

Social psychology attribution of “EGao” in university

SHI Xue-yun

(School of Education Science, Shaanxi Normal University, Xi'an Shaanxi 710062, China)

Abstract: “EGao” is a network producing form and is popular in campus. In order to amuse the masses, it changed and reformed films, TV, picture menus and songs by imitating, overdrawing and self-betrayal means. The impact of “EGao” is greater and greater in the young, especially in the university, it has become a fashion. The paper analyzed its concepts, types and social psychology attribution, in the same time, put forward some advices on how to treat the following social and mental problems.

Key words: undergraduate; EGao; social psychology

1. What is “EGao”

There is no uniform concept of “EGao” now, people are inclined to explaining it in two ways: one considers that it root in the style of the commerce film in Hong Kong; the other thinks that it translate from “KUSO”, a game word of Japanese, which is a special net culture, means overthrow, reform or an entertainment spirit of funning to the end, approximately senseless. In a word, the root of “EGao” is a network producing form, always resorts some carriers, such as PS picture, FLASH and DV. In order to amuse the masses, it changed and reformed films, TV, picture menus and songs by imitating, overdrawing and self-betrayal means (ZHU Yue-liang, 2006).

Along with “A murder case brought by a steamed” being from mouth to mouth in net, the impact of “EGao” is greater and greater in the young, especially in university, it has become a fashion, the undergraduate scramble for it, and fondle it admiringly. Some “black originality” is prevail in the campus, such as “EGao film and TV” and “EGao picture”, and produces numerous “EGao stars”. For an example, in every university of Guangzhou, there are some students who indulge in “EGao”, they produced “EGao MTV”, did “EGao photos”, even produced special “EGao drama”, established “EGao net”, came into “EGao combination”...(http://www.bigyuwen.com, 2007)

2. The Types of “EGao”

The word “EGao” is the most popular word of 2006 in net, all kinds of “EGao” productions, such as PS pictures, FLASH, and DV, resorting net, arrived largely, which have too many visitors or business to deal with. Consulting the points of national scholars (ZHU Yue-liang, 2006), a good many “EGao” productions can be carved up to four types:

One is education type. For an example, the song “the lucky three treasure”: “sonny, ah? Dad and ma added to one hundred years old, yes. We have had a hard time in order to foster you, I know. The little bird must learn to fly when it leaves nest, come slowly. Dad and ma can not foster you three score years and ten ...” The lyric flows strong living tinge, the feeling parents exhorted their child to stand on their own legs blow on the face as a section

SHI Xue-yun, lecturer of School of Education Science, Shaanxi Normal University; research fields: social psychology and school psychology.

of clear wind.

The second is entertainment type. For examples, “back hut boys” produced absurd video frequency which is similar to “double reeds”, imitating the most pop MV of popular song and tailoring it to net “EGao” edition, so as to amuse themselves. With the superior acting genius, exaggerated face and body action, finished layout and harmonious cooperation, the two is fashionable in the net rapidly.

The third is vulgar type. For an example, another edition of “the lucky three treasure”, whose leading actor is a thief: “dad, hey, why you go home with others? Have no money; what do you want to do with a forceps in hand? I am on duty. Can you find money in others home? You say right. Others home are our lucky home...”

The forth is material type. For instances, many have their moment by “EGao” themselves, such as Muzimei, Zhuyingqingtong, lotus sister, mum sister. They write with their body, reveal their privacies, they all are very narcissistic.

At present, the fashion tailoring tact of “EGao” in net are the followings (WSwire.COM, 2006):

(1) Picture replant: in order to achieve efficient effect, they modify and patch up some numeral pictures by picture disposal software.

(2) Film and TV edit: whose theme is from all kinds of films and TV program, can form new video frequency short by the second edit, even dubbing and appending title.

(3) Juggle lyric: they can fill word into a popular song newly, some even find another one to sing it, and then tailor it into absurd new song.

(4) Fake singing action: artificially sing popular song with matched mouth, so record video frequency MV with exaggerated, lardy-dardy face and action.

(5) Letter imitation: imitate the style or manner of famous writing, such as to change one or two words and sentences of notable novel, poem, wisdom, then form new production that is similar in structure, but far dissimilar in meaning.

(6) Action imitation: imitate famous dancing actions, show representative poses of star, then take numeral photos and spread them in net.

3. The Social Psychological Attribution of “EGao”

At present, “EGao” is the rage in university and the undergraduate scramble for it, which is mainly effected by the following social psychological factors:

3.1 Achievement motivation

Achievement motivation is the interior cause while people complete the task and strive to do the trick. Scilicet, it is a interior impulse force which the individual consider the job important and valuable for himself, and is willing to do and make great efforts to achieve it consummately (Nicholls, 1982). Atkinson thought that the individual’s achievement motivation is composed of two steady tendencies, which are hoping success and afraid of lost. Atkinson also emphasized that, compared with obviating failing motivation, if the individual’s seeking successful motivation is stronger, he will have higher subjective probability estimation of success. Similarly, while obviating failing motivation of the individual is stronger than his seeking successful motivation, he will have higher subjective probability estimation of failure (Weina, 1999). The study of FAN Xing-hua, a scholar in our country, stated that seeking successful motivation of the undergraduate was stronger than his obviating failing motivation. Currently, the mood of competition and achievement is stronger and stronger in our society. Faced to

school work, obtaining employment, the undergraduate must pursue enterprising continuously so as to fit the dog-eat-dog society. At a certain extent, these all strengthen their needs for obtaining achievement, so they put up to higher expectation of success and less worry of failure (FAN Xing-hua, 2006). The net offers more chances for the undergraduate to lay out their literary or artistic talent, they hope that they could create miracle and acquire success by net which is open to the whole world. “EGao” is satisfied this demand not only in the process of producing but in the fact effect. Any little net absurd short with originality, net can bring convulsion to Chinese entertainment circles, which far-forth exceed those great film who is from Chinese film great and is invested over a few of hundred millions. They go in for the delight of conquering difficulties, putting the axe in the helve and making arduous efforts in striving for success, and achievement affect of individual while they acquire success. They enjoy in enacting their struggling goal which can be carried by themselves. To them, only the possibility of success and failure is equal, they consider that it be the best chance to experiencing success gladness and content.

3.2 Self-efficacy

Self-efficacy was firstly put forward in 1977 by Albert Bandura, who is a famous psychologist in America, and indicated that the belief or faith be required while people realized their action goal in their special field. It is the center mechanism and the important base of human action. Self-efficacy can adjust human action by affecting the cognition process, motivation process, sensibility process, choosing process of the individual. The research of XIAO Zhi-ling, a scholar of our nation, stated that Self-efficacy of the undergraduate’s development ability was positive to the motivation of seeking success, and was negative to the motivation of avoiding failure; Development ability Self-efficacy contributes to the motivation of pursuing success, avoiding failure and composing achievement (XIAO Zhi-ling, 2003). The factors which affect Self-efficacy are the four followings: The mastery experiences, exchangeable experiences and diction persuasion from practice, and the physiological and sensibility state in action process (Evans, 1989). “EGao” is realized by originality added up to net, moreover, originality is not stick to one pattern, no matter what kind form can get others attention more or less, then is spread by them. Both praising and criticizing, it has achieved its aim at attracting the eyeballs of the public, which is a result stimulation of success, and the experiences can spur the undergraduate to form higher Self-efficacy. In addition, the forerunners of “EGao” have offered exchangeable experiences for the undergraduate; they have the same or alike demographic characters (age, sex, body character, education, social class and experience). According to observing those who are successful, the undergraduate believe that they can acquire the same achievement level while they are in the similar action condition, so more and more undergraduate join in “EGao”. Into the bargain, the timely feedback character of net offers well social suasive effect for the “EGao”, once their production is issued in net; it will drum for all kinds of opinions immediately, and is popular overnight. The suasive efficacy of diction lies on whether it is suitable to the occasion, actualization diction suasion is prone to succeeding because it can inspire the motivation of individual, so make the individual actualize Self-efficacy based on the information. At last, the key of “EGao” is to make others laugh, while they produce their production and spread it, they have experienced the delight of “EGao”, this active feeling experience can tone their Selves-efficacy.

3.3 Catharsis

Catharsis is to pour out one’s depression and pain in heart, so as to ease mental pressure, eliminate strained emotion, and resume quiet mood. With the net rising gradually, it offers a new approach for people to release their metal problems. With the attitude of the whole all can be entertained, everything is absurd, everything can be “EGao”, and the advocators of “EGao” release their pressure. This catharsis is carried through. They do not know

each other, so they are without any mental pressure, and do not worry their production is sneered; at the same time, their point can be expressed fully, which brings a piquant feel for them. The undergraduate can express all kinds of bad emotion freely, such as pang and oppression, annoyance and uneasiness, and rage and unhappiness, moreover, they can gain responses and understanding of others, and discuss it with others, which can call away their mental obstacles fully, and otherwise, they can fill up and result in sick.

3.4 Value self-identify

With social pattern variance, the value self-identity of modern undergraduate is changing sharply, and presents diversification, such as from single-choice to multi-choice, from interpersonal communication to net communication, from exterior adhering to paddling one’s own canoe. “EGao” can offer expansive room for them to show their literary or artistic talent, they don’t settle in actuality and don’t want to live with wateriness; they need to develop, to innovate, to exert their potential, and to implement their value with their own brightness by net. In addition, the undergraduate is apart from their home and their relatives, the whole shoot is on their own account and on selves-discipline, and with the increasing stringing pressure, and the “adult” consciousness of them is gradually in focus. In the process of “EGao”, they faced to difficulties and enjoyment and society independently, with all kinds of contraries hitting and all kinds of problems engaging, they enjoy in walking up to independence and maturity. Finally, people usually consider “EGao” just as an amusement, as a joke, even think its essence is a monkey business, its value is not worth mentioning. But, to the adherent of “EGao”, it is an art recreating course; its outcome is not only to earn others’ a laugh, but also a valuable art production. They do it seriously, bone up on it, and pull out all stops.

3.5 Conformity

Conformity is the phenomenon that with the induction and pressure of the colony, the idea or action of the individual is changing to consistent with majority. Conformity is a mean that an individual tries to release from the conflict between him and colony and boost up his safety feel. Once “EGao” appearing, it gets broad attention, and spreads in seven-league boots with excellent effect, a mass of young people enter into this circle. This holds strong force for the undergraduate, they want to keep consistency with the colony, and to embody their importance of the artery culture, take the successor of “EGao” as the direct object, join in “EGao” with a hue and cry. At the same time, with themselves characters, such as holding little shrewdness, answering superficially, the undergraduate can only simply imitate and obey others action, then, the infinite worship to “EGao” is easy to fall in vulgar action.

3.6 China plate

The china plate is an important factor in the individual socialization; it can affect the undergraduate directly or indirectly. The china plate is a colony that the undergraduate identify with in value tropism. The function of colony is to offer a social identity and a self judgment criterion for the undergraduate. J. R. Harris, an America psychologist, summed up a great of research data, and put forward “Group socialization theory of development”. The theory mainly discussed the effect of the colony to personality development, the culture of the colony passing, he considered that the individual join in and identify a social colony, and learn how to act in the society by it. The social culture is mainly passed by colony. Harris emphasized that it be the china plate of the individual who is the most important and influencing long circumstance factor. “EGao” is prevail in university, and build a mode consulting to all undergraduate, which can make an exert pressure, cause them to comply with the colony pressure, and then do the same choice. In addition, subjection to china plate is tightly contact with their social value and self-worth, the undergraduate need to keep high consistent with colony, so if they do “EGao”, the individual

accept the china plate selection voluntarily. Moreover, of the same subjection to colony, and many same life formed in practice, the undergraduate have the same or similar knowledge, experience, social visual angle, which cause the attitude of the colony to “EGao” tend to be consistent naturally.

4. Scanning the Phenomenon of “EGao”

The phenomenon of “EGao” is prevailing in university widely, we must scan it with dialectic vision, it affects the undergraduate in two sides, one is positive, and the other is negative.

To positive effect, on the one hand, the modern undergraduate are up against the pressure of school work and obtaining employment, they are a pent-up group. At the same time, they are anxious to abreact their inner emotion, so “EGao” become a good approach. “EGao” is a free emotional catharsis with out any mental pressure, the undergraduate can express their bad emotion freely, and then their mental obstacle can be vented and leaded duly, and be called away in time, which all is positive for their mental health. On the other hand, “EGao” can satisfy the undergraduate’s achievement demand not only in the producing process but also in its actual effect, the undergraduate is in the age with active thinking and hearty expression desire, so-called “EGao” is also a mean they can express themselves. According to “EGao”, they conquer difficulties, put the axe in the helve, and lay out their literary or artistic talent by their hard work, consequently, they reach their struggling aim and gain their individual achievement, and boost themselves achievement motivation level. Moreover, “EGao” can spur the undergraduate to forming the higher self-efficacy, and the higher self-efficacy can adjust their action by affecting the process of the individual cognition, motivation, sensibility and choosing, spur them to reply environment more actively, and deal with difficult mission, make arduous efforts unremittingly. They can lay out higher strategy in studying, and supervise their learning result by themselves.

To passive side, if the “EGao” of the undergraduate can not be inducted scientifically, let it go, which will lead many social problem. Firstly, “EGao” must have base line: It is social morality and law (<http://www.bigyuwen.com>, 2006). For examples, can not do assault and battery, can not disturb politic order, can not infringe others knowledge property. So, to “EGao”, how to grasp the law and moral yardstick is very important, they should strengthen to learn law, especially, should strengthen to learn “the law of knowledge and property right”, then, they will know to respect knowledge fruit. Otherwise, the valuation of the undergraduate to “EGao” is positive, they ratify the inventing value of this action, so the corresponding value idea exerts a subtle influence on them, and they accept it, such as pursuing substantial reward, canonizing gastronomy, extreme individualism, eroticism and force. These carrion ideas are diffused and filtered extensively by net and “EGao” productions with the camouflage of pastime and amusement, which infuse vulgar gout and sentiment to the undergraduate, disseminate false ideology, life style and value concept. Contemporary, the undergraduate always discover and test the exterior value credo by their manners, but they are lack of the internal impersonal criterion on how to distinguish value system, and are easy to maze themselves if multi-value conflicts, then, they can not definite their life aim, which brings negative effect for the undergraduate spirit. Thereby, we should firstly build moral environment for “EGao” (<http://soho966.blogchina.com>). Secondly, the undergraduate who indulge in “EGao” sometimes hide in net, the dummy world, only in order to escape the pressure of the true-life, they want to get enjoyment and satisfaction from “EGao”, which make them feel they can drive the world by themselves, then obviate unhappiness and annoyance in real society. Little by little, the individual self-esteem and self-confidence which is mastered in conquering can receive visional satisfaction; and that self-paying satisfaction

brings on lower mental adaptive ability, self-adjust function is in unbalance. As time passes, this dummy personality is fixed, finally, brings on mental pattern, and forms personality apartment in a way.

References:

- Evans, Richard I. (1989). *Albert Bandura: The man and his ideas a dialogue: Foreword by Ernest R. Hilgard*. New York: Praeger, 68.
- FAN Xing-hua (2006). The relationship between the undergraduate achievement motivation and emotion and action problem. *Chinese Clinic Psychology Journal*, (1), 73-76 (in Chinese).
- Humor EGao is in popular in net in 2006 which hides a great deal hidden trouble of invading right*. (2006, April 11). Retrieved from WSwire.COM: <http://tech.wswire.com/htmlnews/2006/04/11/677676.htm> (in Chinese)
- Nicholls. (1982). Motivation In: Mitzl, H. E. (Ed.), *Encyclopedia of education research* (15th ed.). New York: Macmillan, 1256-1263.
- The value view of modern undergraduate*. (2005, December 20). Retrieved from <http://soho966.blogchina.com/3933947.html> (in Chinese).
- Weina. (1999). *Human motivation: Comparison, theory and research*. Chekiang Educational Publishing Company, 198-213.
- XIAO Zhi-ling (2003). The relationship between the undergraduate school work self-efficacy and achievement motivation. *Hubei Engineering College Transaction*, (4), 70-73 (in Chinese).
- ZHU Yue-liang (2006). Discuss "EGao". *Huai Sea Writing Collection*, (2), 48 (in Chinese).
- 聚焦广州高校的“恶搞”者. (2007, February 10). Retrieved from CERSP: <http://www.bigyuwen.com/jiaoyuzonghui/2007/0210/419448.html>.

(Edited by ZHANG Dong-ling)

(continued from Page 47)

- Jensen, G. H. (1987). Learning styles. In: J. A. Provost and S. Anchors. (Eds.), *Applications of the Myers-Briggs Type Indicator in higher education*. Palo Alto, CA: Consulting Psychologists Press, 181-183.
- MIAO Dan-min, HUANGFU En, Chia, R. C., & REN Jan-jun. (2000). The validity analysis of the Chinese version MBTI. *Acta Psychologica Sinica*, 32 (3), 324-331.
- Mills, C. J. (2003). Characteristics of effective teachers of gifted students: Teacher background and personality styles of students. *The Gifted Child Quarterly*, 47 (4), 272-281.
- Nordvik, H. (1994). Two Norwegian versions of the MBTI, form G: Scoring and internal consistency. *Journal of Psychological Type*, (29), 24-31.
- Osterlind, S. J., MIAO Dan-min, SHENG Yan-yan & Chia, R. C. (2004). Adapting item format for cultural effects in translated tests: Cultural effects on construct validity of the Chinese versions of the MBTI. *International journal of testing*, 4 (1), 61-73.
- Quenk, Naomi L. (2000). *Essentials of Myers-Briggs Type Indicator assessment*. New York: Consulting Psychologists Press, 2-21.
- Ron, Z. (1992). Second thoughts about the MBTI. *Training*, 29 (4), 43-49.
- Saggino, A., Cooper, C., & Kline, P. (2001). A confirmatory factor analysis of the Myers-Briggs Type Indicator. *Personality and Individual Differences*, (30): 3-9.
- Tischler, L. (1994). The MBTI Factor Structure. *Journal of Psychological Type*, (31): 24-31.
- Tzeng, O. C. S., Ware, R., Outcale, D., & Boyer, S. L. (1984). Item validity of the Myers-Briggs Type Indicator. *Journal of Personality Assessment*, (48), 255-256.

(Edited by ZHANG Dong-ling)