The Influence of Network Culture on the Values of College Students in the New Era and Its Educational Strategy

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Abstract: *With the rapid development of information technology, Internet technology has rapidly penetrated into every field of social life, and network culture has had a profound impact on the formation and development of college students' values. As a new cultural form, network culture not only has the attributes of public culture, but also has unique media, open structure and complex social functions. In the formation and development of college students' values, network culture plays an important role, but its negative influence is also increasingly prominent. In view of this situation, colleges and universities should take effective measures to guide college students to establish correct values. Based on the analysis of the influence of network culture on the values of college students, this paper proposes that colleges and universities can effectively optimize the values of college students in network culture through innovative content, innovative methods and innovative mechanisms.*

Keywords: Network culture, College students in the new era, Values, Educational strategies.

1. Introduction

In the history of human society, culture has always played an important role in leading social development. From "tying the knot" to "writing", then to "Confucian culture", and then to modern "science", the progress and development of every civilization in human history are closely related to cultural innovation [1]. In the 21st century, the information technology represented by the Internet technology has developed rapidly on a global scale, which has brought profound impact on human society.

Network culture is a new cultural form with the development of computer technology and information technology and the Internet as the main carrier and media. It has the characteristics of public culture, unique media, open structure and complex function [2]. It plays an important role in the formation and development of college students' values by having a profound impact on their ideas, value orientation, behavior patterns and psychological characteristics. Therefore, it is of great practical significance to study the influence of network culture on college students' values. This paper takes the values of college students as the research object, analyzes the connotation and characteristics of network culture, and further discusses the influence and reasons of network culture on the values of college students, so as to put forward some effective measures to guide college students to establish correct values, in order to provide references for ideological and political education in colleges and universities.

2. The Connotation of Network Culture and College Students' Values

Network culture is a cultural phenomenon with the Internet as the carrier, computer network as the main media, modern information technology as the basis, and human spirit and consciousness as the core content [3]. It is an important part of human society and culture, and a brand-new cultural form created by human society under new historical conditions. With the continuous popularization and application of information technology in various fields, network culture has become a new trend and new normal of current cultural communication and development. As for the connotation of network culture, some scholars have defined it from different angles. Although scholars have different understandings of the connotation of network culture, they all emphasize that network culture is a new type of "mass culture".With the development and application of information technology and the increasing number of netizens, network technology plays an increasingly important role in the production and life of human society. Through the Internet, people can obtain all kinds of information, exchange all kinds of views, express their views and feelings anytime and anywhere; Various forms of entertainment and artistic creation can also be carried out on the Internet; People can also freely express their views and opinions on various social issues and social phenomena through the Internet. It can be seen that the Internet is not only an important way for human beings to obtain information and exchange communication, but also one of the important areas of human spiritual and cultural innovation and development.

College students' values refer to their fundamental views and attitudes towards the value relationship and evaluation of things, and are stable and relatively stable psychological states and behavioral norms formed by college students' recognition, understanding and internalization of a certain social value system. It includes college students' cognition and evaluation of value relations and value concepts in the aspects of society, self and nature, and is the embodiment of college students' basic theories of outlook on life, values and world outlook in real life.

3. The Influence of Network Culture on the Formation and Development of College Students' Values

Network culture refers to the new cultural form formed in the network communication environment based on information technology. It has the following characteristics: First, it is open, that is, the release and dissemination of information is

open; The second is equality, that is, the content and form of network culture are equal; The third is diversity, that is, network culture not only contains various spirits, thoughts and concepts in traditional culture, but also includes various thoughts and cultural forms in Western culture. Fourth, mobility, that is, network culture can break through the limitations of time and space and spread worldwide.

Under the background of network culture, as the successors of our country's future development, college students' values will be influenced by network culture, and only after being influenced can they form correct values [4]. Therefore, we should pay attention to the influence of network culture on the formation and development of college students' values, and take effective measures to promote college students to establish correct values. The positive impact of network culture on college students' values. First, network culture enriches college students' cognition of the real world and expands their thinking space. The network culture expands the breadth and enriches the depth of college students' understanding of the real world [5]. In the environment of network culture, college students can freely choose the knowledge field and content that they are interested in, so that their values can be fully displayed. Secondly, it makes it possible for college students to establish correct values. At the same time, network culture provides them with a lot of information resources and expression channels, so that they can effectively choose the knowledge, information and content that they need and are interested in. Network culture has many positive effects on the values of college students in the new era: it provides massive information, broadens their horizons and knowledge acquisition channels, such as online academic database and open course platform; Social media and online forums promote communication, enhance social skills, and enable people to meet different people; Creative works that stimulate innovative thinking and creativity, such as participating in online creative communities and open source projects; Rich online learning resources to promote independent learning, enhance the awareness of self-improvement; It also makes it easier for college students to understand social hot spots and public welfare undertakings, and cultivate a sense of social responsibility, such as participating in online public welfare activities.

The negative influence of network culture on college students' values. The openness and virtuality of network culture lead to the diversity of network information, and college students are often affected by different values in network culture. In this case, college students' moral concepts have changed and their moral cognition level has been continuously improved. First of all, as college students are in the growth stage, their ability to distinguish right from wrong and self-control is not strong enough, so they are easily affected by bad information in the network culture. First, some vulgar culture and violent information will distort the values of college students and make them doubt the mainstream culture of society; Second, some pornography, violence and other content will lead to the distortion of college students' values, so that they doubt their own behavior; Third, some false information will distort the values of college students and make them doubt their own behavior. With the development and improvement of network technology, network information dissemination becomes more convenient. Network culture spreads many moral concepts, cultures and knowledge that do not actually exist in the virtual world. These contents often lead to college students' misunderstanding and wrong cognition of moral concepts.

In the context of network culture, college students' ability to receive and process information will be gradually enhanced, and they can quickly grasp new knowledge and apply it to daily life. However, there are many ways for college students to receive information, and various network platforms, such as Weibo, Wechat and QQ, can become ways for college students to obtain information. However, due to the open characteristics of network culture, some bad network cultural content and ideas will spread on the Internet. Therefore, some college students, when exposed to bad information, will be affected by these bad information, causing them to produce wrong behaviors. For example, some college students will be affected by online games and become addicted to online games. Online games are full of all kinds of exciting and adventurous content, which can stimulate college students' dreams and goals that are difficult to achieve in their study and life. When college students play online games, they will gradually lose their sense of purpose and confidence in life, study and future.

Some college students will play online games to relieve study pressure, vent bad emotions, relax mood, and eventually make them trapped in the virtual world. In real life, college students can't handle interpersonal relationships properly because of their lack of experience, and often conflict with others because of some small things. But in the virtual world, these conflicts can be resolved through virtual characters. In this case, some college students will solve real life problems by imitating real life characters.

4. The Strategy of Optimizing College Students' Value Education in Network Culture

To optimize the value education of college students in network culture, on the one hand, it is necessary to strengthen the construction of network culture and create a good network atmosphere. At present, colleges and universities have made a lot of efforts in the construction of campus websites, campus electronic newspapers and so on, but on the whole, the construction of campus culture is not perfect. Therefore, we should actively carry out the network culture education for college students, give full play to the advantages of the Internet, and improve the cognition level of college students on the network culture. On the other hand, we should strengthen the guidance of college students' values. At present, the values education of college students in some colleges and universities still stays at the level of preaching, and teachers lack scientific guidance to students. Therefore, we should actively build a new model of value education.

Innovative methods to carry out moral education with college students as the main body. Moral education is a kind of educational method, which is a two-way interaction between the educator and the educated. In order to improve the effectiveness of moral education, we should actively innovate the methods of value education, improve the cognition level and judgment ability of college students on network culture,

and enhance their subjective consciousness. On the one hand, it is necessary to strengthen the ideological and political theory teachers' understanding of network culture and grasp the pulse of network culture development. For example, in the new media environment, teachers of ideological and political theory courses in colleges and universities should keep up with the pace of The Times and constantly enrich the teaching content and teaching methods. In the teaching process, through combining the actual life of students, the use of multimedia technology and other ways to carry out teaching activities, so that students can choose their own interest in the content of learning. On the other hand, we should respect the subject status of college students and attach importance to the role of college students in value education. Through strengthening ideological and political education for college students, we should actively guide college students to establish correct network values, so that they can actively participate in the construction of network culture. This is not only conducive to improving the effect of value education, but also can cultivate college students' cognitive ability of network culture.

Innovate the mechanism, gather all the efforts to improve the network culture management system. College students' network values education is a systematic project, which needs the joint efforts of schools, families and society to form a joint force in order to achieve better results. With the rapid development of the Internet, the management of the network culture of college students is faced with severe challenges. Therefore, we should constantly improve the network culture management mechanism and innovate the network culture management system to promote the smooth development of college students' values education. We should strengthen the construction of network culture.First of all, we should build a scientific and reasonable network culture management mechanism. In the development of network culture, it is necessary to strengthen the supervision and management of college students' network culture from many aspects such as laws, regulations and rules. For example, in terms of college students' network behavior norms, we should strengthen the restraint and guidance of college students, and strictly regulate college students' network behavior. In the specific operation, we can make a series of rules and regulations to restrict and manage college students. Strengthen the construction of Internet culture and strengthen Internet ideological and political education. It is necessary to form an efficient and orderly information dissemination mechanism. Colleges and universities should make full use of the advantages of the Internet and strengthen the supervision of the internal network information. Such as the use of "two micro end" and other new media platforms to release information in a timely manner, to provide students with information about campus life and learning; At the same time, it should also timely release relevant content on social hot topics, social emergencies, major events at home and abroad, etc., to provide an effective way for ideological and political education for college students. Parents should correctly understand the value and diversity of network culture and pay attention to the behavior of students in the network space. Parents should pay attention to students' learning status and ideological dynamics in cyberspace, correctly understand the positive and negative impact of network culture on students' growth, attach importance to the impact of network culture on

college students' values in ideology, and take corresponding measures to guide students to establish correct values

Strengthen media literacy education, set up special media literacy courses, teach college students to identify the authenticity, value and tendency of online information, and organize practical activities such as information analysis and evaluation to cultivate their critical thinking and information screening ability. Secondly, a multi-party collaborative education mechanism should be built. Families should pay attention to children's Internet usage habits and conduct communication and guidance; schools should integrate values education into the teaching of various disciplines and use campus Internet platforms to carry out thematic education activities; at the social level, the government should strengthen Internet supervision and rectify bad Internet culture; and media should play the role of public opinion guidance to spread positive energy. In addition, innovative online education methods, the use of virtual reality, short video, live broadcast and other emerging technologies and forms to create lively and interesting values education content, the development of interactive online education platform, encourage students to participate in discussion and sharing, enhance the sense of participation in education. At the same time, cultivate online opinion leaders, select and train online opinion leaders with correct values and strong influence among college students, and support them to spread positive values in cyberspace to guide students. In addition, strengthen mental health education, set up network psychological counseling services to help college students cope with the psychological pressure and value confusion brought by network culture, and carry out mental health lectures and courses to improve their psychological adjustment and emotional management ability. Finally, promote the creation of online cultural works, encourage college students to create online cultural works with positive values, such as online articles, micro films, animation, etc., and display and reward excellent works to stimulate creative enthusiasm and value recognition, establish clear online behavior norms for college students, formulate guidelines to clarify the boundaries and responsibilities of online words and deeds, and establish supervision and reward and punishment mechanisms.

5. Conclusion

Network culture is a new cultural form, which is different from traditional culture in media, open structure and complex social functions, and has a profound impact on the formation and development of college students' values in the new era. The values of college students in the new era are formed under certain social and historical conditions, through the joint action of various educational factors such as universities, families and society, and under the domination of certain ideas and value pursuits. The influence of network culture on the values of college students is dual. The influence of network culture on the values of college students in the new era is extensive and profound. On the one hand, the diversity and convenience of Internet culture provide college students with a wealth of information and a broad platform for communication, which helps to broaden their horizons and cultivate innovative thinking and global awareness. On the other hand, the phenomenon of bad information, false content and excessive entertainment in network culture also easily

leads to the confusion, distortion and utilitarization of college students' values.

Facing the dual influence of network culture, we must attach great importance to and take effective educational strategies actively. First of all, we should strengthen the media literacy education of college students, improve their ability to distinguish and critical thinking of network information, so that they can rationally select and use network resources. Secondly, families, schools and society should join forces to create a positive and healthy network environment, and help college students establish correct values through positive guidance and example. Moreover, it is necessary to innovate education methods, make full use of online platforms to carry out ideological and political education, integrate socialist core values into online education, and enhance the attractiveness and appeal of education. Only through the joint efforts of the whole society and continuous optimization of educational strategies can we give full play to the positive role of network culture, restrain its negative impact, and guide college students in the new era to establish a positive and correct value concept in line with the core values of socialism, so that they can become builders and successors of socialism with ideals, morals, culture and discipline. To contribute to the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

In today's digital age, network culture has a profound and complex impact on the values of college students in the new era. On the one hand, network culture provides college students with rich information resources, broad communication platforms and various innovation opportunities, which expands their vision and cultivates their innovative thinking and global consciousness. For example, online education platforms give college students access to quality courses from around the world, and social media enables them to exchange ideas with people from different backgrounds and inspire innovation.

However, on the other hand, the characteristics of bad information, virtuality and excessive entertainment in network culture also bring many challenges to the values of college students. Bad information such as network violence and false news may lead to cognitive deviation and value confusion of college students; Excessive dependence on virtual social interaction may weaken their interpersonal skills in real life. Excessive entertainment may make college students fall into impetuous and utilitarian value orientation.

In the face of these impacts, we need to adopt a series of targeted education strategies. First of all, we should strengthen the network literacy education to improve the ability of college students to distinguish right from wrong and filter information. Through the provision of relevant courses and training, so that they can rationally treat the network information, not blindly follow the trend. Secondly, strengthen value education, integrate socialist core values into the whole process of education and teaching, and guide college students to establish a correct value orientation. In addition, we should create a good network cultural environment, strengthen network supervision, combat the spread of bad information, and encourage the creation of positive and healthy network cultural works.

In a word, network culture is a double-edged sword. We should not only make full use of its positive factors to promote the all-round development of college students, but also be vigilant and cope with its negative effects. Through effective education strategies, we can help college students adhere to the correct values in the tide of network culture and become talents with ideals, morals, culture and discipline in the new era.

Fund Project

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