

# Analysis of the Current Situation and Guiding Strategies of View on Love Among Post-millennial College Students: A Case Study of a University in Shandong Province

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## ABSTRACT

The contemporary "post-millennial" college students grew up in the era of rapid development of the Internet and communication. Under the influence of diversified information, their view on love is greatly affected by external factors, and their cognition is gradually diversified and their acceptance of things is gradually comprehensive. However, as college students without systematic education and correct guidance of view on love, they are often unable to clarify the relationship between love and realistic and objective conditions such as family, learning, money under the complex background of the Internet, and their sense of boundary and self-protection awareness with the opposite sex are also relatively weak in their interactions. This article investigates the problems faced by college students, and finds that the specific manifestations of these problems are: misinterpretation of the essence of love, handling of the relationship between love and money, attitude towards relationships with lovers, and planning for the future of the love. The issue of love philosophy is not only related to the mental health of students, but also to the establishment of their outlook on life, worldview, and values. It is of great significance in guiding their learning and life, as well as their work and interpersonal communication after entering society. Therefore, this article will be based on the survey and research results of "post-millennial" college students, propose correct guidance methods and adjustment strategies for their view on love, and provide valuable suggestions and countermeasures for psychological education and comprehensive education of "post-millennial" college students.

**Keywords:** "Post-millennial" college students, View on love, Current situation of love, Guidance strategies.

## 1. INTRODUCTION

This article conducts a survey on the current situation and choices of love among college students in Shandong, Hainan and other provinces through a random survey on Wenjuanxing. The survey covers issues such as the current status and influence of family love education, school love education and its influence, views on money in love, choices and problem-solving in love, and practices in heartbreak. A total of 300 questionnaires were distributed during the survey, with 300 valid responses and a 100% response rate, including those from freshman to senior year. The survey subjects covered humanities and sciences, and the

gender ratio was 46.36% and 53.64%, respectively, which met the research needs. The survey data is valid. From the questionnaire, it can be seen that most post-millennial college students are showing a positive and healthy trend. However, there are many problems in terms of "choosing love partners", "getting along with their loved ones", "attitude towards heartbreak", "view of love consumption", etc., which are manifested in blindness in choosing love partners, difficulty in taking care of the feelings of the other party when interacting with them, difficulty in accepting heartbreak, and unwise love consumption. Therefore, the view on love and psychology of post-millennial college students are still not healthy

and mature enough, and it is urgent to educate and guide them in a correct view on love.

## **2. ANALYSIS OF THE CURRENT SITUATION OF VIEW ON LOVE AMONG POST-MILLENNIAL COLLEGE STUDENTS**

### **2.1 Psychological Issues in Love**

#### **2.1.1 Blind Motivation in a Relationship**

In the process of love, many college students who have just entered university campuses have no experience in love and lack understanding of society. Under the influence of the online environment, many people are more blind and have developed a negative psychology of "going with the flow" or even "irresponsible" and "disregarding the consequences". Most college students do not associate "dating" with "marriage", but rather fall in love for the sake of "watching others fall in love". They fall in love for the sake of "face" and do not consider future directions and outcomes, only treating love as a child's play; In the survey questionnaire, 21% of college students chose to "enjoy college life" and only regarded love as a tool to express their emotions. As a place of higher education, the situation of "love only talks about fun" and even "having sexual relationships during college" is not uncommon in college romance.

#### **2.1.2 Reckless Attitude Towards a Relationship**

As a group that has just emerged from the high-pressure environment of high school, most college students will make choices based on their subjective judgments in the relatively free environment of university. Without the relatively strict control of parents and teachers, almost all college students who have just entered university will have the idea of love. However, due to the lack of correct "cognition" and relevant knowledge about love, most people start their first love life in college with a "give it a try" mentality. The survey results show that over 10% of college students choose to feel the feeling of love only when they are happy. Currently, there is a phenomenon of "dating when happy and breaking up when unhappy" in college student relationships.

#### **2.1.3 Utilitarian Psychology in a Relationship**

For college students who have just entered society, the material enjoyment of reality brings great temptation. According to the survey, many college students prioritize "family background" in their choice of romantic partners based on material interests, 47% choose "education and knowledge", and 51% choose "work ability and future potential". The survey results reflect that more college students hope that they can bring favorable value or material enjoyment to themselves when in love, and many college students often consider the other party's economic conditions as an important factor in choosing a romantic partner when making love choices. Therefore, teachers must strengthen their attention to this issue. When educating college students on the factors influencing their love choices, it is important to return to their mutual spiritual support and communication direction, so that they understand that love based on material conditions is not sustainable.

#### **2.1.4 Selfish Psychology in a Relationship**

Most post-millennial college students do not lack material conditions because they can receive good care from their parents and teachers when studying in school for a long time. Therefore, sometimes it is difficult to truly learn to empathize with others and think from their perspective when interacting with them. From the survey, it can be confirmed that the self-awareness and autonomy of post-millennial college students are on the rise, and most college students agree that "respect and understanding are important factors for two people to get along with"; But in the process of real romantic relationships, most people often overlook this factor. In the face of real-life problems, they often have a certain purpose and are more self-centered, which makes it difficult for them to form a sense of respect for each other's ideas and understand and tolerate each other's shortcomings, resulting in most college romantic relationships ending in failure.

#### **2.1.5 Exclusivity in a Relationship**

In college, most college students have the idea of love, but when engaging in love, they often overlook the most important nature of love - exclusivity. Exclusivity, in simple terms, refers to having a sense of responsibility, treating the romantic partner with a dedicated and responsible

attitude, and handling relationships with them. Exclusivity, as a fundamental aspect of maintaining a romantic relationship, is crucial in relationships. Without exclusivity in love, the boundaries of love become blurred, making it easier to argue or even break down with the partner, ultimately leading to the frequent occurrence of "fast food style love".

A survey questionnaire shows that over 50% of college students have the phenomenon of being ambiguous with other members of the opposite sex (including accepting gifts from others multiple times, watching movies with the opposite sex, etc.) and their romantic partners are not aware of it. This also precisely indicates that many college students fail to clearly define the boundaries between love and other emotions when dating, and cannot implement the exclusivity of love, leading to various problems in love.

## **2.2 "Attitudes Towards Money" in a Relationship**

Due to the lack of rich social and work experience and most of their money comes from parents, college students often lack maturity in the use and handling of money in a relationship. In the questionnaire survey on whether parents will provide a certain amount of love expenses, more than 80% of students answered negative, but in the question of whether they agree with AA consumption, more than 20% of students still chose to appear unfamiliar and emotional; In the consumption of college students, holiday consumption is relatively concentrated, and most of the consumption is focused on playing games. Sometimes, valuable gifts are given to satisfy their vanity; In the survey on consumer attitudes, 90% of college students chose "both parties should do their best", but nearly 10% of students still chose "spending more money is okay".

Few college students truly achieve financial freedom, and most of their expenses come from their parents. It is undeniable that two people need a certain amount of love expenses to support their relationship, but when using it, they should establish a correct "money concept" and promote the spirit of diligence and thrift.

## **2.3 The Contradiction Caused by a Relationship**

### **2.3.1 Affecting Normal Life After a Breakup**

In today's fast-food romance, it is not uncommon for college students to experience heartbreak. In the survey statistics, 16% of people believe that "heartbreak will have a huge impact on life and be difficult to accept", 57% of people believe that "heartbreak will have a huge impact on life but can accept reality", and only 27% of people believe that it will not have an impact.

Although universities are a transition between campus and society, the main purpose of students there is still learning. But as long as it is in love, there will be conflicts in time management. Students with weaker time management abilities often fall into a passive state, facing the contradiction between love and learning.

Moreover, college students are still in their mid-adolescence stage and their minds are not yet mature. Most students cannot predict or control the negative emotions brought about by heartbreak. If adjusted improperly, it can not only affect their studies, but may even become a "disaster zone" for depression.

### **2.3.2 Being Deceived During the Love Process**

In the survey of college students' love process, most of them are willing to pay together, and more than 70% of the students agree with AA system for consumption. However, from the perspective of the Internet, many students will engage in "online love", which leads to frequent fraud. The survey results show that 67% of students have someone who is (or has been) in an online relationship, and 90.8% of people agree that the cheating rate in online relationships is higher than in offline relationships, and more than half of students are aware of the fraud phenomenon in online relationships.

### **3. ANALYSIS OF THE CAUSES OF THE PROBLEM OF VIEW ON LOVE AMONG POST-MILLENNIAL COLLEGE STUDENTS**

#### ***3.1 Family Perspective***

Family, as the main factor influencing the behavior and thoughts of college students, plays an important role in the establishment of a view on love. The influence of family is not limited to the education of children by the family, but more importantly, it is the influence of the words and actions of family members and the family atmosphere.

The attitude of families towards love is contradictory. Before college, parents mostly held a very firm attitude towards their children's love affairs; During college, most parents tend to have a relaxed attitude, hoping that their children can achieve academic success and also gain a love experience during their time in college. The recognition of value is that the constraints of love in most families before college to some extent limit the excessive indulgence of college students, which plays an important role in establishing awareness of "sexually transmitted disease prevention" and "self-protection". However, in terms of "view of love" education, more parents believe that it is "difficult to talk about", so the proportion of direct education in families is relatively small, more reflected in daily life. Only 41% truly obtain love knowledge from family education.

Rome was not built in a day, and in this sudden "easing", more college students often cannot quickly establish a good environment for interacting with the opposite sex. In the statistical results of love goals in the questionnaire, about 82% of respondents had no clear goals; About 18% consider marriage as their goal; However, it is quite remarkable that in the absence of clear goals, 33% of college students still view love as an exploration of marriage and mate selection, and the higher the grade level, the greater the proportion of this option. This precisely indicates that the love view of college students is shifting from closed to open, and gradually approaching marriage. The reasons are not only the psychological and physiological maturity of college students, but also the indoctrination of marriage concepts in families that cannot be ignored.

As the most profound factor affecting college students, education on family and love values is particularly important. When conducting love education in families, most parents only receive "safety education", and there is still less guidance in "object selection", "getting along with loved ones", "heartbreak attitude", "love consumption concept", and even "difficult to talk about". This has led to a lack of knowledge about love among college students and a correct understanding of their views on marriage and love, becoming an important influencing factor that restricts the establishment of correct view on love among college students.

#### ***3.2 School Perspective***

University education, as the most important part of higher education, should be dedicated to cultivating well-rounded talents, but "love education" is essentially non-existent. A questionnaire survey shows that only 47% of students obtain love knowledge through school channels (mainly guided by teachers); And among these 47%, the majority are still "simple warnings" from teachers rather than "guidance from systematic courses".

From the courses offered by many universities, it can be seen that they only offer psychological courses and love courses as one chapter, without offering specialized courses related to love; From a content perspective, psychological courses do not include important content such as love education, gender education, and the spread of sexual diseases. This is clearly unreasonable in universities that offer higher education; From the perspective of educational forms, the textbooks in universities are relatively outdated or rigid, without analyzing the actual situation of men and women separately. They have briefly introduced knowledge about love, which is not enough to comprehensively and systematically educate college students on their view on love and marriage; From the perspective of the level of attention paid by schools to the love situation of students, most school counselors and psychological teachers have not paid attention to and understood the love situation of students, and have not actively guided students who encounter difficulties in love. This has led to frequent psychological problems among college students, causing a series of adverse effects on learning and life.

College education is the main channel for college students to change their behavior patterns and have a correct understanding of their view on

love. The research results indicate that there are significant deficiencies and deficiencies in the "course content", "educational form", and "attention intensity" of higher education, which greatly restrict the psychological health development of college students. From multiple perspectives, adding courses related to love psychology and actively valuing and guiding college students to establish correct values are important tasks that higher education needs to undertake.

### **3.3 Self-problems**

As the group of intellectuals who are most receptive to new ideas, college students' sexual attitudes are bound to have a significant impact on society. In today's world of information accessibility, knowledge acquisition is easier. Therefore, spontaneous exploration has become the mainstream channel for college students to acquire love knowledge. In the questionnaire survey, 73% of people obtained knowledge about love through the media online. In addition to online courses, there are also videos and manuscripts such as TV dramas and anime that have a guiding effect on view on love; But what is shocking is that the largest proportion of channels is still not media, with 92% choosing the channel of "communication with classmates and friends".

In fact, having a huge proportion of communication is not a bad thing. At least from the perspective of a change in mindset, people have gone from being afraid to face problems directly to becoming more open. Through communication with peers or the most trusted individuals, students often become more open and freer, and the barriers in their hearts are reduced or even eliminated. They usually do not have excessive thoughts, and their goals are often purer; And in the case of correct moral education, there is usually no significant deviation from traditional moral concepts. With a little guidance, communication is often a good way for students to increase their cognition.

From the perspective of college students themselves, "spontaneous exploration" is more easily accepted by post-millennial college students, mainly because it avoids the occurrence of awkward situations where it is difficult to speak up, and can eliminate inner concerns and barriers. However, it must be noted that the understanding of "spontaneous exploration" has singularity and subjectivity. Most college students often adopt methods such as "communicating with classmates and friends", "watching online videos or jokes" to

obtain information, while ignoring the communication between parents and teachers, as well as the active guidance of multiple other channels, resulting in a single understanding channel and subjective judgment of love, which leads to multiple love problems and restricts the formation of a correct view of love.

## **4. STRATEGIES FOR GUIDING CORRECT LOVE BEHAVIOR AMONG POST-MILLENNIAL COLLEGE STUDENTS**

### **4.1 Parents Need to Maintain a Serious Attitude Towards Love Education**

In terms of the concept of love, family often has the greatest impact, and family education is an important lesson for college students to learn their daily behavior habits, including love behavior. Therefore, in the process of establishing a correct view of love among college students, it is inseparable from the subtle influence of family. This requires parents to lead by example, infect their children with their own behavior in the family, and create a harmonious and beautiful family atmosphere. On the one hand, parents and spouses should reduce arguments and create a relaxed and happy family atmosphere; On the other hand, parents and children should be free and equal, and not forcefully interfere or manipulate their children's love choices. This not only hinders the formation of correct view on loves, but may also cause their rebellious psychology.

But the so-called "teaching by example" and the establishment of a correct view of love are not only attributed to the subtle influence of parents, but also reflected in their active education of their children. However, most parents have overlooked this point. Research results show that only 40% of students receive love related knowledge from the family perspective, and most parents still believe that "love is a difficult thing to talk about in terms of their children's education". But as the person who has spent the longest time with them, parents should adhere to the principle of education, guide their children to view love with a correct perspective, establish a correct view of love and a sense of responsibility, experience the original intention of beautiful love, and start love correctly rather than blindly. At the same time, parents should guide students who have already fallen in love or have a clear trend of falling in love, and view their children's love with an open and inclusive attitude;

For children who experience setbacks in love, parents should patiently guide them out of love difficulties and provide guidance on balancing academic and romantic pursuits, rather than using academic, life, and financial reasons to obstruct and criticize them. Love is the most important lesson in life and a normal phenomenon. Simply opposing and blaming can actually block communication channels with children, leading to counterproductive effects such as arguments or rebellion.

#### ***4.2 Schools Should Shoulder the Heavy Burden of Love Education***

In the education of love philosophy, schools must ensure that theoretical education can be implemented in schools, and should make good use of resource platforms such as universities to carry out love philosophy education. For example, professional psychology teachers or doctors can be invited to hold lectures and exchange meetings at schools to provide correct guidance on love issues, while encouraging students to explore problems and form a direct attitude towards facing problems.

At the same time, university counselors and teachers should actively guide students during their study and life, dispel the difficult concerns that students may have when facing such problems, enable students to understand the essence of love, be overly aware of the relationship between love and marriage views, develop a clear understanding of "view of love", and be aware of the responsibilities that should be taken in the process of love.

Schools should recognize that education on love values must be combined with sex education when conducting education. As the foundation of love education, sex education includes aspects such as sexual physiology, sexual psychology, sexual morality, and sexual law, which can help oneself better understand one's body, understand the physical development during adolescence, and the causes of some psychological problems, thereby better learning other related psychological knowledge, including love psychology.

#### ***4.3 College Students Must Keep Themselves Clean and Self-disciplined***

College students are in the middle stage of their youth, and during this stage of love, it is inevitable to have sexual impulses, which is reflected in about 80% of college students. This is a correct response,

which precisely indicates that the physiological and psychological health of college students is constantly improving.

However, sexual behavior during college is often unsafe because college students are not mature in many aspects and find it difficult to take corresponding responsibilities. This may not only cause psychological trauma, but also lead to substantial harm such as pregnancy, regret after breaking up, and sexually transmitted diseases. Therefore, families, schools, and relevant social institutions must play a certain supervisory role. College students themselves must be clean and responsible to themselves, as well as to others.

#### ***4.4 College Students Must Strengthen Their Moral Cultivation and Approach Love Rationally***

A person who wants to establish a correct view of love must first have a correct outlook on life, values, and morals. The process of love is not a game, but a necessary path to explore love. As future builders of the country, college students should first possess the spirit of "self-esteem, self-love, self-reliance, and self-improvement", and stay away from hedonism and materialism. Appearance is a factor in love, but it is definitely not the foundation. In the process of love, both appearance and inner qualities are indispensable. College students should not only focus on the surface but also neglect their inner cultivation; To achieve both makeup and reading, only a beautiful heart and character are the greatest charm.

Meanwhile, college students should realize that love is never illusory, it requires two people to face reality. According to Sternberg's triangular theory of love, intimacy, passion, and commitment are indispensable in love. Love is not always emotional romance, but more about rational and honest treatment. If the rationality of love is ignored, the path of love will become elusive, and true love will never be possible on this path.

### **5. CONCLUSION**

The healthy growth of college students cannot be separated from the joint efforts of the school, family, society, and government. The shaping of a correct view on love among college students is of great significance for their physical and mental health, and is an important direction for their future family establishment and management, which helps to maintain harmony and stability in society and the

country. The issue of college students' view on love studied in this article is that it wasn't able to comprehensively analyze all the problems existing in contemporary college students. The aim of this article is to further improve the attention paid by students, parents, society, and the country to college students' view on love, and provide suggestions and references for their subsequent personal growth, education, teaching, and regulatory formulation.

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