

ANALYSIS ON THE INFLUENCING FACTORS OF ECOLOGICAL CIVILIZATION EDUCATION IN GUIZHOU PROVINCE

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ABSTRACT – In order to study the influencing factors of ecological civilization education among college students in Guizhou Province, a stratified random sampling questionnaire survey was conducted for college students of Qiannan Vocational and Technical College for Nationalities in Guizhou Province, and the influencing factors were analyzed by SPSS-27. The survey found that college students' nationality, major, ecological civilization cognition and ecological civilization course teaching have a significant impact on the ecological civilization behavior of college students. Therefore, Guizhou university campus should open a unified and system of ecological civilization education courses, establish and improve the response mechanism of campus ecological civilization, many forms to carry out ecological civilization education as the theme of social practice, gradually improve the participation of ecological civilization in Guizhou, realize knowledge, consciousness, realize the transformation of action.

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INTRODUCTION

With the continuous development of society, human beings are facing common ecological difficulties such as environmental pollution and changeable climate, and the development of ecological civilization has become a priority of all mankind (Pan Lu, 2018). A major epidemic has affected the world in 2020. The COVID-19 pandemic has disrupted mankind and people now pay more attention to the harmonious development between man and nature in order to realize the urgency and necessity of strengthening ecological civilization education.

Education is the foundation of rejuvenating the country. In promoting the development of higher education, the primary task is to implement the educational policy of the government, adhere to the concept of science education, grasp the direction of education reform, optimize the ecological environment of education, cultivate new people with all-round development in the future (Chen Jie, 2021). College students are at the critical period for the formation of life values and could adopt the quality-oriented education.

The ecological civilization is a long-term solution to improve the concept of national governance (Zhang Han, 2020) and Contemporary college students shoulder the future are the leaders in the development of ecological civilization (Xu Lin, 2018). Only by promoting and leading the construction of ecological civilization from the historical height of the development could they constantly integrate into the construction of ecological civilization, drive more people to devote themselves to the construction of ecological civilization, developed under the joint efforts of the whole society, the whole nation and the world. (Asha, Zhang Chuanhui, Bi Yongfu, 2015).

Therefore, The purpose of this paper is to integrate the thought of ecological civilization into the university ideological and political courses, guide college students to understand and master the idea of ecological civilization in the new era, participate in ecological progress in the new era and promote ecological progress in the new era. This paper is divided into five parts, the first part explains the importance of ecological civilization education, the second part is the research methods and data analysis. The third part is the results and the discussion. The fourth part is about the future policy implications. The fifth part is about the conclusions and further studies.

PROBLEM STATEMENT

For the current ecological civilization education in Guizhou Province, most of the campus cultural activities in the traditional sense and adopt traditional teaching strategies. It is important to establish a complete ecological civilization education system with diversified teaching strategies (Li Zuojun, 2014).

Secondly, judging from the problems existing in the ecological civilization education of college students in Guizhou Province, scholars generally believe that it is very limited and it can be said that it is only in the initial stage, and there is a lot of room for improvement (Zhang Jing, 2019). For example, the biggest problem of ecological civilization education in Guizhou Province lies in the lack of attention to it (Wu Minyang, 2019). According to the survey, only about 10% of non-normal majors and environmental majors, and only a small proportion of non-related majors have the opportunity to receive ecological civilization education (Cheng Wenling, 2015). This is a survey across China, so this phenomenon is even more serious in Guizhou province.

Third, some scholars show that there is no special planning and unified arrangement and the education content is scattered of ecological civilization education in Guizhou Province; many hot environmental issues are rarely reflected in it of college students (Chen Yan, 2013). Therefore, at present, college students' weak ecological awareness is another important problem in it. They are awareness of environmental protection is mostly on the cognitive level and can rarely be internalized into behavior habits (Zhang Yan, 2018). After investigation, some scholars found that "some students lack a sense of responsibility for global environmental deterioration and ecological crisis and lack of respect and love for nature". Most students are disconnected from ecological knowledge and behavior, so uncivilized behaviors inside and outside the campus are repeatedly banned (Chen Yan, 2013).

Moreover, due to the influence of bad social atmosphere. More and more college students have decadent phenomena such as luxury consumption and advocating enjoyment, which make excessive consumption a reality and resource conservation becomes empty talk. The deviation of college students' values affects the healthy development of ecological civilization education in colleges (Chen Jie, 2021).

Based on the above reasons. For conducting ecological civilization education among college students in Guizhou Province. It is necessary to change the problems of college students' weak awareness of environmental protection, narrow school education content, and too single of teacher education channels and teaching strategies (Kong Yusheng, 2021). Therefore, increase the favorable factors such as external environment and society will have a significant impact on individual behavior. To influence individual behavior by changing their convenience conditions and attitudes. Make up for the deficiency of ecological civilization education among college students in Guizhou Province.

LITERATURE REVIEW

An Overview of Literature Review

This paper conducts the literature collection of ecological civilization education for college students through CNKI and Google Academic. At first, discusses the theoretical origin of the ecological civilization thought, including the Greek ecological civilization thought, the Chinese ecological civilization historical thought, and the application of the ecological civilization education thought in China's primary school, middle school, high school, university and other stages. Ecological civilization education runs through each stage of Chinese education, and the application status quo of ecological civilization education is analyzed. Explore the path of carrying out ecological civilization education.

Analytical Features of a Literature Review

Ecological civilization education is one of the fundamental tasks of moral education and human education in China, which is related to the growth of students' talents and prepare them for their future career. This paper compares all study variables with past studies to determine what has been done before and what issues need to be addressed by the current investigation. In addition, since the current study is based on the analysis of the influencing factors of ecological civilization education in Guizhou Province,

the advantages, disadvantages, challenges and methods of ecological civilization education are deeply studied.

METHODOLOGY

The current study will employ a mix of quantitative and qualitative studies. Mixed methods combine two quantitative and qualitative methods for data collection and analysis. Quantitative data were obtained before qualitative data collection (semi-structured interview) and posttest. To make the results more effective and credible, researchers need to use multiple research methods.

Research Design

In many fields, Triandis' Theory of Interpersonal Behavior (TIB) is used as a theoretical framework to study the factors that affect the practice of specific groups (Zhang Zhiyong, Wang Wenqi, Wu Jing; 2019). According to this model, college students' nationality, major, ecological civilization cognition and ecological civilization course teaching have a significant influence on college students' ecological civilization behavior. The TIB theoretical model of interpersonal behavior tries to explain the willingness of a specific behavior and the actual expression of this behavior, believing that the stronger the habit, the less people think about this specific behavior (Zhang Nai, Anniversary Xi, Tang Ya'ou, 2014). The probability of people's actual behavior is determined by the combination of behavior intention, habit and convenience conditions. And behavioral intention is caused by social factors, emotion and perceptual results (Li Fenglin, Zhou Shasha, 2011). Therefore, all the actual actions of people depend on people's intentions and habits. The TIB model contains all variables of the theory of inference behavior and planning behavior. The TIB model is applied to study the influence of ecological civilization education of college students in Guizhou Province. In addition to the influencing factors of the TIB model, demographic variables in population behavior studies are usually referred to as influencing factors (Zhang Zhiyong, Wang Wenqi, Wu Jing; 2019). Therefore, gender, ethnicity, specialty, education, etc should be considered in this model. The following is the theoretical model of TIB interpersonal behavior.

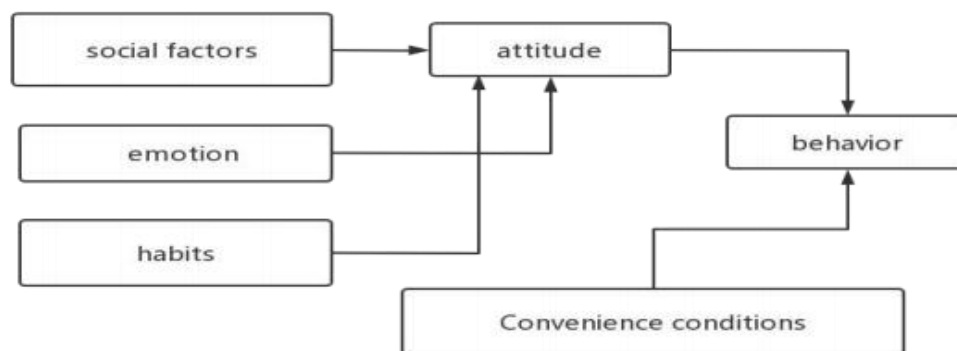


Figure 1. Triandis Framework diagram of the interpersonal behavior model

According to the TIB model, external favorable factors such as the environment and society will have a significant impact on individual behavior. It affects individual ecological civilization behavior by changing their convenient conditions and attitudes. When individuals want to repeat these behaviors repeatedly, they are often presented in a simple and convenient way. If the effort and the cost are too high, the individual will not choose the behavior. Even if the behavior is practiced by individuals, it may be difficult to stick to the behavior because of the occasional implementation.

Population and Sampling

In order to explore the current situation of the influencing factors of the ecological civilization behavior of college students in Guizhou Province, the questionnaire was designed based on the TIB model. The survey includes college students from Qiannan Vocational and Technical College for Nationalities in Guizhou Province. The stratified random sampling method identified 1100 questionnaires involving students from 6 departments, among which 1018 were valid questionnaires with an effective rate of 92.5%.

Data Collection

The data were collected from December 2022 to January 2023. This questionnaire is based on the characteristics of college students in Guizhou Province, considering the gender, nationality, professional background, life and habits and consumption habits, and focuses on the current hot topics such as online shopping and takeout. It reflects the ecological civilization status quo of college students in Guizhou Province.

Measurement/Trustworthiness

The questionnaire survey is mainly an online survey through the "questionnaire star" and field interviews with a small number of samples to ensure the authenticity and reliability of the survey data. The questionnaire was divided into four parts: Demographic variables, that is, the personal basic information. Conditions for promoting ecological civilization, ecological civilization behavior habits, and ecological civilization intention. A total of 20 questions. The first part includes gender, nationality, and specialty. Analyze whether the demographic variables will have an impact on the ecological civilization behavior of college students in Guizhou Province. The second part is the convenience conditions. Willing to sacrifice personal interests to protect the environment. The third part is the ecological civilization behavior habits of college students in Guizhou Province, such as using shared bikes or walking, rational online shopping, etc. The fourth part is the ecological civilization intention of college students. Including the importance of ecological civilization, the sense of responsibility and identity of ecological civilization construction, etc. The following figure is the questionnaire framework of the ecological civilization survey.

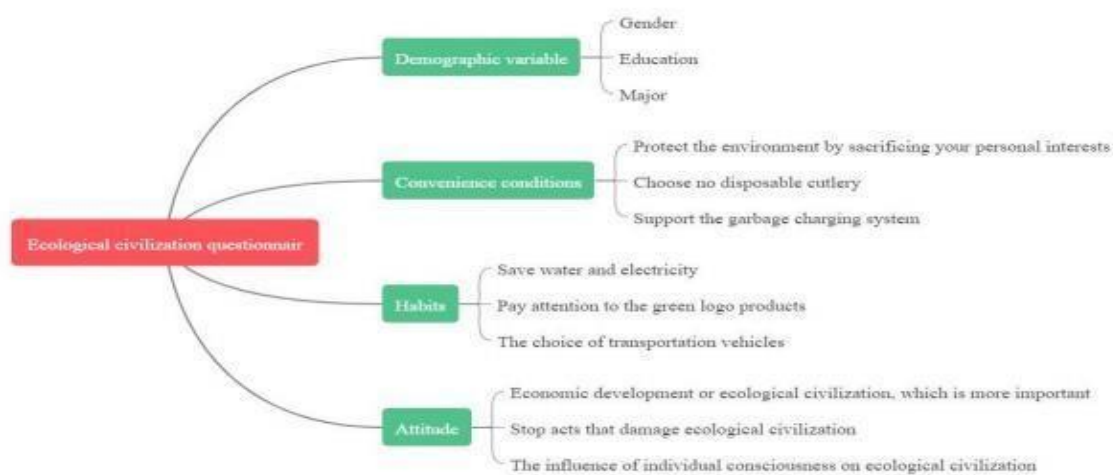


Figure 1. Framework of the ecological civilization questionnaire

RESULTS

Descriptive analysis of the demographic variables survey

The descriptive analysis data of demographic variables was obtained through a comprehensive analysis of 1018 samples. The results showed that among the 1018 respondents, 42.24% were male, and 57.76% female, Han 59.6%, and ethnic minorities 40.4%. 35.26% of liberal arts majors, engineering 34.68%, and science accounted for 30.06%. Undergraduate education is 60.6%, graduate education or above 39.4%. As shown in Table 2.

Table 2. Demographic variables: gender, ethnicity, and specialty

Demographic variable		N	Percentage (%)
Gender	Female	588	57.76
	Male	430	42.24

Education	Under undergraduate level	617	60.6
	Graduate student or above	401	39.4
Major	Arts	359	35.26
	Science	306	30.06
Nationality	Faculty of engineering	353	34.68
	Han nationality	607	59.6
	Minority nationality	411	40.4

Note: N =Number.

The survey results show that there is no significant difference between the demographic variables and the ecological civilization behavior of college students in Guizhou Province. However, the level of education has a significant impact on ecological civilization behavior. That is to say, the higher the educational level of the survey survey, the higher the practice degree of ecological civilization behavior, and the stronger the binding force on the ecological civilization. This result is consistent with the results of previous studies.

Convenient conditions

Three issues were included in the category of convenience conditions, such as a willingness to sacrifice personal interests to protect the environment. Whether willing to contribute to protect the environment. Take the initiative to classify the garbage for treatment. More than 85.36% of the respondents believe that they are willing to sacrifice their personal interests to protect the environment. 78.93% of the respondents said they were willing to contribute to protecting the environment, 82.5% of the respondents took the initiative to classify the garbage. Therefore, the survey results show that the convenient conditions do indeed affect the ecological civilization behavior habits of college students in Guizhou Province. However, some people still believe that China's current economic development should be carried out in step with ecological civilization. Therefore, when personal interests conflict with ecological civilization interests, some college students will not be able to practice ecological civilization behavior well.

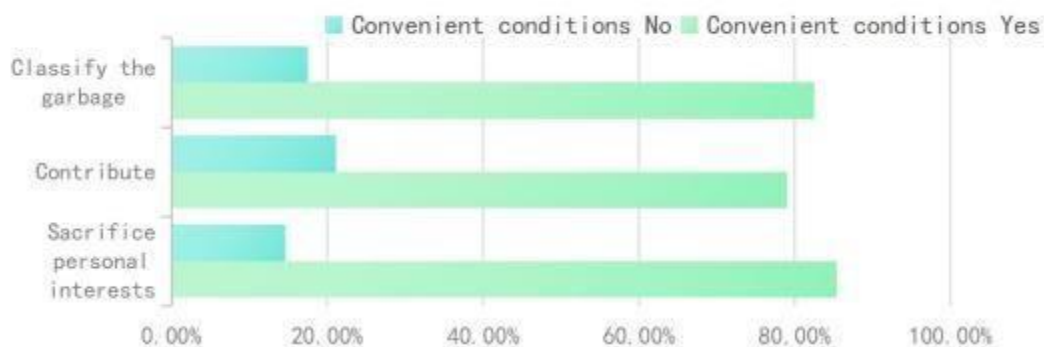


Figure 2. Willing to sacrifice personal interests to contribute to environmental protection and garbage classification

Attitude

According to the TIB model, social factors, emotions, and habits can affect an individual's behavior. Social factors are the extrinsic factors. College students' practice of ecological civilization behavior can be stimulated by a person's inner motivation. Therefore, in the survey, 37.15% and 58.89%, respectively. Only 3.96% chose no. This means that most college students in Guizhou province have a positive attitude in environmental protection and can develop the good habit of saving water consciously. Compared with saving water and electricity, the respondents did not form a good habit of buying products with a green logo. Only 39.4% of respondents said they would consider buying if the price was reasonable. 9.8% of respondents said they did not know there was a

green logo.50.8% said they wouldn't care if there was a green sign. Therefore, according to the survey results, half of the respondents will not care about the green sign, that is, the green sign has not really carried out people's brains, and has not formed a positive attitude, so that this internal motivation cannot increase the ecological civilization behavior of college students. Therefore, we should increase the publicity of green logo products and improve the green purchase rate.

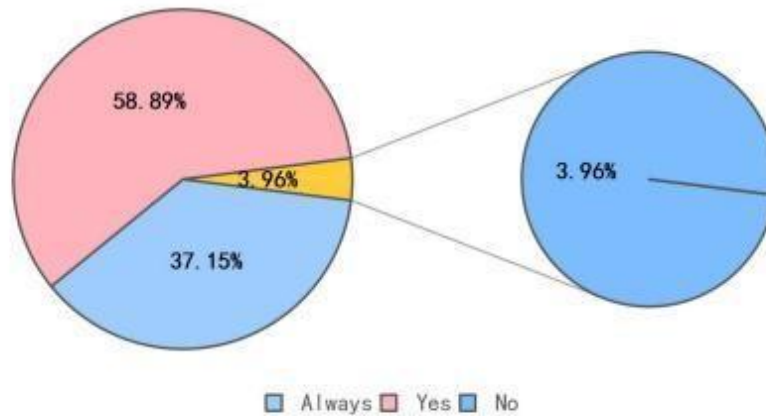


Figure 3. The behavior and habit of saving water

DISCUSSION

After discussion, it is found that there are several shortcomings in the practice of ecological civilization behavior of college students in Guizhou Province. First, college students' lack of self-awareness. Second, there are defects in the convenient conditions for practicing ecological civilization behavior. Third, ecological civilization education and publicity is not enough. Accordingly, make the following suggestions.

Create more powerful and convenient conditions to cultivate students' ecological civilization literacy

The government has issued relevant policies to reduce the cost of individual practice of ecological civilization construction. The school integrates the teaching resources and permeates the ecological civilization thought in the classroom. To enable students to establish the correct value concept of ecological civilization, practice ecological civilization behavior. In the future life and work to care for the environment, save resources, make its Ming Dade, keep public morality, strict private morality. Integrating the ecological civilization thought into the ideological and political course teaching of college students. The first thing is to seize the main position of classroom teaching, in the politics classroom teaching. According to the content of the textbook, we can sort out the ecological civilization thought contained in the textbook. Pay attention to the meeting point and connection point of the content of the teaching materials and the ecological civilization thought. For example, in the classroom teaching, through the "Spring Festival gifts", "university students sports shoes survey", "tuition expenses" outside, " chopsticks revolution " and other case analysis, let students learn to make rational consumption, establish a correct consumption concept and the coexistence of ecological civilization concept.

Develop good habits of ecological civilization and establish the correct concept of ecological civilization

The practice of ecological civilization is the responsibility of every college student. College students should develop good behavior habits subjectively. Ecological civilization behavior should be practiced at both the individual level and at the family level. At the same time, teachers should in the classroom teaching, also based on the reality of students, focus on the future development of students, combined with the ecological civilization related content of college students, adopt flexible classroom

teaching methods to teach the idea of ecological civilization education. Through the education of ecological civilization related courses, college students will have a better understanding of their role in ecological civilization construction.

Improve the system of combining rewards and punishments, and build an evaluation system for ecological civilization

System construction is of great significance for the development of ecological civilization. Integrating ecological civilization thought into the ideological and political teaching in colleges and universities. It is necessary to improve the corresponding system, establish the evaluation system of ecological civilization, and formulate specific measures and evaluation standards for political teachers to teach ecological civilization thought and students to learn to accept ecological civilization education, so as to avoid teachers' teaching of ecological civilization thought being abstract and students' learning being superficial. In terms of teachers, the teaching design can be regularly or irregularly to check whether they integrate ecological civilization ideas into the teaching task. At the same time, the implementation of the door to attend lectures, randomly selected ideological and political teachers to listen to the class, in the form of random interview students to understand the ideological and political teachers infiltration of ecological civilization thoughts in the classroom, timely grasp the dynamics of political teachers. In terms of students, encourage students to learn ecological civilization ideas and improve ecological civilization literacy. Students who actively practice ecological civilization behavior will be given corresponding rewards. Students can be praised in the school bulletin board and given appropriate extra points in their comprehensive score evaluation. Students who violate or destroy the requirements of ecological civilization education will be given different degrees of punishment, so as to restrain and standardize students' ecological civilization behavior.

CONCLUSION AND IMPLICATIONS

A In order to better promote the construction of ecological civilization, this study starts from the introduction that the ecological environment protection is a topic of common concern to all mankind, saving resources, protecting the environment, man and nature, co-prosperity and symbiosis. And conducted a questionnaire survey on the factors affecting the ecological civilization practice of college students. Furthermore, the influence of demographic variables, convenience conditions and attitudes on the TIB model.

The results show that the different educational backgrounds of the respondents will affect the ecological civilization practice of college students. In the construction of ecological civilization, when there are also personal interests and the interests of environmental protection, some people pay more attention to personal interests, which is a part that cannot be ignored in the future education of college students. In terms of attitude, there are some situations where actual actions are inconsistent with attitude. There are also some individuals who have not developed good ecological civilization behavior habits. Therefore, according to the survey, joint efforts should be made from the society, school and family levels to strengthen ecological civilization education.

Furthermore, the results of this study may contribute to a better ecological civilization construction. However, due to the very wide coverage of ecological civilization education, the limitations of the respondents, can not fully cover all college students, so the objectivity and universality of the survey will be affected. Moreover, the attitudes of the respondents also directly affected the accuracy of the survey results. If the respondents do not know the meaning and purpose of the survey and thus adopt a perfunctory attitude to answer the questions, the survey results will be inaccurate. In order to further study and make the survey results more accurate, this study will expand the scope of the survey and clarify the purpose and significance of ecological civilization education. Continue the study in the future.

DATA AVAILABILITY DECLARATION

The original contributions encompassed within this study are comprehensively documented in the article and accompanying supplementary materials. Should additional inquiries or data-related requests arise, kindly direct them to the attention of the corresponding author.

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CONFLICT OF INTEREST

The authors herein assert that the research undertaken was executed without the influence of any commercial or financial affiliations, which may be perceived as potential conflicts of interest

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