Research on Bad Network Behaviors of Chinese College Students in the Media Age

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Abstract: "Everyone is the media" in this digital age, and in the same way, media have realized that information promulgation has produced enormous bad network conduct due to its autonomy, openness, concealment, and unclear rights and responsibilities. In recent years, such unhealthy phenomena, which are between legality and rationality, become active in the gray area of network supervision and have brought new threats to the stability of the network order and eventual in making a bad impact on social orderliness. As the backbone of network users, college students have become the instruments of uncivilized behaviors in the network. The ideological and political education in colleges and universities is also facing unbelievable shocks and new challenges.

Keywords: media; network conduct; social orderliness

0 Introduction

In 2018, a college student in a university in Sichuan was in conflict with an organization member of the student union. He pleaded with the complaints on the network from the media platform and exposed some screenshots of the chat records. After repeated comments by the public netizens, the news spreaded virally on the network and took everyone's attention which, in turn, made them to search for events. For a while, the students involved were overwhelmed by cyber violence, and the university was targeted and criticized by a large number of people in a negative way. Online attacks and offline conflicts coexist, and the contradictions have further expanded. From the age of media, how to standardize, civilize and legitimize the network conduct of college students has become an urgent issue.

1 The new situation of college students' bad network behavior since the media age

The Internet has revolutionized the way people live and is recognized as an epoch-making technological achievement. By the end of 2017, the number of Internet users in China has reached 772 million, among which mobile phone netizens accounted for 97.5%[1], which really broke the time and space limitations of information promulgation and entered the era of universal mobile Internet. Among them, the self-media applications represented by Weibo, WeChat, Post Bar, Podcast, etc., have continued to increase in numbers during recent years. Due to its characteristics of civilianization, generalization, freedom, and autonomy, network communication has achieved "zero threshold," each Netizens can set up personal portals, evolving themselves from an one-way recipients of news information in the past to a two-way manufacturers and communicators[2]. The majority of online users, especially those who advocate freedom and individuality, are in rush. Second, since the media have intensified the transmission speed and scale of information, the diversified network information environment is rapidly enriching people's cognition, but also is full of all kinds of negative information, constantly impacting the moral values of college students. In recent years, the psychological problems caused by the addiction of the college students to the media have become more prominent, and the onset of various bad network behaviors has gradually increased. The resulting contradictions have become more acute,

causing certain harm to themselves and also to the society. Serious cases involve violation of laws and crimes. The main manifestations are weak network morality awareness, conflict of values, affecting academic achievement and career goals, network behavior which is out of order, conflicts which are intensified and transformed into realistic vicious events, damage to university and local reputation, affecting network order, and cybercrime[3].

2 The status quo of college students' cognition of bad network behavior - Taking the field research investigation of the School of Management of Sichuan University of Science and Engineering as an example

2.1 Survey overview

To empirically investigate the current situation of college students' cognition of bad network behavior, the author took the School of Management of Sichuan University of Science and Engineering in December 2018 as an example and used online questionnaires to organize students to conduct research. The questionnaire consists of 23 questions, including objective choice 22 and one open subjective question and answers. Questions include awareness of the rationality and legitimacy of network behavior, access to sources of bad network information, experience or implementation of bad network behaviors, common forms and treatments, evaluation of bad network behavior, perception of impact and harm, cause analysis, knowledge of legal common sense, expectations of college education guidance, and other opinions and suggestions. The survey passed the questionnaire link to the QQ group of each professional class. As of December 31, the back-office system recovered 1991 valid questionnaires, accounting for about 60% of the total students.

In this survey, the ratio of male-to-female students is 31% for males and 69% for females, which is basically consistent with the gender ratio of male and female students in the college. According to the grades, the ratio of freshmen, sophomores, juniors, and seniors is 23%, 17%, 48%, and 12% achieved 4-year full coverage survey.

2.2 Statistics and analysis of survey results

According to the statistical data of questionnaires, the students' perceptions about bad network behavior are generally good, but there are also certain problems. The last question was "What suggestions and expectations do you have for college students' on network conduct, civilization, and legalization?" More than hundreds of feedbacks have been retrieved, including some valuable suggestions. But also is full of all kinds of negative information, constantly impacting the moral values of college students. According to the answers from the comprehensive questionnaire survey, the current status of college students' perceptions of bad network behavior is as follows:

1. Most students have a clear understanding of the boundaries between "network freedom" and "network bad behavior," but some students still have certain misunderstandings or ambiguities.
2. Most of the students are passively getting all kinds of bad information from the network and a small number of active attention as well. The sources of various bad information are mainly from the media, and the proportion of major platforms is basically average.
3. A very small number of students indicated that they have actively implemented bad network behaviors, including tampering and spoofing other people's information, posting or forwarding unconfirmed news statements, following the trend of online hot search topics and events, cyber-attacks, and cyber violence.
4. More than half of the students have made a correct evaluation of bad network behavior. Most students can recognize the negative impact of bad network behavior on themselves and the harm it can cause to the society.
5. Some students have weak legal awareness, and they are not clear enough about the unfair network events that are not regulated by the current law. They hope to get education guidance from society and schools. Among them, the guidance of college education hopes to achieve through the following ways: Improve student management and disciplinary measures in colleges and universities; open corresponding courses and lectures; hold various knowledge contests, theme classes, and seminars; and set up self-discipline organizations. In terms of courses and lectures, the survey data show that the relevant legal courses, case studies, and topical presentations are the most demanding.
6. The survey of opinions and suggestions reflects the strong willingness of some students to regulate and rectify the status quo. At the same time, carrying out ideological and political education combined

with student self-discipline and this exploration provides valuable ideas.

3 Analysis of the reasons for the bad network behavior of college students in the multimedia era

3.1.1 The social network environment lacks moral values

Since the openness and freedom of the media have made the network information mixed, information pollution is everywhere, the campus environment has not been spared, and the traditional ideological and political education of colleges and universities has been challenged as never before. The virtuality and concealment of the network lead to a weak moral consciousness in the network society, and the network behavior is out of order. To a certain extent, the moral consciousness of college students is weakened and the sense of social responsibility is lacking. Although most students have a good understanding of network ethics to some extent, and in general, their network ethical awareness is still relatively weak[4].

3.1.2 Our national legal system is not a perfect one, and the government's regulation of network supervision needs to be strengthened

In recent years, China's various relevant functional departments on networks have jointly carried out special actions to rectify Internet information nationwide and have achieved certain conclusive results. However, until now, China still lacks a series of systematic and comprehensive legal systems. The network supervision system with clear rights and responsibilities and procedural norms has not yet been fully established, which makes many bad network behaviors still in the blind spot of industry supervision.

3.1.3 The quality of the national culture needs to be improved, and the orientation of the values of the real society is biased

At present, there are some vulgar and harmful cultural concepts popular in the society. The self-interested and advocating flamboyant thoughts are more serious. Some netizens have strong psychological conflicts of sensitivity and indifference, impetuous, and anxious, which are manifested in the lack of network morality and eventually transformed into a network anomie behavior. Some media use unscrupulous means to pursue economic interests, spread vulgar

and harmful network culture, interfere with the correct public opinion orientation, confuse the right and wrong judgment of college students, and affect the correct development of the three views of college students.

3.1.4 Students have their own shortcomings in their growth.

According to the theory of group dynamics, and from the perspective of the problem, we should mainly examine and study the law of the generation and development of group behavior from the perspective of internal factors. The internal reason of college students is the main reason for the bad network behavior of college students[5]. First, the physiological and psychological development of college students is still immature. Second, improper use of the network or excessive use of the network can cause harm in terms of physical, psychological, and behavioral mode selection and social viability. The swiftness and convenience of the Internet have greatly affected the way of thinking of college students: The first thing that comes to mind when they encounter problems is to search for answers online; When there are negative emotions, skip the process of self-digestion and directly vent to microblog or post bar; When encountering difficulties or obstacles, give up resorting to reasonable solutions and turn to online violence or even break the law. Third, some college students mistakenly pinpoint the lack of realistic goals, academic pressure, and emotional defects on the virtual network to form a vicious circle. As a result, as a group of college students who should have free will, independent thought, innovative thinking, and a spirit of justice, they gradually lost the ability to think independently and distinguish between right and wrong and became a living in the Internet.

4 The guiding countermeasures of college students' network behavior in the multimedia era

4.1 State and society governance and supervision

4.1.1 Improve and keep improising national laws and regulations, strengthen it, and do publicity so that people can be aware of it and educate law-enforcement and implement the rule of law in practice

A sound legal system is an effective guarantee for maintaining network order and security, and it is also

the basic bottom line for college students to implement their own network behaviors. The state should improvethe relevant laws on network supervision as soon as possible and standardize the network behavior of netizens. The corresponding laws and regulations should standardize the specific links of the network behavior. For the illegal identification and discretion of all kinds of bad network behaviors, the rights and responsibilities should be clear, and the legal gaps and boundaries should be avoided as far as possible. For example, whether the netizens are allowed to publish information on the network platform arbitrarily, whether there is the power of private investigation, and whether it can be investigated by various means. The private information of the relevant personnel is published and the results are published on the Internet; netizens use the malicious language to insult, ridicule, and smear the relevant personnel in violation of the law; how should cyber violence be attributed to the adverse consequences of reality; in what scope should the relevant functional departments screen and control the information released by netizens, and what measures can be taken to control the network behavior[6]. At the same time, increase the propaganda of laws and regulations, strengthen the implementation of laws and regulations, and build a basic line of defense for legal regulation.

4.1.2 Drawing on the advanced network governance model of Western countries and implementing the flexible governance and long-term mechanism of social linkage on the basis of strengthening the functions of government departments

The development trend of China's Internet is becoming more and more complicated. The audience is at the verge of news manufacturing which has become the backbone of news information dissemination. The self-media of free personality will be the focus and trend of the development of mass network culture. Government-led governance model has been difficult to adapt to the needs of the Times. On the road of exploring reforms, China can selectively learn from the advanced concepts of some Western countries. The US Internet Governance implements the pluralistic co-governance of relevant stakeholders such as the government, courts, congress, enterprises, private institutions, and users. "This kind of flexible governance is called the key link to achieve efficient governance of the US network, effectively improving the society of American Internet governance. It recognizes and maintains the security, openness, and freedom of the network"[7].

The Chinese government can appropriately draw on the advanced network governance model of the United States asas an example to achieve a combination of technological governance and social autonomy. First, the government should effectively integrate relevant functional departments to strengthen active intervention in network information dissemination; second, develop social public cultural education and network moral education, improve the overall quality of the citizens, cultivate industry autonomy, and strengthen industry self-discipline; third, actively create a fair and equitable market environment, actively encourage the diversified development of industry organizations and private institutions, enhance the interaction and cooperation between Internet-related stakeholders, create a rational cooperation environment, and jointly promote the linkage coordination mechanism to form a long-term mechanism for network culture supervision.

4.2 Thoughts and methods of developing college students' network moral education

4.2.1 Strengthen the construction of campus network media platform, close to social hotspots in real time, deeply explore innovative thinking and technology, give full play to the positive guiding function of campus network, and master the initiative of ideological and political education

Campus network construction is an important means for colleges to carry out ideological and moral education. First of all, colleges and universities should continue to strengthen the construction of online media including the official website of the school, the WeChat public account, and the official Weibo and create an ideological and political education platform that integrates ideological, intellectual, interesting, service, and cutting-edge so that the campus media can keep passing positive energy, carrying forward the main theme, and cultivating effective carriers for students to establish correct values[8]. Second, the network media of colleges and universities should pay attention to the dynamics of social networks in real time and carry out authoritative interpretation and publicity around national policies and social trends. For the hot topics and disputes of the network, the campus media should promptly verify and publish the truth of the incident and guide the network correctly. Paradox, as far as possible, puts an end to students' misunderstanding or blind obscenity so that the contradictions intensify and turn into bad realities. Third, colleges and universities should adapt

to the ever-changing development trend of the Internet, establish a sense of innovation, increase investment in innovation, and maintain the advanced nature of campus network technology construction. For example, regularly optimize the school's official website interface design and module functions, and timely update and introduce more advanced software programs, aiming to be closer to the interests and habits of college students, providing more convenient operations and procedures, and building a more efficient learning and working platform that will be delivered. The positive energy of the campus network media strives to become the main front of the network of college students.

4.2.2 Give full play to the functions of educating people in colleges and universities, improve the students' realistic moral quality, and satisfy the students' fundamental internal needs which are the fundamental way to realize network moral education

The root cause in the misconduct of college students' online behavior is the imperfection of their own values, weaker concept of the legal system, and the lack of moral concepts. Colleges and universities should make full use of the campus traditional education position and strengthen students' comprehensive quality through strengthening the legal education and moral education of the real legal system, supplemented by the rich construction of campus cultural activities.

First of all, colleges and universities should establish an equal consultation mechanism and develop a systematic network moral education training program based on the university school orientation and student growth needs. The effective moral education can be effectively integrated into the network moral education through the establishment of corresponding courses, such as special lectures, case studies, situational play, knowledge contests, theme class meetings, psychological counselling and other activities. At the same time, continue to strengthen the construction of college students' cultural activities and the construction of supporting facilities, and provide more diversified platform for college students to carry out useful after-school activities. Secondly, the foundation of network moral education lies in that traditional ideological and political education in colleges and universities should solve the fundamental problems of college students themselves, meet their own internal needs, and highlight the survival value of college students. The fundamental purpose of moral education lies in human's original needs,

which makes morality return to the original value of satisfying human's survival and development. How to meet the purpose of college students' own survival and development, so that students can realize self-construction to self-examination and self-discipline, so as to get away from the negative effects of the Internet to the greatest extent and give full play to the positive effects of the Internet, is a subject worthy of in-depth study in China's higher education[9].

4.3 College students' online moral self-cultivation

1. Strengthen the awareness of self-discipline, enhance the personal network moral cultivation with "sincere independence," and purify the campus network environment with "autonomy." The "Cautious Independence" thought of ancient Chinese Confucians emphasizes that individuals rely on conscious rationality to form moral self-discipline and can fundamentally reach the ideal character[10]. Therefore, the formation of college students' network morality is, in the final analysis, a self-cultivation process. It is necessary to "internalize in shape and solidify in the system" by "internalizing the outside world." Second, the College Student Network Behaviors' Self-discipline Autonomous Commission was established in colleges and universities to combine school education guidance with self-regulation and to develop their own moral and normative construction capabilities. Third, actively participate in the construction of the campus network platform, strengthen its own network media responsibility, and form a correct social observation.

2. Develop their own internal needs, rationally plan their careers, and fundamentally eliminate network bad behavior. Under the guidance of the national society and the education guidance of colleges and universities, college students should make correct judgments, effective absorption, reasonable doubts, and empirical criticisms on various types of network information as much as possible and possess moral cognition and legal common sense. Timely put an end to all kinds of uncivilized network thoughts and behaviors; for the real root causes of possible network moral anomie, you should have basic self-analysis ability and resort to reasonable solutions, and if you are serious, you should actively seek help and guidance from counselors, relevant departments or Health Counselling Centre. Only by correctly recognizing its own internal development needs and

personal values, can it block the generation of its own bad network behavior from the source.

5 Conclusion

The elimination and prevention of college students' bad network behavior need the governance of multiparty linkages from the state, society, and universities. College students' ideological and political education must adhere to the people-oriented principle to meet the students' basic needs and take students' realistic moral education as the fundamental approach. The self-moral cultivation of college students is not a one-off event. It requires more tolerance, patience, and perseverance, strives to achieve sustainable development of the external environment and internal factors, builds a more benign Internet space, and plays an active role in online media.

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