “research gap” that requires deeper investigation and clarification.

*In terms of approach:* Most of the reviewed studies have approached the influence of social media on various aspects of social life in general and student life in particular from interdisciplinary perspectives, or through combinations of sociology, economics, anthropology, psychology, cultural studies, philosophy, etc. Few studies have addressed the impact of social media on student lifestyles from a political-social perspective. Moreover, no study has directly and systematically investigated the lifestyle of students in Da Nang City under the current impact of social media.

### **1.2.2. Issues for Further Research in the Dissertation**

Based on inheriting the values of the reviewed works, within the scope of this dissertation, the researcher aspires to contribute to clarifying several fundamental issues concerning the lifestyle of students in Da Nang City under the influence of social media. Specifically:

*First*, in terms of theory, to elucidate the conceptualization and manifestations of student lifestyles in Da Nang City under the influence of social media. At the same time, to analyze the determining factors that shape and regulate student lifestyles in the context of social media.

*Second*, to examine the current situation of both positive and negative lifestyles of students in Da Nang City under the influence of social media, as expressed in activities such as learning, scientific research, professional skill development, participation in political-social practice, cultural and spiritual life, communication and behavior, as well as in specific social relationships.

*Third*, to analyze the causes underlying the current manifestations of positive and negative lifestyles of students in Da Nang City under the influence of social media, and to identify the issues that such lifestyles pose for the process of shaping the student lifestyle in this locality.

*Fourth*, the dissertation seeks to propose fundamental orientations and solutions aimed at fostering positive lifestyles and restricting negative lifestyles among students in Da Nang City under the impact of social media, with a vision toward the year 2030.

## **Chapter 2**

### **THEORETICAL ISSUES ON THE LIFESTYLE OF STUDENTS IN DA NANG CITY UNDER THE INFLUENCE OF SOCIAL MEDIA**

#### **2.1. CONCEPTS AND MANIFESTATIONS OF STUDENT LIFESTYLES IN DA NANG CITY UNDER THE INFLUENCE OF SOCIAL MEDIA**

##### **2.1.1. The Concept of Lifestyle and the Lifestyle of Students in Da Nang City**

###### ***2.1.1.1. The Concept of Lifestyle***

Lifestyle constitutes the totality of the fundamental and relatively stable modes of living of social subjects (nations, classes, strata, social groups) as well as individuals. It is formed in close association with a specific mode of production and is manifested in goals, ideals, attitudes toward life, moral spirit, and a sense of responsibility in addressing relationships across all fundamental spheres of human activity, within the conditions of a particular socio-economic formation.

Whether a lifestyle is positive or negative can only be determined in relation to the social value standards of each historical period. Under the socialist regime, a positive lifestyle is formed and developed in connection with the socialist mode of production. It is determined by: the economic foundation - public ownership of the principal means of production and production conducted at a high level of socialization; the political foundation - socialist democracy; the cultural-spiritual foundation - a Vietnamese culture that is advanced and imbued with national identity, grounded in the ideology of Marxism-Leninism; and the social foundation - the alliance of the working class with the peasantry and the intelligentsia under the leadership of the Communist Party.

Lifestyle is closely related to such concepts as way of life, life purpose, and lifestyle, which can be regarded as specific manifestations of lifestyle.

### ***2.1.1.2. The Concept of Student Lifestyle in Da Nang City***

#### ***\* Regarding students and their characteristics in Da Nang City***

Students in Da Nang City are those engaged in study and scientific research at higher education institutions (colleges and universities) within the locality. In addition to the general characteristics of Vietnamese students - such as reaching physical maturity, undergoing dynamic personality development, possessing high adaptability, engaging in diverse social relations, and exhibiting attitudes and viewpoints not yet stable and thus susceptible to external influences - students in Da Nang bear distinctive traits shaped by the geo-political, economic, cultural, and social conditions of this region.

#### ***\* Regarding the lifestyle of students in Da Nang City***

The lifestyle of students represents the totality of fundamental and stable modes of living, expressed in goals, ideals, life attitudes, moral spirit, and responsibility in addressing relationships through their principal activities within specific historical conditions.

The lifestyle of students in Da Nang City, in particular, is the totality of fundamental and relatively stable modes of living, reflected in their goals, ideals, life attitudes, moral spirit, and responsibility in resolving relationships through their primary activities, in accordance with the internal regulations of educational institutions, as well as the political, economic, cultural, and social conditions of the city and the country during the transitional period toward socialism.

#### ***\* Characteristics of student lifestyle in Da Nang City***

Alongside the general characteristics of Vietnamese student lifestyles, the lifestyle of students in Da Nang City also possesses distinctive features bearing the imprint of Da Nang's identity. These include: patriotism, self-reliance and resilience, diligence in labor and study; perseverance and determination in overcoming hardship; adaptability, dynamism, openness, friendliness, and receptiveness to new developments; and a sense of discipline and civility in communication and social conduct. Nevertheless, a segment of students in Da Nang exhibits political apathy, passivity, and deviations from the socially accepted norms of lifestyle.

### **2.1.2. Social Media - Concept, Characteristics, and Certain Impacts on the Lifestyle of Students**

#### ***2.1.2.1. The Concept of Social Media***

Social media is a mode of social communication relations established based on the Internet and cyberspace, through which individuals can

exchange, share, interact, and update information rapidly and conveniently, unrestricted by space and time.

#### ***2.1.2.2. Characteristics of Social Media***

Social media is constructed upon the connections among “netizens” on the Internet platform; it is characterized by very rapid connectivity, a wide-ranging scope of sharing that transcends space and time, and a strong impact across all spheres of social life. Information on social media is diverse and multidimensional. The most fundamental elements constituting social media are its members and the connections among them; in addition, it contains subjects of information and is guided by certain orientations.

#### ***2.1.2.3. Certain Impacts of Social Media on the Lifestyle of Students***

*Positive impacts:* Social media supports students in learning, employment, and the development of soft skills; contributes to enhancing students’ social awareness; enriches their spiritual-cultural life; provides a space for self-expression and talent demonstration; strengthens connectivity and communication among students; and enables them to expand their social relationships.

*Negative impacts:* Social media gives rise to risks of addiction and dependency, which undermine students’ academic performance and self-cultivation; the spread of misleading and fabricated information influences their cognitive capacity and ideological orientation; it adversely affects students’ mental and physical health; and it reduces direct social interaction.

### **2.1.3. Fundamental Manifestations of the Lifestyle of Students in Da Nang City under the Influence of Social Media**

*First, in learning, scientific research, and the cultivation of professional skills,* students’ initiative, proactiveness, self-discipline, and a high sense of responsibility in these activities, as well as their purposeful use of social media to support and improve effectiveness, represent manifestations of a positive lifestyle. Negative manifestations include: dependence on readily available knowledge on social media; lack of creativity in learning and research; misuse of social media for non-constructive purposes; introversion, passivity, irresponsibility, lack of critical thinking, indiscipline, and excessive individualism.

*Second, in political-social practice,* positive manifestations of lifestyle are reflected in students’ awareness of political-social activities, their trust in

the socialist regime, sense of social responsibility, and active participation in political events organized by universities, the Youth Union, and student associations. Actively using social media to engage in and keep abreast of political-social activities, to connect and carry out charitable work, to spread meaningful deeds, and to participate in social critique and struggle also constitute expressions of a positive lifestyle. Negative manifestations include: distorted perceptions, lack of courage in social critique in response to negative information on social media, diminished attention to, or apathy toward, direct political-social activities.

*Third, in cultural-spiritual activities*, students in Da Nang City engage in diverse and rich forms of cultural life. Positive manifestations include actively and purposefully using social media to explore and participate in healthy cultural-spiritual activities and to approach new cultural trends. Negative manifestations include: inappropriate perceptions, attitudes, and behaviors toward healthy cultural activities; neglect of traditional cultural practices; and the glorification of foreign cultural influences.

*Fourth, in daily communication, conduct, and specific social relationships*, students in Da Nang City demonstrate diverse and abundant interpersonal interactions. Positive manifestations include respecting and upholding the traditional norms and standards of national lifestyle, and actively using social media to expand social relationships. Negative manifestations include exhibiting utilitarian attitudes in social relations and displaying inappropriate behaviors and attitudes, particularly in the online environment.

## **2.2. FACTORS DETERMINING THE LIFESTYLE OF STUDENTS IN DA NANG CITY UNDER THE INFLUENCE OF SOCIAL MEDIA**

### **2.2.1. Economic, Political, Cultural, and Social Conditions of Da Nang City**

Da Nang is a major economic, political, cultural, and social center of the Central Region, holding a position of strategic importance in both socio-economic development and national defense and security. With multiple advantages for development, Da Nang has achieved remarkable accomplishments across all fields. These achievements have created a favorable living and educational environment, contributing to the stabilization of students' ideological orientation, the consolidation of their faith, and the

stimulation of their aspirations for learning, self-cultivation, dynamism, and creativity. However, the harsh competitiveness of the market economy also generates considerable pressure on students. Moreover, negative phenomena arising within society and even in educational institutions have diminished the educational function of schools, leading to significant consequences for the cognition and lifestyle of students in Da Nang.

Students in Da Nang originate from various regions across the country. Their local traditions and cultural backgrounds serve as a form of “resistance” against negative external influences. At the same time, however, outdated and backward customs and practices from certain localities act as obstacles to the formation of a positive lifestyle among students in the context of social media.

### **2.2.2. Propaganda and Educational Work of Key Actors**

*From the perspective of the family*, it constitutes the primary cultural and educational environment, playing a decisive role in shaping students’ personality, morality, and lifestyle. In the present period, transformations in socio-economic conditions have led to changes in family educational methods, shifting toward greater autonomy, independence, and freedom, rather than authoritarian imposition. Nevertheless, many families continue to exercise excessive protection and control, which undermines students’ independence. Both tendencies exert dual impacts - positive and negative - on students’ lifestyles under the influence of social media.

*From the perspective of schools*, depending on their functions and tasks, each actor within the educational institution plays a different role in propaganda and education. Thus, the proper awareness of educational actors is of critical importance, directly determining the effectiveness of propaganda and educational efforts in shaping students’ lifestyles in Da Nang under the influence of social media.

### **2.2.3. Subjective Factors of the Students Themselves**

Each student is both an object of education within schools and, more importantly, the most direct subject in the process of self-education and the cultivation of a positive lifestyle in the context of social media. As active subjects, their psychological characteristics, self-consciousness, self-discipline, value-ideal orientations, and their approaches to resolving interest-based relations within their principal activities constitute internal determinants of their living behaviors and conduct under the influence of social media.



#### **2.2.4. The “Peaceful Evolution” Strategy of Hostile Forces**

At present, hostile forces are employing numerous schemes and tactics to undermine our country, particularly through the strategy of “peaceful evolution”. They exploit social media to disseminate reactionary ideas and toxic cultural products aimed at poisoning the consciousness of our people, with young generations - and students in Da Nang - being primary targets. Such information exerts daily and hourly influence on the cognition and ideology of youth and students, thereby having a profound impact on the formation and transformation of their lifestyle.

### **Chapter 3**

## **THE LIFESTYLE OF STUDENTS IN DA NANG CITY UNDER THE INFLUENCE OF SOCIAL MEDIA - CURRENT SITUATION AND EMERGING ISSUES**

### **3.1. THE CURRENT LIFESTYLE OF STUDENTS IN DA NANG CITY UNDER THE INFLUENCE OF SOCIAL MEDIA**

#### **3.1.1. Overview of the University of Danang and the Institutions Surveyed**

The University of Danang is a comprehensive higher education system in Vietnam, consisting of six member universities: University of Science and Technology, DaNang University of Economics, University of Science and Education, University of Foreign Language Studies, University of Technical and Education, and Vietnam-Korea University of Information and Communication Technology. In addition, it encompasses seven affiliated units, including the Kon Tum Campus, the Vietnam-UK Institute for Research and Executive Education, Danang International Institute of Technology (DNIIT), School of Medicine and Pharmacy, Faculty of Physical Education, Center of National Defense - Security Education and Sports, and Center for Continuing Education. Within this system, the high-quality training programs have been continuously supplemented and perfected in terms of disciplines, fields of study, training quality, scientific research, and the provision of high-quality technical services for the Central Region, the Central Highlands, and the nation as a whole. Throughout its development, the University of Danang has “trained for the country hundreds of thousands of technical-technological

specialists, economic and educational managers, pedagogues, and foreign language experts”.

### **3.1.2. The Current Positive and Negative Lifestyles of Students in Da Nang City under the Influence of Social Media**

#### ***3.1.2.1. The Current Positive Lifestyle of Students in Da Nang City under the Influence of Social Media***

*First, regarding learning awareness, scientific research, and the cultivation of professional skills under the influence of social media, the majority of students have demonstrated self-discipline and proactiveness in study, research, and professional training. They actively use social media to enhance the effectiveness of these fundamental activities.*

*Second, regarding students’ awareness and responsibility toward political-social activities under the impact of social media, most students exhibit a high sense of responsibility in such activities. They use social media as a forum for engaging in social criticism, expressing their views on political and social issues of the country, and mobilizing societal resources for the benefit of the community.*

*Third, regarding students’ awareness and attitudes toward cultural and spiritual activities in the context of social media, the majority of students take the initiative and actively participate in cultural, artistic, and sports movements organized by their institutions. They employ social media as a means to access, enjoy, and disseminate healthy cultural and sports activities, while denouncing and criticizing inappropriate information and cultural products.*

*Fourth, regarding students’ perceptions, attitudes, and behaviors in communication, conduct, and specific social relations under the impact of social media, most students in Da Nang maintain appropriate attitudes in daily communication and social interactions - particularly on their institutions’ fanpages. They actively utilize social media to improve communication skills, foster proper conduct, and expand their social relations.*

#### ***3.1.2.2. The Current Negative Lifestyle of Students in Da Nang City under the Influence of Social Media***

*First, about learning awareness, scientific research, and the cultivation of professional skills under the influence of social media, a segment of students in Da Nang exhibits passivity, negligence, and a lack of self-discipline and*

proactiveness in study, research, and professional training. They have not effectively utilized social media as a supportive tool to serve these fundamental activities.

*Second, in terms of awareness and responsibility toward political-social activities under the influence of social media*, a portion of students shows signs of distrust, lives without aspiration, and remains indifferent to the political-social issues of the country. They demonstrate limited awareness and responsibility in confronting negative behaviors, particularly in the online environment.

*Third, regarding students' awareness and attitudes toward cultural and spiritual activities under the impact of social media*, a segment of students displays apathy toward cultural, artistic, and sports activities organized by their institutions, especially activities honoring traditional cultural values. They lack both a high level of awareness and a proper attitude toward unhealthy information and cultural products circulating on social media.

*Fourth, with respect to students' perceptions, attitudes, and behaviors in communication, conduct, and specific social relations under the impact of social media*, a group of students demonstrates inadequate perceptions, attitudes, and behaviors in communication and interaction. Under the negative influence of social media, signs of utilitarianism and selfishness have increased, leading to distortions in social relations.

### **3.2. CAUSES OF THE CURRENT SITUATION AND EMERGING ISSUES CONCERNING THE LIFESTYLE OF STUDENTS IN DA NANG CITY UNDER THE INFLUENCE OF SOCIAL MEDIA**

#### **3.2.1. Causes of the Current Lifestyle of Students in Da Nang City under the Influence of Social Media**

##### ***3.2.1.1. Causes of the Positive Lifestyle of Students in Da Nang City under the Influence of Social Media***

*First*, the correct awareness and due attention of relevant actors in the work of propaganda and education.

*Second*, the favorable economic, political, cultural, and social environment in Da Nang City.

*Third*, the proper awareness of students regarding the dual impacts of social media.

### ***3.2.1.2. Causes of the Negative Lifestyle of Students in Da Nang City under the Influence of Social Media***

*First*, the propaganda and educational efforts of various actors lack sufficient depth.

*Second*, the economic, political, cultural, and social environment in Da Nang City still contains certain limitations.

*Third*, the cognitive capacity, attitudes, and sense of responsibility in self-cultivation, willpower training, and aspiration for progress among some students remain underdeveloped when confronted with the influence of social media.

### **3.2.2. Emerging Issues Concerning the Lifestyle of Students in Da Nang City under the Influence of Social Media**

#### ***3.2.2.1. Issues Concerning Awareness and the Promotion of a Positive Lifestyle by Students Themselves under the Influence of Social Media***

At present, the demand for utilizing social media to enhance the effectiveness of students' core activities is immense. However, their ability to access, select, and filter information remains inadequate. The impact of social media on the lifestyle of students in Da Nang City is inevitable and objective. Nevertheless, whether these impacts are internalized positively or negatively depends on the subjective capacity of the students themselves. The current reality reveals that the cognitive capacity, awareness, and sense of responsibility of a segment of students remain limited, particularly in the face of negative influences stemming from social media. Therefore, timely orientation from educational actors is essential so that students can absorb the positive effects of social media while preventing and minimizing its negative impacts on their lifestyle.

#### ***3.2.2.2. Issues Concerning the Educational and Propaganda Work of Key Actors: Schools, Families, and Society***

*From the perspective of schools*, the capacity and responsiveness of institutional actors to the impacts of social media remain insufficient compared to the requirements of the current situation.

*From the perspective of families*, they have not kept pace with the rapid development of social media and face significant difficulties in orienting and educating their children.

*From the perspective of society*, particularly regarding state management of social media, limitations remain in preventing harmful information, fake news, and fraudulent content - especially on platforms such as Facebook, YouTube, and TikTok.

### ***3.2.2.3. Shortcomings and Constraints in Social Life, Together with the Negative Impacts of Social Media, Present New Challenges to the Process of Cultivating a Positive Lifestyle among Students***

In the current transitional period toward socialism in our country, numerous inadequacies and contradictions persist; the gap between the theoretical knowledge taught to students and the realities of social life remains significant. Furthermore, the insufficiently controlled negative influences of social media have exacerbated manifestations of a negative lifestyle, such as utilitarianism, selfishness, indifference, and apathy. These tendencies are increasingly prevalent, thereby creating difficulties and obstacles to fostering a positive lifestyle while limiting negative lifestyles among students.

## **Chapter 4**

### **ORIENTATIONS AND SOLUTIONS TO PROMOTE POSITIVE LIFESTYLES AND LIMIT NEGATIVE LIFESTYLES OF STUDENTS IN DA NANG CITY UNDER THE IMPACT OF SOCIAL MEDIA BY 2030**

#### **4.1. ORIENTATIONS FOR PROMOTING POSITIVE LIFESTYLES AND LIMITING NEGATIVE LIFESTYLES OF STUDENTS IN DA NANG CITY UNDER THE IMPACT OF SOCIAL MEDIA BY 2030**

##### **4.1.1. Promoting positive lifestyles and limiting negative lifestyles of students in Da Nang City under the impact of social media through strengthening the role of stakeholders and students themselves**

The promotion of positive lifestyles and the restriction of negative lifestyles of students under the impact of social media entails both *self-promotion* and *externally oriented promotion* through education. In this process, the role of students' self-education and self-discipline is of utmost importance. However, to ensure that this process is properly oriented, effective, and aligned with social value standards, the guidance and educational role of relevant stakeholders are indispensable. Based on Marxism-Leninism, Ho Chi Minh's ideology, and the Party's guidelines on

moral and lifestyle education for all social strata, particularly the younger generation, the Party Committee and the government of Da Nang City, school administrators, the Youth Union, student associations, and broader society need to pay close attention to assisting students in receiving and filtering the positive influences of social media to perfect their lifestyles.

**4.1.2. Promoting positive lifestyles and limiting negative lifestyles of students in Da Nang City under the impact of social media must be associated with building a healthy educational environment**

The construction of a healthy social environment constitutes a crucial prerequisite for establishing a clean and progressive academic environment, thereby creating motivation for students to study, train, strive, and mature. A democratic, healthy, and progressive educational environment serves as an important foundation that motivates students to participate proactively, consciously, and positively in core activities. Conversely, an academic environment characterized by a lack of seriousness, democracy, and fairness will inevitably create obstacles and challenges to promoting positive lifestyles and restricting the negative lifestyles of students under the impact of social media.

**4.1.3. Promoting positive lifestyles and limiting negative lifestyles of students in Da Nang City under the impact of social media must be grounded in the inheritance of the nation's traditional values, the adoption of progressive lifestyles of the era, and the lifestyle values of the people of Da Nang**

Over thousands of years of nation-building and defense, the Vietnamese people have cultivated a lifestyle imbued with a distinctive cultural identity. This lifestyle, as part of the national value system, embodies patriotism, resilience, solidarity, community consciousness, benevolence, tolerance, diligence, sophistication, and simplicity. Among these, patriotism stands as the most fundamental traditional value of the nation. Furthermore, Da Nang, as a land rich in patriotic traditions and cultural heritage shaped by its unique geopolitical position, also embodies a distinctive lifestyle and ethos. Inheriting these values provides the foundational orientation for promoting positive lifestyles and limiting the negative lifestyles of students under the impact of social media.

## **4.2. FUNDAMENTAL SOLUTIONS FOR PROMOTING POSITIVE LIFESTYLES AND LIMITING NEGATIVE LIFESTYLES OF STUDENTS IN DA NANG CITY UNDER THE IMPACT OF SOCIAL MEDIA BY 2030**

### **4.2.1. Group of solutions for enhancing awareness and responsibility of stakeholders in promoting positive lifestyles and limiting negative lifestyles of students in Da Nang City under the impact of social media**

*First*, enhancing the awareness and responsibility of Party committees and school administrations in promoting positive lifestyles and limiting the negative lifestyles of students under the impact of social media.

*Second*, enhancing the awareness, responsibility, and role of the Youth Union and student associations in organizing and implementing activities to promote positive lifestyles and limit the negative lifestyles of students under the impact of social media.

*Third*, enhancing the awareness and responsibility of faculties, departments, and centers within universities in promoting positive lifestyles and limiting the negative lifestyles of students under the impact of social media.

*Fourth*, enhancing the awareness and responsibility of lecturers in promoting positive lifestyles and limiting the negative lifestyles of students under the impact of social media.

*Fifth*, enhancing the awareness and responsibility of families in promoting positive lifestyles and limiting the negative lifestyles of students under the impact of social media.

### **4.2.2. Group of Solutions for Creating a Healthy Learning Environment - An Important Premise for Promoting Positive Lifestyles and Limiting Negative Lifestyles of Students in Da Nang City under the Impact of Social Media**

*First*, building organizations and forces within universities that are genuinely clean, strong, reputable, and competent to promote positive lifestyles and limit the negative lifestyles of students under the impact of social media.

*Second*, investing in and modernizing facilities and creating diverse beneficial activities that effectively serve the promotion of positive lifestyles and the restriction of negative lifestyles of students under the impact of social media.

*Third*, developing and completing regulations on the management and use of social media for students, with clear provisions on the obligations and responsibilities of students in specific cases.

#### **4.2.3. Group of Solutions for Strengthening Social Media Management, Inspection, Supervision, and Coordination among Stakeholders to Promote Positive Lifestyles and Limit Negative Lifestyles of Students in Da Nang City under the Impact of Social Media**

*First*, strengthening activities related to the management of social media.

*Second*, intensifying inspection and supervision of compliance with school regulations, as well as the implementation of laws on cybersecurity and adherence to codes of conduct on social media.

*Third*, reinforcing coordination among families, schools, and society to promote positive lifestyles and limit the negative lifestyles of students under the impact of social media.

#### **4.2.4. Group of Solutions for Innovating the Content and Methods of Education and Propaganda to Promote Positive Lifestyles and Limit Negative Lifestyles of Students in Da Nang City under the Impact of Social Media**

*First*, innovating the content of lifestyle education for students in Da Nang City under the impact of social media.

*Second*, diversifying methods of propaganda and lifestyle education for students in Da Nang City under the impact of social media.

*Third*, strengthening the use of social media as a channel for propaganda and education to promote positive lifestyles and limit the negative lifestyles of students.

#### **4.2.5. Group of Solutions for Enhancing Students' Self-Awareness, Proactiveness, and Activeness in Promoting Positive Lifestyles and Limiting Negative Lifestyles under the Impact of Social Media**

*First*, students themselves must recognize the importance of self-education and self-training in cultivating a positive lifestyle under the impact of social media, under the guidance of educational stakeholders.

*Second*, each student should regularly cultivate motivation, responsibility, determination, and a strong will in studying and training to develop a positive lifestyle under the impact of social media.



*Third*, promoting the proactive and active role of students in building and implementing self-study and self-training plans.

*Fourth*, enhancing the proactive and active role of students in struggling against wrongful behaviors and manifestations in the environment of social media.

## **CONCLUSION**

Students play a profoundly important role in the cause of national construction and defense, constituting the principal human resource that will determine the success of building socialism in the future. They possess sharp thinking, ambitions, adaptability, and are in the critical stage of personality and lifestyle formation.

The lifestyle of students can be understood as the synthesis of stable modes of living that operate within a system of social norms and values, in the specific conditions of our country's transitional period toward socialism. It is manifested through characteristic activities such as learning, scientific research, and the cultivation of future professional skills; participation in political and social practices; engagement in cultural and spiritual activities; and communication, interaction, and specific social relationships. Students with a positive lifestyle will voluntarily and consciously orient their principal activities toward social norms and values, while proactively and effectively employing social media as a supportive tool to serve their core activities.

The lifestyle of students is shaped in close relation to and under the influence of multiple factors, among which social media stands out as the most powerful determinant, transforming student lifestyles in both positive and negative directions. This reality poses the imperative of fostering positive lifestyles and limiting negative lifestyles of students under the impact of social media, thereby ensuring that student lifestyles are increasingly aligned with social norms and values, as well as with the training goals and requirements of universities, ultimately meeting the demands of national construction and defense.

General Secretary To Lam has emphasized that “the task of building socialism is arduous, long-term, and complex; the future of communism belongs to the youth”. With a clear awareness of their tasks and

responsibilities, the majority of students in Da Nang City have demonstrated correct cognition, a high sense of responsibility, and appropriate attitudes and behaviors in their activities of learning, scientific research, professional skills training, political and social practice, cultural and spiritual engagement, communication, interaction, and specific social relations. However, a segment of students remains passive, dependent, and has yet to develop adequate awareness regarding their principal activities under the impact of social media.

The aforementioned situation stems from the awareness and attention of the relevant actors; from the economic, political, cultural, and social environment of Da Nang City; as well as from the students' own self-awareness. At the same time, it raises several pressing issues that require focused resolution: namely, issues concerning the awareness and promotion of positive lifestyles on the part of students themselves under the impact of social media; issues related to the educational and propagational roles of key actors such as schools, families, and society; and the various inadequacies and limitations in social life which, combined with the negative influences of social media, pose new challenges to the cultivation of positive lifestyles among students. This constitutes an essential practical basis for determining orientations and proposing appropriate solutions aimed at fostering positive lifestyles and restricting negative lifestyles among students in Da Nang City in the coming period.

To foster positive lifestyles and restrict negative lifestyles among students in Da Nang City under the impact of social media in the future, the dissertation identifies several orientations and solutions. Each orientation and solution plays a particular role in this process, and they are mutually interrelated and supportive. Therefore, they must be implemented synchronously to generate convergent and positive effects, thereby enhancing the effectiveness of fostering positive lifestyles and limiting negative lifestyles of students under the impact of social media in Da Nang City in the coming time. Any absolutization or underestimation of the above-mentioned orientations and solutions would not yield effective outcomes.

## **LIST OF PUBLISHED WORKS BY THE AUTHOR RELATED TO THE THESIS**

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