An analysis of the Behavior Phenomenon of "Separation of Morality and Intelligence, Different Knowledge and Behavior" of College Students under the Background of Internet Technology Iteration

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Abstract: The high development of Internet technology has brought profound changes in the way of social organization and personal work and life habits. Based on the background of Internet technology iteration, this paper analyzes the direct and indirect influence of Internet development and information process. This paper analyzes the cause of the current phenomenon of "separation of morality and wisdom and inconsistency between knowledge and deeds" in the college student group, which is of reference significance to strengthening ideological and political work in colleges and universities and promoting the reform of university education informatization.

1. Introduction

Virtue and wisdom should complement each other. Virtue is the inclusion of wisdom in a broader sense. Virtue is the basis of intelligence, affects the direction of intelligence, and determines the level of intelligence. Knowledge and action promote each other through dialectical unity. "The better you know, the better you know and the deeper you know." With the rapid development of Internet technology, the trend of "separation of morality and intelligence, knowledge and practice" has emerged among the college students growing up in the same period, and it has become increasingly prominent. The emergence of the trend has posed a severe challenge to the ideological and political work of colleges and universities, which has resulted in the bottleneck and dilemma of the ideological and political education of college students. Therefore, it is necessary to fully grasp the background causes of the phenomenon of "the separation of morality and intelligence, the difference between knowledge and practice" of college students, so as to formulate more scientific and effective countermeasures to adapt to this change.

2. The background of the phenomenon of "the separation of virtue and wisdom, the difference of knowledge and action"

In recent years, the ideological and political work in Colleges and universities is constantly seeking breakthroughs in adapting to the iteration of Internet technology. Relevant research practice covers the macro and micro background, including the internal technical innovation, and the external initiative to seize the platform and so on. With the formation and presentation of the concepts of "Internet +", big data, artificial intelligence and so on, the preliminary research and exploration of new ideas of Ideological and political education based on the internet background has gradually emerged in the scope of colleges and universities. However, whether it is technical updates or changes in form, they are constantly responding to the problems brought about by technological development with technological progress. They are fighting defensive wars and breakout wars. It is best to just maintain the existing results. Battle of positions. There has been no fundamental trend that can change the ideological and political work of college students and universities in the context of Internet technology iterations.

The rapid development of Internet technology has brought about complicated and multi-layered aspects of educational resources, the social environment, and educational concepts. No matter the cognitive influence of social change, the portrayal influence of school education, the concept

influence of family education, etc., the effect on college students themselves is a profound change of values, ways of thinking, moral concepts, codes of conduct, etc. The reason is that the excessive information brought by the Internet technology in the context of iteration acts on the individual, which leads to the positive and negative, multiple value culture cognitive orientation.

No matter how much information is generated or spread, it has a deep brand of Internet information technology. The analysis of the background of change should focus on the development of Internet technology, and establish the position of Internet technology development in the impact. Among the existing research results, there are already researches on the influence of Internet technology development on Ideological and political education. For example, in the stage of Web 1.0, the characteristics of sharing, interaction and aggregation promote the attention of Ideological and political education to technical elements, the enrichment of educational content and the emergence of new ways to guide the direction of education. The characteristics of co construction, relationship and customization in the Web 2.0 stage promote the transformation of Ideological and political education mode, mainly in establishing the subject consciousness, building the network community and promoting self-education. In the future, the immersiveness, comprehensiveness and intelligence of Web 3.0 will continue to deepen the connotation of ideological and political education, including the full membership of education objects and the personalization of education programs. We can see that each development stage of the Internet is completely mapped into the process of ideological education, and has contributed to the realization and deepening of the original idea. The change of educational subjects (methods and methods) is precisely caused by the changes of educational objects (university students) in the Internet background. In particular, the impact on the college students in terms of rich content, guidance, and immersion is huge, which directly leads to the problem of cognitive orientation in the context of diversified and massive information.

3. The concrete characterization of the phenomenon of "separation of morality and wisdom, disagreement between knowledge and action"

Under the background of Internet technology iteration, college students' cognitive orientation has become more diversified and divorced from the law, and there is a tendency change of "separation of morality and wisdom, difference of knowing and doing" in every aspect of personal thought and life planning. The specific performance is as follows.

1) The gap between ideological and political quality and political consciousness ability increases. They are extremely principled on national honor and disgrace and international events, but they always lack systematic and comprehensive understanding and will not conduct in-depth investigations. [1] More subjective expressions and less objective discussions have resulted in constant public opinion crisis caused by hot issues at home and abroad or historical issues.

2) The gap between moral cognition and moral practice increases gradually. They can evaluate some current bad social phenomena from the basic moral standards, know and agree with the ideas and behaviors that are abandoned and advocated at present, but they are increasingly not active in transforming the identity into their own conscious actions. There is a lack of a firm and clear position on the evaluation of unethical behavior due to utilitarian needs. [2]

3) The gap between virtual life and real life has gradually increased. Their over-reliance on the virtual space of the Internet has weakened interpersonal communication. Real life behaves very differently from the virtual space. Online and offline "double personality" appears and tends to solidify.

4) The gap between life attitude and will quality is gradually increasing. At present, college students tend to be more practical and more realistic, which is closely related to their superior growing environment and over tolerant family education. [3] In the face of setbacks and difficulties, they give up and seek help from family and friends, rather than actively trying to solve problems, especially in the face of some small things, they will also have extreme emotional reactions and behaviors.

4. An analysis of the causes of the phenomenon of "the separation of virtue and wisdom, the difference between knowledge and practice"

According to the above analysis, it is believed that the phenomenon of "separation of morality and intelligence, knowledge and practice" of college students should be more based on the change of educational object itself, analysis of the background of the change, search for scientific reference measures, explore the change and influence trend, and then find out the causes, and improve the work strategy of promotion.

4.1 The process of Internet information directly affects individual cognitive differentiation

To acquire and understand the information content of web space has a certain pre-set nature, which comes from the "pre structure" of the information acquirer. As something that has been "established" with the interpretation, it is preemptively given in precognition. [4] The emergence of the Internet has diversified and complicated the cognitive orientation, and college students' cognition has produced and solidified more staged presupposition ideas in the complex social environment. As a result, college students show more "reality and utility" in the face of specific problems, lack of "responsibility and dedication", and constantly emerge money worship, individualism and pragmatism. Problems such as lack of integrity and morality, lack of practical ability, and disconnected adaptive ability have resulted in the phenomenon of "separation of morality and wisdom and inconsistent knowledge and action" among college students. This phenomenon has become increasingly fierce in colleges and universities, and has approached or even exceeded the basic principles. For example, in college students, the awareness of rules has been flattened, etiquette cultivation has become verbal, rewards and merit have been profited, and the motivation for joining the party has been utilitarian. There have also been accurate calculations of whether to participate in an activity in order to evaluate bonuses and rewards occur.

It can be seen that with the development of Internet technology, the characteristics of the Internet have been continuously changed and deepened. The first is the transition from "aggregation" to "full membership", represented by the changing process from media, all media to converged media, and there has been a continuous trend of "full coverage" and "decentralization". The second is the transformation of "share", "co-construction" to "fermentation", "evolution", and "derivation". Representatives of online communities such as Zhihu and Douban, which have a wide audience, created a "second understanding" of the event. The concept of the trend of "continuous expansion". Third, the "interaction" and "customization" are also constantly transiting to "intelligence" and "personalization", which are pushed by the reading and browsing preferences of portals, shopping and other websites. Intelligent terminal based on location, time, habits of intelligent suggestions as the representative, promote the formation of interest differentiation and cognitive differentiation in the audience.

4.2 College students have tendentious characteristics under the background of Internet information

Through the nine type personality test of 2447 students in a Western Engineering University, this paper makes a statistical analysis of the personality characteristics of college students, and makes an analysis of the current tendency characteristics of college students based on the test. The distribution ratio of each personality type in the ideal population model should be 11.11%. Based on this, the actual proportional difference of each personality type can be obtained, as shown in Table 1.

Table.1. The actual proportion difference of personality types

Category	1	2	3	4	5	6	7	8	9	Blend
2477 People	-7%	-3%	-9%	-1%	13%	-3%	-9%	-4%	-5%	16%

In the mixed personality, those with type 5 personality traits account for a large proportion of the mixed personality, as shown in Table 2.

Table.2. Proportion of mixed type and mixed 5-type personality

Category	Proportion of mixed type	Proportion of mixed type 5
Proportion	16%	8.4%

The results show that the proportion of students with 2, 4, 5, 6 and mixed personality traits is 77.23%. In the comprehensive analysis, 32.5% of the individuals with type 5 personality traits (including pure type 5 and mixed type 5). Therefore, the 2, 4, 5, 6 and mixed types together represent the main characteristics of the current college student group. The type 5 personality represents a current trait, and it is not difficult to find in actual work. The characteristics of type 5 personality's love of thinking and self-emphasis are generally reflected in the behavioral performance of college students.

Type 5 personality has the strongest perception and insight in a healthy state, and they are often proficient in a certain field of knowledge and creative. In general, it is better to think than to act. An unhealthy state will be completely disconnected from real life, and will create more new troubles in the process of trying to solve the problem. On the one hand, they will increase their self-confidence by constantly enhancing their knowledge and ability, on the other hand, they will try their best to reduce social contact and avoid dependence. [5]

The main tendentious characteristics determine the increasing differences in cognition, acquisition and appeal of the current college students from the individual group level, and answer the internal reasons for the diversity of personality characteristics and cognitive differences in the real environment. At the same time, it also reflects the four kinds of problems in the process of education and teaching: the classification of learning needs, the lack of self-efficacy of learning ability, the lack of self-efficacy of learning behavior, the strong need for self-development, as well as the ability quality of self-development ability and future vision.

Based on the above analysis, under the background of the high development of Internet information, the phenomenon of "the separation of virtue and wisdom and the difference of travel" is caused by the direct impact of the environment and the active change of individuals. Its essence is the differentiation and even multi polarization of values, which eventually leads to the barrier of multi value culture cognition.

Facing the impact of the rapid development of the interconnected information technology, the contradictions in the current ideological and political work of colleges and universities are poorly understood. The idea of solving the problem in a single direction, new technology, and new form cannot solve the problem in depth. To break through this "barrier" in ideological and political work in colleges and universities is to find dominance in the recognition of multiculturalism, and continue to solidify, consolidate and deepen this dominance. How to find the "commander" in Ideological and political work in Colleges and universities? Then we need to adapt, collide, innovate and find the answer in the process of the return of higher education and the reform of informatization, internationalization and legalization.

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