

Analysis of Network Moral Problems and Management Methods for Chinese College Students

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Abstract: The network becomes the important part for college students' learning and life. However, the network brings convenience to the students, but also brings the network moral problems to the students which affect the college students to live and study healthily. This paper analyzes the characteristics of the network moral formation brought by the characteristics of network environment, and combines with the characteristics of Chinese college students in the new period to point out their network moral problems, and puts forward the solution.

Keywords: Network Environment; Network Moral; College Students; Management Methods

1. Introduction

With the development of computer and communication technology in China, the Internet grows at a rapid pace into the various aspects of Chinese society. Since 2000, China's online numbers show the increasing trend annually, particularly in the proportion of young people. According to China Internet Network Information Center (CNNIC) report for China Youth Internet Behavior in April 2010 which shows that young people less than 25 years groups accounts for 50.7% in 384 million Internet users in China. This group has been close to 200 million. It is the largest group of Internet users, and also the more active group of using network. In China college campus, the daily teaching, management and life of students has realized networking. Networks bring convenient and colorful learning and life living environment to the Chinese college students, while also bring a lot of moral issues. Network moral problems bring new challenges for moral education and management work in China colleges.

2. Network Environment Characteristics Determines Network Moral Formation Characteristics

The network environment has its own characteristics, which determine the formation process of network moral to have the same characteristics in common with network environment as Table 1.

Table 1. The network environment's own characteristics

Network Environment Characteristics	Network Moral Formation Characteristics
Openness	Openness
Freedom	Autonomy
Virtuality, Diversity	Pluralism
Democracy	Self-discipline

2.1. Network Environment Characteristics

1) Openness

The network breaks the countries and geography boundaries, linking people in different parts of the world together and making different ideas, value orientation, religious beliefs, customs and life styles come into crash or mix together.

2) Freedom

The network space is a non-government slogan public space. It is free for people to choose and publish information on the Internet, without the review and verification system. In the environment of one person to one machine, people do not need to communicate with each other face to face. So the users get rid of the traditional moral constraint of "acquaintance society". Network provides a free space for people.

3) Virtuality and Diversity

The network environment is a virtual-reality environment which different from the real physical space. Its existing form is invisible and it uses knowledge, messages, sounds, images and texts as its forms. Each user is a member in that virtual world. The users intercommunicate with each other via the Internet. With the continuous improvement of the three-dimensional animation and digital technology, each kind of activity of the real world can be achieved in the network. The Internet information is rich in scope, unlimited in quantity, various in form. People can find almost any information they want from network. However, the massive information and quickly-updating produce a lot of junk information on the net. Compared with traditional media, the information on the net is lack of rigor, depth and authority apparently.

4) Democracy

The Internet culture is basically the cultural exchange and communication without threshold and limit and enables all people to participate. As long as you have a computer, you can participate in the network culture. Compared with newspapers, radio, television and other

traditional media, it is more democratic and it will not different for the difference of each person's personality, interests, hobbies and it makes more people to enjoy democracy and equality. In front of the computer, exchanges between people achieve the equality and weaken the strict hierarchy. Moreover, the communication among students, between students and teachers, students and leadership is easier and more equal.

2.2. The Characteristics of Network Moral Formation

1) *Openness*

It is not restricted by regular conflict, crash and blending of time and space, the network openness takes on the feature which is different moral consciousness, moral concept and moral behavior. The openness brings communication to people, while also makes the culture conflict become apparent and acute at the same time. Behindhand moral consciousness, moral ethics and behavior coexist with the advanced ones, presenting openness trend.

2) *Autonomy*

The freedom of the network determine people to achieve various goals by using network freely, therefore the network morality represents the characteristic of autonomy.

3) *Pluralism*

Virtuality and diversity of the network determine the network to be multicultural. People from different countries and regions communicate with each other through the internet, which makes the network morality being diverse instead of being dominant and monistic.

4) *Self-discipline*

The freedom of network determines netizens to surf the internet without restriction but self-discipline, which makes the network presents self-discipline in moral.

2.3. The New Changes of Young College Students of Contemporary China

College students of contemporary China has matured in physical and mental development, and demonstrated new features of characteristics of the times.

1) *Further strengthen of the self-consciousness*

Young college students' compliance is gradually decreased and the entity is aroused increasingly. They are full of confidence to their own level of knowledge and ability, and require more rights of speech with the strong self-expression, decision-making, and self-practice willingness.

2) *Strong thirst for knowledge*

College students have strong thirst for knowledge and learn a variety of knowledge via the network. As the network teaching is equal, thus enhance their network learning enthusiasm.

3. The Network Moral Problems Production of Chinese College Students

The characteristics of network environment, the network moral characteristics and the characteristics of contemporary Chinese college students jointly decide some moral issues produced by college students during the Internet use.

3.1. Network Honesty Loss

Network world is a virtual world without legal sanctions and moral constraints which provides the space for dishonest and mutual deception behaviors. The college students have understanding and prevention for the network deception, so they never disclose their true information when communicate with others. This phenomenon is serious increasingly, which forms a vicious circle and causes deleterious effects.

3.2. Hackers Culture Publicity

In general, Chinese college students have a tendency to pursue individuality, which represents in the thoughts and behaviors pursuit. This psychological feature leads to college students' blind pursue for "hackers culture", and causes the students enter into others sites by illegal means, and attack others computer program, create and spread network viruses, etc. These behaviors disregarding the network moral and legal norms will bring losses to others and society will be punished by law finally.

3.3. Intellectual Achievements Copy

The network information environment is a pluralism environment of communicating and the problems can be solved on the internet. The correct study method is to refer reasonably and not to copy overall. However, many students download articles from the Internet and modify more or less and hand in to teacher for coping with their homework. Moreover, they don not use their brains to do homework. The behavior of copying knowledge is immoral.

3.4. The Personality Dislocation of College Students

The environment is the important factor in the process of personality formation and development of college students. A lot of unhealthy information causes the students to lose themselves in the network. In the network, students pursue the happiness and freedom. In order to satisfy and stimulate their hearts, they make speeches at random, while ignore the negative impact on society. However, in real life, the behavior and words of students will be subject to legal and moral constraints. They live and act according to the standards of social and moral principles of human. This "double moral standards" in network or outside lead to the values distortion of college students, ideological confusion, which easily lead to per-

sonality defects, or even dislocation of personality development.

3.5. Indifference and Lack of Moral Feeling

In virtual cyberspace, people are regarded as "signs". The network communication is short of the realistic feeling and honesty existed in reality. Excessive network communication will definitely reduce the interpersonal communication in real world, which may possibly lead to the alienation of interpersonal relationships. Long-term man-computer interaction makes the undergraduates come back to reality unwillingly, or show indifference to real life, resulting in passive emotion, such as weariness, misanthrope, world-weariness and so on, which make them lose the traditional moral family love, friendship, etc. Network behavior is the lack of external forces supervision, so netizens indulge their behaviors on the net, saying whatever they want to say and doing whatever they want to do. The loss of network moral will make the individual undergraduates unknowingly lose their sense of moral responsibility that they should have, or even embark on serious criminal path.

4. Analysis of the Management Method

The management of college students' network moral in China mainly focuses on two aspects, one is cultivating college students' network moral, and the other is strengthening the management of network.

4.1. Cultivate College Students' Network Moral

1) *Strengthen College Students' Sense of Network Moral*

First of all, the network moral education should be carrying out in order to make college students fully understand the importance of network moral. The freshmen must receive a moral education in computer using after they enter the college. And a book on rules of Internet network using should be printed to popularize network moral knowledge and some related laws and rules to students. Students must take an exam about it after studying. Only those who pass the exam can use Campus Network. Then, college students are requested to know the characteristic of network environment and the formation of network moral. In this way, college students are expected to strengthen their sense of using network correctly and properly.

2) *Improve Moral Judgment Ability of College Students*

Traditional moral education is unitary, so college students need not choose. With the advent of network, internet information is rich and colorful, which requires college students to own the ability of judging and choosing.

First, the colleges should cultivate the students' independent selection consciousness. With independent consciousness, college students will examine all kinds of

moral concepts and values by a critical attitude, and make their own moral ideas, judgments and choices according to their network environment. Second, the colleges should give students the freedom of moral choice. Traditional moral education is transposition didactic, and teachers make moral choices for students, while they ignore the needs and wills of students which make the students lack of moral responsibility. However, in the virtual network environment, students must have the moral responsibility. Third, the colleges should focus on the selectivity of students. The massive information of network enables students to make choices difficultly. Therefore, the selection ability is very important. Teaching students learn to select is the new challenge for moral education of colleges in the network environment. Only it is solved will network resources have a positive impact on the development of college students.

3) *Enhance Self-discipline of the Network Moral*

Enhance network moral self-discipline of college students should be agreed to the agreement, raise the level of alertness and resist the temptation.

At present, the network technology is flawed, which provides convenience for the criminal behavior of the network system infringement. Therefore, it is necessary to require students complying with the Internet network protocol during the process, protecting others privacy, and safeguarding consciously network security. In the online process, students need raise the level of alertness. For the suspicious signs appeared on the Internet or illegal acts, students must not neglect and should communicate with the campus network management institutions of the network in time and eliminate the possible insecurity. Moreover, the college students should resist all kinds of networks temptation and overcome the adverse psychological tendency and give full play role of the actual development of networks to the students.

4) *Form Good Internet Habits of the College Students*

Students should consciously form good habits of surfing the Internet, and meet the personal development of their active life, and achieve the desired goals in life.

4.2. Enhance Network Management

- Make a norm for college students network behavior, and build up a more comprehensive regulations.
- Review the hot topics in time.
- Implement of the necessary information filtering, and prevent bad information attack, and prevent the adverse impact of electronic journals on students and maintain harmony and stability of the campus.
- The campus network managers need to constantly check the network information, clean up unhealthy and junk information.
- Guide students surf the Internet appropriately,

and educate the individual students occurred the problems timely.

- Strengthen the network moral and regulations publicity to form a good network cultural environment.

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