

Resumptive Knowledge Anxiety of Youth Groups in the Context of Knowledge Payment Complication and Solutions

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ABSTRACT

As the main consumer group of knowledge payment, young people have a strong demand for their own development and a strong desire to acquire knowledge and thus expect to solve the knowledge anxiety caused by their knowledge shortage or the update of knowledge through knowledge payment. However, not only is knowledge payment not able to relieve their anxiety, but it breeds the phenomenon of "resumptive knowledge anxiety" — the more they pay and the more they study, the more they get anxious. By analyzing the structural dimension of the resumptive knowledge anxiety of youth groups, this paper explores the underlying causes, and on this basis, explores the solution to this complication in the context of knowledge payment.

Keywords: knowledge payment, knowledge anxiety, resumptive knowledge anxiety

I. INTRODUCTION

Since "the first year of knowledge payment", the traditional way of knowledge acquisition can no longer easily respond to the current practical needs, and more and more knowledge demanders are willing to realize the rapid acquisition of knowledge through "payment". Because of the strong demand for their own development and the desire to acquire knowledge, the youth groups has become the main consumer force in the knowledge payment market. Data from iiMedia Research shows that, in 2018, the number of paid knowledge users reached 292 million, and in 2019, the reached 387 million, among which post-80s and post-90s have the highest willingness to pay for knowledge goods [1]. However, the strong willingness to pay has not realized the expectation of the youth groups to change the status quo quickly with knowledge. Instead, it has led to the phenomenon of "resumptive knowledge anxiety" — the more they pay and study, the more they get anxious. As the derivative of knowledge payment, the hidden conflict between it and knowledge payment makes the youth groups trapped in the dilemma of resumptive anxiety after knowledge payment.

II. KNOWLEDGE PAYMENT AND RESUMPTIVE KNOWLEDGE ANXIETY

A. Knowledge payment

Knowledge payment is a form of shared communication in which knowledge producers or knowledge disseminators transfer knowledge to the public or specific platforms through the network. According to the "2018-2019 White Paper on Content Payment Industry", the scale of knowledge payment industry will keep high growth and continue to expand and it is estimated that by 2020, the scale of this industry will reach 23.51 billion yuan [2].

The vigorous development of knowledge payment market provides the youth with a great choice space and the right of independent control for their knowledge acquisition. On the one hand, the knowledge provided and shared by knowledge payment is mainly the knowledge that is highly scenario-based and operable, which mainly focuses on a certain vertical field and is scarce in general experience [3]. This kind of knowledge resources is aimed at meeting the needs of self-improvement. The content involves all aspects of work and life, and is refined and segmented by the audience, which greatly meets the strong demands of the youth groups for self-development. On the other hand, based on the advantages of low cost of payment and the convenience of Internet transmission and mobile payment, knowledge payment provides the

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youth with unprecedented independent right to acquire and use knowledge.

B. Knowledge anxiety and resumptive knowledge anxiety

There is no authoritative definition of the term "knowledge anxiety" in the academic circle. Although the term it is not a new topic, the term "knowledge anxiety" is still a non-academic term. So what is "knowledge anxiety"? It is a sense of lack of new knowledge, new information and new cognition that people always have, and their psychological fear caused by lagging behind the society and others due to their lack of knowledge. Faced with the rapid pace of information iteration and fast pace of social change, most young people feel that they do not have enough knowledge, and thus feel nervous or anxious in the context of an ever-changing social environment. According to a survey of 2,003 respondents conducted by the social survey center of China Youth in 2018 in conjunction with Wenjuan.com, 73.2% of the respondents claimed to have "knowledge anxiety", among which the young people accounted for more than 80% (including 1.4% of the post-00s, 28.7% of the post-90s, and 50.6% of the post-80s), and 86.0% of the respondents said they would take the initiative to better study and improve themselves [4]. Therefore, in order to eliminate knowledge anxiety, young people embrace the way of knowledge payment more, and are more willing to try to bring short-term realization of knowledge through payment. But the payment effect is not satisfactory. According to the China economic life survey and data alliance partner Zhaopin, nearly 40 percent of respondents said the effect after paying is not good [5], and a new round of anxiety even appeared, drawing them into the dilemma of "knowledge anxiety — knowledge payment — resumptive knowledge anxiety". It can be seen that resumptive knowledge anxiety is an extension of knowledge anxiety against the background of knowledge payment. It is the anxiety, nervousness, annoyance and other negative emotions generated when people's expectation of knowledge contact and knowledge use after payment cannot be satisfied due to various reasons and it is the secondary anxiety generated after knowledge payment. It is just like the haze of knowledge, which brings the helplessness and fear to the youth group.

III. STRUCTURAL ANALYSIS ON RESUMPTIVE KNOWLEDGE ANXIETY OF THE YOUTH GROUP

Knowledge payment is dedicated to eliminating the sense of knowledge anxiety caused by knowledge shortage and knowledge update. However, in the era of the coexistence of knowledge explosion and knowledge acquisition mode transformation, the structure of resumptive knowledge anxiety has become more complex and insidious. The resumptive knowledge

anxiety of the youth groups has become the mixture of resumptive consumption anxiety, resumptive learning anxiety and resumptive information anxiety.

A. Resumptive consumption anxiety

1) *The anxiety caused by the bubble of the use value of knowledge goods:* In the context of knowledge payment, knowledge is packaged and sold as a commodity. As a kind of commodity, knowledge commodity has the dual attribute of commodity, that is, value and use value. Knowledge is packaged as a commodity, enticing people with the "cost-effective" label. On the one hand, compared with books, audio and video products and other traditional knowledge commodities, knowledge commodities against the background of knowledge payment show obvious advantages of low price. The price of a few yuan, over 10 yuan makes it totally affordable for the youth group. The low price often makes them ignore the preset and thinking of the use effect of knowledge goods, and even have the illusion that buying is earning easily. On the other hand, as a business model integrating production, communication and marketing, knowledge payment often creates an effect scene featuring "well-leveraged use value" of knowledge goods in their description. It carries out personalized design and precise delivery of knowledge goods, and directly hit pain point of the youth group. Slogans like "With just 19.9, you can be on your way to financial freedom!" and "Seven days to help you to strike back in life!", etc. are like a potent antidote which entices youths to take a shortcut and get a "corner overtaking" and thereby make impulsive spending.

In the early stage of purchasing knowledge goods and services, the anxiety of young payers about the lack of knowledge will be alleviated

by their own payment behavior. But as times goes by, they will get into the burnout phase when the feeling of freshness wears off. According to the China economic life survey and data alliance partner Zhaopin, more than 20% of the post-80s and post-90s respondents "keep buying paid knowledge yet seldom watching" [5]. When young payers are no longer willing to open their purchased knowledge goods on a regular basis, they will re-examine the usage value of the paid knowledge. When they suddenly realize that they are far from achieving the effect depicted by the purchased knowledge products, they will form a negative consumption experience with the bubble of the use value of knowledge products, form the regret and self-blame for their behavior of paying, and generate the resumptive anxiety of paying.

2) *The anxiety caused by the particularity of knowledge goods*: Different from the general commodity, the knowledge commodity in the knowledge payment belongs to the intangible commodity and has incomplete physical form. It may be just an opinion or insight, a skill or experience, and if you don't learn and use it after paying for it, you can't develop the sense of use, ownership and control that other tangible goods provide. According to the "Big Data Report on China's Internet Consumption Ecology 2018", paying attention to quality and experience has become the consumption label of the youth groups born after 1980s and 1990s [6]. Compared with the knowledge acquired for free on the Internet, young payers will have higher quality demand and experience expectation for the knowledge they access through paying and purchase. And when the quality of knowledge goods is not good, its actual use effect cannot be measured, or even far from the promise of publicity, the dematerialization of knowledge goods will aggravate the negative consumption experience of "no effect brought by the payment", thus accelerating the spread of anxiety among young payers. In addition, almost all knowledge commodities have the feature that they cannot be returned or exchanged once they are sold. If the knowledge payment platform disappears, all paid knowledge will disappear (for example, the public account of Mimeng (咪蒙) was automatically cancelled, and its paid courses also disappeared). When the young payers one day suddenly realize that they not only did not receive the baptism of knowledge, but also wasted money and energy, or even cannot stop the loss on their payment mistakes, they will be captured by the frustration and anxiety over the "lost money for naught", and have the resumptive anxiety after payment prevailing.

B. Resumptive learning anxiety

1) *The anxiety caused by the learning of fragmented knowledge*: At present, in the context of knowledge payment, knowledge commodities are mostly fragmented knowledge after segmentation, which is mainly aimed at knowledge demanders who have knowledge anxiety and cognitive blindness and want to use fragmented time to learn. Youth groups are indigenous to the Internet, and fragmented learning and reading have long been accepted as their way of life. Knowledge payment provides a kind of self-suggestion and comfort of "always on the way of learning" and "time is not wasted" to the youth groups of fragmented learning. After all, time is fully used compared with being in a daze and dreaming. It is true that such fragmentary knowledge may, at one moment or

another, give a certain stimulus or inspiration in a certain situation, but it transmits a conclusion rather than a logic, an experience rather than a mode of thinking, a superficial fact rather than an internal principle. : In a short period of time, it may have a direct and obvious effect, making young people feel that they have broadened their knowledge horizon and enriched their knowledge. However, over time, they will find many disadvantages of fragmented knowledge learning. First of all, too much fragmented knowledge is easy to forget, because it is independent, fragmented and fragmentary, with no other knowledge as a supporting framework. As a result, young people still feel empty and don't know what they have gained after they get excited about learning. Secondly, fragmented knowledge cannot immediately solve the specific practical problems of young payers. The solution of practical problems requires long-term knowledge accumulation, while fragmented knowledge can only promote the understanding of a certain aspect of a certain problem. Long-term absorption of fragmented knowledge will lead to one-sided simplification of the problem, which is not conducive to the thinking of complex problems. Thirdly, fragmented knowledge cannot automatically form the connection of knowledge, and what is acquired is also isolated and scattered knowledge ends. After the long-term study of fragmented knowledge, young payers tend to feel that they have no use for learning, which intensifies their knowledge anxiety.

2) *Anxiety caused by the undelivered learning expectation*: In the current social environment, the youth groups has a strong desire to learn. The ability label they advocate is "Slash Youth" and they are willing to learn knowledge in different fields quickly. The knowledge commodity in knowledge payment is subdivided and reorganized, which is very convenient for the expansion of knowledge boundary and cross-border learning, and is in line with the young people's rapid pursuit of "Slash". However, learning faster does not mean learning better. First of all, after the personalized design and extraction of knowledge paid goods are mostly the so-called "knowledge essence", "dry goods". From purchase to learning, to internalization and then to use, a lot of "intermediary links" are dispensed with. The lack of knowledge association and knowledge accumulation makes the youth group's fulfillment effect of knowledge greatly reduced, and they often falls into the vicious circle of "learning fast yet learning badly". In order to better learn and absorb the paid knowledge, young payers start to buy related knowledge goods and services repeatedly, forming a dead cycle of knowledge

payment. Secondly, most of the knowledge in knowledge payment is instrumental "soft knowledge", which may bring some invisible improvement in ability, but cannot bring true recognition in form or system, nor can it form hard cultural capital such as certificates and awards. More importantly, the failure to deliver learning expectation is likely to lead to the anxiety of young people about knowledge learning, which leads to the denial of self-learning ability and the questioning of learning value, thus further escalating the anxiety caused by knowledge payment.

C. Resumptive information anxiety

1) Anxiety caused by excessive access to knowledge and information: Most of the knowledge commodities in the knowledge payment have the characteristics of low use frequency, high cross-boundary degree and high refinement degree. After purchasing, the young group usually gains some isolated, fragmented and concluded knowledge points or knowledge sections. To apply the knowledge, one must expand the radiation circle of knowledge. For example, after one purchases the paid knowledge A, they find it's also necessary to learn the knowledge B and C; to better use knowledge B and C, they need to buy D, E and F, etc. Therefore, the connection and transmission chain of knowledge information are enlarged infinitely on the Internet, and excessive knowledge details and knowledge ends come to learners. Facing such a bulk of knowledge, the youth groups will first be arrested by the sense of incapability of "knowledge is boundless" not even having dissolved and digested it, which is the fruit of anxiety caused by the knowledge information itself. In addition, driven by a raging business model of knowledge payment, the ways in which knowledge is "put to use" are also over-connected vertically, trapping youth groups in the swamp of multiple knowledge payment matrices, such as courses, books, community clocking in and offline training camps, etc., which form the "disoriented knowledge and information", in which learners forget the original aspiration and purpose of paid learning. The over-connected information consumes the limited time, money, learning ability and attention of the youth group, which leads to the continuous anxiety though in low electricity level.

2) The anxiety caused by the high cost of knowledge information screening and decision making: In the Internet environment where fragmented knowledge is spread excessively and information is seriously flooded, knowledge is defined as kind of useful information that is screened out and packaged as a knowledge commodity. Although the knowledge payment market provides a large number of rich knowledge products to

choose from, or even targeted at the youth group, the thinking mode of most young payers is far from developed to the extent of choosing, receiving and using knowledge freely. They are faced with difficulties in choosing knowledge and information, but are afraid of missing relevant information that may be useful [7]. However, the mixed knowledge information in the knowledge payment market does not significantly reduce the information screening cost of young payers. On the face of it, the vertical subdivision of paid knowledge commodities makes knowledge more finely segmented for easier screening, but business-driven paid knowledge products that value marketing over quality are of mixed quality. In addition, since the transmission chain of knowledge information is getting longer and longer, the information matrix is getting larger and larger, and the knowledge flow rate is getting faster and faster, and especially when the young payers are well aware that they can't withdraw the course or get a refund even if they fail to meet the expectation after paying, the decision-making cost of their knowledge information will be higher and higher. What is originally expected to be a free choice of knowledge and information driven autonomously under no pressure has ironically evolved into a one-time choice that requires challenging decision-making power, resulting in a series of self-compulsion and anxiety.

IV. THE SOLUTION TO THE COMPLICATION OF THE YOUTH GROUP'S RESUMPTIVE KNOWLEDGE ANXIETY

Like the haze of knowledge, the resumptive knowledge anxiety is a by-product of the model of knowledge payment in the Internet era. To clarify the structural nature of knowledge payment plays an important role in resolving the emotional fluctuation and psychological distress of young people after knowledge payment.

A. Clarifying the nature of paying

Since resumptive knowledge anxiety is the second anxiety after the payment of knowledge, then "what" to pay for, becomes the entry point to crack the resumptive knowledge anxiety. "Knowledge payment" is ostensibly to provide knowledge adapted to different situations, but its purpose is to consider how to obtain the dividend of knowledge payment market through knowledge production. Therefore, knowledge payment is not paid for the knowledge itself, but for the production process of knowledge goods. In this process, the knowledge content itself is only the representation presented, text video and audio live broadcast are also only the presentation form, behind which is the process of the production, dissemination and marketing of

knowledge by the knowledge producers, which is ultimately a profit-oriented content selling service [8]. The core of paying for knowledge is not selling knowledge, but selling services. Therefore, the youth groups should clarify the nature of "paying" and have a reasonable expectation of the cost paid out. When knowledge payment does not deliver the promised expectation, they should be clearly aware that the low price of ten yuan or so and dozens of yuan is the cost of knowledge production and service diluted under the support of the Internet and shared transmission, rather than the cost of knowledge itself, let alone the cure for knowledge anxiety. Only when the youth groups no longer pays in order to eliminate the knowledge anxiety, can they jump out of the excessive demands on the effect of paid knowledge and cut off the source of resumptive knowledge anxiety.

B. Clarifying the nature of learning

Through the integration and reconstruction of paid knowledge goods, knowledge has presents the features of shallowness, popularization and massification. It can shred classical knowledge and reduce the dimensions of esoteric knowledge, but cannot dispense with the intermediate link of "learning" to complete the direct exchange from payment to use. From the perspective of knowledge service, "learning" can be divided into two parts, one is the extraction and supply of knowledge, that is, the supply of knowledge; The other part is the absorption and internalization of knowledge, that is, the internalization of knowledge. However, from the perspective of the resumptive anxiety after knowledge payment, the two parts are obviously not balanced. The youth groups try to achieve the ability to solve problems quickly through the rapid acquisition of knowledge, but ignore that the essence of learning is the internalization which can only be realized through in-depth thinking and precipitation, and the transformation into the ability to solve problems. Yet the modern cognitive psychology suggests that one of the characteristics of thinking is that it is slow and takes a lot of time to acquire, which contradicts the nature of the Internet and the accelerating speed of knowledge. At the same time, the precipitation and mastery of knowledge also need time and the accumulation of knowledge volume. Therefore, the youth groups needs to realize that knowledge payment only provides a channel for knowledge acquisition, and targeting the swing between "no time" and "self-improvement" of the young payers, it implicitly surpasses the thinking and time conditions necessary for learning to meet the needs of the youth groups for "quick success". Only by recognizing the essence of "learning" can the youth groups break out of the dilemma of "pseudo-learning" and "fragmented learning" and escape from the dilemma of being trapped by uneasiness, nervousness and worry and other anxious emotions.

C. Clarifying the nature of information

In today's Internet environment, information overload, information trek, information disorientation and other problems have long been solidified. Knowledge payment focuses on the pain points of information anxiety and produces knowledge products by simplifying the knowledge structure and screening the knowledge information, hoping to become the "leverage" of knowledge acquisition under the situation of information overload" [9]. However, the business logic of knowledge payment determines that it will inevitably aggravate the redundancy of information while screening information, and even the pseudo-knowledge and poisonous knowledge under the banner of knowledge have been produced in a mass and crazy manner, filling every corner of the knowledge market. Such a knowledge-paying environment undoubtedly puts forward higher requirements on the thinking ability and screening ability of the youth group. If the youth groups want to jump out of the trap" of circular payment and ineffective payment, they need to deeply understand the essence of information — "usefulness". On the one hand, the young payers should improve their knowledge and information selection level according to the principle of usefulness and quickly find what they really need from the complex knowledge and information, so as to avoid the repetitive blind payment and ineffective payment. On the other hand, knowledge producers should uphold information literacy and professional quality to simplify the knowledge transmission chain, provide "hard core knowledge", and reduce excessive "adulteration" in knowledge production. And, more importantly, relevant departments should strengthen the examination of knowledge information production and dissemination, related knowledge payment platforms should also speed up the filtering and elimination of knowledge information products to standardize the knowledge payment market and purify its platform, so as to provide consumers with good choice of knowledge and knowledge payment space, and reduce the resumptive knowledge anxiety caused by the mixed knowledge market and the uneven knowledge quality.

V. CONCLUSION

Thus, against the background of knowledge payment, the dilemma of resumptive knowledge anxiety in the youth groups has become a network of "secondary knowledge anxiety", which is composed of knowledge using, anxiety experiencing, knowledge learning, anxiety internalization, knowledge selection and decision anxiety. Knowledge payment is not a tranquilizer to solve knowledge anxiety, and it may even lead to new anxiety, making young people trapped in the vicious circle of "knowledge anxiety — knowledge payment — knowledge anxiety". Therefore, to clarify the essence of knowledge payment and

abandon the mentality of craving for quick success is the best way to clear up the haze of knowledge and coexist harmoniously with knowledge.

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