

Investigation and Guiding Path Analysis on College Students' View of Life under the Situation of "Internet Plus"

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Abstract: With the wide application of "Internet plus", there are also some differences in people's life concepts and mental outlook. The younger generation is the most direct manifestation of these differences. College students' view of life is not only an important part of socialization, but also directly affects college students' ideology and behavior, reflecting their values. College students are the future of the motherland and the hope of the nation. Moral education is the inevitable mission of overall education. Therefore, we should keep pace with the times and combine shaping the good quality of college students with healthy life. This is not only the objective requirement for creating a favorable educational environment, but also the inevitable choice for realizing moral cultivation.

1. Introduction

College students' view of life is their basic viewpoint on the essence, value, purpose, attitude of life, and process of success and its laws, mainly including the view of success mode and goal, the view of success behavior and attitude, the view of success opportunity and conditions, etc. In today's era, with the wide application of "Internet plus", there are also some differences in people's life concepts and mental outlook. College students' life concepts tend to be open, diversified and contemporary. The university stage is the key period for the formation and development of world outlook, outlook on life and values. The formation of outlook on life directly or indirectly affects college students' ideology and behavior, reflecting their values. In order to better guide college students to achieve all-round development and implement the fundamental task of "fostering virtue through education", we should combine with college education with the times according to these new characteristics and problems, create a favorable educational ecological environment and realize the timeliness of moral education.

The National Survey of College Students' Life View uses a combination of quantitative and qualitative research methods, and conducts a questionnaire survey on college students in seven regions including East China, South China, North China, Central China, Northeast China, Southwest China and Northwest China through a questionnaire survey. At the same time, it conducts case interviews on basic issues. A total of 1508 questionnaires were distributed in this survey, and 1430 valid questionnaires were recovered after excluding invalid questionnaires, with an effective recovery rate of 94.8%.

2. Basic Information

The Basic Situation of the National College Students' Life View Questionnaire

Gender: 31.1% male; 68.9% female

Grade: freshmen 30.84% in year; sophomores 42.37%; juniors 18.3%; seniors 8.49%

Registered permanent residence: 24.8% in city; 16.98% in town; 58.22% in country

Political outlook: Communist Party members 4.84%; League members 89.26%; the masses 5.9%

Belief: Communism 75.4%; religion 3.12%; 21.49% did not have a clear belief.

3. The Survey Results and Analysis of Contemporary College students' View of Life

3.1 The Pursuit of Value and Emotion of Contemporary College Students

3.1.1 Life Values

The mental outlook is generally positive and rational, but it still needs correct and effective guidance. Of the 1430 college students surveyed, 79.97% have the will to join the Communist Party of China. When asked about "your motivation to join the Party", 38.93% chose "contribute to others and society". 34.08% of the students chose "believe in Communism". 22.08% of the students chose "have advantages in employment". However, only 4.91% of the students chose "everyone wants to join and I follow". At the same time, the four aspects of "improve myself", "expect an ideal job", "improve the quality of family life", and "serve the motherland" have a dominant tendency in the choice of values of "the purpose of going to university". In "the most important embodiment of personal values", 31.63%, 26.13%, 13.33% and 12.4% of the students ranked "social contribution", "well-being of myself and family", "success of my career", and "truth of my life" first, but 7.56%, 2.59% and 1.72% of the students chose "wealth", "fame" and "power" respectively. The above data reflect to a certain extent that the value standard of college students is changing from adhering to the principle of collective unity to a distinct direction of diversification.

3.1.2 Life Attitude View

Research shows that the life attitude of contemporary college students is generally relatively stable, with positive life goals, and some of them have negative states of anxiety and boredom. In the description of living conditions, 39.66% of the students chose "rich and colorful and full of vitality". 20.09% of the students chose "study hard to lay the foundation for the future", 14.66% chose "confused and blind, lacking goals", and 13.99% chose "depressed and uncertain in the future". 6.76% of the students "have pressure to choose and find it difficult to release". 4.84% of the students chose "muddle along, just for diploma".

There are bound to be various troubles in college life. In order to deal with them reasonably, most students have corresponding channels to talk to, pay attention to the psychological status of college students in time, and actively solve mental health problems have become important topics in the construction of moral education in colleges and universities.

Option	Total	Proportion
A、talk to someone	529	35.08%
B、cry or get angry	81	5.37%
C、bear alone ,don't want to be discovered	448	29.71%
D、write diary,eat,go shopping,do sports,etc	360	23.87%
E、others	90	5.97%

3.1.3 Social Interaction View

The mainstream of college students' social communication is steadfast and high-spirited, but the pursuit of "pragmatism" promotes the purpose and vulgarization of communication. In the "reason for signing up for a club or running for a position", 83.42% of the students chose "to exercise social organization ability". 58.55% of the students chose "to meet friends with the same interests". 50.13% of the students chose "to contribute to the school with my own abilities and learn some skills from others". It can be seen from this that contemporary college students have strong expressive force in communication and have taken social communication as a more important factor in the process of human development.

3.2 Lifestyle Choice of Contemporary College Students

3.2.1 Learning

Learning is an important way for modern people to improve themselves and is also the core of

university activities. With the influence of "Internet plus" and mobile phone application, the current university life is more open and diversified, and the network has become an important part of university life.

From the perspective of learning attitude, some college students lack reasonable planning in their study and life. According to the survey of "Do you play mobile phone in class", 65.65% of the students chose "occasionally"; 10.94% of the students chose "basically every time". 10.34% of the students chose "frequently", while only 13.06% chose "never". It shows that in the relatively lax learning environment in universities, the cultivation of learning habits in large-scale learning is relatively bad. In the "proportion of time between entertainment and study and work on the Internet", 38.13% of the students chose "entertainment more than work". 30.77% of the students chose "study and work more than entertainment". 31.1% of the students chose "similar, difficult to correctly handle the schedule of study and Internet".

3.2.2 Extracurricular Life and Consumption

The quality of life is not high, and the Internet has become the main way of leisure. The lack of campus culture construction in colleges and universities has reduced the recreation of college students' extracurricular life, reduced the degree of unity of knowledge and practice, and led to boredom and anxiety in life attitude. At weekends, the survey results of students shows that dormitory, outdoors, study room, library, others and Internet cafe are the most popular places, accounting for 69.43%, 50.07%, 41.38%, 36.27%, 31.17% and 3.58% respectively. At the same time, according to the survey results, 47.48% of the students want to surf the Internet, "when there is no network signal in their spare time". 33.95% of the students feel it's nothing serious. 11.87% of the students suffer from psychological pain and depression. 6.7% of students try every means to surf the Internet.

The consumption structure of college students is mainly composed of four kinds of consumption: survival, enjoyment, development and communication. As can be seen from the following table, the consumption situation of most college students tends to be rational, and diversification and modernity are integrated.

XIY	A、 under 1000	B、 1000-2000	C、 over 2000	tatol
A、 city	85(22.73%)	244(65.24%)	45(12.03%)	374
B、 town	67(26.17%)	180(70.31%)	9(3.52%)	256
C、 country	380(43.28%)	477(54.33%)	21(2.39%)	878

3.2.3 Internet Usage

In the use of the Internet, 56.63% of the students use the Internet more moderately, but it will spend more spare time. 11.27% of the students spend all the spare time surfing the Internet, even playing late into the night. 2.06% often stay up all night or almost stay up all night, affecting normal life. The Internet has a certain negative impact on college students' extracurricular life, but the it has a mixed effect on college students' study and life as a whole, and most students are willing to try to change the current situation of network life and promote the rationalization of their network life.

3.3 Career Planning of Contemporary College Students

Taking grade as the main division standard, with the increase of grade, employment pressure and anxiety gradually increase, and the development trend tends to be clear. At the same time, the target orientation after graduation is mainly concentrated in the postgraduate entrance examination, with narrow orientation and lack of awareness of career planning and target management.

XIY	highly competitive at school, and stressful about academic work	high tuition and financial difficulties	competitive in the society and uncertain employment	feel unpromising and interest in the major	lack of care in the community and no friendship among fellow students	others	total
freshmen	248(53.33%)	112(24.09%)	244(52.47%)	105(22.58%)	55(11.83%)	80(17.20%)	465
sophomores	298(46.64%)	189(29.58%)	403(63.07%)	176(27.54%)	68(10.64%)	83(12.99%)	639
juniors	100(36.23%)	80(28.99%)	179(64.86%)	89(32.25%)	35(12.68%)	27(9.78%)	276
seniors	50(39.06%)	27(21.09%)	90(70.31%)	33(25.78%)	8(6.25%)	16(12.5%)	128

XIY	A, academic	B, interpersonal relationship	C, love relationship	D, employment	E, ability cultivation	F, others	total
A, freshmen	179(38.49%)	47(10.11%)	29(6.24%)	58(12.47%)	134(28.82%)	18(3.87%)	465
B, sophomores	237(37.09%)	48(7.51%)	38(5.95%)	127(19.87%)	173(27.07%)	16(2.50%)	639
C, juniors	79(28.62%)	14(5.07%)	12(4.35%)	106(38.41%)	57(20.65%)	8(2.90%)	276
D, seniors	26(20.31%)	7(5.47%)	11(8.59%)	50(39.06%)	30(23.44%)	4(3.13%)	128

4. Importance of Strengthening Moral Education in Colleges and Universities under the Diversified View of Life

4.1 Contemporary College Students Have Ideological Misunderstandings

4.1.1 Without Correct Guidance of Values and Beliefs, College Students are Getting Utilitarian

Under the new situation of reform and opening up, China's socialist cause is flourish gradually. Most of the students are rich in material resources and have excellent living conditions. The superposition of multiple factors makes the contemporary college students generally lack sufficient collectivism consciousness, pay more attention to their own gains and losses in collective coexistence, and pay too much attention to their own preferences and feelings. In the process of communication, influenced by the "utilitarianism" life style, college students' communication becomes purposeful and vulgar, and they are getting utilitarian.

4.1.2 Integration of Autonomy and Passivity in College Lifestyle Acquisition

The consciousness of "autonomy" develops continuously at this stage. The long-term distance from parents and the independent arrangement of college life have enabled college students to achieve a highly liberal state. However, under the premise that their psychological development is not well-rounded and disturbed by social improper behaviors, their view of life obviously shows the characteristics of image and instability, which easily leads college students to indulge in various material enjoyment, lose their correct belief in life, even go astray and self-destruct their future.

4.2 Limited Degree of Moral Education Planning in Colleges and Universities

The school itself has the problems of educational deviation and imbalance between moral education and intellectual education. Due to the influence of examination-oriented education, in the high school stage, the school has to put the quality of teaching in a prominent position, which makes the class hours of ideological and political education courses often occupied by other courses, and also ignores the traditional moral education courses. The lack of cultivation of the life view of emotional attitude leads to the lack of understanding of the excellent tradition of our country for college students. At the university stage, the ideological and political education theory in colleges and universities has long adhered to the utilitarian stand in terms of function theory and value theory, resulting in the traditional ideological and political education only paying attention to its role in

social development and lacking the role of personal development. In addition, the college education and college students' extracurricular life have been disconnected, and the low empathy of counselors' roles is also an important influencing factor.

4.3 Polarization of the Role of Network Media

The arrival of the "Internet plus" era has had a great impact on information sharing and dissemination. College life has basically achieved full coverage of network media. Learning and basic life cannot be separated from network support and the application of new media. The network has become the latest carrier for college students to learn. At the same time, due to the slow pace of college life and the relaxed living environment, most students' thoughts are slack off, and the network has become the dependence of college students' behaviors. The complex network environment not only promotes the progress of college life in many aspects, but also brings great challenges to the ideological and political education of college students.

5. Reasonable Guiding Path Analysis on Improving the Moral Education Level

5.1 Strengthen the Construction and Guidance of Peer Groups

The life of college students is closely linked with peer groups. At the same stage, the topics among college students are highly similar and have a high degree of casualness. The informal nature existing in peer groups can offset the sense of disobedience in the education of weak and stiff values, strengthen the life influence of good values, and promote the rich development of the spiritual connotation of peer groups. Therefore, under the premise of the overall guidance of colleges and universities, give full play to the role of peer groups, and effectively demonstrate the personal value of college students in campus life. Taking peer psychological guardians as the center, personal charm and communication capability as the guidance, we should understand the principles and skills of peer psychological counseling, peer psychological crisis intervention skills, and coping with common psychological problems, so as to create a good atmosphere of unity, fraternity, mutual help and assistance, and show the positive and upward mental outlook of college students in the new era.

5.2 Establish the Academic Tutorial System

Carefully investigate the stress sensitive areas of contemporary college students, to further optimize learning motivation; use tutors' professional skills and evaluation ability, to effectively serve and guide the employment pressure and learning pressure of college students. Undergraduate academic tutorial system is a system that requires tutors to pay attention to the whole educational process of students from admission to graduation and students' thoughts, study, life and other aspects. In this process, the academic tutorial system should be consistent with the students' career planning, effectively improve the professional skills, professional quality, language expression and academic literacy of college students during their stay in school, and adjust the "guidance" method according to the students' personality characteristics and actual situation. The tutor-led and student-centered approach can more effectively ensure the effectiveness of academic guidance, promote college students to maintain a state of sufficient learning motivation and high learning efficiency, and achieve great results in improving academic performance and ideological and political quality.

5.3 Realize the Combination of Moral Education and the Second Classroom, and Strengthen the Construction of Campus Culture

College students have a certain degree of demand for strengthening their own moral character, but it is not systematic and in-depth enough. Most of their ways of obtaining it are through the solidification of school education, the Internet and other subtle ways, and their perception of moral education lacks initiative and enthusiasm. For example, they know very well that red tourism and other means play an important role in inheriting the revolutionary spirit, advocating a positive outlook on life, values and strengthening patriotic education, but their actions cannot keep up with

their thoughts and lack of action. In today's era when young people are almost always online, theoretical armed forces can only have strong vitality if they are fully integrated with the Internet. Therefore, it is necessary to realize the modernization of education in the university campus, to combine moral education with college students' interests and hobbies, and to connect with daily life in all directions. This aspect focuses on promoting the integration of value emotion with media life, carrying forward the patriotic emotion of "women's volleyball spirit", integrating mainstream concepts into art appreciation classes, highlighting the fighting spirit in competition exhibitions, and setting up model images among idol stars. Entering a new era, we should vigorously promote the innovation of moral education methods, means and carriers, focus on the country's development achievements and the reality of young people's growth, and transmit ideological power with profound cultural details and interest charisma. Only by realizing the "seamless connection" between ideological and moral education and college students emotionally and psychologically can a strong and lasting ideological leading power and spiritual shaping power be formed.

6. Conclusion

Society is the big environment for students to live in. As a micro-structure of the social environment, campus has a subtle influence on students and is an important carrier of cultural construction in colleges and universities. Therefore, in the construction of campus, we should combine "softness" and "hardness" to create a high-grade cultural environment. We should imperceptibly influence students with "Ambition Garden", honor roll, campus cultural wall and other environments, enhance elegant interests, realize the great sublimation from "rational knowledge" to "perceptual knowledge" and from simply understanding to the cultivation of ideological and moral character.

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