

Research on Ideological and Moral Education of College Students and University Library Service Based on Network

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Abstract: University libraries have unique advantages in the ideological and moral education of college students. Under the network environment, there are many new problems in the ideological and moral education of college students. University libraries should actively adjust the service mode to create a good campus cultural environment for the healthy development of college students. Based on this, this paper explores the important role of university libraries in the ideological and moral education of college students from many angles. Combining the problems faced by college students' ideological and moral education under the network environment, exploring the innovative service model of university libraries and giving practical measures to educate people, in order to provide reference for strengthening college students' ideological and moral education.

1. Introduction

Ideological and moral education is an important part of College Students' comprehensive training. Strengthening ideological and moral education is very important for guiding college students to establish correct "three views" and laying a good psychological foundation for future participation in society. University library is the second classroom of Ideological and moral education for college students. In the library, students can not only get rich educational resources. It is more able to purify the mind and enhance the ideological realm in the environment. In the network environment, college students face many new problems in the ideological and moral level. University libraries are also facing new challenges in the development of services. Therefore, colleges and universities should actively introduce online education resources, give play to the library's educational function, and explore new paths for college students' ideological and moral education.

2. The Role of University Library in Ideological and Moral Education of College Students

2.1 Cultural Education

Through cultural construction, university libraries can create a reading environment full of humanistic atmosphere for college students and build a platform for cultural exchange and learning. Then let college students form moral norms in cultural edification and interpersonal communication, and improve their ideological quality. Under the network environment, the cultural and educational functions of university libraries have been further developed, according to the changes of College Students' reading habits. Libraries have also made adjustments in terms of services, and then used online and offline cultural exchanges to broaden the scope of Ideological and moral education. For example, libraries use modern social media such as Weibo and WeChat. Advocate for new books, cultural lectures, cultural events, etc. Let college students get relevant information by logging into the online library, and then participate in cultural exchanges. The library establishes a reading room that fits the online reading habits of college students and digitally transforms the library collection. In order to let college students get a good culture in the virtual environment. In addition, the library can communicate with other libraries through ideological and political education literature resources through network communication. Enrich the content of college students' cultural education and improve the level of ideological and moral training.

2.2 Emotion Regulation

Reading is an important way to regulate emotions. On the one hand, university libraries can provide diversified reading needs for college students by utilizing their rich collection resources. On the other hand, it can also provide emotional sustenance and dependence for college students according to the special environment. Let students relieve pressure and enrich their emotions in the fragrance of books. Emotional education is an important part of Ideological and moral education, which actively and healthily regulates emotions. It can enable college students to make accurate judgments about their study, life and future work, thus forming positive and healthy ideological and moral norms. In the network environment, the reading process is faster, more convenient and more intuitive. College students can gain new emotional experiences in online and offline reading exchanges. As a reading base, college libraries can use reading to establish the emotional connection between readers and authors. Let people of different eras produce emotional resonance in the communication across time and space, thus enhancing the reading experience and sublimating thoughts and emotions. Students can also use the common reading hobbies to establish good interpersonal communication, thus broadening the social scope of students and finding belonging and sustenance in like-minded communication.

2.3 Political Orientation

Ideological and moral education is related to the shaping and cultivation of a person's ideals and beliefs, life values and behavioral morality. College students are the reserve forces of socialist construction. Their political ideals and beliefs not only affect their own growth and development. It is more related to the continuation and inheritance of the socialist cause. In the process of serving college students, university libraries can actively play the role of "the second classroom" of Ideological and moral education. To provide students with good political education and guide them to integrate their life ideal, attitude and purpose with the development of socialist construction. In the network environment, the political ideals and political beliefs of college students face many challenges. In the process of innovative service model, efficient libraries can use their own resource advantages to provide students with a clear political orientation. For example, libraries can organize seminars on Marxist theory and use online publicity and online communication. Deepen students' research and understanding of Marxist theory and strengthen students' political beliefs. We can carry out the "red education" work, use the collection resources, inherit the red genes, and promote the innovative development of college students' ideological and political education.

3. Problems in Ideological and Moral Education of College Students under the Network Environment

College students are the most active network group. In the process of information interaction and exchange, it not only forms new reading habits, but also realizes the transformation and renewal of ideas and ways of thinking. Open and active information exchange can help college students get more information reference in Ideological and moral education. Therefore, a more profound understanding of the world outlook, outlook on life, and values has been formed. However, the Internet is a "double-edged sword". Under the network environment, the problems faced by college students in ideological and moral construction are also endless.

3.1 The pluralism of network culture influences the shaping of "three views" of College Students.

The Internet brings cultures of different countries and regions into the same platform, and the free exchange of cultures brings about diversified values. The conflict and contradiction of value concept, especially the strong entry of Western culture, has formed a deconstructive effect on our traditional ideological and moral education environment. College students lose value judgments in the network culture, and their perceptions of life ideals and social development are shaken. In addition, some bad ideas and values come into the university campus through the network. Such as

money worship, utilitarianism, hedonism. It has shaken the status of the school's ideological and moral education, and has caused some college students' "three views" to be distorted.

3.2 The virtual nature of network environment affects the development of College Students' emotional attitudes.

The virtuality of network environment enables participants to shape their own identity according to their imagination at will, and to realize network communication relying on virtual identity. But the emotional experience brought by this virtual environment will affect people's perception of the real world, thus restricting their social development. For example, some college students have long been addicted to online games, online dating, and chatting. Especially in the case of real life unsatisfactory, "hiding" into the network virtual environment to avoid responsibility. Problems such as alienation, indifference and tension in interpersonal relationships have led to a vicious circle of real life.

3.3 The liberalization of the network environment has resulted in the weakening of College Students' sense of responsibility.

The openness, autonomy and freedom of the network often give people the illusion that they are not responsible for the behavior in the network environment. College students have not yet entered the society and lack a deep understanding of their sense of responsibility. In the atmosphere of network liberalization, the misunderstanding of not having to be responsible further weakens their understanding of responsibility. As a result, some college students' online behaviors constantly touch the bottom line of morality and law.

4. Practical Measures to Strengthen College Students' Ideological and Moral Education in University Libraries under the Network Environment

4.1 Setting up the Network Information Platform to Meet the Diversified Reading Needs of College Students.

"Reading more and reading better books" is the primary task for university libraries to strengthen ideological and moral education for college students. Under the network environment, the information that college students browse online every day is very complex and abundant, but the value of these information is not complimentary. Therefore, it is the unshirkable responsibility of university libraries to make use of library resources and provide students with a good book for life. Under the network environment, college students' reading habits and ways of thinking have undergone profound changes. Therefore, university libraries should actively promote the construction of electronic library and realize the exchange and sharing of collection resources. Let college students get rich reading resources even if they don't have to enter the library. In addition, according to the specific tasks of ideological and moral education, libraries should also create a boutique library. Introducing red classics, traditional cultural classics, and revolutionary leader books. Use the information platform to help students read, collect and download online. This will affect the active and healthy online reading environment and improve the level of ideological and moral education for college students.

4.2 Introducing Big Data Analysis to Bring the Educational and Management Functions of Library into Full Play.

Under the network environment, ideological and moral education in Colleges and universities should not be limited to the real life of College students. It should also penetrate into the network environment, that is, through the investigation and analysis of College Students' network behavior, to form a database of contemporary college students' ideological and moral education. To "portray" college students' thoughts and behaviors, and then put forward targeted measures for students' ideological and moral education. In the process of innovating service mode, university libraries should establish and improve network information management mechanism. According to college students' online reading behavior, online exchange of information and so on, large data analysis is

carried out. Use computer technology to build a firewall to filter bad websites and spam. It also purifies the campus network culture environment and limits the erosion and influence of bad thoughts on college students. Strengthen the training of library service personnel and improve their data processing capabilities. According to the needs of college students' ideological and moral training, supervision and regulation of college students' online behavior. Guide students to form healthy online behavior habits, and give play to the education and management functions of libraries in the cultivation of college students.

4.3 Strengthen Information Literacy Education and Improve College Students' Ability to Integrate into the Information Society.

Under the network environment, the acquisition, processing and application of massive information put forward higher requirements for the information literacy of talents. In the ideological and moral education of College students, colleges and universities should start from their future development and guide them to form good information literacy. Only in this way can the ability of information discrimination and application be improved. In the ideological and moral education of College students, university libraries should make use of their own information advantages to build a good environment for information education. For example, libraries can use e-reading rooms to provide students with opportunities to search and find information online. Let students improve their ability to process and use information in book retrieval, and thus reflect the library's information service capabilities. Use online and offline reading to improve students' value judgments and guide students to consciously resist bad information. And accurately find the information resources that meet the needs of their own development from the massive information, improve the information screening and processing effects, and establish the correct value judgment standard. Actively carry out education and training, and carry out information knowledge contests and network information exchange weeks in conjunction with the network information environment to enable students to improve information literacy in interpersonal communication.

4.4 Develop network communication and strengthen psychological education guidance for College Students.

Psychological health education is an important subject of Ideological and moral education for college students. Especially in recent years, the number of crimes committed by college students is increasing, which makes the whole society begin to pay attention to the problem of mental health education for college students. Under the network environment, university libraries should make use of the advantages of information exchange to discover the mental health problems of college students in time. Based on the situation, it fundamentally solves the problems faced by college students. For example, libraries can purchase psychology books based on their own educational needs. Let college students deeply understand their psychological environment during reading, and then improve their self-education and self-management skills. Conduct online psychological counseling, answer questions for college students, and promote the development of mental health of college students.

5. Conclusion

To sum up, in the network era, higher education is facing unprecedented opportunities, but also many unpredictable challenges. Under the impact of network multiculturalism, some problems have arisen in college students' ideological and moral qualities. In response to this, university libraries should fully recognize the reality of the development of university education in the Internet age. Redefine your ability and responsibility in ideological and moral education and seize opportunities. It should cooperate with the ideological and moral education work requirements of colleges and universities, adjust the service model, and create a good online and offline reading environment for college students. Then promote the in-depth development of college students' ideological and moral education in the network environment.

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