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INFLUENCE OF NETWORK COMMUNICATION ON COLLEGE STUDENTS' AWARENESS OF ENVIRONMENTAL PROTECTION

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Abstract

Network communication (NetC) encompasses extensive reach, heightened attention, prolonged duration, substantial influence, and myriad influencing factors. Hence, comprehending the impact of NetC on the inspiration and maturation of college students' consciousness regarding environmental preservation (CSEA) has gained escalating significance. Augmenting the efficacy of NetC in nurturing CSEA carries profound pragmatic implications. This study employs a questionnaire to scrutinize the correlation between college students' environmental awareness and their level of engagement in environmental conservation. The findings elucidate that CSEA presently rests at a general threshold, as merely 16.2% college students exhibit willingness to participate in activities aimed at addressing environmental concerns. Additionally, a noteworthy correlation manifests between college students' exposure to NetC and the enlightenment and advancement of their environmental awareness (EnvA). These research findings furnish a robust theoretical groundwork and empirical substantiation for formulating strategies targeting the cultivation of CSEA through network media.

Key words: consciousness, environmental awareness, environmental preservation, network communication, questionnaire

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