

SUMMARY INFORMATION
ON NEW FINDINGS OF THE DOCTORAL DISSERTATION

1. Dissertation Title: *“Communication for Educating Behavioral Culture on Social Media for Students at Vietnamese Universities”*.

2. Major: Public Relations

3. Code: 9320108

4. Doctoral Candidate: Vu Viet Chinh

5. Supervisors: Assoc. Prof., Dr. Pham Minh Son

Assoc. Prof., Dr. Le Hai Binh

6. Training Institution: Academy of Journalism and Communication

7. New findings of the dissertation:

The dissertation has achieved important contributions in both theoretical and practical aspects to the field of public relations, particularly in the context of higher education in Vietnam.

First, the systematization of theoretical perspectives on educational communication, thereby identifying the nature and significance of this activity, is a new contribution that no previous research has fully addressed. The study identifies core components of communication for educating behavioral culture on social media for university students. This provides a foundation for analyzing and evaluating the communication process in this field. The dissertation’s assessments help clarify existing gaps, contributing to improving the effectiveness of communication activities in the current digital transformation context.

Second, in terms of practical significance, the study provides a comprehensive and detailed picture of the current situation of communication for educating behavioral culture on social media for students at Vietnamese universities. The findings serve as a practical basis for related future studies and

for governmental and socio-political organizations to propose solutions to improve the quality and effectiveness of such communication activities in local contexts.

Third, based on practical findings, the dissertation proposes a comprehensive and feasible system of solutions to enhance the effectiveness of communication for educating behavioral culture on social media for university students. These solutions can also serve as reference materials for Youth Union and Student Association organizations in implementing communication and education activities, developing codes of conduct in cyberspace, and contributing to the fulfillment of the Project “Educating revolutionary ideals, ethics, and cultural lifestyles for young people on cyberspace, 2022–2030” chaired by the Ho Chi Minh Communist Youth Union. Proposed solutions include enhancing coordination among educational forces, promoting the role of mainstream media, improving information quality and relevance, fostering political awareness among students, and raising their sense of responsibility in countering hostile and wrongful viewpoints online.

Finally, the dissertation’s findings provide a scientific and practical database for higher education institutions and state management agencies in developing communication strategies and plans aimed at building campus behavioral culture and online codes of conduct in Vietnam. The dissertation can serve as a reference for research and teaching in public relations, information management, and educational communication.

Hanoi,

Supervisors:

Doctoral Candidate:

Assoc. Prof., Dr. Pham Minh Son Assoc. Prof., Dr. Le Hai Binh Vu Viet Chinh