



Contemporary College Students' Cognitive Situation and Exploration in Green Wealth View---A Case Study of Zhejiang Yuexiu University

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Abstract: With the escalation of global environmental issues, college students, as the leading figures of the new era, play a crucial role in understanding and practicing the Green wealth view. This paper aims to explore college students' awareness of the green wealth view and analyze their roles and responsibilities in promoting the harmonious coexistence between environmental sustainability and economic prosperity. Firstly, the discussions on the green wealth view in the article are deficient, and that are mainly focus on ecological environment and resource conservation. Subsequently, through methods such as questionnaire surveys, inductive analysis, and literature research, the paper investigates college students' cognitive development regarding the green wealth view. It is found that college students have a serious lack in cognizing the concept of green wealth nowadays. Finally, the article summarizes the roles and responsibilities of college students in practicing the green wealth view, emphasizing the importance and urgency of nurturing college students with the right green wealth view. Faced with the challenges of global environmental issues, college students should embrace the mission entrusted by the times, actively participate in the creation and sharing of green wealth, and contribute to building an environmentally friendly society.

Keywords: Green Wealth View, Factor Analysis, College Students

Introduction

Research Background

In the context of rapid development in the new era, the green development concept is an important guiding principle for practicing ecological civilization construction, however, there is still a significant lack of understanding and research on the cognitive aspects of the green wealth view, which is an essential component of the green development concept. College students, as the main force of development in the new era and bearers of China's great mission, urgently need to cultivate a green wealth view that aligns with the development goals of the times. Existing literature review indicates a scarcity of research from the perspective of college students on the cognitive aspects and cultivation exploration of the green wealth view, with most studies focusing on government-led explorations of the concept. Previous research on the green wealth view primarily concentrated on aspects such as ecological environment and resource conservation, advocating for a sustainable economic model beyond traditional paradigms. Building upon existing research, this study adopts a college student perspective to broaden the limited scope of current research on the green wealth view, aiming to deepen the understanding and implementation of this concept among college students. The study utilizes methods such as questionnaire surveys, inductive analysis, literature research, interviews, and experiments. By initially collecting and analyzing questionnaire data, the study aims to understand the overall cognitive status of college students towards the green wealth view, identify existing issues, and design a series of activities to facilitate cognitive improvement and achieve the goal of nurturing college students with the correct green wealth view.

Literature Review

The green development concept as an innovative idea combining Marxist ecological civilization theory with China's economic and social realities, serves as a crucial guiding ideology for the economic and social development of China. The 20th National Congress of the Communist Party of China once again emphasized the significance of the green development concept, pointing out direction for sustainable development in the country. Among them, the green wealth view, as an important part of the green development concept, embodies the correct and sustainable economic thought. This paper aims to review the previous research on the green wealth view, use relevant papers to quote, and explore its role and significance in the high-quality development of China's economy.

Within the research in China, Zhao Lei and Jia Bing (2022) highlighted that college students, as the main force of socialist modernization and a core value system in the new era, have integrated the green wealth view into their core values. Establishing a green wealth view among college students is not only a necessary measure to enhance their ideological and moral levels but also an urgent requirement for China's high-quality economic development. Sun Chuang (2018) proposed that college students are the future backbone and builders of the country, and their evolving values in a rapidly developing and open society can be influenced by various ideologies. It is essential to adhere to the concept of green wealth development, recognizing that protecting the environment is preserving wealth's essence, promoting harmonious



coexistence between humans and nature, valuing the precious significance of nature, satisfying people's pursuit of a better life, laying the material foundation for comprehensive human development, and providing spiritual motivation.

Furthermore, Li Zuoqiao (2010) early on introduced the concept that "The green wealth is a new concept beyond the traditional concept of wealth". Li Ming (2012) emphasized the urgency of constructing a green wealth view in the current era of ecological civilization. The green wealth view embodies the pursuit of a frugal and environmentally friendly society, aiming to ensure intergenerational interests and the well-being of future generations. Constructing a green wealth view is a complex and systematic endeavor that requires collaborative efforts from all sectors and multiple levels of advancement. The government plays a crucial guiding role in this process. Li Xiane (2016), through an analysis of Xi Jinping's important speeches, pointed out the intrinsic relevance between the expressed meanings and green wealth. The government can incorporate green wealth indices into evaluation indicators through administrative means, promote green GDP, and cultivate and elevate people's green wealth concepts. Additionally, reinforcing legal protection and regulatory mechanisms for green wealth is vital in fostering public awareness and behavior towards green wealth. Besides governmental guidance, utilizing economic measures appropriately is also an effective approach to encourage public pursuit of green wealth. The government can allocate funds for green wealth development, utilize tax and pricing levers scientifically to incentivize the public to choose green wealth and lifestyles. However, it is not enough to rely solely on governmental and economic means. All-round green education is also the key to cultivate public concepts of ecological ethics and green wealth. Shu Peipei (2022) suggests that there are still problems with college students' green consumption, and that the content, concepts and methods of school teaching still need to be improved. Ma Xiaohong and Zhang Ziqiang (2022) explained the importance of green campus construction from the perspective of colleges and universities, pointing out that it is necessary to "cultivate a green culture in multiple ways", "carry out green education in multiple sectors", "build green campuses in multiple aspects", and "build a green campus in multiple aspects". campus", "carry out green management at multiple levels", and "promote green innovation from multiple perspectives". Through green education and the use of modern technology and management modes, we can cultivate the ecological personality of the public and establish the concept of green wealth. Only with the concerted efforts of the Government, the law, the economy and education can we realise the concept of green wealth. Such an endeavour will bring opportunities for sustainable development to our society, promote the harmonious coexistence of man and nature, and lay a solid foundation for a better future.

In addition, Zhao Lei (2022) discusses the importance of cultivating college students' view of wealth from an ideological and political point of view, as they are in the critical stage of worldview formation. The importance of cultivating the concept of wealth for college students is self-evident, as they are the backbone of the construction of a modern socialist country and shoulder the important mission of promoting China's development. With the booming development of China's economy, the green wealth concept of college students is bound to evolve, so there is an urgent need to strengthen the cultivation of this concept. Ideological and political theory courses should be the key way to mould college students' world view and life outlook. Under the new development pattern, using ideological and political theory courses in universities to cultivate green wealth views among college students has profound theoretical and practical significance. It is not only an important part of ideological and political education, but also the latest exploration and practice of the new development concept in the field of education. Cultivating college students' green wealth view needs to achieve the comprehensive development of education with the help of green education to promote the balanced development of ideological and political education. At the same time, with the ecological civilisation idea as the main line, carry out the in-depth integration of multi-disciplines, build a systematic education system, and promote the all-around development of college students; finally, on the basis of focusing on cultivating the green wealth concept, achieve the sustainable development of education, combine the theory with the practice, and lead the college students to go out of campus and lay the foundation for the mission of modernisation.

Finally, advocate the green security concept, introduce security education, and incorporate the national security concept into the whole process of ideological and political education. The ideological and political theory course is not only a key platform for establishing correct values, but also the main way to cultivate college students' green wealth concept. Through this course, specific cultivation methods include: First, creating green courses, integrating ecological civilisation and green development into the teaching of ideological and political classroom, and guiding students to think deeply through case analysis, special lectures and social practice. Secondly, carry out various forms of green education and practice activities, such as participating in environmental protection volunteer activities, visiting ecological gardens, etc., to stimulate students' environmental awareness and sense of social responsibility. Thirdly, students are guided to participate in the research and practice of the concept of green wealth, and are encouraged to write relevant papers, participate in innovation and entrepreneurship competitions, etc., so as to cultivate their innovative spirit and practical ability. Finally, through the integration of school and social resources, we broaden students' horizons and expose them to more green wealth concepts and practice cases, so as to enhance their cognitive depth and breadth.

In summary, the green wealth concept in previous studies has a variety of perspectives, and its role and significance have been explored from different fields and angles. With the continuous development of China's economy and society, the concept of green wealth will continue to play an important role, and it is necessary to further deepen the research and improve the theoretical framework, so as to provide more effective ideological support and policy guarantee for the realisation of the goal of sustainable development. In addition to academic research, the green wealth view has also been widely used in practice. In China, many local governments and enterprises have taken the green wealth view as their guiding ideology and formulated a series of relevant policies and initiatives. For example, some local governments encourage the development of clean energy industries and support green technology innovation to achieve a win-win

situation for both economic growth and environmental protection. However, despite the results achieved in previous studies, there are still some problems and challenges. For example, how to strike a balance between green development and economic growth remains an important topic. Meanwhile, the operationalisation and feasibility of the green wealth view in practice needs to be further explored and improved. Therefore, future research can continue to focus on the application of the green wealth view in different fields, such as industrial transformation, energy transformation and ecological protection. In addition, the integration of the green wealth concept with other theories, such as circular economy and low-carbon development, can also be explored in depth, so as to facilitate the implementation and promotion of the green development concept in practice.

In general, previous researchers have made certain achievements in the study of the green wealth concept, which not only deepens the understanding of the green development concept, but also provides theoretical support and policy recommendations for the realisation of green economic transformation. However, it is still necessary to further strengthen the relevant research, improve the theoretical framework of the green wealth concept, explore more green development paths suitable for China's national conditions, and make a greater contribution to the promotion of high-quality economic development. The green wealth concept, as an important part of the green development concept, plays an important role in China's high-quality economic development. By continuing to deepen the research and putting it into practice, we are expected to achieve the positive interaction between economic prosperity and ecological environment, and move towards a better future of sustainable development.

Research Design

Research method selection

This article adopts research methods such as literature review, interview, and experimental methods, while using questionnaire survey to collect and analyze data. To improve the scope and efficiency of questionnaire collection, we use both online distribution and on-site delivery to ensure that the questionnaire can cover a wider audience. In order to obtain the approximate data of the research participants' perception of green wealth, we innovatively used the "Looking-Glass Self" theory to verify the validity of the questionnaire data, and assisted in obtaining more accurate questionnaire data. The "Looking-Glass Self" theory originates from sociologist Charles Cooley's concept, suggesting that individuals form their self-concepts based on their understanding of how others perceive them. Essentially, people imagine how they appear to others, interpret the reactions of others, and develop their self-image accordingly. This theory posits that individuals' perceptions of themselves are influenced by their interactions with society, shaping their beliefs, values, and behaviors. The experimental method, as a key problem-solving method, played a key role in the middle of the project. By organising a variety of green activities on campus to address the problems of the questionnaire, it not only mobilised students to pay attention to the importance of green development, but also clarified the knowledge of the research subjects who had an ambiguous perception of the green wealth concept.

Data acquisition and analysis methods

The data in this research is based on literature research method. By consulting relevant policy documents, academic papers, and research reports, we can gain a deeper understanding of the research status and development trends of the Green wealth view, providing more reference and inspiration for our research. At the same time, the questionnaire was designed, distributed, and collected for specific organization, analysis, and interpretation. Interview methods and the "Looking-Glass Self" were used to further expand and verify the effectiveness of the data. In the specific analysis of data, we mainly rely on the factor analysis method of scientific theory, and conduct specific analysis from two aspects of reliability and validity, proving that the got data is effective and extracting common factors. After further statistics and sentiment analysis of the questionnaire results, it is concluded that college students have a high degree of awareness and willingness to practice the Green wealth view. However, the conclusion that there is still a need to further strengthen guidance and support at the educational and practical levels.

Research Method Design

The questionnaire in this paper is designed to cover the basic information (gender, age, etc.) of the participants themselves, their knowledge of green material wealth, green spiritual wealth, the degree of knowledge and practice of green concepts in their daily lives (including consumption, consumption concepts), and the degree of understanding of the construction of green colleges and universities, and so on. The questionnaire is designed to comprehensively understand the problems existing in the research group's cognition and practice of the concept of green wealth through multi-dimensional, multi-directional and hierarchical approaches. In the setting of the questionnaire options, the Likert five-scale is adopted, which divides the options into five levels, from "strongly disagree" to "strongly agree", with specific descriptions for each level, so as to make the analysis results more accurate and objective. It can help fill in the question and answer the question more clearly, and it is also convenient for analyzing the data afterwards.

Data analysis

Analysis of demographic frequency variables

According to the following analysis results, it can be seen that the numerical characteristics of the demographic variables reflect the distribution of the respondents in this survey.

According to the results of the frequency analysis of each variable, it can be seen that the distribution basically meets the requirements of the sample survey. For example, among the results of the yearly survey, the proportion of sophomores

was 37.5%, which accounted for the largest proportion among them. It can be seen that the results of this survey are mainly biased towards the wishes of sophomore students.

variant	options	frequency	percentage
genders	boy	110	27.2
	girl	295	72.8
school year	first-year university	63	15.6
	second-year university	152	37.5
	third-year university	73	18.0
	fourth-year university	117	28.9
monthly consumption	Less than 1000 RMB	14	3.5
	1000-1500 RMB	104	25.7
	1500-2000 RMB	164	40.5
	2000-3000 RMB	89	22.0
	More than 3,000 RMB	34	8.4
	Catering consumption	311	76.8
consumer use	Shopping Consumption	51	12.6
	Entertainment consumption	33	8.1
	Medical consumption	4	1.0
	Other consumption	6	1.5

Table 1: Analysis of demographic frequency variables

Validity analysis

The results of exploratory factor analysis of this study with the help of SPSS27.0 software can be seen that the coefficient result of KMO test is 0.915 and the test coefficient is in the interval of 1-0.9, which indicates that the validity of this questionnaire is good. The significance can also be seen from the significance that the significance of this test is infinitely close to 0, so the factor analysis is valid.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.915
	Approx.Chi-Square	2839.134
Bartlett's test of sphericity	Df	55
	Sig.	0.000

Table 2 :KMO and Bartlett's test

Reliability analysis

According to the results of the reliability analysis in Table 3, it can be seen that the overall standardized reliability coefficient on green spiritual wealth is 0.923, and the reliability coefficient of each variable after deleting the term is less than the overall 0.923, so the reliability of this dimension of green spiritual wealth is relatively good.

variant	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
You think that The idea of sustainable development still has a wonderful contemporary value today	22.59	19.400	0.727	0.561	0.914
If you have the opportunity, you will be happy to participate unconditionally in the	22.82	19.051	0.765	0.621	0.911

fraud prevention campaign

You think that The current content on green education in Civics is very meaningful	22.82	19.145	0.757	0.598	0.911
If you had the opportunity, you would be happy to commit yourself unconditionally to the greening of society	22.83	18.769	0.824	0.703	0.905
You think that Promoting green thinking can increase employment	22.88	19.026	0.780	0.631	0.909
You think that Self-behavior has a lot to do with the natural environment	22.65	19.370	0.761	0.627	0.911
You can clearly explain the relationship between your own behavior and the natural environment	22.86	19.752	0.697	0.532	0.917

Table 3 :Green Spiritual Wealth Reliability Analysis

According to the results of reliability analysis in Table 4, it can be seen that the overall standardized reliability coefficient on green material wealth is 0.858 and the reliability coefficients after deleting the terms of each variable are all less than the overall 0.858, so the reliability of this dimension of green material wealth is relatively good.

variant	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Standardized alpha
You will sort the garbage when you usually clean up the garbage	10.37	5.867	0.644	0.424	0.842	0.858
You are well aware of the green rules noticed on campus	10.53	5.468	0.764	0.585	0.791	
You family has a strong green atmosphere	10.40	5.909	0.690	0.487	0.823	
You campus has a strong green atmosphere	10.40	5.672	0.710	0.514	0.815	

Table 4: Green material wealth confidence analysis

Based on the overall reliability coefficient in Table 5, it can be seen that the standardized Cronbach's coefficient is 0.917, indicating that the overall reliability of the questionnaire is very high.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Item
0.917	0.917	11

Table 5 :Reliability statistics

Selection of indicators

The data were first standardized and 11 representative indicators were selected as shown in Table 6, and the 11 indicators were extracted from the common factor categorized and named.

Level 1 indicators	Level 2 indicators
Green Spiritual Wealth	You think that The idea of sustainable development still has a wonderful contemporary value today
	If you have the opportunity, you will be happy to participate unconditionally in the fraud prevention campaign
	You think that The current content on green education in Civics is very meaningful
	If you had the opportunity, you would be happy to commit yourself
	You think that Promoting green thinking can increase employment
Green material wealth	You think that Self-behavior has a lot to do with the natural environment
	You can clearly explain the relationship between your own behavior and the natural environment
	You will sort the garbage when you usually clean up the garbage
	You are well aware of the green rules noticed on campus
	You family has a strong green atmosphere
	You campus has a strong green atmosphere

Table 6: Selection of Green Wealth Indicators

Extracting and naming the common factor

This study uses principal component analysis to extract the variance of the common factor of 11 variables, and the variance of the common factor of the 11 indicators is higher than 0.6, which indicates that the factor analysis is more effective. And according to the principle of eigenvalue greater than 1 to extract the common factor, the total variance explained, as shown in Table 8 a total of two common factors were extracted, the variance contribution rate of 55.192%, 14.208%, and the cumulative variance contribution rate of 69.400%, which is greater than 60% of the questionnaire interpretation is better, and it is able to carry out effective analysis. According to the gravel plot, it can be seen that there is no obvious difference from the third public factor, so the first two public factors are taken and named Y1 and Y2 respectively.

Variable	Initial	Common factor variance
You usually sort your garbage when you clean it up	1.000	0.625
You are very aware of the green-related systems issued by the campus	1.000	0.779
You think there is a strong green atmosphere in your family	1.000	0.681
You think there is a strong green atmosphere on campus	1.000	0.713
You think the idea of sustainable development still has good value today	1.000	0.644
If you had the chance, you would be willing to take part in the anti-fraud propaganda unconditionally	1.000	0.694
You think the contents of green education in the current Civics class are very meaningful	1.000	0.679
If you have the opportunity, you are willing to participate in the green construction of the society unconditionally	1.000	0.767
You think promoting green thinking can increase employment	1.000	0.717
You think your behavior has a lot to do with the natural environment	1.000	0.715
You can clearly explain the relationship between your own behavior and the natural environment	1.000	0.620

Table 7 :Green Wealth Perspective Common factor variance

ingredient s	Component Initial eigenvalue			Extracted loadings sum of squares			Rotated loadings sum of squares		
	Total	Percentag e of variance	Cumulative %	Total	Percentag e of variance	Cumulative %	Total	Percentag e of variance	Cumulative %
1	6.07 1	55.192	55.192	6.07 1	55.192	55.192	4.57 3	41.575	41.575
2	1.56 3	14.208	69.400	1.56 3	14.208	69.400	3.06 1	27.826	69.400
3	0.56 5	5.133	74.534						
4	0.54 6	4.968	79.502						
5	0.48 0	4.364	83.866						

Table 8 :Interpretation of total variance

Based on the above data, two common factors Y1 and Y2 were extracted and rotated by the maximum variance method to produce the rotated component matrix. As shown in Table 9, the indicators with higher loadings on the common factor Y1 are You feel that your own behavior has a great relationship with the natural environment, If you have the opportunity, you are very willing to unconditionally invest in the green construction of the society, You believe that the promotion of green thinking can increase employment, You are able to clearly explain the relationship between your own behavior and the natural environment, You believe that the idea of sustainable development still has a wonderful value of the times today, and you feel that The current content of green education in the Civics class is very meaningful, and if you have the opportunity, you are willing to participate unconditionally in the anti-fraud propaganda, because these are related to the human mind and spirit, so the male factor Y1 is named as the green spiritual wealth factor. The indicators with higher loadings on the male factor Y2 that reflect the surrounding environment related to green wealth are you are very aware of the green-related systems issued by the campus, you feel that there is a strong green atmosphere on campus, you feel that there is a strong green atmosphere in the family, and you usually clean up the garbage and sort the garbage, therefore, the male factor Y2 is named the green material wealth factor.

Variable	ingredients	
	1	2
You feel that your behavior has a lot to do with the natural environment	0.834	
If given the opportunity, you would be willing to participate in the greening of society unconditionally	0.833	
You think promoting green thinking can increase employment	0.815	
You can clearly explain the relationship between your behavior and the natural environment	0.771	
You think the idea of sustainable development still has a good value today	0.763	
You think the contents of green education in the current Civics class are very meaningful	0.751	0.340
If you had the chance, you would be willing to participate in the anti-fraud propoganda unconditionally	0.748	0.368
You are very aware of the green-related programs on campus		0.861
You think there is a strong green atmosphere on campus		0.807
You think there is a green atmosphere at home		0.786
You usually sort your garbage when you clean up		0.753

Table 9 :Component matrix after rotation

Conclusion

As the future backbone of the society, college students' cognition and practice of the green wealth concept not only concerns their own growth and development, but also has a far-reaching impact on the green development of the society. Through a series of ways, this study has conducted an in-depth exploration of college students' green wealth view, aiming to comprehensively understand the current status of their cognition and practice, and to provide useful references for future green development.

At the cognitive level, the results of the study show that the vast majority of college students understand and accept the concept of green wealth. They believe that the Green Wealth Concept is an expansion and deepening of the traditional concept of wealth, which emphasizes the idea of sustainable development that is not only in line with the trend of the times, but also a powerful response to the positive development of the future society. College students have a deep

understanding of the importance of environmental protection and should vigorously promote the green idea, and only by realizing the harmonious coexistence of economy and environment can we truly achieve sustainable development.

At the practical level, the results of the study show that many college students have begun to practice green behaviors in their daily lives. They create a positive green atmosphere in their families and campuses, and contribute to environmental protection through garbage classification and support for green consumption. In addition, college students are more environmentally friendly in their career choices. They are willing to choose green industry and green technology related jobs, promoting green development as their own responsibility. These practical behaviors not only reflect college students' recognition of the concept of green wealth, but also demonstrate their sense of responsibility and mission as future social builders.

However, we should also see that although college students have a high degree of awareness and willingness to practice the concept of green wealth, there is still a certain gap in their actual behavior. This may be due to insufficient education and guidance, limited practice opportunities and other reasons. Therefore, colleges and universities and society should further strengthen green education and guidance, and provide more practice opportunities and educational resources for college students, in order to promote them to better integrate the green wealth concept into their daily lives and future career choices.

Looking ahead, we expect college students to become active advocates and practitioners of green development. Through their own efforts and actions, they will promote the green development of the society and contribute to building an environmentally friendly society. At the same time, we also expect colleges and universities and society to provide more support and guidance to provide a solid guarantee for the road of green development of college students.

In conclusion, through the questionnaire survey, it is found that college students have a high degree of awareness and willingness to practice the green wealth concept. However, there is still a need to further strengthen guidance and support at the educational and practical levels in order to promote college students to better integrate the green wealth concept into their daily lives and future career choices. Only in this way can we truly realize the harmonious coexistence of environmental sustainability and economic prosperity.

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