

Analysis of Contemporary College Students' View of Love under the Theory of Social Exchange

Aihu Wang¹

¹ School of Political Science And Law University Of Jinan

*Corresponding author email: 1564910916@qq.com

ABSTRACT

By using the social exchange theory of Hobbes, Blau and others, taking the love view of contemporary college students as the theme, and using the data analysis method of qualitative research, this paper obtains the preliminary conclusion of this study: the mutual gift between lovers is an essential link in love, and both sides in love pay special attention to the balance of gift value, otherwise it will cause contradictions between lovers, when the resource exchange between the two sides reaches a certain degree of stability, the love between the two sides will also tend to a good and stable situation, otherwise there will be frequent contradictions and even break up. There are gender differences in the couple's cognition of the family background of both parties. Girls often pay more attention to each other's family background than boys.

Keywords: Social Exchange Theory, College Students' Outlook On Love, Gift Exchange Analysis

1. INTRODUCTION

With China's reform and opening-up in the 1980s, not only the economy and politics were affected by western culture, but also China's traditional culture was impacted by western "sexual freedom", "sexual liberation" and "feminism". For a time, China's traditional view of marriage was criticized and doubted, and the most prosperous place of these ideas is China's colleges and universities. It is the so-called "taking the essence and discarding the dross", University, a "small society", has paid special attention to the concept of love, and these ideas have also had a far-reaching impact on college students who are not fully mature in the three concepts.

Love is the eternal topic of mankind. With the progress of society, love is no wonder in today's society, and shows a trend of younger age, but the number is on the rise. Love on campus is the starting point of many people's love. Of course, it is often the most unforgettable. Love is the most beautiful scenery on campus. However, in recent years, the mass media have frequently reported on campus love problems. Although love is beautiful, yearning and makes people better study and live, on the other hand, immature love psychology will also bring many negative effects on love and life. Many schools also have tragedies due to lovelorn or other emotional changes, Therefore, campus love has also become the main issue discussed by the public after dinner, and campus love has

attracted more and more attention.

College Students' love motivation, mate selection criteria and even love outlook are important parts of relevant research, because love itself is a process of social interaction, including emotional interaction, information price flow interaction and behavior interaction, etc. in the past, the research methods were often the same, and empirical investigation was mostly used to describe and analyze college students' love outlook and love way, so as to judge its advantages and disadvantages, The lack of in-depth research from the perspective of social theory is also one of the important reasons why the problem has not been deeply described, studied and analyzed

In view of this, the author decided to find another way to get rid of the original research method, from the perspective of social theory, that is, taking the social exchange theory of Hobbes and Blau as the starting point, using the method of qualitative research and three-level coding to study and analyze the contemporary college students' love view under the social exchange theory.

2. RESEARCH METHODS

Chen Xiangming believes that qualitative research is an activity that takes the researcher himself as a research tool, uses a variety of data collection methods to conduct an overall exploration of social phenomena in the natural situation, uses inductive method to analyze data and form

theory, and obtains interpretative understanding of his behavior and meaning construction through interaction with the research object. College Students' view of love itself is produced in a specific situation, not fixed and lifelong. Therefore, the research on College Students' view of love under the theory of social exchange must focus on the real life scene of college students. Therefore, taking my classmates and friends who are also college students as an example, I made an interview outline in advance and interviewed the selected research objects in the form of unstructured interview[1]. Due to the influence of geographical distribution, several interviewees were interviewed by telephone. Although the telephone interview has the advantages of saving time, labor and speed, the author hopes everyone to note that although the telephone interview is similar to the face-to-face interview in many aspects, the difference between the two is very obvious: in the face-to-face interview, the investigator can not only listen to the answers of the interviewees, You can also observe the expressions and actions of the respondents to judge the correctness and authenticity of the information provided by the respondents. In telephone surveys, investigators must rely on their own listening and conversation to judge all this. Therefore, it can be said that telephone interview requires investigators to have a stronger ability to distinguish things and situations only by hearing. Therefore, I recommend that you avoid this situation as much as possible during your visit. If it is unavoidable, you can send investigators with senior experience in telephone interview. With the consent of the interviewee, we record the interview materials in the form of audio recording, and transcribe them into words after the interview, so that these interview materials can be encoded at three levels later[2].

2.1 social exchange theory

The research focus of social exchange theory is the exchange phenomenon in interpersonal relations. This theory regards the communication between people as a rational behavior to calculate gains and losses, and holds that the change and stability of all social relations can be explained through the imbalance and balance of material exchange between actors. Homans is the founder of exchange theory. Based on economics and psychology, he discusses people's social behavior. He believes that egoism and seeking advantages and avoiding disadvantages are the basic principles of human behavior. The interaction between people is essentially an exchange process, which includes emotion, reward, resources, fairness expectation and so on. Everyone wants to obtain the greatest benefits in the exchange. After that, Blau's exchange theory examines the process of social exchange between people from the principle of social structure. Its theoretical goal is not only to overcome the theoretical defects of functionalism ignoring the study of people, but also to make up for the

deficiency that Homans theory is only limited to the micro level. He believes that social exchange relations exist in closely related groups or communities and are based on mutual trust. Social exchange is a kind of limited activity, which refers to the voluntary activity in which individuals get returns in order to get returns. Blau also distinguishes the differences between economic exchange and social exchange, internal reward and external reward, and introduces the concepts of power, authority, norms and inequality, so that the exchange theory can explain social phenomena in a wider range. Blau's social exchange theory systematically traces the development process and influence of exchange phenomenon from micro to macro, so as to form a social structure theory of inductive process orientation.

2.2 research object

According to the "purpose sampling principle" (which is a method for researchers to select and determine the research object according to the research purpose and their own subjective analysis)[3], the author searched for six college students in Shandong First Medical University and several colleges and universities in Shandong. The six college students are the same age as the author, and they are classmates who have been in love or are in love. The author interviewed them by face-to-face interview or telephone interview, so as to achieve the purpose of collecting data.

2.3 research tools

Based on the analysis of contemporary college students' view of love under the existing social exchange theory, this paper compiles a structural interview outline to facilitate the investigation and interview, so as to achieve the principle of inquiry consistency of the research subjects, and also facilitate the consistent coding after the investigation and interview[4].

2.4 research procedure

Contact these students of our school and the students of colleges and universities in Shandong Province in advance to inform the purpose of the research interview, and show relevant identity certificates and research certificates to obtain the other party's trust and support for the interview and research.

The author used the methods of face-to-face interview and structured interview to interview the students of our University (Shandong First Medical University), and recorded the interview content with the permission of the interviewee. Telephone interviews were conducted with non students of the University, and the interview contents were recorded with the consent of the interviewee. After completing the above procedures, the author collects all interview recordings and transcribes the recorded contents word by word and sentence by repeatedly

listening to the recordings. The transcribed text data is more than 20000 words in total, and the time of each interview is controlled at about 20 ~ 30 minutes.

2.5 data analysis

Sorting and analyzing data refers to systematizing and organizing the original data obtained according to the research purpose, and then reflecting the data in the way of centralization and concentration word by word and sentence by sentence. Its ultimate purpose is to explain the meaning of the data, which is an important means to ensure the preciseness and accuracy of the research results[5].

This study will adopt the method of qualitative analysis. Firstly, code the collected literature and the first-hand data obtained from the interview.[6] Through the method of generic analysis, find the specific practical performance of College Students' love view under the social exchange theory, try to explore and summarize the general theory, and finally form the preliminary hypothesis of three-level coding.

Below, the author transcribes the interview content and presents it as part of the primary coding for your reference.

Excerpts from the interview:

Q: have you talked a lot lately? Do you often go out to eat or play?

A: there has always been a lot of chatting. Because of long-distance love, chatting on wechat is more frequent. Because it's a long-distance relationship, there are not many opportunities to eat together. In fact, we will certainly have dinner together when we are free. If we go out to play, we usually go out to play when we are free. We eat together very often.

Q: do you spend AA on activities you go out? Or do you have more?

A: Generally speaking, he spends more. But I think since two people fall in love and haven't reached the point of marriage, I can't often let boys spend money. If I often let boys spend money, I sometimes feel sorry. After all, boys' money is not from the wind, right? Sometimes, for example, when he treats me to dinner, I usually take the initiative to offer AA, and sometimes I will invite him again next time, otherwise I feel strange in my heart.

Q: do you think it is necessary to give some small gifts?

A: I'm actually OK if I give gifts. I don't ask too much for such things. I don't care about these things very much. If I give them to me, I'll keep them. If I don't give them, I don't care very much.

Q: will you be happy when he gives you a gift? Will you send it back to him, too?

A: I'll be happy with everything he gives me. I don't mind the value of these things, as long as it's from him. Of course, I will give him something. Sometimes I don't give it to him immediately, and sometimes I will give it to him again after a period of time.

Q: what would you do if your gift is more expensive and he gives it perfunctorily?

A: I'm generally not very angry in this situation. Maybe he is also in a special situation. Understand each other in this situation. He will know when he sees the things I sent. It won't be like this next time.

Excerpt from some primary codes (open edition):

Give each other gifts: "we just give each other something." We usually give each other small gifts every time, such as her birthday, my birthday, and then the anniversary or Valentine's day. "If she gives me something of certain value, I can only say that I want to give her something of higher value, which can only be more." "I'll give it back, but I didn't give it to him at that time. Sometimes I may buy a better thing and give it to him after a period of time."

Spending together: "gave a lot of things", "bought a lot of snacks when chasing me", "generally speaking, he spent a lot of money", "I usually offer AA for dinner", "invite him once next time", "I'll let him invite me to dinner", "generally I have more money", "sometimes she still gives me money. She said that although she is a girl, she still gives me money"

Both sides pay: "for example: buy some milk tea, buy some milk, buy something to drink." "I did my best." "I feel very tired" "but you have to admit something wrong for this matter. Sometimes you will feel tired" "I feel I have paid a lot" "we have paid a lot, a lot"

3. RESEARCH RESULTS

Through the summary and analysis of the data of six interviewees, combined with the social exchange theory of hormans and Blau, the author obtains a series of generic conditions and preliminary assumptions through the three-level coding of the total literature. The author will further elaborate on the specific content.

In the stage of coding selection, we found that the category of "material and emotional balance between lovers" is more important and can summarize other categories. Therefore, we take "material and emotional balance between lovers" as the core category. The support category is the material exchange and emotional exchange between the two sides, which is the basis for the theoretical research of the two lovers[7]. The situational condition is the resource exchange between the two lovers, including giving gifts to each other, inviting each other to dinner and the value spent on each other. The final causal condition is the love between the

two sides, because there will be material exchange of love only when the two sides are together.

The most important thing of three-level coding is not only to get all kinds of genera and conditions, but to see the essence through the phenomenon and get the preliminary hypothesis of the interview content. According to the above secondary code, the material exchange, emotional exchange and love state of both parties are the social attributes of College Students' love view under the social exchange theory. From the material exchange between the two sides, we can conclude that the exchange of gifts between lovers is an essential link in love, and the two sides in love pay special attention to the balance of gift value, otherwise it will cause contradictions between lovers. From the love state of both sides, we can see that when the resource exchange between the two sides reaches a certain degree of stability, the love between the two sides will also tend to a good and stable situation, otherwise there will be contradictions and even break up from time to time[8].

4. CONCLUSION

Finally, through the summary and analysis, the author obtains the preliminary conclusion of this study: gift giving between lovers is an essential link in love, and both parties in love pay special attention to the balance of gift value, otherwise it will cause contradictions between lovers. When there are contradictions between lovers, compared with gifts, the other party is more willing to see the sincerity of apology attitude, and small contradictions can sometimes be solved without gifts, while large contradictions will not be solved even if the gifts are precious. When the resource exchange between the two sides reaches a certain degree of stability, the love between the two sides will also tend to a good and stable situation, otherwise there will be frequent contradictions and even break up. There are gender differences in the couple's cognition of the family background of both parties. Girls often pay more attention to each other's family background than boys. Gifts play an important role in love. Perhaps even small surprises in life will add some color to love and contribute to the long-term and stable relationship.

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