

Construction of Intervention Mechanism for Cyber-Bullying of University Students from the Perspective of Ideological and Political Education in Colleges and Universities

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Abstract: In the digital age, the problem of cyber bullying among university students is becoming more and more serious, which has a negative impact on university education management and students' physical and mental health. This article focuses on the construction of university students' cyberbullying intervention mechanism from the perspective of ideological and political education (IPE) in universities (IPECU). By analyzing the connotation, characteristics and harm of IPECU and university students' cyber bullying, this article discusses the causes of university students' cyber bullying by means of comprehensive analysis, covering factors such as network environment, students themselves, university education management and family social environment. Based on this, it is proposed that the construction of intervention mechanism should follow the principles of education, prevention, systematicness and subjectivity, and construct specific mechanisms from the aspects of education guidance, prevention and early warning, collaborative governance, psychological intervention, assessment and feedback. It aims to provide theoretical reference and practical guidance for universities to effectively deal with university students' cyber bullying and create a healthy campus network environment.

1. Introduction

In the digital age, the Internet has been deeply integrated into the study and life of university students. However, the subsequent phenomenon of cyber bullying among university students has gradually become prominent, which has become a severe challenge for university education and management [1]. Cyberbullying not only causes serious trauma to the physical and mental health of victims, interferes with their normal study and life, but also has a negative impact on the harmonious and stable development of universities, destroying the good atmosphere on campus [2]. Therefore, it has become an important subject to be solved urgently in the field of higher education to deeply explore the problem of cyber bullying among university students and build a scientific and effective intervention mechanism [3].

IPECU aims at shaping university students' correct world outlook, outlook on life and values, and plays a key role in cultivating students' moral quality and behavior norms [4]. Integrating IPECU into university students' cyberbullying intervention can guide students to establish a correct concept of network behavior from the ideological root and improve their network moral literacy. This can also provide strong theoretical and practical support for building a comprehensive, systematic and long-term intervention mechanism [5].

At present, the research on university students' cyber bullying focuses on the description of the phenomenon, harm analysis and general countermeasures, while from the unique perspective of IPECU, there are relatively few achievements in deeply and systematically studying the construction of intervention mechanism [6]. In view of this, this article takes IPECU as the breakthrough point, comprehensively analyzes the causes of university students' cyber bullying, and deeply discusses the principles of constructing the intervention mechanism based on IPE. At the same time, efforts are made to build a scientific intervention mechanism covering education guidance, prevention and early warning, collaborative governance, psychological intervention and

assessment feedback, so as to contribute theoretical and practical reference to effectively curb the phenomenon of cyber bullying among university students and create a healthy and harmonious campus network environment.

2. IPECU and cyber bullying of university students

IPECU is a system of theoretical teaching and various practical activities in universities to convey correct political concepts, ideology and moral norms to university students, so as to help them form a scientific world outlook, outlook on life and values. Its goal is to cultivate high-quality talents with all-round development, both ability and political integrity and meeting the needs of society [7].

Cyberbullying of university students refers to the malicious attacks, slander and harassment of others by university students in the form of words, pictures and videos with the help of online platforms, such as social software and forums. This bullying behavior has the characteristics of concealment, rapid spread and wide influence [8]. Its harm should not be underestimated, which will bring psychological trauma to the victims, lead to negative emotions such as anxiety and depression, and even affect their studies and future development. For bullies, this is not conducive to the shaping of their correct values; From the campus level, it destroys the harmonious and orderly campus atmosphere.

IPECU plays a unique role in dealing with university students' cyber bullying [9]. It can improve students' moral cognition, enhance their awareness of network self-discipline, and reduce bullying from the ideological source. It can also create a positive campus culture, guide students to establish a friendly and mutual-help interpersonal concept, and lay a good foundation for intervening in cyber bullying.

3. Analysis of the causes of university students' cyber bullying

The anonymity and openness of the internet provide a hotbed for university students' cyber bullying. Anonymity makes it unnecessary for bullies to bear realistic pressure for their own behavior, which reduces their behavioral constraints. The rapidity of information dissemination allows bullying content to spread in an instant, expanding the scope of harm [10]. Imperfect network supervision, some bad information can not be cleaned up in time, which is easy to mislead university students and make them imitate bad behavior. Some university students' minds are not yet fully mature, their emotional management ability is weak, and they are impulsive in the network environment. When faced with contradictions or conflicts, we can't deal with them rationally, but choose to vent our emotions through cyber bullying. At the same time, their values have not been firmly established, they lack the ability to judge whether the network behavior is correct or not, and they are vulnerable to bad atmosphere and participate in cyber bullying.

IPECU may have some shortcomings in the education of network ethics, and it has not fully guided students to establish correct network behavior standards. Some universities do not have a sound mechanism to deal with cyber bullying, lack timely and effective intervention, fail to form enough deterrent to bullies, and fail to give full protection and support to victims [11]. Improper family upbringing, such as doting or being too strict, may affect children's personality development and lead to their aggressive or evasive behaviors in the network environment. The spread of some negative events and bad thoughts in society has impacted university students' values and improved their tolerance for cyber bullying.

4. The principles of constructing the intervention mechanism of university students' cyber bullying

In the perspective of IPECU, it is needed to follow a series of scientific principles to construct the intervention mechanism of university students' cyber bullying to ensure the effectiveness and rationality of the intervention mechanism. These principles include educational principle,

preventive principle, systematic principle and subjective principle.

Educational principle is the core principle of intervention mechanism construction. Based on IPE, universities should guide students to establish correct network moral concepts and codes of conduct through theoretical explanations and case analysis. This principle aims to raise students' awareness of the harm of cyber bullying from the ideological root and urge them to consciously resist cyber bullying. For example, hold a class meeting on the theme of cyber civilization, deeply analyze the cases of cyber bullying, and let students really feel its negative effects, so as to achieve educational purposes. The precautionary principle emphasizes nip in the bud. Universities should strengthen the daily monitoring of university students' online behavior, and find out the potential risk factors of cyber bullying in time by establishing an early warning system. Table 1 defines the multi-dimensional early warning indicators such as students' online speech tendency and changes in social relations. When it is monitored that a student frequently publishes offensive remarks on the network platform or the relationship with classmates suddenly deteriorates, preventive measures can be taken in time according to the early warning indicators, such as psychological counseling and educational talks, to nip cyberbullying in the bud.

Table 1 Early Warning Indicators of Cyberbullying Risk Factors for University Students

| Primary Indicator | Secondary Indicator | Specific Manifestation |
|----------------------|-------------------------------------|--|
| Online Speech | Frequency of Aggressive Remarks | Posting aggressive remarks 3 or more times per week |
| | Extremism in Sensitive Topics | Expressing extreme and one-sided views on sensitive topics |
| Social Relationships | Number of Conflicts with Classmates | Having 3 or more arguments or conflicts with classmates within a month |
| | Changes in Social Circles | Suddenly distancing oneself from original friends and frequently joining delinquent groups |

Systematic principle requires that the intervention mechanism should cover education, prevention, treatment, feedback and other links to form a complete system. All links are interrelated and interact with each other to jointly deal with the problem of cyber bullying. For example, improve students' cognition in education, reduce the probability of occurrence in prevention, treat the incident seriously in handling, and summarize experience in feedback to optimize the mechanism, so as to ensure the effective operation of the intervention mechanism in all directions. The principle of subjectivity focuses on giving full play to students' subjective role. Universities should encourage students to actively participate in the intervention of cyber bullying, and improve students' ability of self-management and self-education by setting up student self-discipline organizations and carrying out thematic activities. In the process of participation, students can enhance their awareness and resistance to cyber bullying and form a good atmosphere of self-discipline and mutual supervision.

5. The concrete construction of university students' cyberbullying intervention mechanism

(1) Education guidance mechanism: The school continues to strengthen the construction of the curriculum system of network ethics and rule of law education, and organically integrates the content of network behavior norms into the IPE curriculum syllabus. The student affairs department regularly holds lectures on the theme of cyber civilization, and invites legal experts and psychology professors to explain in depth the legal consequences and moral hazards of cyber bullying. Propaganda departments make full use of campus radio, bulletin boards and other media platforms to widely spread the concept of civilized internet access and create a healthy and upward campus network culture atmosphere. The Youth League Committee of the school takes the lead in carrying out a series of activities of "Internet Civilization and Bright Moon", and effectively improves students' cognitive level and discrimination ability on cyber bullying by organizing online moral knowledge contests.

(2) Prevention and early warning mechanism: The school network information center can establish a perfect network behavior monitoring system. The system monitors students' speech and social activities on various network platforms in real time through big data analysis technology. Table 2 defines the corresponding treatment methods for different warning levels. When a student is detected to have a slight offensive speech, it is judged as a first-level warning, and a reminder is sent to the counselor in time, and the counselor will have a heart-to-heart talk with the student. If students are found to have organized cyberbullying planning behavior, it will be judged as a three-level warning, and the emergency response plan will be launched immediately, and all departments of the school will intervene.

Table 2 Early Warning Levels and Handling Measures for Cyberbullying Among University Students

| Warning Level | Determination Criteria | Handling Measures |
|---------------|---|--|
| Level 1 | Occasionally posting mild aggressive remarks without causing widespread impact | Counselors conduct timely heart-to-heart talks and provide ideological education |
| Level 2 | Posting aggressive remarks multiple times, or persistently harassing a specific target with a relatively small impact range | The college organizes psychological counseling and critical education, and notifies parents |
| Level 3 | Organized cyberbullying planning behavior, or causing severe impact | Immediately initiate emergency response plans, involve multiple school departments in handling, and cooperate with police investigations |

(3) Collaborative governance mechanism: Build a collaborative governance model among schools, families and society. All departments of the school clearly define their responsibilities and form a joint force. For example, the student affairs office is responsible for overall coordination, the security office ensures campus network security, and the psychological counseling center provides psychological support. Schools should strengthen communication with parents, regularly give feedback to parents on students' online behavior at school, and help parents master scientific online guidance methods. Relevant departments should actively cooperate with social forces such as communities and network platforms to jointly create a healthy and safe network environment through multi-party linkage mechanism.

(4) Psychological intervention mechanism: Set up a professional psychological intervention team, including psychological counselors and IPE workers. For the victims of cyber bullying, timely psychological counseling and support are provided to help them alleviate their psychological trauma and restore their mental health. For bullies, psychological assessment and intervention are carried out to guide them to understand their own behavior problems and correct their bad psychology and behavior habits. Schools should regularly carry out group psychological counseling activities to help students improve their psychological quality and interpersonal skills and effectively prevent the occurrence of cyber bullying.

(5) Assessment and feedback mechanism: The evaluation index system of intervention effect should be established on a scientific and reasonable basis, and comprehensively evaluated from the aspects of the change of students' network behavior, the improvement of cyber bullying cognition and the improvement of campus network environment. Relevant administrative departments should regularly collect opinions and suggestions from students, teachers and parents on the intervention mechanism, so as to form a multi-dimensional feedback mechanism. The management institutions of universities should adjust and improve the intervention mechanism in time according to the periodic evaluation results, so as to ensure its sustainability, effectiveness and good adaptability. Education authorities should promote the implementation of relevant policies and measures, and constantly improve the ability and level of universities to deal with cyber bullying of college students.

6. Conclusions

From the perspective of IPECU, this article makes a systematic study on the construction of university students' cyberbullying intervention mechanism. Defining IPECU is of great significance in dealing with cyber bullying, which can not only improve students' network moral quality, but also provide theoretical and practical support for the construction of intervention mechanism. Through the analysis, we can know that the causes of university students' cyber bullying are complex, which is the result of the joint action of many factors.

Constructing IPE-based intervention mechanism is an effective way to solve the problem of cyber bullying among university students. The specific mechanisms such as educational guidance, prevention and early warning, which are constructed according to the principles of education and prevention, have their own emphases and are interrelated. Educational guidance mechanism promotes students' cognition from the ideological root; Prevention and early warning mechanism to prevent problems before they happen; Collaborative governance mechanism integrates multiple forces; Psychological intervention mechanism pays attention to the mental health of victims and bullies; Evaluate the feedback mechanism to ensure the effectiveness and adaptability of the intervention mechanism.

The problem of cyber bullying among university students is dynamic and complex. With the development of network technology and the change of student groups, the intervention mechanism needs to be continuously optimized and improved. In the future, universities should further strengthen the research on the new trends of the network and the new characteristics of students, constantly innovate IPE methods, strengthen the coordination among various mechanisms, form a more efficient and comprehensive network bullying intervention system, and effectively ensure the healthy growth of university students and the harmony and stability of the campus.

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