

In the Context of the “People-Centered” Philosophy: Practical Approaches to Preventing Telecommunication Fraud among University Students

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Abstract

Currently, cases of telecommunication fraud continue to escalate, causing severe losses among affected groups, which has become a prominent issue affecting societal sense of achievement, happiness, and security. Due to their young age and limited life experience, university students have become primary targets of telecommunication fraud. Once deceived, students face serious economic burdens that can even endanger their personal physical and mental health, family happiness, and societal stability. Guided by the 'people-centered' philosophy, this paper analyzes the current status of telecommunication fraud targeting university students and proposes a practical system of approaches to prevent such fraud.

Keywords: people-centered philosophy; university students; prevention of telecommunication fraud; practical approaches

1. Introduction

Currently, cases of telecommunication fraud continue to rise sharply with ever-evolving methods, causing severe losses among victims and becoming a prominent issue affecting societal sense of achievement, happiness, and security. Due to their relatively young age, limited social experience, weak awareness of fraud prevention, and low anti-fraud capabilities, university students have become a prime target for telecommunication fraud. Campuses are particularly vulnerable to such fraud, and the situation for anti-fraud measures in universities is extremely severe. During specific periods such as the beginning of the academic year and disbursement of scholarships and financial aid, students become key targets. Various scams such as part-time job scams, rebate selling, impersonation of customer service, and impersonation of friends are rampant. Once deceived, students face significant economic burdens and may develop associated psychological issues, severely impacting or even endangering their personal physical and mental health, family happiness, and societal stability.

2. The Guiding Ideology of “People-Centered” In Preventing Telecommunications Fraud among University Students

The principle of “People-Centered” is a fundamental concept put forward in the 19th National Congress of the Communist Party of China and is a crucial part of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. “People-Centered” emphasizes the supreme importance of the people^[1], advocating that everything should be done for the people and relying on the people. It places the aspirations of the people for a better life as the goal of our endeavors, aiming to ensure that the fruits of reform and development benefit all the people fairly, and promoting more substantial progress in achieving common prosperity, thereby uniting over 1.4 billion Chinese people into a powerful force driving the great rejuvenation of the Chinese nation.

During the National Education Conference, General Secretary Xi Jinping emphasized the importance of developing education centered around “People-Centered”. The ideological and political education of university students should earnestly implement this strategic concept, focusing on the fundamental requirement of cultivating virtue and nurturing talents, with students at the core. The fundamental goal is to comprehensively develop students, striving to cultivate them into the mainstay of development and guiding them to become builders and successors of socialism who are well-rounded in morality, intelligence, physical fitness, and labor skills.

Regarding the crime of telecommunications fraud, General Secretary Xi Jinping issued important instructions^[2], emphasizing the principle of “People-Centered”. It involves coordinating development and security, strengthening a systematic perspective and the

rule of law thinking, emphasizing governance at the source and comprehensive management. It stresses joint efforts for management and control, fully implementing various measures for prevention, control, and crackdowns, and ensuring that responsibilities of regulatory bodies in finance, telecommunications, internet industries, and others are effectively carried out. Enhancing legal system construction, social education for prevention, advancing international law enforcement cooperation, and decisively curbing the frequent occurrence and high incidence of such crimes are crucial contributions towards building a safer and more law-abiding China.

Therefore, based on the principle of developing education centered around “People-Centered”, it is urgent for universities to better establish systematic mechanisms for preventing and combating telecommunications fraud among students, effectively enhancing students' awareness and capabilities in preventing telecommunications fraud. This has become a hot and challenging issue of widespread concern in society, universities, and academia.

3. Current Situation and Analysis of Preventing Telecommunications Fraud among University Students

To gain a deeper understanding of the current situation of preventing telecommunications fraud among university faculty and students, the author conducted a questionnaire survey in October 2023, primarily sampling from university faculty and students. The questionnaire was distributed via online channels, and a total of 1437 valid responses were collected. The questionnaire consisted of five main parts: basic information of the sample, awareness of fraud prevention, knowledge reserve on fraud prevention, capabilities in fraud prevention, and suggestions for fraud prevention."

3.1 Sample Basic Information

In this survey, 81.6% of the respondents were male, and 18.4% were female. Among them, 75.6% were undergraduate students, and 24.4% were master's or doctoral students. Students aged 15 to 20 accounted for 52.8%, those aged 20 to 25 accounted for 42.5%, and those over 25 accounted for 4.7%. Based on this, the results of this questionnaire are considered to have a certain level of representativeness and reliability in reflecting the awareness of anti-fraud measures among university students.

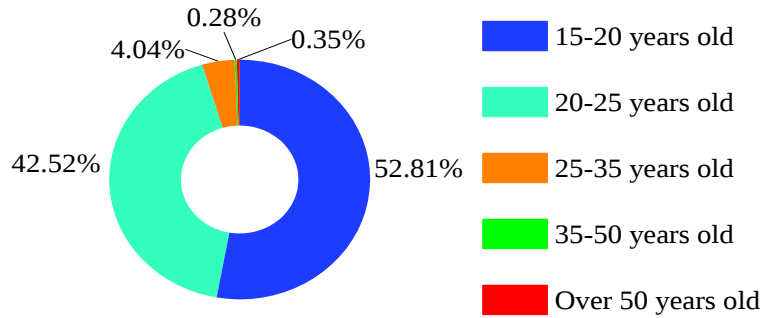


Figure 1. Statistics of sample age results

3.2 Current Situation of Anti-Fraud Awareness

Among the 1437 participants in the survey, only 25 individuals were unaware of or had never heard of telecom fraud, accounting for 1.7%. A total of 987 people reported having received suspected fraudulent phone calls or messages, making up 68.7% of the respondents. The questionnaire used common life scenarios as examples to analyze the group's awareness of fraud prevention. In these scenarios, the risk of being deceived in the selected behaviors does not exceed 2%, indicating that the student community has a certain level of awareness in preventing common scams and thus a lower likelihood of being defrauded. However, in specific scenarios such as gaming leveling services and account trading, students exhibit insufficient awareness and preventive measures, leading to a higher risk of falling victim to scams.

You bought something on Taobao this noon. And suddenly you received a message from a customer service representative in the afternoon saying that their product price was marked up. Then, they sent you a link to the product after the price reduction, asking you to re-purchase. The old transaction will be automatically closed. What will you do?

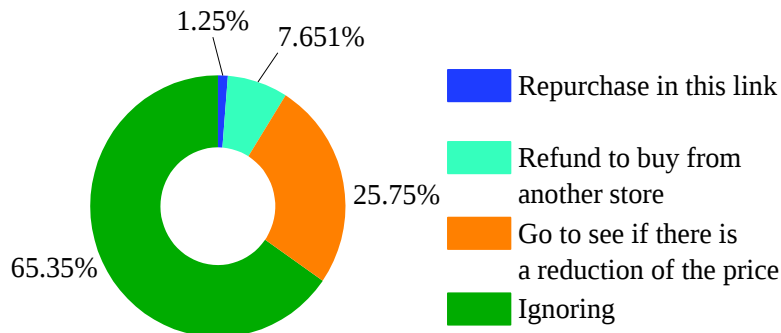


Figure 2. Different reactions from customers after being contacted by customer service

Have you ever thought about or worked as a game agent, buying and selling accounts to quickly improve game levels?

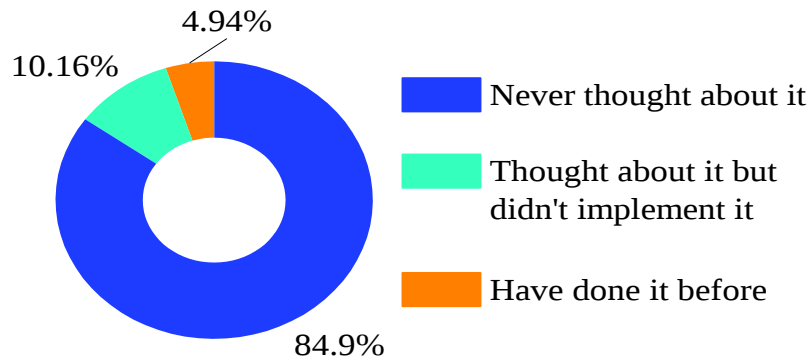


Figure 3. The way to quickly improve game level

3.3 Anti-Fraud Knowledge Reserve

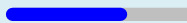
The survey investigated teachers' and students' anti-fraud knowledge reserves concerning aspects such as online transfers, unfamiliar phone calls, types of fraud, and hidden risks. Regarding online transfers, 11.5% of the respondents believed that as long as the transferred funds are not instantly credited, it is acceptable, while 1% thought it is safe to transfer money through an app provided by the other party. Concerning unfamiliar phone calls, over 17% of the group could not correctly identify international calls, which is significant given that one of the reasons for prevalent telecommunications fraud is scams originating from abroad. Improving the ability to recognize international calls could effectively mitigate the risk of falling victim to fraud.

Regarding types of fraud, over 70% of the respondents were aware of or had heard of internet fraud, telephone fraud, and SMS fraud, whereas awareness of training fraud and credit card fraud was only 27%. Compared to common types of fraud, there is a need to enhance publicity and increase awareness to prevent lesser-known types of fraud.

Concerning hidden risks, each scenario showed instances where risks were not taken seriously, and instances of being defrauded often stemmed from carelessness or underestimation. This underscores the current inadequacy in the anti-fraud knowledge reserve among the teacher and student community.

Table 1. Unnoticed risk options

Which of the following behaviors have you not noticed the risks involved?

Option	Total	Proportion
A. Free WIFI with unknown connection	816	 56.78%
B. Scan unknown QR code	591	 41.13%
C. Share private files online	346	 24.08%
D. Excessive leakage of personal information while chatting with netizens	466	 32.43%
E. Not tearing off the delivery note before discarding the package	946	 65.83%
F. Open the app to obtain permissions for information such as contacts, text messages, locations, etc	794	 55.25%

3.4 Anti-Fraud Capability Situation

Within the sample, 13% of the group had experienced telecommunications fraud, with 0.5% reporting losses exceeding 5000 yuan, while the majority experienced losses between 100 to 500 yuan. When encountering suspected fraudulent activities, 30% of the respondents chose to ignore them, 15% opted to verify the authenticity, 36% chose to report the incident to the authorities, and only 18.5% chose to warn others. From the perspective of collective fraud prevention on campus, mutual assistance and reminders among teachers and students are essential for forming a protective shield as a group.

Moreover, over 50% of the respondents did not report the fraud incidents mainly due to reasons such as the small amount involved, fear of trouble, lack of evidence, and difficulty in recovering losses. Additionally, 23.5% of the group were unaware of the reporting methods and specific procedures, leading them to accept their misfortunes without seeking recourse.

What is your handling method if you encounter suspected fraudulent behavior?

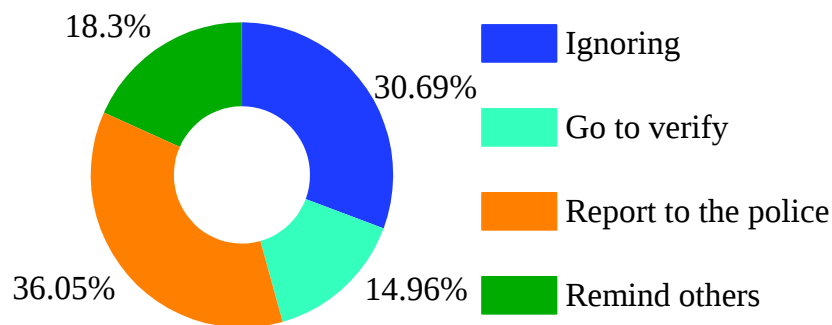


Figure 4. Ways to handle suspected fraudulent behavior

3.5 Recommendations for Anti-Fraud Measures

Almost all respondents believe it is necessary to learn about fraud prevention, and they have suggested various ways to enhance the dissemination of anti-fraud knowledge. Among the suggestions provided, 75% of the group believe that school campaigns and internet channels are the most effective and memorable ways to learn about anti-fraud knowledge. 61% of the respondents have participated in lectures on anti-fraud knowledge, highlighting the current weaknesses in targeted anti-fraud education campaigns.

Additionally, a survey was conducted on the usage of the national anti-fraud mobile app among teachers and students. Of those surveyed, 58% had installed the app and set up call alerts, indicating room for improvement in effectively preventing telecommunications fraud. Only 2.3% of respondents had never heard of the app, suggesting that its low usage among teachers and students may be due to skepticism about its effectiveness in preventing fraud and reducing losses.

At the end of the survey, teachers and students were invited to provide suggestions on preventing and reducing fraud cases. In summary, suggestions included increasing publicity, strengthening enforcement measures, and raising awareness among the community.

Have you installed the National Anti-Fraud Center APP?

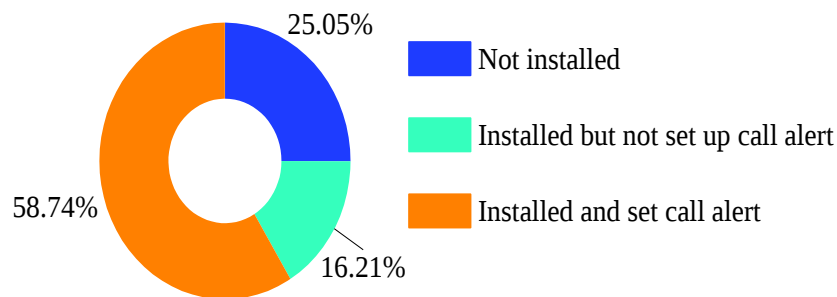


Figure 5. Ways to handle suspected fraudulent behavior

4. The Practical Path of the “People-Centered” System for Preventing Telecommunications and Internet Fraud among University Students

The development ideology of “people-centered” as an important component of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, provides fundamental adherence and ideological guidance for universities to effectively prevent telecommunications and internet fraud among current university students. Through scientific and systematic design, it firmly grasps the key points, critical points, focal points, and expansion points in advancing the prevention of telecommunications and internet fraud among university students. It effectively enhances students' awareness, knowledge, skills, and abilities in preventing telecommunications and internet fraud, truly achieving collective prevention and control, genuine prevention and control, and practical prevention and control.

4.1 Implementing the “People-Centered” Development Ideology to Promote the Primary Aspect of Preventing Telecom and Internet Fraud Among College Students: Strengthening Educational Responsibility, Guiding Students to Establish Correct Values

To effectively prevent telecom and internet fraud among college students, the first step is to enhance socialist core values education and help students develop correct perspectives on money, consumption, and values. University teachers, especially administrative staff, must prioritize educational responsibility. Preventing telecom and internet fraud should not be seen as a simple administrative task but elevated to the level of moral education. It is crucial to enhance political awareness and consider safeguarding students' interests and personal property as fundamental responsibilities. Adhering to the concept of “prevention by all, comprehensive prevention, and round-the-clock prevention,” emphasis should be placed on ideological guidance. This can be achieved through ideological and political courses, special lectures, extracurricular

activities, and personal discussions, aiming to correct misconceptions such as "get-rich-quick" schemes and unrealistic financial expectations. Gradually, students can develop correct views on money, values, and the rule of law, thereby reducing the likelihood of falling victim to fraud or participating in fraudulent activities.

4.2 Implementing the “People-Centered” Development Ideology to Advance Key Aspects of Preventing Telecom and Internet Fraud Among College Students: Implementing the New Development Philosophy, Scientifically Constructing Effective Anti-Fraud Mechanisms

The new development philosophy is crucial for addressing China's primary contradictions in the new era and serves as a significant guide for implementing the "people-centered" approach. University administrators should proactively integrate this new philosophy into student affairs and combine it with efforts to prevent telecom and internet fraud. This involves systematic design, innovative thinking, and precise strategies to fulfill students' aspirations for a better life, secure living conditions, and comprehensive development. Administrators should deeply understand the content of "innovation, coordination, green development, openness, and sharing" in the new development philosophy. They should apply this understanding to the practical prevention of internet fraud among students, designing comprehensive strategies from the perspectives of the school, departments, classes, dormitories, and students. Various methods such as popular science lectures, legal education, case studies, and simulations should be employed to engage students actively. This approach aims to shift from traditional one-way teaching to interactive and participatory methods, gradually enhancing students' awareness to accurately identify and respond to fraud.

4.3 Implementing the “People-Centered” Development Ideology to Promote Efforts in Preventing Telecom and Internet Fraud Among College Students: Implementing the Mass Line, Creating a Comprehensive Student Engagement Framework

History has proven that the mass line is the lifeline and fundamental work approach of our Party. To effectively prevent telecom and internet fraud among college students under the "people-centered" development ideology, we must adhere to the mass line, focusing on the fundamental interests of students and fully relying on them. When conducting education and propaganda against fraud among college students, whether in decision-making, implementation, or promotion, administrators must embody the purpose and student perspective. They should fully understand the current situation, key difficulties, and reasons for student vulnerability to internet fraud, transforming students from passive participants into active promoters and demonstrators. Organized

by university administrators, this approach mobilizes party members, student leaders, class representatives, and dormitory supervisors, creating a grid-based operational mechanism. This effort aims to engage students widely, leveraging their intelligence and strength to establish a robust framework for prevention and fostering a collaborative environment to eliminate the awkward situation of inconsistency in effort levels.

4.4 Implementing the “People-Centered” Development Ideology to Advance Strategies for Preventing Telecom and Internet Fraud Among College Students: Coordinated Efforts by All, Creating a Strong Anti-Fraud Atmosphere

The "Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities in the New Situation" emphasizes the requirement to educate everyone throughout all stages and in all aspects, with "all" being the key. It is essential to aggregate various educational resources both within and outside the university to effectively coordinate education across subjects, time, and space, ensuring continuous and comprehensive education. Currently, to prevent telecom and internet fraud among college students, 25 government departments, including the Ministry of Industry and Information Technology, banking and finance departments, and public security and judicial departments, have implemented targeted measures. They have engaged in comprehensive activities targeting students for preventing fraud through both technical and community-based approaches. Universities, as hubs for students, should prioritize these efforts. Departments responsible for publicity, security, and student affairs must work collaboratively, with each college actively implementing actions. Faculty should deeply involve themselves, striving to establish an integrated prevention system spanning government, society, families, schools, colleges, and students. By seizing key timeframes and sustaining anti-fraud education efforts, universities can compress the space available for telecom and internet fraud targeting college students.

Acknowledgements

This work is supported by the following funding projects: Philosophy and Social Science Research Project of Jiangsu Higher Education Institutions (Grand No. 2017SJBFDY153 and 2023SJYB2148); Special Project on College Student Ideological and Political Education of Jiangsu University (Grand No. JDXGA201103); Research Project on Higher Education Reform of Jiangsu University (Grand No. 2019JGYB093); Ministry of education industry university cooperation collaborative education project(Grand No. 231107551105414); Special project of Counselor Work Research Committee of Jiangsu Higher Education Society(Grand No. 19FYHYB023).

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