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Cultural Expressions and Value Orientations of the Youth

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Abstract:

This research was conducted to recognize youth culture as a subculture and its expressions in the Vietnamese youth. The qualitative method with a simple analysis of numbers and percentages was used to analyze some expressions in cultural trends and value orientations of Vietnamese youth today. The findings show the orientation of young people to cultural standards, values, and behaviors while ensuring positivity, promoting the dynamism and creativity of the youth, and increasing the efficiency of work, study, and dedication in youth. At the same time, preventing negative ways of expression is a necessary duty of all levels and branches in the field of youth management and development. More particular research themes should be carried out to find the distinctive aspects of the young subculture that have been considerably influenced by foreign cultures and values.

Keywords: youth culture, value orientation, Vietnamese youth.

青年的文化表现形式和价值取向

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摘要:

这项研究的目的是认识青年文化作为一种亚文化及其在越南青年中的表现形式。采用简单的数字和百分比分析的定性方法来分析当今越南青年文化趋势和价值取向的一些表现形式。研究结果显示了青少年对文化标准、价值观和行为的导向，同时确保积极性，激发青少年的活力和创造力，提高青少年工作、学习和奉献的效率。同时，杜绝消极言论也是青年管理和发展领域各级各部门的必然职责。应该开展更具体的研究主题，以发现受外国文化和价值观影响较大的年轻亚文化的独特方面。

关键词: 青年文化，价值取向，越南青年。

1. Introduction

At the end of the 19th century and the beginning of the 20th century, youth and its organizational and collective cultural activities began to attract extensive attention from society. Not only are young people a dynamic sociodemographic group who participate in various fields and activities of social life, but they also play an important role in creativity, circulation, and the development of new types of culture with distinct styles and values. There was a time when, despite being observed, expressions in the culture and values of the youth groups were not recognized with the strict evaluation of the elders and were even labeled by many managers "counterculture" (Whiteley, 2015). Cultural trends and behaviors that are "naughty," "destructive," and "lack of standards" of some young people are considered to go against the traditional cultural value system, which has been deeply ingrained in communities, nations, and peoples.

The recognition of youth culture as a subculture has been an important step forward in the scientific and political awareness of many countries around the world since World War II. Along with the strong process of industrialization and modernization occurring on a global scale, the need for careful and serious research on young people is increasing, not only for developing them but also to promote the labor and intellectual resources of an important social force. The participation of young people, especially in cultural and artistic trends, has also created profound social changes that researchers could not stand aside.

The cultural trends of the new generation of youth developed rapidly in the 1960s in the US after the "baby boom" (with a record 22 million babies born in the US between 1946 and 1960). Here, the hippie movement started with young people who were dissatisfied with the conventions and development of industrial society and issued a manifesto calling on people to give up industrial society and return to the free, wild, and communal world. Not only Hippe created a wave that spread over many countries, but also Hippe's lifestyle strongly influenced many fields of fashion, music, and collective activities of the youth of this period.

In the UK, the birth of the Beatles, with a series of creative songs combining the genres of

"skiffle," "beat," "rock 'n' roll," elements of classical music, and traditional pop music to create a new revolution in music, had the strongest influence on the culture and lifestyle of young people around the world. According to many researchers, during the 1950s and 1960s, although the consumption power of British teenagers was less than that of the young in the US, there was an overall increase in living standards, accompanied by cultural trends, personal consumption of fashion series, phonographs, cinemas, and other recreational activities, including cultural cafes (Whiteley, 2015).

Furthermore, positive trends in music, fashion, art, lifestyle, and modern consumption among young people were increasing, but there were also expressions and behaviors in the mid-1960s that were violent, negative, and countercultural to the youth culture in both the US and the UK, which was associated with social evils such as theft, violence, drugs, alcohol, hallucinogens, and street gangs (Hughes, 2015; Preyde & Long, 2020).

Many in-depth studies on youth culture have been conducted in the context of the popularity of youth culture types spreading both positive and negative aspects of the youth culture. The studies on youth gangs in the United States by scholars such as James Duncan and David Ley were the primary motivators for the development of new cultural geography. In contrast to the earlier approach to cultural geography, the new vision was associated with a "cultural turning point," which holds that multicultural sites often had conflicting cultures, rather than being defined within a single culture as a unified "whole" culture. Many researchers emphasize youth as agents of cultural reproduction, in contrast to the structuralism view of culture as pre-existing individuals and social interactions with specific associations (Holt, 2009).

Today, youth culture refers to the cultural expressions of group members at a young age, where they express their identity and sense of belonging to a particular group, adhering to values, group goals, and behaviors, as distinct from the adult (Buchmann, 2001).

Since the internet and media developed rapidly and were integrated into social life in the early years of the twenty-first century, new youth cultural trends have emerged in association with the digital age, thanks to technology, software, applications, websites, social

networks, video games, computer devices, tablets, mobile phones, and even PS4 virtual reality devices that promote activities that allow youth to easily listen, watch, create, and share cultural information. Perspectives identify internet technology as a creative force that profoundly affects adolescents, creating new patterns of expression, communication, and cultural dynamics. In view of this, various terms have been used to describe this generation of young people, including the "network generation," "millennials," and "digital natives" (Mesch, 2009).

In Vietnam, according to the report from 2022 (Vietnam Youth Research Institute, 2022), by the end of 2021, young people will account for a large proportion of about 22.1 million people (estimated at 22.5% of the country's population). The Vietnamese youth are a special group of people who play an active, creative, and participating role in the country's socio-economic development, including cultural circulation and development. In recent years, there have been many research projects on youth culture that have examined the impact of various types of entertainment on the cultural life, values, and ethics of young people. According to some studies, young people are increasingly connecting with other groups and collectives via increasingly widespread social networks and leading "virtual" lives. In particular, students can build a network of relationships in the virtual world that is connected to the real world (Duc, 2014). Furthermore, different kinds of foreign entertainment, particularly in recent Asian countries, such as TV series, music, advertising, game shows, and other forms of online entertainment, are becoming more appealing and strongly influencing the cultural behavior of Vietnamese youth. A survey on the reception of the Korean culture among the Vietnamese young people showed that they tend to easily absorb foreign cultures through special entertainment media that imitate the style and fashions (Van, 2012).

The process of international integration and the fourth industrial revolution have greatly influenced the Vietnamese youth, particularly in terms of culture and life values. In addition to the positive changes in culture, today's youth generation is also facing the dangers and challenges of the times in the process of creating, circulating, and developing their own culture in particular and Vietnamese culture in general. A survey (Vietnam Youth Research Institute, 2022) of 1022 young people representing the following groups: students, officials, civil servants, public employees, farmers, workers, business, and service in six provinces: Hanoi, Quang Ninh, Nghe An, Da Nang, Ho Chi Minh City, and Binh Duong, revealed some manifestations of Vietnamese youth culture and value orientation today (Vietnam Youth Research Institute, 2022).

This study demonstrates the typical cultural expressions and value orientations of the Vietnamese youth, which, despite being varied and somewhat complex, can be seen mainly in two fundamental directions: upholding traditional values and ethics while

simultaneously adapting and assimilating universal international values.

2. Method

The study participants were rural youth, young workers, students, civil servants, and public employees, business and service youth, and officials of the young union and association in six areas: Hanoi, Quang Ninh, Nghe An, Da Nang, Ho Chi Minh City, and Dong Thap. This study's participants were chosen to be a representative sample of young people in terms of gender, level of education, age, occupation, place of residence, ethnicity, and religion.

Synthesizing and analyzing documents related to the research theme is carried out in the following steps: 1) searching and synthesizing data, documents, policy documents, and reports related to youth trends at the central and surveyed localities; 2) collecting, analyzing, and summarizing concepts and contents related to the research topic based on published research reports, research topics, books, newspapers, magazines, web sites, etc.; 3) working with experts and scientists to consult, exchange, and collect information and documents on trends of young people in the fields of the current period. Qualitative research: The topic uses 12 group discussions in six provinces or cities in three regions (North, Central, and South) with prepared discussion contents. Quantitative research on the topics was conducted on 1,020 young people from four target groups: young civil servants, public employees, students, and workers, farmer youth, business and service youth, and 180 officials from the union and association in six cities: Hanoi, Quang Ninh, Nghe An, Da Nang, Ho Chi Minh City, and Dong Thap. The sample is evenly distributed across provinces, cities, and regions (there are 170 youths and 30 union officials in each province, city, and region).

The data processing steps are as follows: (1) identify the independent variable and the dependent variable, and encode the information value of the variables on the computer; (2) enter the order of codes on the survey form; (3) clean the information collected on the survey form; (4) enter the information collected on the questionnaire into the coding table; (5) clean the input information; (6) process the data on frequency, correlation by object, region, gender, age, location, etc. In addition, the topic uses the method of asking for opinions, evaluations, and suggestions from experts participating in implementing the project (developing the outline, designing toolkits, writing reports, writing research content, etc.). In addition, within the study framework, a seminar in Hanoi was also held with the participation of researchers, delegation officials, etc. related to the research topic.

3. Results and Discussion

3.1. Young People’s Activities in General and Cultural Activities in Particular in Their Spare Time

Regarding activities in general and cultural activities in particular taken by young people in their spare time, the survey results reflect that the activities that most young people do the most (over 80%) are talking to their loved ones (88.2%, where the frequency level of “usually” accounts for 42%, “sometimes” - 35.1%, and “rarely” - 11.7%), reading books, newspapers, and news (85.7%, of which “usually” - 25%, “sometimes” - 42.9%, and “rarely” - 17.8%), relaxing (83.9%, of which “usually” - 39.8%, “sometimes” - 35.3%, and “rarely” - 8.8%), cooking, taking care of the house (83.3%, of which “usually” is 34.9%, “sometimes” - 32.9%, and “rarely” - 15.5%), watching movies, listening to music (82.3%, where “usually” - 18.9%, “sometimes” - 42%, and “rarely” - 21.5%), and using social media (80.7%, where “usually” - 40.7%, “sometimes” - 29%, and “rarely” - 11%).

The remaining activities are found with a lower rate but still account for a relatively high rate, about 70%, such as having fun with friends (79.3%), taking training courses (78.5%), shopping (78.3%), working part-time to earn money (77.7%), and joining clubs and organizations (77.7%).

The activities that most young people do most include talking with loved ones (42%), using social networks (40.7%), relaxing (39.8%), cooking, eating, and taking care of the house (34.9%). However, this rate also accounts for just over 40%, and the remaining activities that young people regularly perform account for around 20%.

It is worth mentioning in the results obtained from the above data that along with the revolution of technology and information, today, accessing the internet and social networks is an indispensable activity for young people. Even the consensus by young people on this opinion is ranked 2nd in regular youth activities, after talking to loved ones. For the young generation (Z

generation), social networks are not only a place that brings many benefits in studying, working, and careers, but also an indispensable need and activity in their daily lives.

At the level of “sometimes”, the highest percentage of young people agreeing is with having fun with friends (50.7%). Besides, young people agree with activities at the level of “sometimes” over 40%, including reading (42.9%), self-studying (40.4%), watching movies, and listening to music (42%). Other activities performed by more than one-third of young people at the “sometimes” level are visiting relatives (36%), taking training courses (36%), relaxing (35.3%), talking to loved ones (35.1%), and performing charity and social activities (33.5%). Other indicators at this level are lower, rated by less than one-third of young people in the sample.

Regarding the level of “rarely” with activities done by young people in their free time, the survey results reflect an interesting indicator: going to a bar, dancing (53.9%) and going to karaoke (48%). In addition, over one-third of young people in the survey sample agreed with two activities they often do at a “rarely” level: going to a temple/church, a spiritual place (35.4%) and traveling during holidays (33.7%).

The survey data show a clear hierarchy of what young people do in their spare time. With this amount of daily time and busy routines, they still focus on spending time with family, studying, working, and the Internet. At the levels of “sometimes” and “rarely”, young people spend their time learning, working, playing, entertaining with friends, traveling, and especially participating in various types of culture and entertainment following youth’s “trends” such as going to bars, discos, and singing karaoke. Activities of personal needs and interests such as shopping, cooking, taking care of the house, playing music, painting, participating in clubs, associations, charity activities, and social activities are quite equal, according to the levels “usually”, “rarely,” and “sometimes” (Table 1).

Table 1. Youth activities during free time (Data from Project KXDNN 22-02)

Activities	Often		Sometimes		Rarely		Never	
	N	%	N	%	N	%	N	%
1) Taking training courses	175	17.5	370	36.9	242	24.2	215	21.5
2) Self-studying	248	24.8	405	40.4	170	17.0	179	17.9
3) Working part-time	214	21.4	292	29.1	273	27.2	223	22.3
4) Cooking, household chores	350	34.9	330	32.9	155	15.5	167	16.7
5) Relaxing	339	39.8	354	35.3	88	8.8	161	16.1
6) Talking to loved ones	421	42.0	352	35.1	117	11.7	112	11.2
7) Reading books, newspapers, and news	215	25.0	430	42.9	178	17.8	143	14.3
8) Enjoy movies, music	189	18.9	421	42.0	215	21.5	177	17.7
9) Going to the bar, dancing	32	3.2	114	11.4	540	53.9	316	31.5

Activities		Often		Sometimes		Rarely		Never	
		N	%	N	%	N	%	N	%
10)	Going to karaoke	46	4.6	191	19.1	481	48.0	284	28.3
11)	Go shopping	81	8.1	398	39.7	306	30.5	217	21.7
12)	Having fun with friends (eating, drinking, etc.)	90	9.0	508	50.7	197	19.7	207	20.7
13)	Hobbies (music, painting, cooking)	135	13.5	355	35.4	239	23.9	273	27.2
14)	Going to temples/churches, or spiritual places	58	5.8	337	33.6	355	35.4	254	25.1
15)	Traveling during holidays	71	7.1	359	35.8	338	33.7	234	23.4
16)	Visiting relatives	201	20.1	361	36.0	217	21.7	223	22.3
17)	Joining clubs and organizations	237	23.7	321	32.0	221	22.1	223	22.3
18)	Charity and social activities	144	14.4	336	33.5	280	27.9	242	24.2
19)	Using Social Media	408	40.7	291	29.0	110	11.0	193	19.3
20)	Others	19	1.9	39	3.9	56	5.6	890	88.6

Comparing youth's participation in leisure time activities by target group, the data shows that there is a significant difference between youth groups when many indicators reach statistical significance in the squaring test. Young workers, due to the nature of their work and rigid working time, participate in all activities at a limited level compared to that of other groups, especially in entertainment and social activities. In contrast, regarding the group of students and officials who have more flexible time, their rate of participation in cultural and recreational activities is higher than that of the other groups.

3.2. Cultural Expressions with Trends

For many years, researchers have acknowledged that young people's cultural and recreational activities have their own characteristics and nuances in terms of psychology, age, and epoch, and are recognized as subcultures different from the general culture of each society. Young people, with their dynamism, creativity, and the agility to adapt to the times, are not yet able to completely shape the value system. Their cultural expressions are an experiment in the formation of new values, styles, and ways of life that in many cases are unfamiliar to older people.

In terms of the interests and expressions of new cultural trends ("hot trends") by today's youth, the

survey results show a variety of activities with strong personalities, affirming a great "ego" of today's youth. Besides, the culture of the Z generation is associated with the era when the internet became popular, and at the same time, profound socioeconomic changes brought about the scientific and technological revolution, the expansion and diversification of fields in the market economy, and strong trend of globalization.

According to the results shown in Table 2, the youth's typical expressions in cultural and entertainment life have a high consensus rate of over 50% in 20/21 activities and do not differ much. The activities with a consensus rate of 60% or more ranked in order from high to low include joining social networks, groups (69.0%); sharing good status (68.9%); gymming, slimming diet (67.8%); organizing trips, being offline with friends (65.7%); making videos to upload to Facebook, YouTube, TikTok (63.9%); cosmetics, beauty (63.5%); shopping online (63.4%); sharing good status (63.3); dyeing hair following idols (62.8%); writing status/uploading photos every day (61.9%); dressing in idol styles (61.2%); learning and following new trends (61.4%); watching and commenting on dramas (60.3%). The remaining activities ranged from more than 50% to less than 60% (Table 2).

Table 2. Activities that followed cultural trends and trends of today's youth (Data from Project KXDNN 22-02)

Activities	Often		Sometimes		Rarely		Used to		Never	
	N	%	N	%	N	%	N	%	N	%
Dyeing hair as idols did	14	1.5	80	8.4	507	53.0	601	62.8	356	37.2
Dressing like idol styles	18	1.9	84	8.8	484	50.6	586	61.2	371	38.8
Tattoos, drawings, and stickers	7	0.7	60	6.3	477	49.8	544	56.8	413	43.2
Learning and following new trends	32	3.3	185	19.3	371	38.8	588	61.4	369	38.6
Writing status/uploading photos every day	26	2.7	162	16.9	404	42.2	592	61.9	365	38.1

Activities	Often		Sometimes		Rarely		Used to		Never	
	N	%	N	%	N	%	N	%	N	%
Writing funny Vietnamese (teen code)	33	3.4	128	13.4	402	42.0	563	58.8	394	41.2
Making video footage to upload to Facebook, YouTube, and TikTok	61	6.4	213	22.3	338	35.3	612	63.9	345	36.1
Livestreaming, talking, making tutorial video	23	2.4	99	10.3	422	44.1	544	56.8	413	43.2
Joining social networks, groups	105	11.0	299	31.2	256	26.8	660	69.0	297	31.0
Performing arts, singing, dancing, and painting	55	5.7	133	13.9	385	40.2	573	59.9	384	40.1
Taking challenges with friends	18	1.9	110	11.5	414	43.3	415	56.6	415	43.4
Sharing everyone’s good status	60	6.3	260	27.2	286	29.9	606	63.3	351	36.7
Following and commenting on dramas	58	6.1	175	18.3	344	35.9	577	60.3	380	39.7
Buying and using branded goods	24	2.5	145	15.2	394	41.2	563	58.8	394	41.2
Buying cosmetics and beauty products	87	9.1	241	25.2	280	29.3	608	63.5	349	36.5
Taking plastic surgery	8	0.8	75	7.8	425	44.4	508	53.1	449	46.9
Shopping online	89	9.3	254	26.5	264	27.6	607	63.4	350	36.6
Creating personal fan pages	38	4.0	141	14.7	359	37.5	538	56.2	419	43.8
Organizing trips, being offline with friends	69	7.2	274	28.6	286	29.9	629	65.7	328	34.3
Gymming, slimming diet	98	10.2	262	27.4	289	30.2	649	67.8	308	32.2
Others	11	1.1	29	3.0	70	7.3	110	11.5	847	88.5

Although a relatively high percentage of young people in the sample have participated in most activities showing cultural and recreational trends, the percentage of those who usually perform the above-mentioned activities is not high. The two most "usually" activities are joining social groups and networks (11%) and gymming, slimming diet (10.2%). All other activities are conducted at less than 10% rate.

At the "sometimes" level, there was only one activity with a youth consensus rate of over 30%, namely joining social groups and networks (31.2%). The group of activities with the percentage of young people agreeing at the level of "sometimes" ranges from 20% to 30%, including organizing trips, being offline with friends (28.6%); gymming, slimming diet (27.4%); sharing good status (27.2%); shopping online (26.5%); buying cosmetics and beauty products (25.2%); making videos to upload to Facebook, YouTube, or TikTok (22.3%). The remaining activities account for less than 20%.

At the "rarely" level, there are two activities with a rate of over 50%: dyeing hair following idols (53%) and dressing in idol styles (50.2%). The remaining activities are at the "rarely" level, accounting for a relatively high percentage from 25% to less than 50%.

Thus, the survey results clearly reflect the fact that most young people today do not want to be lost, isolated, or considered outdated with the general cultural trends of their generation. On the contrary, to be seen as modern or even "trendy", "stylish" (in the words of young people), they must participate in and experience trendy activities. However, the level of

participation "usually" in these activities is not high.

The results of the correlation analysis show not much difference between the youth groups, such as male-female, urban-rural but a big difference among the target groups. With all indicators of trending cultural and entertainment activities, the percentage of students is higher than that of the rest of the youth groups. In contrast, the percentage of young people participating in the least number of activities belongs to the group of officials and public employees. This also reflects the specificity of the group of students who are quite active and sensitive to new trends, while the group of civil servants and public employees, due to their professional characteristics, is more reserved when participating in these trending activities.

The fact that many young people dye their hair, make tattoos, show off their bodies, and dress up is found inappropriate in many cultural contexts, such as schools and offices, and condemned and criticized by many researchers. Free social network use and excessive democracy also have negative effects, increasing the risk of crime and delinquency among young people. Therefore, orienting young people to cultural standards, while promoting positivity, dynamism, and creativity of youth, increasing work and learning efficiency, and preventing negative expressions is a necessary task of all agencies in charge of youth management and development. In particular, there should be cultural codes of conduct suitable for youth groups in the future.

3.3. Value Orientation of Youth

When studying youth, it is impossible not to learn about the values of young people's lives. The values that young people value and aspire to will determine their behavior now and in the future. The survey shows the values that young people today trust, value, and give a scale from 1 to 5 in the order of distrust (0), partly distrust (2), not fully trust (3), relatively trust (3), trust (4), fully trust (5).

The survey results show that the values that young people value and trust the most today (on a scale of 3-5) in the order from high to low belong to the family and personal moral qualities: respecting and trusting family members (81.2%), valuing and trusting their own

qualities and ethics (79.4%). The second group of values with a high percentage of young people agreeing are the directions and policies of the party and state (79.5%), good future of the country (78.5%), and strictness of the law (78.2%). The third group of values that young people value, believe in, and aim at is to strive, learn, accumulate experience, and aim at success in career and personal success in the future. Specifically, young people always persevere in overcoming their own difficulties (77.2%), uphold and believe in the ideals of youth (76.4%), their success in the future (75.3%), personal life principles and knowledge (75.1%), and are confident in their work's good results (74.2%).

Table 3. Current and future values that youth trust and respect (Data from Project KXDNN 22-02)

Trusted Values	Levels ranging from "distrust" to "fully trust"											
	0		1		2		3		4		5	
	N	%	N	%	N	%	N	%	N	%	N	%
The good people bring to somebody	64	6.5	86	8.8	203	20.7	235	24.0	180	18.4	212	21.6
The good one brings to everyone	73	7.4	52	5.3	146	14.9	208	21.2	237	24.2	264	26.9
Personal qualities and ethics	70	7.1	34	3.5	98	10.0	158	16.1	247	25.2	373	38.1
One's work will yield good results	84	8.6	37	3.8	132	13.5	215	21.9	270	27.6	242	24.7
One's personal life principles and knowledge	95	9.7	27	2.8	122	12.4	210	21.4	280	28.6	246	25.1
Meaning of life in general	123	12.6	35	3.6	110	11.2	218	22.2	276	28.2	218	22.2
Everyone in one's family	90	9.2	20	2.0	74	7.6	130	13.3	208	21.2	458	46.7
One's success in the future	98	10.0	34	3.5	111	11.3	183	18.7	281	28.7	273	27.9
Perseverance in overcoming difficulties	94	9.6	30	3.1	100	10.2	179	18.3	277	28.3	300	30.6
Meaning of friendship and love	110	11.2	41	4.2	138	14.1	244	24.9	240	24.5	207	21.1
Words and actions of people around	134	13.7	60	6.1	199	20.3	292	29.8	165	16.8	130	13.3
Models and idols one follows	192	19.6	85	8.7	177	18.1	242	24.7	165	16.8	119	12.1
The material can decide everything	150	15.3	62	6.3	164	16.7	275	28.1	177	18.1	152	15.5
Everyone has a destiny	156	15.9	83	8.5	183	18.7	227	23.2	171	17.4	160	16.3
Heaven, Buddha, and God	191	19.5	107	10.9	190	19.4	212	21.6	137	14.0	143	14.6
National cultural values	106	10.8	30	3.1	114	11.6	248	25.3	214	21.8	268	27.3
Progressive values of humanity	108	11.0	32	3.3	105	10.7	236	24.1	256	26.1	243	24.8
Truth, goodness, and beauty	112	11.4	30	3.1	107	10.9	248	25.3	228	23.3	255	26.0
Youth's ideals	104	10.6	27	2.8	100	10.2	215	21.9	235	24.0	299	30.5
Dictions, policies of the party and state	91	9.3	21	2.1	89	9.1	149	15.2	189	19.3	441	45.0
The strictness of the law	101	10.3	28	2.9	84	8.6	160		16.3	216	22.0 319	39.9
Good future of the country	101	10.4	28	2.6	84	8.5	160	12.0	216	19.5	391	47.0
Others	804		82.0		15	1.5	29	3.0	38	3.9	40	4.1

Table 4. Characteristics of the study participants

		N	%
Gender	Male	52.4	534.5

Locations	Female	47.6	485.5
	Hanoi	19.3	196.9
	Quang Ninh	15.2	155.0

Continuation of Table 4			
	Nghe An	14.7	149.9
	Da Nang	15.6	159.1
	Ho Chi Minh City	18.2	185.6
	Dong Thap	17.1	174.4
Ages	16-24	60.5	617.1
	25-30	39.5	402.9
Education	Lower secondary	11	112.2
	Upper secondary	34	346.8
	Vocational	12	112.4
	Higher education	34.9	356
	Postgraduate	8.1	82.6
Social status	Students	37.8	385.6
	State employees	30.2	308.0
	Workers	11.8	120.4
	Farmer	7.6	77.5
	Services/businesses	10.7	109.1
	Others	1.8	18.4
	Areas	Urban	64
	Rural	36	367.2
Nationalities	Kinh	91.7	935.3
	Others	8.3	84.7
Religions	No	93.5	953.7
	Others	6.5	66.3

In addition, the group of values belonging to people, culture, and society is highly valued and trusted by young people. Typical values are truth, goodness, beauty (74.6%), and national cultural values (74.4%). These are the beautiful values that the Vietnamese have always aimed at with simple but very humanistic philosophies: "Love others like ourselves", "Handsome is as handsome does", "The leaves protect tattered ones", which show the spirit of patriotism, solidarity, mutual affection, mutual love, diligence in work, studiousness, and progressive spirit.

Some remaining values that most young people (over 50%) value and believe are meaning of life in general (72.6%), meaning of friendship, love (70.5%). 56.9% believe that everyone has a destiny, 53.6% value and trust their models and idols, 50.1% believe in heaven, Buddha, and God.

As for the level of distrust, a fairly high percentage (19.6%) does not believe in the expected idols and models; 19.5% of young people do not believe in God, Buddha, 15.9% do not believe that everyone has a destiny, 15.9% do not think that the material are essential and decide everything. However, about 10% of young people still doubt or do not believe in

guidelines, policies, the positive, progress, relationships with people, and meaning of life. These are very interesting indicators for policy makers and those who are in charge of uniting, gathering youth, educating ideals, morals, laws, propagandizing, and advocating youth interests in the future.

4. Conclusion

With any type of society, culture is understood as a system of common rules and values, formed based on the commitment and recognition of most groups and communities in the society, which connects people and maintains social order. Although youth culture is a subculture in the general cultural system, with the youth's dynamic and creative characteristics, it is always updated and adapted to new social trends. In modern society, youth cultural expressions and values are often dynamic and less stable.

In addition to the positive aspects, there are also many problems posed in the development of youth culture. In a world of strong development of multi-dimensional and multi-media communication today, on the one hand, it is necessary to respect the positive cultural values of young people, on the other hand, it is necessary to propagate, orient the culture, and promote healthy values for young people, although this is quite a difficult job when pragmatism, selfishness, value for money, individual freedom, violent behavior, and other deviant stereotypes have a great impact on the awareness, attitude, and behavior of young people who are at an important stage of socialization and need to learn and improve their personalities and lifestyles to become good citizens in the society.

In the future, we need not only to study and capture the emotions and cultural trends among young people, propose specific solutions to manage and strengthen the socialized environment from families, schools to healthy and positive working environment and social interactions for young people, but also strengthen the system of good traditional cultural standards, especially strengthening the examples of "good people, good deeds" and social values and ethics toward preventing the risk of cultural deviation and counterculture for young people. Only in this way can we ensure the principle of respecting cultural diversity, encourage the development of new, modern, and suitable cultural forms for the Vietnamese youth, and at the same time increase the "resistance" of young people to negative trends infiltrating from foreign cultures through cultural exchange and acculturation.

The survey indicated that despite Vietnam's rapid international integration and prosperity, there were significant cultural manifestations and value orientations among young Vietnamese. The findings of the study also indicated that these young people have been influenced in various ways by both domestic and international representations of culture and values. These novel findings add to our understanding of the cultural expressions and value orientations of young people in developing countries, providing fresh

knowledge that can be applied to the development and enhancement of educational and cultural practices and policies. Research is another means by which a developing nation's academic research qualities can be heard and contributed.

5. Limitations and Further Study

This study has some limitations as the research content is too broad and the research subjects are quite diverse, making the research results and issues unfocused and not showing the core aspects of literary expression as well as the value orientations of young people. There should be studies with narrower content, both on the topic and the research subjects, and there should be studies involving comparison with other countries or research issues on a global scale. The findings of this study offer the most comprehensive identification of cultural expressions and value orientations among young people; however, they should only be used as a general descriptive reference and not as the cornerstone principles for developing and implementing youth cultural policies.

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Authors' Contributions

Dr. Linh designed and conducted the research. Dr. Trang and Ms. Thuy wrote the manuscript. Dr. Anh discussed the results. Dr. Thang–Ngoc Hoang took the lead in writing the manuscript. Dr. Thang–Nguyen The reviewed the final manuscript.

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