A research based on AISAS model of college students
Information contact investigation of Chinese Dream

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Abstract. The AISAS model originally refers to a reconstructed consumer behavior model based on the Network Times Market Characteristics. However, following the Chinese Dream thought in new media becomes a lifestyle in the publicity and education among college students, it is also necessary to follow the rules of media communication in the Internet era. Through analysis of 235 questionnaires, with using the indicators of the AISAS model, the research group summarized the characteristics of college students’ information contact behaviors of the Chinese Dream, and on this basis, we proposed the improvement strategies aiming at propagating the Chinese Dream.

1. Introduction
On November 19th, 2012, General Secretary Xi Jinping proposed the "Chinese Dream" to realize the great rejuvenation of the Chinese nation for the first time. The Chinese Dream is an important part of Xi Jinping’s socialist ideology with Chinese characteristics in the new era, and is an important theoretical achievement of it, and also an important theoretical achievement of Marxism sinicization. In recent years, sinicization of Marxism is an important theoretical system formed by the Chinese communists combine the general truth of Marxism with China's reality in the process of revolution, construction, and reform. The process of sinicization is a process of integrating Marxism with Chinese culture; it is the process of discovering value of China's outstanding traditional culture in the new era; it is the process of redevelopment of Chinese fine culture.

The young students are the new force of the Chinese Dream realization. Historically, whether college students in their critical period of thought formation have dreams in their hearts and have firm beliefs will profoundly affect China's future. Therefore, how to enhance the validity of the information media contact of the "China Dream" in college students group, and to spread scientific system on the basis of the "Chinese Dream" thoughts, directly related to the cause long-term practice of the great rejuvenation of the Chinese nation.

2. AISAS model and its applicability

2.1 AISAS model's theoretical connotation
AISAS model (Attention, Interest, Search, Action, Share) is originally based on the reconstruction of the characteristics of market consumer behavior model in network age, its theoretical basis is the AIDMA model (Attention, Interest, Desire, Memory, Action) proposed by the advertising expert E. S. Lewis in 1898. According to the AIDMA model, consumers go through a general sequential process from noticing the existence of a product to actually buying it. In this process, the manufacturer must
use the necessary marketing tools to attract consumer’s attention, then consumer generates interest, thus the desire to own commodities is aroused and a memory is left, the memory is ultimately prompted to transform into purchasing behavior. In the traditional market environment, the above consumption process can be completely achieved by the traditional marketing means.

However, in the Internet era, consumers' subjectivity in the purchase action has been unprecedented amplified. Especially, socialized media which is mainly characterized by content aggregation and sharing plays a growingly important role in information transmission, consumers can not only search through the network to get product information, but also share consumption experience with more other consumers as the information releasing body. In view of the change of the consumption environment, as well as the new network generation’s strong pursuit to the subjectivity, Dentsu Inc. reconstructed the consumer behavior model, and brought the "search" and "share" embodied new media contact behavior, as two important links, into the brand marketing communication. The transformation from AIDMA to AISAS model means that it is a must to stand on the contact points of the new medium to conduct the sufficient information communication with consumers, through information contact, search, comparison and sharing of cross media audience aggregation and effect integration platforms, the consistent brand information is formed, thereby good results of marketing communication are achieved. Therefore, the new AISAS model can better explain consumers' behavioral tendencies and characteristics based on interpersonal interaction in the Internet era than the traditional AIDMA model. At the same time, this model is also applicable to the consumption behavior of information.

2.2 AISAS The "Chinese dream" thought of college students in the context of new media communication is influenced by the theory of education and AISAS

Facing the college students with high level of knowledge and media literacy, who have grown up in the new communication context, how to internalize the "China dream" education into the university education, and make it become the goal and ideal that every college student consciously and truly pursues, it is necessary to guide with both cultural and ideology, and also political education method and mode of innovation are urgently required. Researchers and practitioners of university ideological and political education have reached considerable consensus on using new forms of communication methods, such as Weibo, WeChat and Cloud Space, to improve the education effect of the "Chinese Dream". For example, for the online new media using in teaching, we can use the new media platform to carry out various online education activities, build online classes and enhance online interaction. On the specific path of dissemination, micro blogging platform is used to spread message about the "China dream" education information, the mobile Internet is used to share the "Chinese Dream" education resources, the social network is used to spread the education idea of the “Chinese Dream”, the discussion group network platform is used to discuss the "China dream" education content, the purpose of all ways used is hoping to get more close to the college students' daily life online. Moreover, for the micro-communication has become a micro-context of the sensible form for college student’s knowledge and opinions, standardizing the micro communication space and strengthening micro-transmission governance should also be a powerful guarantee for building the "China dream" of common prosperity and sharing.

The core significance of AISAS lies in improving in person feelings of online consumers, inspiring consumption desire of potential customers, while more people achieving purchase behaviors, they are also willing to share their consumption experiences. Therefore, this model is the innovation of network marketing model that fully reflects the customers’ dominant position. It is the same with the information consumption in the internet age. AISAS model shows that, after the audiences notice the relative information, there will be a diversion between the general audience and the active audience. The general audience's access to the information terminates in this stage, while the interest of the active audience is aroused, the relevant information will be further collected through various search tools. After further comparative analysis and reaching a comprehensive understanding, they will complete cognition and even the identity of the information or propaganda content. At the same time,
as the main body of information release, the active audience will share their own experience and information with more consumers so as to reach certain cognitive consensus in a wider range. Therefore, every link of AISAS model can make information consumers generate distinctive consumer experience, the main body feeling is not only the impetus to promote ongoing consumer (propaganda object) behavior, but also the decisive factor that information or propaganda content form word of mouth and brand. Although the idea of the "Chinese Dream" in the new media has become its way of life among college students in the promotion of education, the rules of media communication is required to follow in the Internet era. Therefore, only by paying attention and deeply understanding every behavioral link in the process of information acceptance in the new media environment can it be possible to put forward more targeted improvement strategies for new media communication of the "Chinese dream".

3. Questionnaire Analysis based on AISAS model

3.1 Questionnaire survey implementation Facing the college students

3.1.1 Subjects and questionnaire design
The object of this project is the students in colleges and universities. Because the college students are not only the audience and practical subjects of the "Chinese Dream" transmission, but also the subjects of information consumers and behavior in the new media environment. Through reviewing their behavior information about "China dream thought" contact mode and media use behavior, not only the diversified forms of information acquisition of the college students to the idea of "Chinese Dream" cognitive channels in the Internet era can be reflected, but also every contact of information throughout the transmission process can be observed in details. In a general sense, the information acceptance behavior pattern of college students towards the "Chinese Dream" is summarized.

There are 21 questions in the questionnaire. except each student's basic information, the subject content part of the questionnaire is in terms of the five ACTS in the AISAS model. The questionnaire is designed for college students in the aspect of information contact behavior of the "China dream", which are related to the five issues about attention, interest, search, action and sharing, in order to reflect the information in the process of receiving specific indexes and characteristics of every link of behavior.

3.1.2 Survey implementation
This questionnaire was mainly hand out and collected through questionnaire star website (http://www.sojump.com/), which is an online platform for professional questionnaire survey. After the questionnaire was collected, some students were interviewed in depth to further test the conclusion of the survey. A total of 470 questionnaires were collected, with 100% effective rate. The results are mainly expressed by descriptive statistics and correlation analysis.

According to the automatic classification function of "questionnaire star" website, 444 were submitted by mobile phone, accounting for 94.47% of all 470 questionnaires. To some extent, this reflects some characteristics of using media of college students. The students participated in the questionnaire were from a university in Tianjin, which was representative to a certain extent.

3.1.3 Investigation result analysis
Among the 470 students participated in the survey, 124 people were male and 346 people were female, with the ratio about 1:2.79. There were 172 senior students (Junior and Senior), accounting for 36.6%, And 298 students in the junior grade, accounting for 63.4%.

(1) Attention to or knowing of (A) behavioral indicators
In terms of attention or knowing indicators, the survey samples showed obvious characteristics of high awareness rate and low understanding degree. Among the 470 respondents, 464 people had heard of the "Chinese Dream", accounting for 98.72%. Only six people said they never heard this concept.
More than 90 percent of the former students clearly knew that the sponsor of the "China Dream" is the current top leader of the Communist Party of China. And in the understanding degree of the concept, most students (59.57%) chose the general understanding, people who are even incomprehensive and completely incomprehensive account for more than one tenth, only 138 people said they were understanding or in-depth understanding. (See figure 1 for details)

![Figure 1. College students' understanding of the "Chinese dream".](image)

The reason of this result is high knowledge efficiency and low understanding, which may be related to the way and purpose of college students learn the "Chinese Dream". According to the survey, more than 70 percent of students learn knowledge through passive indoctrination. Nearly 70% (320, 68.09%) of the respondents (see table 1 for details) said that the main purpose of learning relevant knowledge was to cope with some basic courses of the school.

Table 1. The main way for college students learn the "Chinese dream".

| Main learning mode    | Selected number | The proportion % |
|-----------------------|-----------------|------------------|
| Active learning       | 138             | 29.36            |
| Passive learning      | 320             | 79.64            |

(2) Interest (I) indicators

In the comparison between the dissemination of the "Chinese Dream" through traditional media and new media, the majority of students (402 students, accounting for 85.53%) believe that the new media can arouse more interest in learning. This can also be verified in the selection results of "the specific form of communication is more suitable for the promotion of the "Chinese Dream". (see table 2 for details)

Table 2. The college students believe it is more suitable for dissemination of the "Chinese dream".

| Specific transmission form | Selected number | Rate % |
|----------------------------|-----------------|--------|
| seminar                    | 6               | 1.28   |
| newspaper columns          | 18              | 3.83   |
| TV news feature film       | 110             | 23.4   |
| documentary                | 124             | 26.38  |
| micro film                 | 210             | 44.68  |
| others                     | 2               | 0.43   |

Through the above-table, it is very easy to find that audience of contemporary university students attracted by the traditional report or paper media have fallen sharply, the multimedia form in which
seeing and hearing elements are more rich, such as documentary or micro film, is considered more appropriate methods of communication. And once the propaganda study activity is carried out in the actual university, the media, which college students are most interested in and is thought to be more able to understand the spread of the "Chinese Dream", is still a relevant documentary or micro movie, which they both are highly consistency. (see figure 2)

Figure 2. The college students' interest index of "China dream" promotion activity which has been carried out propaganda.

Combined with similarity measurement in the SPSS software, the data analysis results show that the value of the correlation among variables is 0.986, which is a approximate matrix, and also show that most of the respondents think that interest is isomorphism factor of the systematically understanding the "China dream". Both radar map and SPSS analysis show that, only in accordance with the information contact habits of contemporary college students, can education promotion activity of "Chinese Dream" achieve ideal communication effect.

(3) Search (S) indicators

In addition to formal school learning arrangements, people actively retrieve and access to the "Chinese Dream" information. 228 of the respondents have consciously checked relevant materials, accounting for 48.51%. More than half of the respondents did not actively search for information about the Chinese Dream. Among the 228 people, 136 people carried out active searches in order to cope with the examination, accounting for 59.64% of the people with active searches. However, it is worth noting that 72 people still chose to actively retrieve the "Chinese Dream" information with the primary purpose of "the requirement to join the party", accounting for nearly one third. This shows that some students may not have a mature understanding of the political significance to joining the party, or even lack serious and profound thinking.

In the information of collection and access channels of the "Chinese Dream", according to the frequency of the communication channels currently used by the respondents, the ranking was conducted, and the average score of the options is weighted according to the value of the weight. The results show that TV and mobile phone are the two most frequently used channels for college students to collect and check relevant information. (see figure 3), especially the TV channel option scores even higher than the mobile phones from the We-Media, and seems to be opposite to the opinion that college students are more dependent on the media use habits of new media. In fact, considering the TV media is in the dominant position of the spread of political ideas and the mainstream values, this seemingly contradictory result can be understood - whether in the publicity or the depth of content, the performance of the television media is more outstanding, it will naturally become a convenient channel for information gathering and check.
Figure 3. Chinese Dream” Information Collection and Access Channel Sorting Comprehensive Score,
* The calculation method of composite scores for: Average comprehensive score of the options = (Σ frequency × weight)/ Person times of filling in.

Compared with actual situation of the search for the "China dream" in college students, they think better retrieval tools are cell phones and computers; there are respectively 75.74% and 62.98% of those surveyed students check with these two options. This indicates that in terms of the use intention of retrieval tools, college students are more likely to expect to be consistent with their daily media use habits.

(4) Action (A) indicators

According to the Statistical Report of China's Internet Development, which is released every six months by China Internet network information center, Internet news has always been a basic application with high utilization rate of Internet users in China. Therefore, in terms of indicators of action, the research group mainly survey about College students read news reports of the Chinese Dream, and take this as the main basis to judge the behavior characteristics of respondents in the acceptance of the actual information of "Chinese Dream".

Investigation results demonstrate, for the "China dream" special report in the news website, respectively 36.17% and 46.81% of the respondents choose "only see the title" and "Quickly browse", deep reading only 16 people, accounted for as low as 3.4%. Correspondingly, when the news information related to the "China Dream" is push on the mobile app, 374 people choose "Sometimes click", while only 6 people will open it every time. When asked what will affect the reading of the "Chinese Dream" news, 81.28% of surveyed students think the decisive factor is whether the title of the news reports is interesting and attractive.

Questionnaire which is related to news reports for students to understand the effects of the "China Dream" sets up five levels (very useful, very helpful, some help, no help, doesn't matter) to investigate the results of information acceptation, it is found that the majority of students (426 people, accounting for more than 90.64%) recognized the news can help themselves to further understand "China Dream". Cross analysis conducted by using the SPSS software shows that on this issue, there are not significant differences caused by grade differences, this may indicate that there is no significant difference in the sensitive degree of political consciousness and political knowledge reserves between high and low grade students.

(5) Sharing (S) indicators

In the "Chinese Dream" information sharing intention, 444 respondents chose willingness to share it. According to the given options, by checking the preferred sharing method, it is found out that the top two are weibo/WeChat forwarding and class sharing. However, the more personal method of face-to-face communication, QQ and other communication tools, such as the communication with email, account for a low proportion, they are not popular for college students to share the "Chinese Dream" (see table 3). It is not common to discuss politically charged issues in private occasions, and college students are more willing to express their formal opinions in public spaces.
Table 3. Share mode (check two items) composite proportion.

| Sharing method          | Selected number | Rate % |
|-------------------------|-----------------|--------|
| Forward weibo/WeChat    | 454             | 96.6   |
| Sharing in class        | 416             | 88.51  |
| Face-To-Face            | 24              | 0.05   |
| E-mail                  | 10              | 0.02   |
| QQ and others           | 4               | 0.01   |

When deciding whether share information on weibo or WeChat, respondents' opinions were divided widely. There are not much differences in choosing "I was inspired and want more people know ", "content is funny to share", "strong knowledge is helpful to learn" and "political significant hope to widely aired", the proportions are 27.23%, 24.25%, 23.83% and 21.28% respectively. This result also shows that, although personal preferences vary, the content and quality of relevant information are the most important factors that college students attach importance to.

3.1.4 In-depth interview results

The sharing experience through new media has become a kind of media contact habit of college students, and it has penetrated into all aspects of college life. Especially, if you didn't participate in the extensive use of social media, you may not even achieve effective communication with any people. Therefore, through sharing the understanding of the "China dream" in new media, the majority of the respondents think they can have improved the effect of propaganda and education, but there are still a lot of possibilities of improvement.

4. Conclusion

From the perspective of the realization of the media contact, information communication and communication effect, AISAS model can not only be used in the integrated commodity marketing in network environment, but also has important application value in the works of the ideological and political education and publicity in the context of the new media. From the perspective of marketing, the spread of the idea of the "Chinese Dream" to college students can be regarded as an information product to be required to promote, and college students are the potential information consumers. Therefore, education and dissemination of the idea of the "Chinese Dream" carried out to college students must follow the new "norms" of the Internet era. Only by respecting the principal position of college student groups in the transmission, realizing the equality interaction and benign interaction based on person to person interaction, can the "China Dream" be internalized into common individual cognition, and become the conscious practice direction and life ideal of contemporary youth.

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