

Analysis of the role of ideological and political education in university students' network ethics management

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Abstract: With the progress of society and S&T, network has become an indispensable part of people's daily life. At the same time, due to its own characteristics of virtuality, openness and complexity, the thoughts of contemporary college students are being eroded by the Internet. As an important part of ideological and political education in colleges and universities, online moral education is closely related to students' growth and personal development. Paying attention to and strengthening network moral education is a new topic of ideological and political work. Strengthening and improving college students' network moral education has become a key direction of ideological and political educators in colleges and universities. How to use ideological and political education to shape college students' good network ethical and moral quality is a problem that ideological and political educators in colleges and universities need to explore at present. This paper analyzes the role of ideological and political education in college students' network moral management, probes into the problems existing in college students' network moral education, and puts forward some countermeasures to optimize college students' network moral education and improve their network moral quality.

1. Introduction

With the rapid development of information technology, the Internet has shown great advantages in information dissemination and has increasingly become an important channel for people to acquire knowledge and information [1]. As an important place for spreading science and culture and cultivating talents, universities have always been at the forefront of the development of Chinese society's "networking". The Internet's entry into universities for just over ten years has had a wide and profound impact on university students' study, life and even their ideas. Ethics holds that morality is used to regulate the relationship between people, not to maintain social order by coercive force and violent means, but to maintain it by people's faith and will and common social conventions [2]. Network ethics is actually the concrete embodiment of the morality of real society in cyberspace. The significance of network ethics lies in the integration of real society and virtual space, and the reconciliation of the relationship between personal privacy and social supervision, and the openness and security of the network [3]. Ideological and political schooling universities is an important part of ideological education universities, which is of great significance to students' ideological development and ability improvement. Scientific and effective application of various scientific means and effective introduction of the theory of ideological and political education universities can not only enhance students' ideological awareness and comprehensive quality to a great extent, but also promote the overall improvement and development of students' ability, as well as enhance students' network ethics and moral quality and the teaching effect of Ideological and political schooling. Giving full play to the role of ideological and political education, using the methods, contents and principles of Ideological and political schooling to strengthen university students' network ethics education, guiding university students to establish correct value standards and orientation, standardizing university students' network behavior, and realizing the fundamental task of moral education is not only a theoretical problem but also a practical problem, and it is also a subject that university students' network ethics management must pay attention to in the new era [4].

2. Problems existing in university students' network ethics management

2.1. Poor guidance of university students' online behavior.

In the network environment, people can be said to be absolutely free. They can use their virtual identities to make friends at will, express their opinions anonymously, and even make personal attacks on others at will without taking corresponding responsibilities. They don't care about the moral standards in real life at all. Network technology is changing with each passing day, and it has achieved many functions that we could not imagine before. While university students enjoy convenience, negative effects also follow [5].

University students have strong self-awareness and independent personality. They want to live in their own way, but they are strongly dependent on others financially and emotionally; They don't want others to touch their emotional psychology, but when they encounter emotional psychological problems, they want to be cared by others. When they enter universities, they will fully release their individuality, which is often not universally recognized in the real world, but in the virtual online world, their "individuality psychology" can be fully satisfied. At present, universities have generally established campus networks, which also provide students with the opportunity to abuse the network [6]. University students are addicted to online games, unable to extricate themselves, losing themselves and delaying their studies; Free speech on the internet, disrespect for others, and even crazy words, leading to demonstration of moral behavior; In the network world, in the face of diverse cultures and diverse values, we can't make the right choice, and there is confusion in value choice. Addicted to the online world, relying on virtual relationships in the network will lead to interpersonal barriers in real life, and will not deal with interpersonal relationships in real life [7]. Schools often focus on strengthening the construction of network hardware facilities and network technology training, but they often give little guidance on network morality and network psychology. At the same time, traditional ideological and political education is unable to cope with university students' ideological and moral problems in the network age. The behavior of university students violating network ethics is shown in Figure 1.

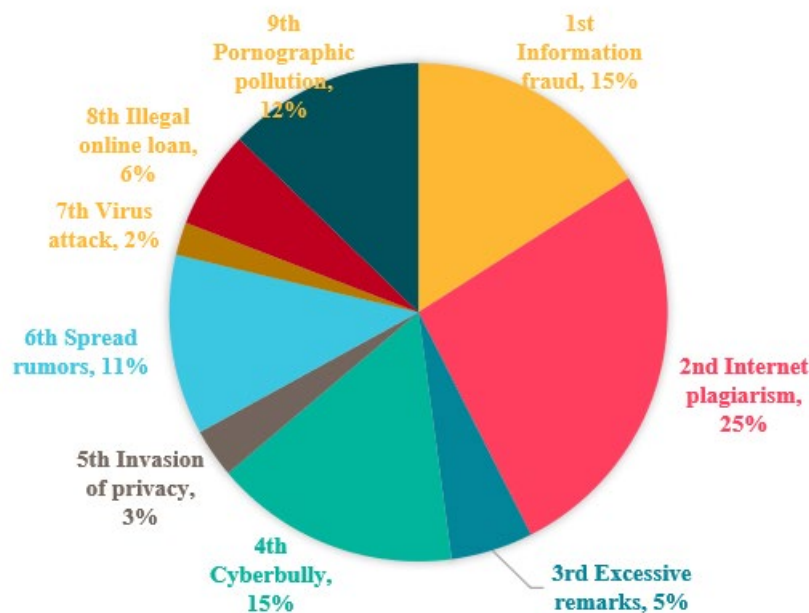


Figure 1 Bad network behavior of university students

2.2. University students' cognition of network ethics is vague.

With the popularization and extensive use of the Internet, university students' dependence on the

Internet continues to deepen. While the popularization of the Internet brings convenience to university students' study and life, it also has certain adverse effects, which makes university students deviate from their network moral cognition [8]. Because the traditional way of information transmission is supervised and managed by the government, the propaganda content conforms to our values and moral standards, which is conducive to young people making correct moral choices and establishing correct moral standards. However, the network information dissemination is characterized by openness, and the communication of network information is borderless, which leads to the intersection of multi-cultures and multi-values on the Internet without filtering, and the collision of different cultures and morals without reasonable guidance, which makes it difficult for university students whose values have not yet been fully formed to make correct moral choices, and then leads to the disorder of value orientation and the loss of value choices. Some university students' cognition of network morality is in a vague state, and even some university students don't understand the theory of network morality cognition at all. University students' participation and concern for network ethics are shown in Figure 2.

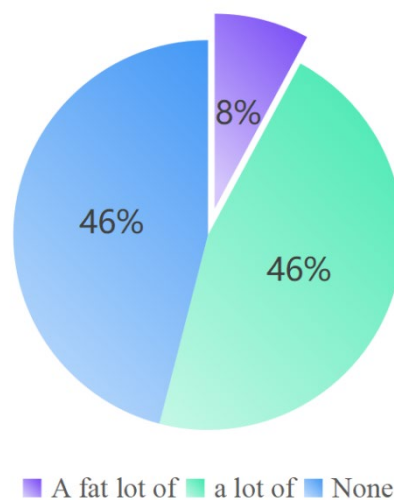


Figure 2 University students' participation in and concern for network ethics

Teaching concept is the premise of educators. Updating the concept of online moral education is the foundation and premise to promote the development of Ideological and political schooling courses, and it is also the key to achieve this fundamental task [9]. Some educators are carrying out online moral education for university students, which makes the teaching content and mode stay on the surface, basically focusing on offline education in the classroom, and giving oral presentation of moral knowledge. On-line and after-school education are rarely used. It is rare to spread online moral education through new media. This also leads to the result that university students' network moral education is not targeted, so it has little practical significance for university students, and the natural teaching effect will be unsatisfactory. One of the problems faced by university students' network moral education is that ideological and political educators keep their educational concepts at the traditional level in the process of network moral education for university students [10]. Some educators of ideological and political courses have biased cognition of university students' network moral education, and they rely entirely on the past teaching concepts and methods. The virtual network is filled with a lot of junk information and useless information all the time, which have a lot of adverse effects on the moral level of university students silently. Strengthening the network moral education for university students can help the teaching resources related to realistic moral education to play their due role in network moral education. The main purpose of university students surfing the Internet is shown in Figure 3.

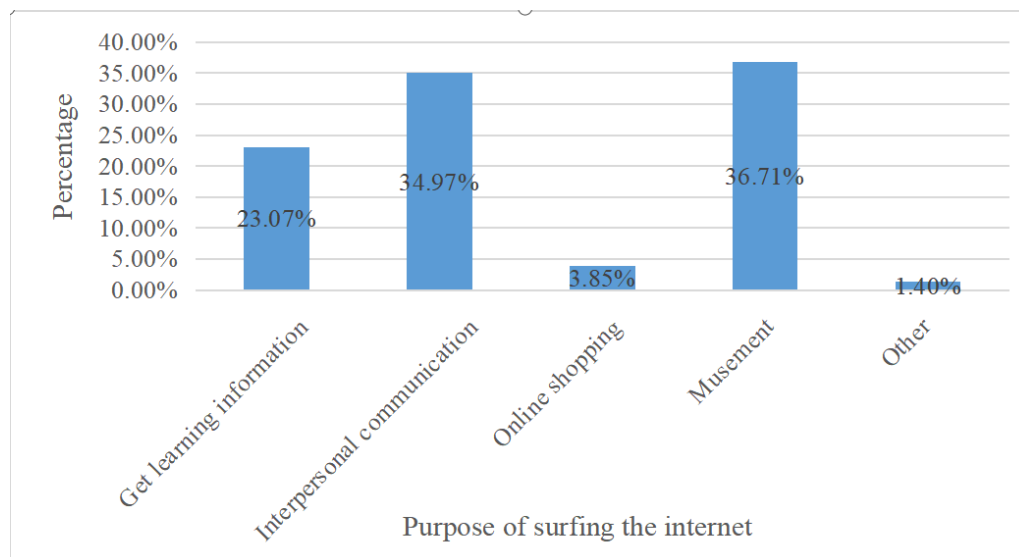


Figure 3 The main purpose of university students surfing the Internet

3. The Role of Ideological and Political Education in university students' Network Ethics Management

3.1. The application of ideological and political education in university students' network ethics management is the need of curriculum reform.

With the rapid improvement of Internet technology, the popularity of the Internet has created new space for people's production and life, opened up new horizons, and brought new changes. The constantly emerging self-media has made everyone have the freedom of online expression, and the Internet has become an indispensable part of people's lives. The Ideological and political schooling on the Internet has certain virtuality, applicability and comprehensiveness in its characteristics. The concept of comprehensive ideological and political education emphasizes breaking down the barriers between courses, forming a "three-round education" pattern of all staff, the whole course and the whole course, and integrating ideological and political knowledge and value guidance into each course to realize moral education. Carrying out the network Ideological and political schooling for university students can make the network moral and political education play its role better, guide university students to make correct analysis and judgment on the network, and improve their ability to identify and screen the network information, so that they can treat the massive information in the network correctly, avoid and make use of the network public opinion, and overcome the information alienation. The network moral education of university students must be based on the real situation of individuals in the network world, and carry out all-round value guidance in the real network life. Under the guidance of the idea of ideological and political education, the series of students and teachers and the series of teaching in higher vocational colleges will jointly participate in the organization of network moral education content, form an all-round network moral education content system, build a network moral education pattern of "three-round education", and integrate value guidance into every keyboard tap and mouse click of students in higher vocational colleges, which will contribute to the construction of subject interaction mode, improve the relationship between educators and educated people, close the distance between them, and enhance mutual respect and trust between educators and educated people. A large number of Ideological and political schooling universities will help deepen university students' online self-education, strengthen university students' online moral education and improve their online moral cultivation and aesthetic ability.

3.2. Ideological and political education has improved university students' network moral quality and promoted their all-round development.

Internet ethics education has achieved some research results in China's academic circles.

However, there are few specialized researches based on the perspective of Ideological and political schooling, and the depth and breadth of the research need to be further improved. No matter whether cyberspace is used as the carrier or environment of university students' ideological and political education, we must use Ideological and political schooling to discuss university students' network ethics education. university students' Ethics university students are the main force in the use of the Internet. With the rapid development of the Internet, communication tools have been gradually replaced by online chat. Therefore, university students' searching for information, chatting and entertainment are basically carried out through the Internet, and even some university students are infected with Internet addiction due to their lack of self-management ability. Although university students use the Internet frequently, they lack knowledge of network security, have no professional knowledge of Internet use, and do not have the means of self-protection and personal information security.

The network is a double-edged sword, which has both positive and negative effects on university students. Ideological and political educators must make use of the positive and positive functions of the network, constantly strengthen and deepen university students' network ethics education, guide the establishment of university students' three views in a subtle way, strengthen their dialectical thinking ability, help university students establish correct network ethics, standardize their network moral behavior, establish correct three views, establish overall situation awareness, strengthen their ideals and beliefs, and strengthen their patriotism, so as to truly internalize their ideas and externalize their actions. The virtual nature of the network has a certain impact on university students' network cognition and network behavior. In order to enhance university students' network cognition concept and strengthen network behavior norms, as educators, we must carry out effective network ideological and political education for university students, give full play to the role of network Ideological and political schooling in the process of university students' growth and development, and constantly strengthen students' awareness of network security. It is beneficial to strengthen the effectiveness of ideological and political education by promoting university students' moral qualities that meet the needs of social and personal development, guiding university students by correct public opinion, and realizing the fundamental task of moral education. Ideological and political schooling for university students is a new field of exploration and practice of network ethics education under the background of the continuous development of the Internet. In order to improve university students' network ethics cognition, standardize their network ethics behavior, strengthen their network ethics self-discipline, educate university students and cultivate their good network ethics quality, it is necessary to further strengthen network ethics education, network ethics construction and network ethics practice, which is the unity of knowledge and practice, and the unity of network ethics consciousness and network ethics practice.

4. Conclusions

Universities are the cradle of cultivating talents for the country, and the stability of universities is of great significance for rejuvenating the country through science and education. Ideological and political education in is an important part of ideological education universities, which is of great significance to students' ideological development and ability improvement. The scientific and effective application of various scientific means and the effective introduction of ideological and political theory in university students' network moral education teaching can not only enhance students' ideological awareness and comprehensive quality to a great extent, but also promote the overall improvement and development of students' ability, and enhance students' moral quality and the teaching effect of ideological and political education. university students' network moral education is an important part of ideological and political work universities. College teachers should fully realize the importance of network moral education, find out the existing problems in university students' network moral education as soon as possible, and take a number of measures to improve it, so as to make ideological and political work play its effectiveness better and make university students' network moral education make better progress. The application of Ideological and political schooling in university students' network ethics management has further enriched the related

contents of ideological and political education, promoted the all-round development of university students, further clarified the internal relationship between Ideological and political schooling and network ethics education, applied the related theories of Ideological and political schooling, brought the role of Ideological and political schooling into play in network ethics education, and analyzed the existing problems of network ethics education for university students, which is conducive to enhancing the pertinence of network ethics education for university students and enriching university students' thoughts.

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