

# The New Challenge of Ideological and Political Education for College Students

## --A New Perspective based on Internet Violence

Jingzhu Li

Wuhan University of Technology, Wuhan Hubei, 430070, China

### Abstract

**Under the new media environment, the anonymity, aggressiveness, compulsion and diversity of Internet violence have caused great harm to the healthy growth of college students. At the same time, it also brings new challenges to the contents, methods of college students' ideological and political education. In order to avoid the risk of network violence to ideological and political education, we should make clear the two fronts of ideological and political education: offline education and online education, improving the media use quality of college students, and strengthening the construction of ideological and political education team.**

### Keywords

**college students; Ideological and political education; New challenges; Cyber violence.**

## 1. Introduction

With the advent of the Internet era, the role of the Internet in People's Daily life is increasingly significant. For modern college students, the use of digital information and communication technology has become part of their daily life. The rapid spread of the Internet has provided impetus for the development of the world, and at the same time, cyber violence has emerged as a new form of bullying and has become a public health problem. The traditional way of ideological and political education is also faced with new challenges. The ideological and political educators in colleges and universities should adapt to the needs of the development of the situation and actively do a good job in the ideological and political education of college students.

## 2. Definition and Characteristics of the Connotation of Cyber Violence

The academic circle has not yet formed a unified understanding of the definition of cyber violence. Foreign studies on cyberbullying focus on cyberbullying, electronic bullying, Internet bullying and online bullying. In recent years, the research on Internet violence in China focuses on the violence of Internet public opinion (such as tongxugate incident, jiangyan incident, etc.) and the human flesh search caused by it.

The author believes that cyber violence does not simply refer to the cyber bullying in foreign countries, nor is it the cyber mass violence caused by the cyber public opinion attack. It should be a combination of the two. In this paper, a professor at China youth university for political sciences QiMing's point of view, network violence is for later always blow through the network behavior are soft violence of mental, it is mainly reflected in language, through the network to an event, phenomena, or to attack an individual, a department, or release information manufacturing sensationalism, achieve vilified, leading to countless people follow and onlookers, cause large scale public participation network events. According to the study of the

above domestic and foreign scholars, it can be seen that cyber violence should include the following characteristics: anonymity, aggressive, mandatory, diversity.

### **3. The Harm of Network Violence to the Healthy Growth of College Students**

With the rapid development of network technology, the occurrence of network violence is more and more common. Internet violence has caused serious harm to the physical and mental health of young people (12-24 years old), which should be attached great importance to by schools, especially the front-line ideological and political educators.

#### **(1) Internet violence has a negative impact on college students' behavior**

Internet violence may have a bad effect on college students' behavior, such as drinking, smoking, overeating and so on. Beran (2008) demonstrated the negative behavioral and physical effects of cyberbullying, such as offline interpersonal victimization, drug and alcohol abuse, decreased academic performance, self-abuse or sexual abuse, criminal behavior and aggressive behavior. Due to anonymity and the continuity of information, the consequences of network antisocial behaviors are more serious than traditional antisocial behaviors (Twyman & Saylor & Taylor, 2010). The extreme individualism in the network society is easy to make students have inevitability of illusion, the real life of discontent can't stand, the irrational state when the person is enlarged unlimitedly and lack of correct guidance, to a large degree of risk will induce the real violence, for real attacks and harassment victim.

#### **(2) Internet violence hinders the mental health development of college students**

Internet violence has an important impact on the shaping of college students' personality. Some studies have shown that compared with the students who have not participated in Internet violence or have little participation in Internet violence, the perpetrators and victims of Internet violence show obvious inferiority tendency in the personality of self-esteem. There is also solid evidence that victims of online antisocial behaviour can develop serious physical and mental health and psychosocial problems. Victims of cyberbullying feel depressed, confused, guilty, afraid, lonely, angry, sad, low self-esteem and more relationship problems. Abusive words and extreme means make the trial and sanction of the parties of the network violence team again and again challenge the bottom line of social morality and law. These bad language, irrational behavior is bound to have a subtle influence on college students, not conducive to the cultivation of their personality, physical and mental health development.

#### **(3) Internet violence distorts the moral outlook of college students**

The concealment of violence makes it easy for teenagers to blur the boundary of transgression and weaken the moral concept. From the bronze mustache case accounted door has already happened, Jiang Yan events such as the network public opinion violence, we can see in post bar and other places of the network are the reproach of the comments of the parties, a lot of these comments is ugly, it can reflect the part of the network violence bully their moral quality, and further human flesh search caused by these events had triggered the network violence of network moral judgment. Many college students regard the Internet as a platform to vent their dissatisfaction, wantonly insult, insult, threaten and intimidate others, put aside the morality and ethics in the real society and just vent their emotions, which is easy to cause the extreme expansion of destructive desire.

## 4. The New Challenge of University Counselors' Ideological and Political Work

Internet violence is essentially a manifestation of anti-social behavior. With the popularization and expansion of Internet violence, new problems and challenges have been put forward for the ideological and political education of college counselors.

First, the challenge of ideological and political education. As adolescent students express themselves more and more on the Internet, the content of ideological and political education should be emphasized according to the needs of practical problems. In addition to daily management work, counselors should also pay attention to the Internet, the Internet violence itself, and the moral and cultural issues reflected behind it. Therefore, in the face of the increasingly prominent incidents of Internet violence, counselors should strengthen the content of moral education, as well as correctly guide students to express their personal feelings psychologically.

Second, the challenge to ideological and political education. With the popularization of the Internet, people's online activities have become part of their daily life, and the rapid dissemination of information on the Internet has also made the daily management methods no longer fully applicable. The methods of ideological and political education should also keep pace with The Times to adapt to students' personality characteristics. Undoubtedly, the traditional ideological and political education carried out in the way of classroom education and extracurricular practice is still the main front of ideological and political education, but the appearance of online ideological and political education work mode will also be inevitable. Internet violence is the anti-social behavior of Internet users in the network society. It is undeniable that this kind of moral violation online will extend to the offline society and seriously distort the cognition, behavior and morality of college students, which will affect the efficiency of teachers in class and increase the difficulty of ideological and political education.

Third, the challenge to the counselor's own comprehensive quality and ability. The challenges to ideological and political educators are as follows: first, to challenge the information processing ability of ideological educators; The second is to ask counselors to pay close attention to network news, understand the occurrence, cause, development, results and other real conditions of network public opinion events, have a correct understanding of the event, and predict the adverse impact that the event may have on students. There are three main challenges to the counselor's comprehensive quality and ability: first, the challenge to the correct cognitive ability of the network world; Secondly, the ability of network information screening challenges; Finally, the ability to deal with emergencies challenges.

## 5. Countermeasures and Suggestions

(1) Clarify the two fronts of ideological and political education: offline education and online education

Focus on online ideological and political education. However, traditional ideological and political education cannot be abandoned. Instead, it should be taken as the main position of ideological and political education, and its educational content and methods should be innovated, so as to meet the needs of students' growth and adapt to the development of The Times.

First, innovate traditional education and enrich campus culture. On the one hand, innovate the content and methods of regular classroom education, select the classroom materials that college students are interested in (such as current hot topics) as teaching cases, improve classroom efficiency and give full play to students' subjective initiative through classroom discussion, scenario simulation and other teaching methods. On the other hand, enrich the

students' second class life, organize extracurricular activities with distinct themes and positive social energy, and let students express their opinions in the activities. Second, build network platform and develop network counselors. To establish a real online question-and-answer community similar to "zhihu", community leaders should pay attention to and update hot topics at home and abroad in a timely manner, and effectively transmit important and hot topics on campus.

### (2) Improving the media use literacy of college students

The network society with information explosion makes it difficult for college students to distinguish the true and false information, and the frequent occurrence of network violence has formed an uncivilized atmosphere in the network society. Therefore, it is particularly important to improve the media use literacy of college students.

From the perspective of education, the media use literacy of college students can be improved from the following three aspects. First, the school attaches great importance to it. Colleges and universities should do a good job in guiding college students' cognition, morality, behavior, outlook on life, values and world outlook, and at the same time, they should also pay attention to strengthening the construction of campus network law and network moral culture, strengthen the education of college students' media use, and improve their ability of identifying and processing network information. Second, the correct guidance of teachers. Through classroom discussion, debate, moral observation and other methods, actively create a media environment for students to analyze, compare and judge media information by themselves. Finally, the self-improvement of college students. College students should enhance their ability to screen and distinguish information, collect information from multiple sources, contact network information with a skeptical eye and resist bad information.

### (3) Strengthening the construction of ideological and political education teams in colleges and universities

The rapid development of science and technology and the progress of The Times not only bring convenience to people's life, but also bring a series of problems. This is a process of dynamic development. Therefore, strengthening the construction of ideological and political education team is an eternal topic.

First, strengthen the ideological and political education team network literacy training. Colleges and universities are required to provide opportunities for ideological and political educators to train in network literacy. Through the training, we can understand the reason why students are active in the Internet, understand the source and acquisition of network information and other relevant knowledge. Second, strengthen the network information release and guidance team construction. Information release and guidance team construction should be divided into "online" and "offline" two parts. "Online" is mainly to improve the school home page, post bar, BBS, ideological and political education theme website and other important sections, so that students can freely express their opinions through the topic discussion group. "Offline" mainly refers to holding various activities with distinct themes to actively play the exemplary role of class backbone and correctly guide the direction of public opinion. Third, improve the construction of campus network supervision team. The function of network supervision mainly lies in screening network information, shielding the release and dissemination of bad information and perfecting campus network supervision to a certain extent.

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