

# Analysis of the Influence of Internet Social Platform on Establishing College Students' Socialist Core Values

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**Keywords:** Socialist core values; Internet; Social platform; College student

**Abstract:** Socialist core values are the unity of science and value, reality and ideality, and history and times. With the development of Internet, the cultivation of college students' socialist core values will inevitably be challenged. The infinite communication space, flexible carriers and personalized services of new media enrich the forms of socialist core values education for college students, and at the same time expand the selection range of educational content. Internet social platform comes into being under the network background, and this brand-new way of thinking has opened up a new path for cultivating and innovating college students' socialist core values. The development of information technology has laid a solid material and technical foundation for mankind to enter the network economy era with digitalization and electronic technology as its core. Based on the Internet social platform, this paper discusses the influence of Internet social platform on the establishment of college students' socialist core values, and puts forward the cultivation strategies of college students' socialist core values from the perspective of network governance.

## 1. Introduction

With the continuous advancement of the process of economic globalization, the resources of various countries can be allocated more effectively on a global scale [1]. The global flow of funds and personnel has driven the mutual exchange between different cultures, different national systems, different levels of science and technology and values, as well as learning from each other. The development and growth of new media technology has brought unprecedented impact to the society [2]. As the main user group of new media, college students can not only receive information at any time, but also have the right to choose information, create the content of information and change the form of communication [3]. As a kind of social consciousness, values reflect the economy, politics and culture of a certain society, and represent people's overall understanding, basic ideas and ideal pursuit of life reality [4]. In the Internet era, an Internet social platform integrating platform, grassroots and equality also came into being. The complexity of new media content and open information mobility will inevitably bring negative effects and challenge the education of College Students' socialist core values. In order to innovate the new model of political thought education, universities need to fully understand the Internet, learn from the Internet social platform, pursue advantages and avoid disadvantages, and realize the application of Internet and the cultivation of core values of college students [5].

In the 21st century, global technological exchanges have promoted the great strides of science and technology, and the high-tech industry represented by information technology has developed rapidly. For a country, core values are the value coordinates that reflect the national will and national spirit. Cultivating and practicing socialist core values is a strategic task to promote the thought of socialism with Chinese characteristics in the new era and realize the Chinese dream of the great rejuvenation of the Chinese nation [6]. The core values of society should adapt to the basic system and requirements of society, play a leading role in the social value system, and have stable characteristics. Socialist core values have the unity of science and value, reality and ideal, history and times [7]. University stage is the key period for the formation of College Students' values. As the forefront of ideological work, universities shoulder the important task of cultivating and carrying forward socialist core values. The Internet social platform has become the main front for college students' daily communication, and the transmission of socialist core values has also

encountered new challenges and opportunities [8]. Based on the Internet social platform, this paper discusses the impact of the Internet social platform on the establishment of College Students' socialist core values, and puts forward the cultivation strategy of College Students' socialist core values from the perspective of network governance.

## **2. The influence of Internet social platform on the cultivation of College Students' socialist core values**

### **2.1. Opportunities for the cultivation of College Students' socialist core values**

The involvement and occupation of the Internet in various fields of real life makes the virtual network world and real social life gradually merge into an inseparable whole. Internet helps modern people optimize their work, facilitate their lives, obtain information and promote their own iteration, among which network education is a typical example. The migration to the education network platform is a great change in education. The significance and value of education are embodied in the educated. All educational activities should start from the needs of the educated and meet the needs of the educated through educational practice, so as to reflect the significance of education [9]. Internet-based social platform can provide personalized services for different college students. The fast and efficient communication characteristics of the Internet platform are conducive to broadening the "service radius" of cultivating college students' core values. In the Internet era, it has posed new challenges to the traditional political thought education model, and also provided a new carrier, platform and information resources for college students' core values education.

The popularity of mobile terminals and the fast and efficient Internet political thought education platform are not only conducive to speeding up the cultivation of college students' socialist core values, but also conducive to broadening the "service radius" of college students' core values education, thus greatly improving the coverage of college core values education. In the traditional education mode, the educator is the controller and disseminator of information, and the educated can only passively accept it. On the Internet, the educated can also select, publish and receive information, which can fully meet the individual development needs of the educated [10]. While the Internet is affecting college students, college students are also directly or indirectly influencing the development of the Internet. There is no national boundary in the world of mobile Internet. When college students use the Internet for information exchange, there is no limitation of geographical scope, national boundary and nationality. College students can realize better interactive and independent information exchange, which will stimulate their enthusiasm to receive the education of socialist core values to a certain extent.

Internet social platform requires us to firmly grasp the needs of college students in the process of cultivating college students' socialist core values, so as to carry out our work, so that the educational content, methods and carriers can be integrated with the needs of college students. At the same time, educators should also pay attention to involving college students. In the process of participation, college students can deepen their understanding of socialist core values and better reflect the integration of theory with practice. College students are the younger generation that our country attaches great importance to. They are very concerned about their active places, living and learning environment. The negative impact of the Internet on college students will surely trigger relevant government departments to take actions to regulate the development of the Internet. The rapid development of Internet has not only greatly changed the way of learning and seeking knowledge of college students, but also continuously improved their thinking ability. The Internet has become the main channel for contemporary college students to learn, socialize and entertain. The massive information on the Internet platform not only provides learning resources for college students, but also improves their innovative thinking ability and comprehensive quality.

### **2.2. Challenges faced by the cultivation of College Students' socialist core values**

With the popularity of the Internet in China, the number of domestic websites is increasing rapidly year by year. The information on the Internet is spreading fast and has a large amount of

information, which is characterized by "fragmentation". In the Internet age, college students use the Internet more frequently than ever before, because with the gradual spread of the Internet as an infrastructure, college students have more favorable basic conditions, have more Internet knowledge than before, and have a higher level of Internet operation ability. The information received by college students is mixed, and many contents have not been confirmed. However, in the face of this situation, many college students can't look at the problem rationally, and are likely to follow the public to spread the information. This situation may have adverse effects on some people, and even harm to society. Influenced by the Internet environment and multiple values, if the college students lack the guidance of scientific and mainstream values, there will be problems such as confused political beliefs, lack of ideals and beliefs, vague value judgments, prevalence of utilitarianism, lack of honesty and other issues.

In the traditional society, the speed of information dissemination is not so fast, the scope is not so wide, the thoughts and remarks that do not conform to the mainstream of society will not quickly affect the thoughts of large-scale population. What society advocates or opposes, the school will transmit it to college students' hearts, or college students can know clearly through newspapers, television and other channels, and their values are basically the same as those advocated by society. Under the background of diverse thoughts, political thought educators in universities need full voice, and the education of core values is more authoritative, serious and unidirectional. However, contemporary college students who grew up with the Internet attach importance to sharing their experiences and experiences with each other, and tend to be independent, independent and equal. The traditional concept of marriage and love in China is weakening, which leads to the increasing divorce rate in China year by year. Big data thinking affects college students' values, which confuses their evaluation standards and deviates from the correct track when choosing information. This weakens the influence of socialist core values on college students, thus increasing the difficulty of cultivation.

### **3. An effective way to strengthen the education of College Students' socialist core values**

#### **3.1. Integrate resources of all parties**

To improve the cultivation effect of college students' socialist core values, we can't do without the joint efforts of all cultivating institutions and units and even the whole society, so as to maximize the effectiveness of cultivating resources. The government needs to combine strengthening top-level design with social practice. On the one hand, it should provide institutional guarantee for cultivating college students' socialist core values, make full use of network platform resources and information sharing functions to strengthen information communication and sharing with universities, and strengthen the construction of network information supervision system. On the other hand, fully cooperate with the actions of the main body of school education, fully tap social organizations and units and even influential public figures, and call on and guide them to devote themselves to the cultivation of college students' socialist core values. Universities should actively use the favorable conditions provided by government departments to help the government vigorously build a network culture with Chinese characteristics. As the main front of socialist core values education, political thought Theory Course is duty-bound to guide students to establish correct values. It is imperative to innovate the teaching mode of political thought Theory Course. Through the cooperation between the government and universities, the utility of cultivating resources can be maximized, and the waste of resources and redundant construction can be effectively reduced.

#### **3.2. Optimize network environment**

The newly established basic personality and world outlook of college students are not very stable, and they lack experience in facing complex social information, and their ability to face and deal with problems independently is not strong enough. When the negative influence brought by negative news controls the user's mood, if the user posts unreflected and abusive comments in the

comment area and reprints the negative news, the negative influence carried by the negative news will spread more widely in the form of superposition. A good environment is a boost to education and conducive to the formation of college students' correct values. If college students are in an environment full of bad information all day long, even if they have established correct values, the correct values will be colored differently under the interference of bad information. It is an important dimension of people's life on the Internet. The construction of relevant laws and regulations can effectively curb all kinds of chaos on the Internet, effectively regulate the network behavior of netizens, and make our network work rule-based. At the same time, it can also make us have laws to follow in the face of network information dissemination, and provide institutional guarantee for socialist core values to become the main theme of the network.

### **3.3. Innovative cultivation methods**

College students are curious. Through the Internet, they can know all kinds of new things that happen around the world every day. The longer you are immersed in the world full of novelty, the higher the innovative requirements of college students. In traditional classroom teaching, the time and place of class are often relatively fixed. In classroom teaching, the most basic thing is that the more times new media products are forwarded and commented, the better the effect of communication. However, it is undeniable that at present, the Internet social platforms of most universities can't attract college students' attention because of the shortcomings of slow updating time, too strong preaching, too many words and unattractive interfaces, thus losing the educational function. In network communication, everyone is free and equal. Under the internet environment, interactive communication and dialogue has become the main way of online political thought education, and the equal and timely interactive mode can greatly improve the efficiency and effect of political thought education.

The Internet has brought new changes to students' learning and lifestyle. In order to effectively educate college students, we must fully respect the learning characteristics of college students and adopt education and teaching methods that conform to their cognitive characteristics. University educators should actively adapt to changes, innovate the characteristic expression of socialist core values, combine online communication with offline communication, create elegant campus "micro-culture" products, continuously enrich campus network cultural life, and enhance the attraction and influence of socialist core values education in the Internet age. In the new media era, universities should try to win over and guide students in the way they like, attract more college students to pay attention to news, and improve ratings and topic popularity. Using the Internet social platform, we often carry out colorful new media cultural activities, make micro-radio, micro-animation, etc., and actively guide college students.

## **4. Conclusions**

The construction of socialist core values is an important part of China's socialist spiritual civilization construction, and the cultivation of socialist core values for college students is an important part of China's university political thought education. In the Internet age, the cultivation of college students' socialist core values presents new opportunities and faces severe challenges. In the process of cultivating college students' socialist core values, the change of thinking mode is particularly important. College students' core values education should be effective, and college educators should actively set up "Internet social platform" and apply Internet social platform. Teachers should grasp the students' cognitive rules and learning characteristics, bring identity education into the university political thought education, and start with teaching methods such as problem guidance, task-driven, theme discussion, etc. On the basis of mastering media knowledge, students not only enhance their rational analysis ability of network information, but also produce their creative and productive ability by participating in media practice activities. While cultivating media literacy, they also enhance their consciousness of practicing socialist core values.

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