

# Reflections on the network moral education of college students in the new era

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**Abstract:** With the rapid development of information technology and the popularization of the Internet, the network has become an important part of people's lives. As the main group of network use, the network moral education of college students has become increasingly prominent. In the new era, how to cultivate their good network moral literacy and improve their network moral awareness and behavior ability has become an important task of higher education. This paper will discuss the importance, current situation and challenges, content and goals, ways and methods of online moral education.

**Key words:** new era; college student; network moral education

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## 1 Introduction

With the advent of the "Internet+" era, network moral education has become an indispensable part of people's life. However, there are also many moral problems in the network, such as false information, network violence, network pornography and so on. These problems not only have negative effects on individuals and the society, but also pose a threat to the healthy growth of college students. Therefore, colleges and universities should comprehensively and targetedly strengthen the network moral education of college students, and improve education methods, the effect of education, and students' self-discipline ability. At the same time, the government and society should also strengthen the supervision and management of network environment for college students to provide a healthy and beneficial network environment to promote its healthy growth and development.

## 2 The connotation and characteristics of network moral education

### 2.1 The connotation of network moral education

By teaching the network moral norms and codes of conduct, the moral responsibility and behavior ability of individuals can be cultivated in the network society, and the healthy growth of individuals can be promoted in the network environment. Network moral education is of great significance for cultivating the moral quality of college students in the new era and improving their network behavior norms and ethical consciousness. The development of network society has brought new moral challenges, such as false information, network violence, network fraud and other problems, which have caused a negative impact on the healthy growth of college students and social stability [1]. Therefore, strengthening the network moral education of college students and improving their network moral awareness and behavior ability plays a crucial role in maintaining the network order and social stability.

### 2.2 Characteristics of network moral education

### 2.2.1 Emphasizing individual autonomy

Network moral education is not a mandatory standard education, but is carried out anytime and anywhere through guidance and inspiration, without being limited by time and space, to stimulate individual autonomy and consciousness, and make them consciously abide by the network moral norms.

### 2.2.2 Paying attention to practicality and context

Network moral education needs to combine the actual situation of network life, and pay attention to practical operation and situation simulation, to help individuals learn correct network moral behavior in specific situations. Online communication and discussion can be conducted to enhance the interaction and communication between students.

### 2.2.3 Diversification and inclusiveness

Network moral education respects individual differences and diversity, and can use multimedia resources to provide rich and colorful educational content and forms [2]. Therefore, it is necessary to encourage individuals to develop a personalized online lifestyle on the premise of abiding by the basic moral norms.

## **3 The current situation of network moral education for college students**

### 3.1 The education content is not comprehensive

At present, colleges and universities have carried out the network moral education courses, but the education content is often not comprehensive, lacking systematic and targeted approaches. Some colleges and universities only simply introduce the network moral norms and codes of conduct, without deeply analyzing the essence and solutions of the network moral problems. In addition, the network moral education content in some colleges and universities only focuses on the teaching of theoretical knowledge, but lacks the cultivation of practical operation and practical ability.

### 3.2 Single way of education

The education mode of college students' network moral education is relatively single, which is lack of diversity and innovation. Some colleges and universities still adopt the traditional classroom teaching method: teachers explain theoretical knowledge, and students accept passively. This way ignores students' subjectivity and participation, and cannot stimulate students' interest and enthusiasm in learning [3]. In addition, some universities lack the innovation and research and development of network moral education, which cannot meet the needs of college students in the new era. Although many colleges and universities have carried out network moral education courses, but the educational effect is not obvious. Some college students still have the problems of moral anomie and misbehavior in the network society, such as network fraud, network violence, network rumors and so on. This indicates that the effect of online moral education has not reached the expected goal and needs to be further strengthened and improved.

### 3.3 Lack of standardized network environment

Network environment is one of the important factors affecting college students. However, the current network environment lacks norms and management, and there are many unsafe and unhealthy content. These contents will not only have a negative impact on the physical and mental health of college students, but also make their cognition and understanding of the network society become biased. Therefore, the government and the society should strengthen the supervision and management of the network environment, to provide a healthy, safe and beneficial network environment for college students.

## **4 Thinking on the path of cultivating college students' network moral education**

### 4.1 Cultivating the network moral consciousness and the concept of the rule of law

Network moral consciousness is the inner cognition and consciousness of college students' behavior norms and moral norms in the network society. Colleges and universities should take various ways, such as offering network moral courses,

holding network moral theme activities, and carrying out network moral publicity, combined with the online and offline teaching mode, using classroom discussion, group cooperation and other ways to combine theoretical learning and practical operation of teaching activities. Through the analysis of real cases of network ethics, students are guided to in-depth thinking and discussion, and their ability to analyze and solve problems is improved. It can also use tools like multimedia technology and online forums to encourage college students to actively participate in discussions and communication, thus promoting the interaction and cooperation between teachers and students and between students. By organizing the college students to participate in the network moral practice activities, such as Network Security Day, Network Civilization Week, etc., it is aim to improve their network security awareness and behavior capacity [4]. By strengthening the cultivation of college students' network moral consciousness, it is aim to help them set up the correct concept of network morality, and consciously abide by the network moral norms. The concept of network rule of law is the necessary legal consciousness and accomplishment of college students in the network society. Colleges and universities should strengthen the network legal education, improve the legal awareness and literacy of college students, make them understand the legal requirements and responsibilities that the network behavior should follow, consciously abide by the laws and regulations, and maintain the network order and social stability.

#### 4.2 Improving the ability of network self-monitoring

The authenticity of network information is a problem that college students must face in the network society. Colleges and universities should cultivate college students' ability to distinguish the authenticity of network information, so that they can identify false information and rumors, and avoid being misled and deceived by bad information. Network self-monitoring ability is the ability of college students to self-manage and self-restrain in the network society. Colleges and universities should educate college students to establish a sense of self-monitoring, not to make irresponsible remarks and information at will, and to avoid infringing on the rights and interests of others and causing adverse effects. At the same time, we should cultivate the self-protection ability of college students in the network society to prevent the security problems such as network fraud and network attacks.

#### 4.3 Establishing a network moral education mechanism

Establishing network moral education mechanism is an important guarantee for developing network moral education in colleges and universities. Colleges and universities should establish a perfect network moral education system and management mechanism, strengthen the supervision and management of college students' network behavior, find out and correct the bad network behavior in time, and ensure the effective implementation of network moral education. Rich and diverse forms of network moral education can improve the interest and participation of college students. Colleges and universities can use online and offline education forms, such as classroom teaching, lectures, seminars, case analysis, social practice, so that college students can have a deeper understanding of network moral norms and requirements, and cultivate good network moral awareness and behavior habits.

#### 4.4 Giving full play to the synergy of family, school and society

Family, school and society are an important environment for college students to grow up, and also an important force to carry out network moral education. Colleges and universities should strengthen the contact and cooperation with family and society, form a trinity educational force of family, school and society, pay attention to the network moral education of college students, and provide them with all-round education and support. At the same time, it is also necessary to cultivate healthy and upward online values. Because healthy and upward network values are the internal cognition and consciousness of college students' behavior norms and moral norms in the network society [5]. Colleges and universities should strengthen the attention and guidance of college students' mental health through various ways, such as opening

mental health courses, holding mental health theme activities, and carrying out mental health publicity, cultivate their positive, healthy and optimistic network values, and promote their all-round development and growth.

## 5 Conclusion

Online moral education for college students in the new era is one of the important tasks facing higher education. Colleges and universities should strengthen the cultivation of college students' network moral consciousness, strengthen the network concept of legal system, distinguish network information authenticity, improve the network self-monitoring ability, establish the network moral education mechanism, rich the network moral education forms, and utilize family, school, and social force, cultivate healthy network values, and make positive contributions to cultivating good network moral accomplishment of college students.

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## Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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