The Research on the Influence of Bilibili Videos upon the Receptions Towards Universities among Chinese High School Students

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Abstract: Bilibili is an international company which was set up in 2008. This company started out as a dedicated anime website. This paper will investigate the impact of Bilibili on high school students' acceptance of universities. According to the papers we have collected, there have been many existing studies and papers on Bilibili, however, there are still some exist research gaps. All those papers above don't mention the students. With the increasing number of "Bilibili School" graduates, it shows a gratifying phenomenon to the society. Students are now overcoming many difficulties, with a positive learning attitude, to achieve the goal of the new generation of continuous progress. However, it also reveals that the gears of schooling are still stumbling. The point of going to college when so many college courses are available online. There are no papers on the effect of Bilibili on senior high school students. So this paper is very necessary in China. This was research was carried out online. There are then questions in the research. Each question is given five different degrees of choice.

Keywords: Bilibili, videos, reception

1.   Introduction

Bilibili is listed on NASDAQ in United States on March 28th 2018. And then on March 29th 2021, Bilibili officially launched its secondly listing in Hong Kong. In the early days, Bilibili was an ACG (animation, comics, games) content creation and sharing video website. After more than a decade of development, it has built an ecosystem around users, creators and content. So Bilibili has built an ecosystem that continuously produces quality content. It has become a multicultural community that already encompasses more than 7,000 interest circles. It has won the first place in the two lists of "Generation Z Preferred Pan-Entertainment App" selected by Quest Mobile Research in the "Brand Z" report Top 1000 Most Valuable Chinese Brands in 2019. Bilibili has 350 million users. It earned a total of 21.9 billion yuan in 2022.

Bilibili has a big market both at home and abroad. Japan, the home of anime, was one of Bilibili's first overseas markets. Bilibili began promoting its animated content in Japan in 2015.In 2017, Bilibili established a branch office in Tokyo. Currently, Bilibili has more than 1,000,000 users in the Japanese market. Bilibili also began promoting its animated content to the Us market in 2017.And in 2018, a branch office was established in Los Angeles, USA. The number of users in the US market is also growing and now exceeds 500,000. Bilibili's expansion into Southeast Asia has also seen successful.

Bilibili began promoting its animated content to the Southeast Asian market in 2018, and in 2019 there is a branch office of Bilibili in Singapore City. The number of the users is also increasing.

Bilibili is the largest birthplace of Chinese Quadratic element, it is positioned as a bullet-screen video website. The quadratic element and the game are its main body. As an excellent entertainment app, Bilibili has built a huge search library and the video creation quality threshold is high.

There are many videos about learning on Bilibili. Now more and more young people like to study on Bilibili. The data shows that seven of the top 10 videos on Bilibili are about university mathematics, accounting, civil servant teaching Video. One of the longest running videos is Higher mathematics. Many young people choose Bilibili for reasons such as the absence of advertisements, interesting explanations from teachers, and the accompanying study through bullet comment. It is high quality instructional videos have become final savior for many senior high school students and even college students. Years of learning experience on Bilibili makes some students think that they are graduate from the "Bilibili School".

2. Literature Research

Before our investigation, there have been many existing studies and papers on Bilibili. According to the papers we have collected, such as a paper published by Deng sin from Shanghai University. The author takes Bilibili as an example to analyze the bullet screen video from the perspective of interactive ritual chain. In this paper the author uses the interactive chain theory of Randall Collins and takes it into account that: Bullet screen video viewing mode is based on the Internet, self-identified as members of ACG culture groups, the virtual interactive consciousness of the non-physical presence of the body as the space station. Before the search start the author has found some papers about social media and teenagers mental health. Research carried out by Michelle O'Reilly, Nisha Dogra, Jason Hughes, Paul Reilly, Riya George, Natasha Whiteman in 2018 posited a concept that social media will promoter the potential from teenagers [1]. There is also a paper about smartphones, social media use and youth media health. The author in this paper also mentioned that there are many ways for teenagers to protect their physical and mental health. Because the society and the community can provide them with necessary help [2]. There are also many papers on social media and mental health. For example, Hilal Bashir1, Shabir Ahmad Bha they written a paper about social media and mental health in 2018.In the paper the author thinks that the appearance has a bad influence on teenagers' mental health. Because the appearance of the social media will also bring bullying and violence to teenagers. Moreover, literature summed so far reveals that younger generation operates effortlessly [3]. The researchers think that there are future directions for social media and mental health. And the social media can also help in dealing teenagers mental health problems [4]. Moreover, shout online videos can also have an impact on teenagers' mental health. A research results show that it is up to the low to address cyber-bullying and harassment, but that does not mean the law must be the first choice, but perhaps the most important one is education [5]. And a paper showed that when teenagers use social media, intimacy develops faster online than face-to-face interactions, and they underestimate the risks of disclosing their privacy. And adolescents with overrated intimacy may feel that the immediate emotional rewards outweigh the long-term risks, creating certain psychological problems [6]. There is also research on the changes of social media made on Chinese people's attitudes [7]. And Nagle, J. has published a paper about cyber-bullying happened on the Internet, and the need for a critical social media literacy in teacher education [8]. In 2015, Brooks, S. brought out a question -----Does personal social media usage affect efficiency and well-being? This paper mainly focus on influences the social media has made [9]. Researchers also brought out a question to the public if the social media is bad for mental health and well-beings [10]. However, there is no papers on Bilibili's influence of Chinese High School students. Moreover, there

is also on papers on how Bilibili will influence high school students and change their attitudes towards universities.

These studies and theories above help us understand some background information in advance. However, there still exist some research gaps. All those papers above don't mention the students. With the increasing number of "Bilibili School" graduates, it shows a gratifying phenomenon to the society. Students are now overcoming many difficulties, with a positive learning attitude, to achieve the goal of the new generation of continuous progress. However, it also reveals that the gears of schooling are still stumbling. There are no papers on the effect of Bilibili on senior high school students. So this paper is very necessary in China. This paper will use a variety of methods to investigate, for example: publish online questionnaire, offline interview, and literature search.

3.   Methodology

Online research is carried out in this paper. The paper adopts the form of questionnaire, which consists of 10 questions. The 10 questions are investigated from the aspects of Bilibili's influences on teenagers' acceptance of university, parents' concept of university, and the psychological impact that Bilibili has on teenagers. Each question is made up of 5 options, from extremely agree to extremely not agree. Because it is convenient for the author to locate the interviewers' thoughts more accurately. The questionnaire was published online and offline. The online publishing uses a program called 'Questionnaire Star'. The questionnaire has been there for about 48 hours. In the research, the researcher collected a total of 87 questionnaires. Among all the 87 questionnaires there are 70 questionnaires which are valid questionnaires. And there are also 17 invalid questionnaires. In the research, the criterion for determining invalid questionnaires is that if all the answers are the same or the answers show obvious regularity, the questionnaire will be regarded as an invalid questionnaire.

4.   Results

When respondents were asked about using Bilibili more than other apps, nearly 79% of the respondents gave a positive or neutral answer to this question. This was done to facilitate the identification of respondents who use Bilibili more frequently among all the respondents in the research. When the respondent was asked if she or he is always being sent videos about stress, university and dropping out, only 35.71% of the respondents said they rarely or never received such kind of videos.

When asked about the impact of the above types of videos on respondents' acceptance of colleges, (think going to a college is really important) 40% of the respondents said that these types of videos had no impact on their acceptance of the university. Still, nearly 30% of the respondents said they were more accepting of university after watching these types of videos. The resting nearly 30% of the respondents said their acceptance of universities has declined to some extent after watching such videos.

There are many videos on Bilibili titled 'drop out from 985', 'quit school at 16 and travel around the world'. In this questionnaire survey, some questions are also designed for this kind of phenomenon. For example, when asked some negative emotions are always being found after watching the two types of videos above. More than 50% of the respondents said that the two types of videos above and related tweets had a negative psychological impact to some extent. The result from the question showed that less than 1% of respondents did not experience any negative effects after watching such videos.

When the respondents were asked whether they think going to university is the only way out, 26% of the respondents gave the positive answer to the question. 27.14% of the respondents were neutral on the issue. 46% of the respondents had an unfavorable opinion on the question. The number

of the respondents who disapprove of the question is about to double that of those who gave a positive answer.

The paper also deals with human factors such as family aspects that influence high school students' acceptance of universities.

When respondents were asked about if the old people and your parents think that go to a good university is a need and someone who enter a good university means he or she is a successful person. More than 70% of the respondents give positive answer to that question. Only two respondents gave a completely negative answer to this question.

When asked going to a good university leads to success,98.67%of the respondents were completely positive, positive and neutral on the idea. Only one person disagrees completely with the idea. The left 54 people gave a positive answer to the question to varying extent.

Finally, the last two questions of the questionnaires subdivide the influence of the above two types of videos on the high school students' acceptance of universities. When the respondents were asked that if they think the above two types of videos have had more positive effects on you than negative ones.45.7% of the respondents were neutral on the question. It is about 32 people.17.14 of the respondents said the two types of videos provided positive emotional value. However, a whopping 36% of the respondents said the two types of videos provided more negative emotional value than positive emotional value.

The last question is a breakdown of the emotional aspects of the video and its impact on university acceptance. The last question is multiple choice question, in order to understand the psychology of the respondents more accurately. This question sets eight options. The eight options consist of four positive options and four negative options. More than half of the respondents said they respected such videos but they don't understand them. The second most popular choice is "anxiety'.45.71% of the respondents chose this option, and the number is 32. And nine of the respondents chose the choice "self-defeating", this is the least popular option among the eight.

5. Discussion

According to the data obtained from the research survey, this part will present the result of the survey one by one and subdivides them. According to the survey data, the two types of videos mentioned in the above survey do have an impact on the physical and mental health of high school students and their acceptance of university.

First of all, after watching a large number of videos about "dropout for out university" and "dropout at 16 and travel around the world", the author found that such videos contain a lot of highly literary language and output of strong subjective ideas from the creators, which are combined with attractive video images, so it is easy to attract viewing of high school students who live a relatively boring life. And change the thinking mode of high school students imperceptibly.

Secondly, high school students re in a critical period of growth and development, their thinking mode is not fixed yet, and their mind are not mature. After Bilibili system knows that high school students are watched such videos for several times, it will start to increase the times these type of videos' publishing to high school students.

Finally, the author believes that this phenomenon is related to social environment. In today's social environment, people lack their own subjective judgment. Chinese people's cognition of "self" is relatively weak, so it is easy to cause people to follow the trend. Teenagers who are in the developing stage are more susceptible. Thus, to a certain extent, the thinking has changed.

There are positive and negative impact on these things. Adolescent high school students can learn about the world through such videos. At the same time, the viewers can also use the videos to enrich their knowledge. High school students can also learn from others' ides in such videos to complement

each other and improve themselves. Most importantly, such videos can show high school students who are under great pressure "life is a wild place you can be whatever you want"

However, such videos can also bring negative emotions to high school students. Under videos like "dropout and travel around the world". It may be commented that these activities require capital in the first place. Such comments have some extent dampened the enthusiasm of high school students for action, and have produced negative emotion that suspect themselves. High school students can't help but wonder what's the reason of studying so hard every day. Gradually, high school students will find themselves unable to achieve the state in the videos no matter what they do. So high school students may wonder what their day-to-day efforts are for. At the same time, such videos will bring a great sense of gap to high school students, so the students will have the idea of "why others can but l can't". The long-term existence of such negative emotions will affect the academic and physical and mental health of high school students.

In order to improve the situation, the back ground system of Bilibili should identify the high school students who are watching the video. If you find that the viewer is a high school student and find that the high school student is always making a negative comment and find action of lighting up the negative comments. These cations should be intelligently analyzed for the comments made by the viewers and the barrage, and relevant videos about "reducing negative emotions" should be published. In this way, the physical and mental health and healthy growth of the minor viewers can be effectively guaranteed.

Based on the survey data the author hypothesize that the attitudes of older family members may influence high school students' acceptance of university to some extent. First of all, elders are the first teachers of the children. Elders' way of thinking, style of doing things and many ideas will have an impact on children in astutely way.

Secondly, high school students are in adolescence and are more sensitive than other age group. The important thing is that Chinese society is geo-society and blood is important. People think the child is their private object the child belongs to them. Therefore, the children should obey their order. This has also invisibly affected the acceptance of high school students to university. The impact of this on adolescent high school students can be huge.

First, the traditional way of thinking teaches high school students that if they don't study hard, they will be looked down. Such attitudes are ingrained and hard to change. So some high school students now think that reading is the only way out. High school students who have been indoctrinated with this idea for a long time are also more likely to watch "knowledge changes destiny" videos on Bilibili. Therefore, thanks to parents and Bilibili, high school students' acceptance of university has unexpectedly improved. There are certainly problems with this method of education. Reading is the best way out, but it shouldn't be the only way out for high school students. Parents should tell their children that there are many ways to choose in life. Not doing so can put a lot of psychological on high school students and create negative emotions. There may also be a possibility of lower acceptance of university. Second, high school students who are in adolescence are more likely to have reverse bad emotions, which will unconsciously produce different ideas Freon their elders. In Thais way, parents' transmission of the idea of "reading well" will have the opposite acceptance of high school students to university. In order to improve such situation, parents should adopt non-violent communication to effectively alleviate the conflict between parents and children, soaks to give high school students positive emotional value and correct guidance. Third, education based on blood ties is strict and strong. Parents rarely give high school students the opportunity to express themselves. For a long time, high school students will lose their own judgment, and their mind will be easily change by creators' subjective comments on the Internet. That's not necessarily a bad thing. The authors speculate that such high school students may change the course of their lives because of a video. It's also possible to a suddenly realize the infinite possibilities of life. Based on the data from

the survey, the author suggests that family ties as shackles should give children more space. It's also important to recognize that children are not accessories, and give high school students their own space to explore their own infinite possibilities.

6. Conclusion

There are some limitations in the research results of the survey. The 70 respondents in the survey are mostly from Jiangsu, Zhejiang, Shanghai and other southeast regions of China, while the number of respondents in the northwest China is small, which has limitations. After the survey data show that Bilibili does have an impact on the physical and mental health of high school students, as well as the acceptance of university. After the survey, we find that with the effort of Bilibili, more and more teenagers think that their life is not fixed. Bilibili has made Chinese high school students aware of life's infinite possibilities. At the same time, Bilibili has not reduced the acceptance of university among Chinese high school students. It is Bilibili that makes Chinese students realize that knowledge can change their life. It's not just Bilibili that influences high school students' acceptance of university, there are many additional factors. For example, the impact of interpersonal communication, living environment. Of course, in this survey, the author does not deny that there are some drawbacks to all kinds of actions to improve high school students' acceptance of university. The idea "you have to go to the university or you are a loser" does lead to an increase in high school students' acceptance of university. However, this kind of behavior violated ethics and suppresses students' nature, and will show deep security risks for the future development of students.

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