

# *Campus News Video Library: A Multimedia Teaching Strategy to Stimulate Secondary Vocational School Students' Civic Awareness*

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**Abstract:** This paper investigates a video education resource library named “Campus News Video Library” (CNVL) for students in secondary vocational schools in China. Attributed to secondary vocational school students’ preference for visual learning, CNVL makes full use of multimedia and post-film technology to attract students to actively participate in the learning process. Through content production, the students personally experience the learning process in an immersive way. Our research focuses on exploring whether the teaching mode of CNVL could effectively enhance students’ civic awareness. We used quantitative research methods to comprehensively evaluate the impact of “CNVL” on the civic awareness of secondary vocational school students. Cognitive theory and moral development theory of multimedia learning is deployed as theoretical framework to better understand the learning load and moral development process of students using CNVL. The research results are of significant for educators to understand how secondary vocational school students could benefit from video education in general, and the way to enhance students’ civic awareness in specific.

## 1. Introduction

Vocational and moral educations are now the fundamental task of the action plan of China government (Vocational Education New Language, 2021)<sup>[1]</sup>. Vocational education has gained increasing attention from the Ministry of Education of China. In 2023, a total investment of 2.4 trillion yuan in vocational education were observed in the 13th Five-Year Economic Plan period of China (Shanxi Vocational Education, 2023)<sup>[2]</sup>. Meanwhile, moral education continues to serve as the core education to cultivate students’ personality, ethics, intelligence, civic awareness, physique, and inner beauty (Zhao, 2020)<sup>[3]</sup>. Civic awareness is among the most crucial moral dimension that needs to be developed amongst the teenagers to ensure their value standpoint and cultural spirit towards their own nation are upheld firmly.

The number of students in secondary vocational school has been rising in recent years. The rapid expansion of the students’ scale has risen concerns on how to strengthen their civic awareness. Due to this concern, about 75% of middle schools and universities around the world deploy videos to assist

students' moral development. Video education resource library named "Campus News Video Library" (CNVL) is one such video. In the United States, more than 80% of schools use CNVL as a teaching resource to promote students' moral. Similarly, more than 70% of schools in Britain, Australia and Canada, incorporate CNVL for moral education courses. In such countries that deploys CNVL, their students' moral awareness that brings about sense of social responsibility have been significantly improved to 75%. Other than that, 80% of students understand moral issues more deeply and thoroughly. This happened because by watching these CNVL, the students were able to get in touch with information related to social problems, public affairs, and citizens' rights. Subsequently, they increase their understanding of social responsibility. The positive examples and encouragement presented in the CNVL may also stimulate the willingness of students to participate in social welfare activities and volunteering services. Improvement of CNVL in overseas prompts us to investigate the effect of CNVL in China (Liu, 2020)<sup>[4]</sup>.

## 2. Problem statement

First of all, self-discipline of secondary vocational school students is low in China. They easily become frustrated, intolerant, and unenthusiastic. Out of 110,000 high school students nationwide in 2023, approximately 2,700 students who failed in the senior high school entrance examination will enter secondary vocational schools (Yun, 2023)<sup>[5]</sup>. These categories of students are teenagers who lack the experience and memory of material deprivation life faced by their parents in the past. They tend to indulge in hedonism and material comforts, thereby neglect their own spiritual construction and spirit of hardship (Yu & Ke, 2023)<sup>[6]</sup>. Creating civic awareness that could turning their inappropriate habits and attitude away, or turning into energy useful for economic construction and growth is a great challenge for nation nowadays (Tang, 2008)<sup>[7]</sup>.

Secondly, the secondary vocational school students face a negative mental repercussion called cognitive failure (Jing, 2024)<sup>[8]</sup>. Such failure leads to various psychological issues, amongst others, their inferiority, fear to communicate, afraid of socializing, feeling loneliness yet jealousy of peers' success, negative emotions, low self-esteem, inability to face peers' pressure, easy to blame themselves and afraid to fight for success (Yun, 2020)<sup>[9]</sup>. These problems further lead to learning problems in classroom such as high distraction, low concentration during class hours, slow thinking, low spirits to study, reduced learning efficiency, and poor academic performance. Enhancing their civic awareness potentially enhance their ability to overcome these cognitive failures.

Thirdly, there are limited number resources such as ideological and political courses as well as extracurricular and sports activities that strives to enhance students' civic awareness. Unattractive videos such as CNVL currently in use in China often used as political platform, advertisement and entertainment tool rather than an educational platform (Zhong & Gang, Li Yan, 2013)<sup>[10]</sup>. This causes large number of students to lose interest in learning using video. It diverts the attention of the students instead.

In view of the above problems, there is indeed a need to find a suitable learning platform to stimulate vocational students' interest in moral learning, particularly in civic awareness. As such, we investigate the possibility of rightly designed Campus News Video Library (CNVL) to carry out the development of civic awareness in secondary vocational schools in China. CNVL is chosen because compared with traditional media, CNVL has incomparable advantages such as real-time timeliness and interactivity.

## 3. Objectives of the research proposal

The following research objectives have been determined:

1) Evaluate the potential a practical multimedia video resources named Campus News Video

Library (CNVL) as a moral education teaching tool in developing civic awareness amongst secondary vocational school students in China.

2) Determine whether CNVL has an impact on the civic awareness of secondary vocational school students in China, so as to reveal the capability of this educational resource in cultivating students' civic awareness, of which it covers the social participation and social responsibility.

#### 4. Research questions (rq)

The following broad questions guided this study:

RQ1: Does the Campus News Video Library (CNVL) have an impact on the civic awareness of secondary vocational school students?

RQ2: CNVL may have a positive impact on the civic awareness of secondary vocational school students.

#### 5. Conceptual framework

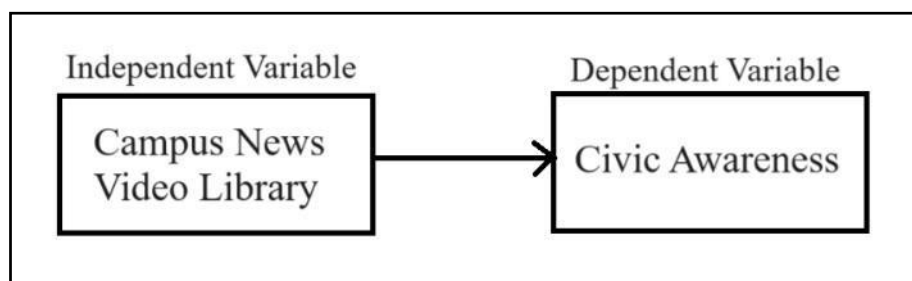


Figure 1: Conceptual framework of this study

Figure 1 shows the conceptual framework adopted in this study. It shows that civic awareness is set as the dependent variable in this study. Civic awareness is a form of consciousness and understanding of one civic duty in a society. It is related to how one aware of their duty to be a good member of the society. It also includes the awareness of rights, responsibilities, subjectivity, democracy and modern rule of law (Tang, 2008)<sup>[11]</sup>. It is manifested in one psychological consciousness of “citizens” as the main body of national politics, economy, law and other social activities. The independent variable of this study is the Campus News Video Library (CNVL) which has potential influence on the dependent variable in this study.

#### 6. Theoretical framework

This study adopts two theories, namely cognitive theory of multimedia learning (Mayer, 2002)<sup>[12]</sup> and moral development theory of multimedia learning (Kohlberg, 1963; Wu, 2003)<sup>[13][14]</sup>. One basic premise of the cognitive theory of multimedia learning is that students could learn more thoroughly from images and writings together than from merely learning from writings alone. This premise explains the reason many people capable of learning new skills from YouTube videos easily. Based on this premise, we choose CNVL for investigation. Kohlberg's Moral development theory of multimedia learning posits that human's moral reasoning develops in stepwise six stages. It is the result of the surrounding to which a human is exposed and learned. For instance, teenagers often mimic the actions of their teachers or parents. Based on this theory, CNVL is also a way in which others can be taught civic awareness.

## 7. Research method

This study adopted quasi-experimental research design. As a quantitative research method, pre-test and post-test were deployed to evaluate the influence of “Campus News Video Library” (CNVL) on the civic awareness of secondary vocational school students. Experimental group were CNVL users. The target users of CNVL were secondary vocational school students aged between 15 and 18 years old. Secondary vocational school students were chosen because they have strong interest and adaptability in multimedia technology, and they are more likely to participate in learning through vision and practice. Stratified sampling method were adopted to select the students.

## 8. Researched material: cnvl

In the context of this research, CNVL is a series of videos specifically designed for secondary vocational schools registered in China to learn civic awareness as shown in Figure 2. CNVL is collaborative learning videos that includes video resources, film, and television works. Through CNVL, students learn a wide range of relevant knowledge such as social events, humanistic care, school news, campus news, social news, moral education, scientific and technological progress. Social events broadcasted in CNVL helps the students to broaden their knowledge horizons whereas moral education allows the students to learn ethical values and social responsibility. In this research, we scoped our research on civic awareness in CNVL.

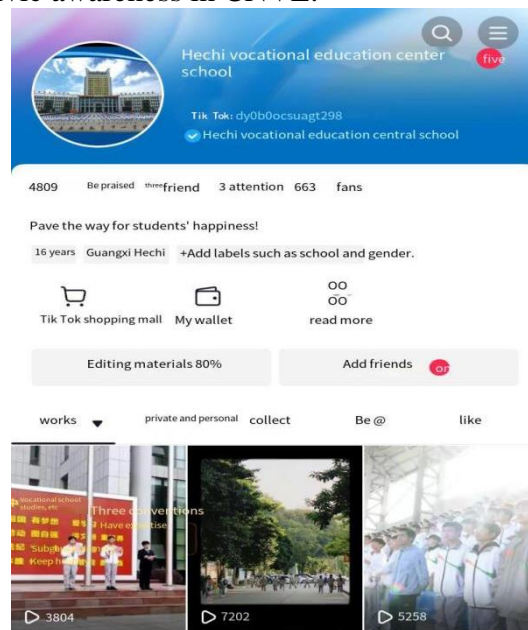


Figure 2: Example of Campus News Video Library

## 9. Setup and implementation

We recruited 200 students in the initial stage. During this initial stage, Civic Awareness Scale (SAS) was used to evaluate their baseline scores. The experimental group of this study was conducted in two classrooms. Subsequently, the participants accepted a four-week intervention, that is watching the “Campus News Video Library” for 30 minutes from May 2023 to June 2023. D. Before the experiment began, we communicated with the school principal and class teacher. After all the preparatory works were completed, the pre-test phase began. Participants were required to answer truthfully all questionnaire according to their own experience. This method aimed to avoid any

discussion among participants that may affect the reliability of the results, as shown in Figure 3.



Figure 3: Experimental students watch campus news videos

After the intervention, the same scale was used to collect the post-test data, as shown in Figure 4. At the end of the intervention, we used SPSS software to compare the differences before and after SAS test. Descriptive statistics, deviation correction, correlation analysis, and multivariate variance analysis were used to analyze the data.



Figure 4: The experimental group used mobile phones to fill in the questionnaire

In the first week, the two experimental groups watched pre-edited CNVL on Sunday night. The video is updated every Sunday night. The content of the video was related to moral stories encountered in daily life. The head teacher played the role of promoting the CNVL and supervising students, rather than actively guiding the participants. Students in the experimental group could return to their classroom after watching the video, as shown in Figure 5.



Figure 5: Experimental students watch campus news videos

After the experiment, the class teacher was present to maintain order, but avoided interfering with the reaction of the participants. They merely focus on providing guidance on how to proceed with the CNVL. This move aimed to maintain the validity of the experiment while minimizing any potential deviation.



## 10. Research findings

### 10.1 Research question 1

RQ1: Does “Campus News Video Library” have an impact on the civic awareness of secondary vocational school students?

SPSS analysis-comparison average-paired sample T test analysis was used to test the average score of the pre-test and post-test of civic awareness. The average score of the pre-test and post-test was then compared to determine the research results of RQ1. In order to further explain the level of average score, the research of Landell (1977) and Najib (2003) were referred to understand the meaning of the average score.

Table 1: Interpretation of Average Score

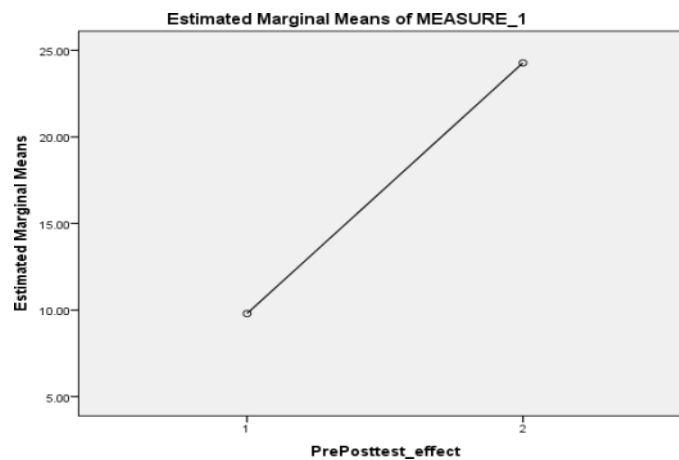


Table 1 shows that the average score of students’ civic awareness is 2.969 in the pre-test and 3.856 in the post-test. The average difference between them is 0.887, accounting for 18% of the total score. This shows that students’ civic awareness has been improved after watching the contents of CNVL for a week. It shows that the CNVL has a positive impact on students’ civic awareness.

## 11. Suggestions for future research

Future research may focus on aspects that are not involved in the study. CNVL system can be further optimized to improve other awareness. For example, future research may suggest to study the relationship between students’ cognition and civic awareness and the influence of different cognitive styles on civic awareness. We observed the changes of citizenship development of students in different grades. Therefore, combining quantitative and qualitative research methods to deeply understand the influence of grades on the civic education is worth to study as well. In addition, a thorough study of the relationship between gender and civic awareness. Such research works may better promote gender equality in civic education.

## 12. Limitations of research

The limitations of this study include the possibility of sample deviation due to the fact that this research was only focused on vocational schools in China. Another limitation of this study is sample selection. The selected samples may not be sufficiently comprehensive and representative. Secondly, this study only considers the current CNVL and moral situation of secondary vocational school students. There may have some other factors such as family background, social environment, historical and regional differences omitted in the research.

### 13. Conclusion

The overall results of this research show that CNVL practically improved the civic awareness of secondary vocational school students, of which it broadens their knowledge horizons and enhances their sense of social responsibility. This laid a foundation for cultivating students to actively participate in social affairs. As an educational resource, the capability of CNVL in improving students' civic awareness should be extended to cover a wider range of students, from kindergarten to university students.

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