

Interaction between Internet Public Opinion and College Students' Moral Education: Influence Mechanisms, Challenges and Innovative Paths

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Abstract: This paper discusses the influence of network public opinion on the education of college students in universities, analyzes its complexity and dispersion characteristics, and conducts an in-depth analysis from two dimensions: positive and negative. On the positive side, network public opinion provides rich resources for education, optimizes education methods and broadens communication channels. However, its negative effects include triggering students' questioning of education and creating isolation barriers. The article further proposes coping strategies, including strengthening the guidance of online public opinion, enhancing the self-discipline and discernment of college students, strengthening the monitoring and control of online public opinion, as well as strengthening the construction of the team of Civic and Political Education, aiming to enhance the quality and effect of Civic and Political Education.

Keywords: Internet Public Opinion; Civic and Political Education in Colleges and Universities; Information Discernment Ability

1. Introduction

In today's era of information explosion, network public opinion, as an emerging social phenomenon, has become a factor that cannot be ignored in influencing the moral education of college students in colleges and universities. With the rapid development of Internet technology, cyberspace has gradually become an important place for information dissemination and exchange of ideas. It not only provides a new learning and communication platform for college students, broadens the channels of moral education, but also promotes the organic integration of online

and offline education modes. However, the complexity and variability of online public opinion also bring many challenges to the education of college students. How to effectively utilize the resources of online public opinion in this context while avoiding its negative impact has become an urgent problem in the field of college students' moral education.

2. Internet Public Opinion and Its Characteristics

Network public opinion is the values and interests formed by the public relying on network platforms and utilizing various types of media such as WeChat, Weibo and other means of forwarding and commenting to express their views and emotions on things and converge [1].

As the reflection of social public opinion in cyberspace, online public opinion has the following distinctive features:

2.1 Complexity

The complexity of online public opinion is mainly manifested in the following aspects:

Diversity of information sources: The information sources of online public opinion are wide-ranging, including but not limited to online media, self-media, news commentaries, and netizens' personal remarks. This diversity makes the generation and dissemination of online public opinion uncertain and variable.

Diversity of content: The content of online public opinion covers national events, daily life, hot events, emergencies, celebrity anecdotes, and social anecdotes, etc., and involves multiple dimensions such as politics, economy, society, and culture. This diversity makes the analysis and interpretation of online public opinion require interdisciplinary knowledge background.

The enormity of information: Internet public

opinion arises and evolves every moment, interacting with established Internet public opinion and increasing its complexity. Research has shown that information overload and information fragmentation are the two main reasons for the complexity of online public opinion. Lack of timely and accurate research and effective monitoring may lead to further complication of undesirable online public opinion, thus affecting social stability and public security.

2.2 Dissemination

The dispersive nature of online public opinion is reflected in its rapid dissemination and spreading ability. Once a certain topic attracts public attention, it can quickly ferment on the online platform, and through the forwarding and commenting of netizens, it can form a wide spread and influence. This kind of dissemination not only breaks through the limitations of time and geography, but also produces explosive social impact. [2] Studies have shown that the speed and scope of the dissemination of online public opinion are affected by a variety of factors, including the attractiveness of the information, the participation of netizens, and the dissemination mechanism of the platform.

2.3 Interactivity

Internet public opinion also has significant interactivity. Internet users are not only the receivers of information, but also the disseminators and creators of information. This interactivity makes the process of generating and evolving online public opinion more dynamic and complex. Interactions and discussions among netizens can greatly influence the direction and intensity of online public opinion.

2.4 Dynamism

The dynamism of online public opinion is manifested in its constantly changing and evolving characteristics. The hotspots and focuses of online public opinion change with time, events and public sentiment. This dynamism requires researchers and managers to capture and analyze the changing trends of online public opinion in a timely manner in order to make effective responses and guidance.

3. Influence of Internet Public Opinion on College Students' Moral Education

As the main audience of Internet public opinion, college students' thoughts and behaviors are deeply influenced by Internet public opinion. Internet public opinion has both positive and negative impacts on college students' moral education.

3.1 Positive Influence of Internet Public Opinion on College Students' Moral Education

3.1.1 Providing rich resources for moral education

Internet public opinion, with its hot events and real problems, provides rich materials for moral education, thus enriching the resource base of moral education. The broadness and immediacy of network public opinion broaden the information coverage for moral education, make the educational content closer to real life, and improve the vividness and attractiveness of education [3]. When carrying out moral education, colleges and universities should flexibly utilize the resources of network public opinion, screen and refine valuable educational materials to enhance the realism and interest of moral education and improve the guiding effect of education.

3.1.2 Optimizing and innovating specific ways of moral education

Internet public opinion provides new communication channels for college students' moral education and promotes the close integration of online and offline education methods. This integration not only accelerates the updating speed of educational content, but also broadens the actual coverage of education and realizes the efficient integration of educational resources [4]. Colleges and universities should accurately study the participation of college students in online public opinion, comprehensively understand their needs for learning about ideology and politics, and accordingly improve their education methods, abandon traditional indoctrination teaching, emphasize thought guidance and two-way communication, and promote the innovative development of moral education.

3.1.3 Broadening communication channels for moral education

Internet public opinion has set up a communication platform and broadened

communication channels for moral education. College students' moral education personnel can comprehensively understand the dynamics of college students through network public opinion, strengthen communication with college students by using online talks, mutual evaluation and other ways to form a good interaction and guide the values and emotional attitudes of college students [5].

3.2 The Negative Impact of Internet Public Opinion on the Moral Education of College Students in Colleges and Universities

3.2.1 Causing students to question moral education

The complexity and diversity of Internet public opinion may cause college students to question the traditional viewpoints of moral education, and even trigger a rebellious mentality [6]. Some college students may be influenced by false information due to the lack of information screening ability, leading to extreme emotions and wrong behaviors.

3.2.2 Isolation barriers to moral education

The virtualization and uncontrollability of online public opinion may produce isolation obstacles to moral education, affecting college students' correct understanding of reality and even causing psychological disorders [7]. The rich content and convenient advantages of online public opinion may lead to the dependence of college students, weakening their independent thinking ability and hindering the learning of ideology and politics. In addition, the lack of effective supervision of Internet public opinion in colleges and universities is not easy to eliminate the nuisance of negative Internet public opinion to college students, which is not conducive to the development of efficient and good moral education activities.

4. Strategies for Moral Education of College Students under the Influence of Internet Public Opinion

4.1 Strengthening the Leadership and Guidance of Internet Public Opinion

In the current information age, the influence of network public opinion on mainstream ideology cannot be ignored. As an important base for successors, colleges and universities must actively respond to the challenge of network public opinion in moral education.

Through in-depth study and analysis of Internet public opinion, colleges and universities can sift and refine valuable resources for moral education, thus strengthening the guiding position in moral education. This process not only requires the application of dialectics and contradiction analysis, but also in-depth analysis of the content of online public opinion to guide college students to form correct emotional attitudes and values.

In this process, colleges and universities should insist on starting from the actual situation, closely integrating moral theory teaching with the actual situation of college students, and accurately grasping the information dissemination law of network public opinion, so as to deepen the influence of moral education. At the same time, colleges and universities should make full use of new media platforms such as websites, forums, microblogs, and WeChat public numbers to vigorously publicize and refute undesirable ideas and erroneous remarks in online public opinion, so as to avoid college students from being misled. Through the university website, the publicity of correct values is strengthened, and college students are guided to deeply interpret and accurately analyze online public opinions and dig out their social roots, so as to strengthen the penetration of core values to college students in a subtle way. [8]

4.2 Enhance College Students' Self-discipline and Analytical Ability

In moral education, colleges and universities should take guiding online public opinion as an entry point to enhance college students' self-discipline and discernment. By cultivating the spirit of prudence and enhancing the self-discipline of college students, college students are required to establish good network morality, consciously resist the undesirable thoughts in network public opinion, and refuse to disseminate wrong ideas and undesirable information. [9] Colleges and universities should deepen the education of network morality, urge college students to consciously standardize their own words and deeds when facing network public opinion, and improve the level of network morality and sense of responsibility.

In addition, colleges and universities should focus on enhancing college students' ability to

analyze and judge online public opinion, guiding them to follow scientific guidance, uphold correct emotional attitudes and values, abide by the requirements of the legal system and public order and morals, and disseminate healthy online public opinion and related information. Through in-depth analysis of online public opinion, they can form rational judgments, scientifically predict and accurately grasp the trend of online public opinion, sift valuable content from online public opinion, and disseminate positive energy.

Legal education is also an important part of moral education for college students. Colleges and universities should focus on the theme of the rule of law and carry out group day activities, class meetings and social practices to guide college students to deepen their concepts of the rule of law and consciously practice the rule of law in their online activities.

4.3 Strengthen Monitoring and Control of Online Public Opinion

Colleges and universities should focus on strengthening real-time monitoring and effective control of online public opinion, and building early warning and handling mechanisms. Through a combination of manual methods and information monitoring systems, they implement all-round monitoring of online public opinion, and discover and track back adverse online public opinion in a timely manner. Specific measures include:

Manual monitoring: monitoring the information sources of online public opinion through search engines to determine the authenticity and validity of relevant information.

Systematic monitoring: Relying on information collection technology and data mining, implement all-round monitoring of various information sources of online public opinion.

Monitoring and early warning system: Integrate existing channels and organizations to build a monitoring and early warning system to scientifically predict the development trend of online public opinion and appropriately adjust the policy of online public opinion management.

When constructing the early warning mechanism, universities should systematically

collect information related to online public opinion, analyze and study its crisis signs, predict its development trend, and formulate early warning plans to realize effective prevention of crisis events. At the same time, universities should strengthen the guidance and control of online public opinion, reasonably categorize online public opinion crises, deeply excavate their motives, determine their hazards, draw on relevant handling experience, formulate scientific and feasible emergency treatment plans, deploy specific measures, and make clear the relevant responsible persons. [10]

By setting up a working group responsible for supervising online public opinion, the school leader organizes the members of the group to supervise and manage online public opinion, recruiting professionals who are familiar with communication science and information technology to collect and comment on information related to online public opinion, so as to form a scientific research and accurate assessment of online public opinion, and then formulate scientific and feasible plans for dealing with the situation. In addition, ethics teachers should also strengthen the supervision and positive guidance of online public opinion in their daily teaching.

5. Strengthening the Construction of Moral Education Team

Under the increasingly complicated background of Internet public opinion, whether the moral education of college students can achieve the expected results depends on whether the moral workers have profound theoretical literacy and excellent educational ability. Therefore, colleges and universities must strengthen the construction of moral education teams, guide moral workers to constantly update their knowledge system and improve their teaching skills, so as to effectively deal with the far-reaching influence of Internet public opinion on college students and ensure the high-quality implementation of moral education.

5.1 Strengthen the Construction of Moral Education Team

Colleges and universities should take the construction of a professional and high-quality moral education team as a core task and take the following measures:

Build a strict and efficient management system: improve the overall teaching level and professional ethics of the moral education team by formulating strict entry standards and continuous training mechanisms. Raise the salary of the moral education team and improve the teaching environment to enhance their sense of belonging and mission.

Enhance the political literacy and teaching skills of moral workers: through regular training and academic exchanges, strengthen the theoretical foundation and practical ability of moral workers to ensure that they play an active role in moral education.

5.2 Playing the Supervisory Role of Class Teachers and Counselors

Class teachers and counselors, as front-line workers in moral education, have an irreplaceable role in educating and guiding college students. Colleges and universities should pay attention to cultivating their literacy, building them into a high-quality moral education team, and then strengthening the guidance and education for college students in their daily education and life.

5.3 Improve the Personal Charisma of Moral Workers

Colleges and universities should guide moral workers to establish noble moral sentiments, study and master moral theories in depth, and on this basis, encourage them to guide college students to carry out moral studies with a positive attitude and improve their moral qualities. Colleges and universities should always focus on political quality, teaching level, communication ability, moral sentiment and other aspects of the examination of the workers, to ensure that they are competent in moral education under the influence of network public opinion. [11]

5.4 Cultivate “Opinion Leaders” to Guide Online Public Opinion

Colleges and universities should cultivate “opinion leaders” among moral workers, through which they can modify and process online public opinion, and then selectively transmit online public opinion to college students, so as to maximize the elimination of the negative impact of negative online public opinion on college students. Colleges and universities should focus on improving the

literacy and sense of purpose of “opinion leaders”, strengthening their behavioral control, firmly controlling the trend of campus online public opinion, fully understanding the characteristics and impact of online public opinion, and helping colleges and universities to take targeted measures to guide and deal with online public opinion. Colleges and universities should hold regular conversations and exchanges with “opinion leaders” and provide them with moral education and counseling, urging them to consciously regulate their own words and behaviors and improve their own moral standards, so as to ensure that they are competent to perform the functions of “opinion leaders” and ensure the effectiveness of guiding and disposing of online public opinions.

6. Conclusion

As an emerging social phenomenon, Internet public opinion plays an increasingly important role in college students' moral education. Through an in-depth analysis of the influence mechanism, challenges and innovative paths of the interaction between network public opinion and college students' moral education, this paper reveals the dual influence of network public opinion on moral education. On the one hand, network public opinion provides rich resources for moral education, optimizes the education methods, broadens the communication channels, and enhances the realism and interestingness of education. On the other hand, its complexity and variability also bring many challenges, such as triggering students' questioning of moral education and creating isolation barriers.

Facing these challenges, colleges and universities must adopt effective strategies to enhance the quality and effect of moral education. First, colleges and universities should strengthen their guidance of online public opinion, screen and refine valuable moral education resources through in-depth research and analysis, and strengthen the moral education. Secondly, they should enhance the self-discipline and discernment of college students, and improve their information screening ability and cyber ethics by cultivating the spirit of prudence and cyber ethics. In addition, it strengthens the monitoring and control of online public opinion, builds an early warning and handling

mechanism, and discovers and responds to undesirable online public opinion in a timely manner. Finally, the construction of moral education team is strengthened to improve the theoretical quality and educational ability of the workers, and to give full play to their positive role in moral education.

To summarize, the influence of network public opinion on college students' moral education is complex and far-reaching. Colleges and universities must make full use of the resources of network public opinion and at the same time actively deal with the challenges brought by it, enhance the quality and effect of moral education through innovative educational methods and strengthening the construction of educational teams, and cultivate new-age college students with correct values and a sense of social responsibility.

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