

# EVALUATION OF STUDENTS OF HO CHI MINH CITY ACADEMY OF CADRES ON THE EFFECTIVENESS OF SOCIAL NETWORKING APPLICATION IN YOUTH UNION ACTIVITIES

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Received: 02/6/2023; Reviewed: 12/6/2023; Revised: 13/6/2023; Accepted: 15/6/2023; Released: 21/6/2023

DOI: <https://doi.org/10.54163/nctd/193>

The article examines the level of assessment of students of the Ho Chi Minh City Academy of Cadres on the effectiveness of social networking application in the activities of the Youth Union. The authors surveyed 183 students studying at the Academy. The survey results were processed mathematically, thereby drawing out the advantages and limitations of the application of social networks in the activities of the Youth Union. The article also proposes a number of recommendations to improve the effectiveness of social networking application in the current Youth Union activities.

**Keywords:** *Youth Union; Social networks; Student; Ho Chi Minh City Cadre Academy.*

## 1. Introduction

In recent years, the development of social networks had a great influence on the life of the whole society, no one can deny the benefits from social networks. Young people and students are the forces that use social networks quite often and make up the majority. Therefore, social networks have been used by the Youth Union as an effective propaganda, ideological and educational tool for young people and students. The trend of using social networks in communicating activities of the Youth Union at universities, colleges and academies has also been focused. At the Ho Chi Minh City Cadre Academy, the Youth Union has actively applied social networks such as Facebook, Zalo, Youtube, Tiktok,... to propagate and disseminate activities to the Academy's students. The article investigates the evaluation level of students of the Ho Chi Minh City Cadre Academy about the effectiveness of social network application in the activities of the Youth Union.

## 2. Research overview

Social network is a phrase that is too familiar to everyone, especially in today's technological development era. Social network can be understood as a website or online platform with many different formats and features, making it easy for people to connect from anywhere. Social networks can be easily accessed from many media and devices such as computers, phones,... A social network can be used by many people to chat or exchange about their daily lives as well as their personal interests. Social networking also helps connect many couples with each other, in addition, it also helps many families with children going to school away from home to call and talk to each other.

Social networks actively contribute to the

development of community culture. Social network culture is a part of community culture and there is an increasing influence on community culture. Thanks to the application of advances in science and technology, social networks allow users to connect and interact with friends, family and community more and more conveniently. Users can easily share feelings, joys, sorrows,... with the community. According to author Tran Thi Thanh Giang (2020), the internet and social networking sites bring users a lot of convenience thanks to the fast and almost instantaneous information speed; rich content, vivid and attractive form. If used appropriately and for the right purposes, social networks help each individual exchange information, entertainment and online business effectively; at the same time, it is also an important information channel contributing to bringing the guidelines of the Party, policies and laws of the State to the people quickly and promptly.

The application of social networks in the Youth Union's activities is the use of social networks in the Youth Union's activities such as political and ideological education; movements and volunteering activities; the building of the Youth Union; propagating and disseminating regimes and policies for union members, youth and students in order to improve the productivity, quality and effectiveness of these activities. In this sense, social networking applications have very broad connotations. The application of social networks is not limited to communication, information exchange, production and business as before, but also covers all areas of economic, political, cultural and social life.

The application of social networks in the activities of the Youth Union is a regular and daily job for each Youth Union organization. The application of social networks to the activities of the Youth Union is an inevitable trend of the

times. It can be seen most clearly today, that is many Fanpages of Youth Unions from central to local levels have been established, operating quite vibrantly, with many rich, diverse, typical and outstanding contents. These are: Fanpage of the Central Committee of Ho Chi Minh Communist Youth Union, Hanoi Youth Union, Ho Chi Minh City Youth Union, Da Nang City Youth Union,... The websites have updated very timely the documents directing and guiding the implementation of the delegation's work at all levels, unions, superior delegations, news on activities of the Youth Union, sharing a lot of useful information. Useful for union members and young people in terms of job orientation, example of good people, good deeds, youth volunteer work, environmental protection,... In addition to traditional Fanpages on the internet, before the development trend of social networks, Unions and Associations have actively "entered" to take advantage of the advantages of the Internet and social networks in implementing union work and youth movements in various forms.

### 3. Research method

The article is made on the basis of document and text research method and survey method by questionnaire. We conducted a sampling of research subjects including 183 union members, 2<sup>nd</sup> and 3<sup>rd</sup> year students including union officials, union members, students, the Executive Board of the Student Association of the Academy (students of majors in State Administration; majors in Party Construction and State Administration; majors in Political Science; majors in Law and majors in Social Work). The article conducted in-depth interviews with 10 union officials and 10 union members and students at the Academy.

**Table 1.** Distribution of main research subjects

TT	Courses, Subjects	Total	Rate	Sex			
				Male		Female	
				SL	%	SL	%
1	K5, State Administration	24	13,1	11	45,8	13	54,2
2	K7B, Law	36	19,7	12	33,3	24	66,7
3	K6A, Law	24	13,1	5	20,8	19	79,2
4	K6, Party Construction	16	8,7	3	18,8	13	81,2
5	K6, Social affairs	24	13,1	4	16,7	20	83,3
6	K5, Party Construction	13	7,1	6	46,2	7	53,8
7	K5, Politics	13	7,1	5	38,5	8	61,5
8	K5, Politics	21	11,5	12	57,1	9	42,9
9	Other Subject	12	6,6	10	83,3	2	16,7
<b>Total</b>		<b>183</b>	<b>100</b>	<b>68</b>	<b>37,2</b>	<b>115</b>	<b>62,8</b>

Source. Survey data, processed by the author's team

## 4. Research Result

### 4.1. The actual situation of using social networks by students of the Ho Chi Minh City Cadre Academy

Using social networks is a common phenomenon among union members and students. The survey results of 183 students showed that 182 students have been using or have used social networks (accounting for 99.45%), only 1 student has never used social networks (accounting for 0.55%). This is an advantage for the Youth Union to promote the application of social networks in propagating and disseminating activities. The survey results also show that the popular social networks that Academy students have been using are sorted by rating from high to low, respectively:

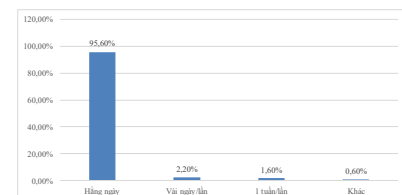
**Table 2.** Social networks have been and are being used by Academy students

TT	Social networks	The survey results	
		Quantity	%
1	Facebook	181	98,4
2	Zalo	177	97,2
3	Youtube	168	92,3
4	Tiktok	151	83
5	Instargram	139	76,4
6	Twitter	49	26,9
7	Other social networks	10	5,5

Source. Survey data, processed by the author's team

Thus, it can be seen that Facebook, Zalo, Youtube, Tiktok, ... are the most commonly used social networks by Academy students. In our research,

the results show that up to 95.6% (176 students) use social networks at a daily level. The specific results are as follows:



**Charts 1.** The level of use of social networks by Academy students

Source. Survey data, processed by the author's team

Thus, students are the subjects who use social media very often with many different purposes.

### 4.2. Survey results of students' evaluation of Ho Chi Minh City Cadre Academy about the application of social networks in Youth Union activities

It can be said that the application of social networks in the implementation of the Union work and the Youth Union movement has helped the union work to be implemented synchronously, uniformly and effectively from the central to the grassroots branches, quickly and in a timely manner.

Besides, thanks to the strong spread of the internet and social networks, information about the Youth Union movement is more widely known by union members and students, creating certain effects in the Youth Union movement. Through the social networking application about views, followers, interactions on the internet and social networks, it is possible to know what information is of interest to union members and students, which activities are enjoyed by union members and students responding, capturing a part of the thought of union members and students today. From there, there are orientations for the Youth Union movement in the coming time so that the movement can achieve the best results. According to Nguyen H. To Uyen's assessment, *"the implementation of the use of social networks helps propaganda and advocacy affairs faster and more accurately to union members and young people, improving work efficiency"*.

Thus, 26.9% of students rated the application of social networks in Youth Union activities as very effective, 68.2% of students rated it as effective.

Having achieved the above results, to be thanks to the attention, direction and support of the Academy's Leadership Board as well as the Departments and Centers.

The activities built and organized by the Youth Union have received the attention, support and suggestions from the Academy's leaders so that the feasibility of the movements is improved. The ability to organize and deploy the application of social networks in propagating Youth Union activities and movements of the Youth Union's staff and the positivity, enthusiasm and initiative of the majority of union members and students.

However, there are still 4.9% of students who rate it as ineffective. This requires the Academy's Youth Union to actively innovate the content and form of propagating activities and movements through social networks. The reason for the above situation is that the propaganda staff has little training in expertise and skills in using social networks as an effective propaganda tool. Therefore, the propaganda and implementation of policies and resolutions only reached a certain extent, not meeting the requirements well; Propaganda materials are limited, not responding to the subjects that need to be propagated, some grassroots branches have not paid due attention to the propaganda affairs, also general guidance in implementation; information

is not expanded, analyzed further, therefore, it has not yet created attractiveness for listeners; The impact of the negative side of social networks has affected the updating of information of some union members and students,... So, propaganda and official information need to be provided quickly and promptly to positively orient the awareness of union members and students.

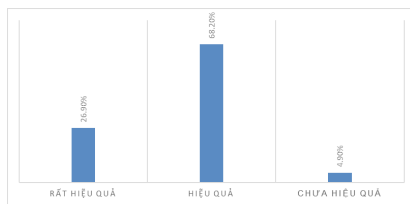
### 5. Discussion

The research shows a certain effectiveness of the application of social networks by the Youth Union of the Ho Chi Minh City Cadre Academy. Currently, although students have directly returned to the Academy, but the use of zalo, Youtube, Tiktok, Facebook groups... as well as the Academy's electronic information pages and fanpages are still maintained and operated regularly. It can be said that the initial results received have been very positive, which has created a great motivation for the Academy's Youth Union to continue to strive and develop. In the coming time, the Executive Committee of the Youth Union of the Academy will continue to try and make more efforts in researching other social networking platforms that are being interested by the majority of young people such as: Tiktok, instagram,... to be more diverse and rich in activities. From there, it will attract a large number of members and young people of the Academy to participate, contribute to the development of a strong, effective, dynamic and modern grassroots Youth Union.

### 6. Conclusion

Thus, the application of social networks in the communication of Union work is an inevitable trend in the era of industrial revolution 4.0. Over the years, the Youth Union of Ho Chi Minh City Cadre Academy has actively used social networks to propagate and disseminate the Youth Union's activities to students and trainees. The assessment of the union members and students about the application of social networks in the Union's activities is very effective, however, still 4.9% of the students rated it at an ineffective level. Therefore, in the coming time, in order to improve the effectiveness of social networking applications in Youth Union activities, the authors would like to propose the following recommendations:

- *For the Academy:* Strengthening the direction of the Academy's Youth Union to promote the diversification of oriented activities on social networking sites such as facebook, zalo, tiktok,... Continuing to promote the effectiveness of the Union's information channels on social networks (Facebook, TikTok, Zalo, Youtube). Proactively implement solutions to improve the quality of information and communication on Youth Union work and youth movements. To facilitate the organization of conferences, seminars, and seminars in order to propagate and improve the skills of using social networks for union members, youth



**Chart 2.** Student's assessment of the effectiveness of using social networks in the activities of the Academy's Youth Union

Source. Survey data, processed by the author's team

and officials working in the Union. Investing in upgrading the system of facilities and information infrastructure to serve the training activities of the Academy as well as the application of social networks in the activities of the Youth Union.

- *For the Youth Union organization:* The Youth Union needs to contact and coordinate closely with political and social organizations to join hands to solve problems on social networks. Organize training and retraining to improve skills for the Union staff. Organizing conferences and seminars to raise awareness for union members and young people in using social networks in the current period. In order for the propaganda on social networks to be effective, in the coming time, the Youth Union of Students will continue to maintain and improve the quality of the activities of the Fanpage <https://www.facebook.com/hcmca.edu.vn/>, in order to continue to attract the attention of a large number of union members and students and promote propaganda, consider this an effective tool to share and bond with union members and students, to encourage union members and students enthusiastically participating

in volunteer activities and movements of the Union. Controlling the content of news articles, innovating the form of news articles to attract and gather a large number of members and youth of the Academy. Stepping up the propaganda to set an example, praising young examples and excellent models. The application makes the social network a bridge, connecting all young people through the creation of discussion groups, meetings, working, information exchange for youth union members to grasp and promptly deploy the union activities and youth movements.

- *For union members and students:* Must have the right attitude and motivation to the chosen career, regularly consciously practice soft skills through participating in movements activities organized by the Academy's Youth Union. Need to be active, self-conscious, proactive, flexible and creative in the process of participating in Union activities. Regularly monitoring the Youth Union's activities through the Academy's social networking platforms. Cultivating a culture of cultural behavior when participating in social networks.

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# ĐÁNH GIÁ CỦA SINH VIÊN HỌC VIỆN CÁN BỘ THÀNH PHỐ HỒ CHÍ MINH VỀ HIỆU QUẢ ỨNG DỤNG MẠNG XÃ HỘI TRONG HOẠT ĐỘNG ĐOÀN THANH NIÊN

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Nhận bài: 02/6/2023; Phản biện: 12/6/2023; Tác giả sửa: 13/6/2023; Duyệt đăng: 15/6/2023; Phát hành: 21/6/2023

DOI: <https://doi.org/10.54163/ncdt/193>

Bài viết nghiên cứu mức độ đánh giá của sinh viên Học viện Cán bộ Thành phố Hồ Chí Minh về hiệu quả ứng dụng mạng xã hội trong các hoạt động của Đoàn Thanh niên. Nhóm tác giả đã tiến hành khảo sát 183 sinh viên đang theo học tại Học viện. Kết quả khảo sát được xử lý bằng phương pháp toán học, từ đó rút ra những ưu điểm và hạn chế của việc ứng dụng mạng xã hội trong các hoạt động của Đoàn Thanh niên. Bài viết cũng đề xuất một số khuyến nghị nhằm nâng cao hiệu quả việc ứng dụng mạng xã hội trong các hoạt động của Đoàn Thanh niên hiện nay.

**Từ khóa:** Đoàn Thanh niên; Mạng xã hội; Sinh viên; Học viện Cán bộ Thành phố Hồ Chí Minh.