University Network Conduct Research on Causes, Effects and Educational Countermeasures

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Abstract: Firstly, the types of college students'network anomie behavior are summarized, then the main causes of college students'network anomie behavior are discussed. Finally, some countermeasures are put forward from the point of view of innovation education carrier, innovation education content and innovation communication method.

1. Introduction

With the rapid development of the networked information society and the rapid spread of the whole virtual network world in the flood of information age, the network has become an essential part of our college students'study and life. However, its living space, due to the lack of legal system and social ethics rules and regulations, leads to many college students living in the network virtual space become arbitrary and wanton, resulting in many kinds of network virtual anomie crime, which is still a social problem that cannot be ignored in the field of ideological and moral education and teaching at present. In this paper, the main types and main reasons of abnormal network communication behavior of college students in our country are analyzed in depth by combining with the actual investigation results, and some targeted countermeasures and solutions are put forward in order to provide important practical basis for the innovation and application of network moral education in colleges and universities.

2. Type of College Students'Network Anomie

2.1. Abnormal Network Behavior of Individuals

The abnormal network behavior of individuals mostly refers to a kind of emotional abnormal behavior which is extreme, and the typical abnormal manifestation is the infection of Internet addiction. The network forms a rich and exciting virtual space through its virtual space connection, in which college students can freely create a kind of "virtual existence" which is extremely realistic to their real life environment [1]. Just entered the university, get rid of heavy learning pressure and parental discipline, it is easy to indulge themselves, have a deep dependence on the mobile Internet, and indulge in mobile online games and social networks and emotional interaction. The imbalance of interpersonal relationship management is bound to directly affect the normal life of college students, study, work and life, which is not conducive to their physical and mental health, and even cause personality alienation [2].

Figure 1 Students addicted to the Internet

2.2. Criminal Misconduct

Internet immoral illegal behavior mainly refers to the college students in the school network platform unconsciously abide by the basic public morality of the school society, with the help of other means of network dissemination or to adopt vulgar, abusive language and other advertising hype, personal attacks and other illegal behavior. The development of internet makes it impossible for a person to transcend the psychological shackles of various socialization in traditional social communication, liberate a kind of natural psychological nature which is suppressed by traditional social nature, and to a certain extent it also dispels the social binding force of violating the traditional social moral standard, so it is more likely to make people appear immoral abusive behavior in the big cyberspace, such as using network forum, chat room, chat tool, bbs, e-mail, blog, Weibo, WeChat and other network platform to insult, provoke, make unhealthy speech, vulgar news and so on [3].

Figure 2 Internet unethical illegal phenomenon

2.3. Violations

The network violation mainly refers to the network behavior which has not clearly violated the relevant laws and regulations, but has not violated the Chinese Internet Industry Association website standard and other related industry website standard. If the college students did not use other network platform, to the other users who did not take the initiative to send all kinds of spam email and advertising, publications or other information materials illegal behaviour [4]. For users of mobile network enterprises, the timely processing of spam not only directly affects the normal working efficiency of mailboxes, consumes the working hours of mailbox recipients, increases the cost of receiving and managing, but also greatly directly affects people's positive feelings about the use of mobile network, and even directly shakes many people's confidence in the use of mobile Internet.

Figure 3 Mail bombing

3. Cause Analysis

At present, there are some specific factors in the formation of the behavior of college students using network short message fraud, we can mainly analyze its causes from the following main aspects.

3.1. Factors Affecting the Subject of Cybercrime

The main reasons for college students'serious lack of moral cultivation and comprehensive quality of network society are as follows: one is that the crisis of network moral development in reality and social life is affected; the other is to use the network to reduce the cost of social bad moral behavior and the moral responsibility of the behavior subject; the third is that the ethical standard system of network social moral evaluation disorder is not mature.

3.2. Network Self-factor

The space-time compressibility, virtuality and openness of the Internet objectively provide a fertile ground for the emergence of network anomie. China's fully democratic and open world of internet telecommunication also still has many kinds of network dross, such as obscene yellow, violent network information, malicious network political propaganda information, extreme network individualism, vulgar network culture and new network telecommunication criminals, which will inadvertently become an important driving force for some college students to cause network misconduct [5]. Cybersecurity monitoring and defense are often not perfect at the same time, and cyber security experts are often left in a variety of predicaments.

3.3. Legal Stability Factors

Although the number of relevant laws and regulations regulating all kinds of network communication behavior in our country has been continuously increased and the content of legislation and regulation has been refined, compared with the rapid development of our country's network economy, there are still many lags in the legislative regulation of network behavior.

3.4. Enterprise Management Factors

Government departments, network service operators, network service operators and other units and individuals related to national network security often have unclear responsibilities of the main body of network supervision in the course of actual work related to network security supervision, which can easily lead to lax network management, contradictory prevarication and inaction of all parties. At the same time, there are still weak points in the management of network higher education resources in colleges and universities, the relevant policy formulation content is not specific, there are policy loopholes; it is difficult to realize the effective policy docking; some schools have seriously lagged behind the basic network professional technical skills education in the knowledge education of students'network professional ethics and the discipline regulation education of network law and discipline.

4. Educational Innovation Strategy

4.1. Innovative Education Carrier to Enhance the Social Appeal of the University Education Network Platform

As the educational innovation carrier, the ideological and political education innovation carrier can start from the following two main aspects. First, teachers and cadres should change their ideas and enhance teachers'awareness of network security. In the era of education network, if teachers want to really learn to play the role of "teacher ", they must change their ideas, be familiar with the education network, pay attention to the needs of new students, and establish a good social network of teachers and students is the premise of ideological and political education, and the development of high-quality communication content is the key point. The existing school network education courses, ideological and political quality education network information, with a keen eye to capture the essence, and its content in the form of popular information of the general students to rearrange packaging, transfer to the high student media attention of the school new media education network platform, and timely interaction with it to enhance the attention of students.

4.2. Innovative Ways to Disseminate Cultural Content

In the face of some key teaching hot issues in colleges and universities, teachers can set up their own discussion areas of relevant viewpoints through the network education public information platform, adopt various forms such as the publication of the main teaching viewpoints in the school, the debate of the main points of view in the school, etc., which can lead to the collision of college students'thinking on each other's problems, or can screen out the excellent teaching works according to the nodes of the major teaching time points and major teaching activities such as the centennial celebration, admission and graduation, etc. For college students, we should establish and improve

the legal system and behavior norms related to the protection of college students'own network security behavior, and promote their own network security literacy, such as constantly strengthening the propaganda and education of students'mental health related knowledge and social knowledge, establishing and perfecting the management mechanism of students'psychological state guidance and health tracking, and constantly strengthening the propaganda and education of network security knowledge in colleges and universities to guide college students to consume in good faith, make rational judgments and protect their rights according to law.

4.3. Innovation Organization University Associations Activities

College college community culture is a mass social organization composed of college students based on common learning interests and common interests. It is also the best stage for college students to display their personality, show themselves and show their personal talents. When confronted with the network negative emotion impact, colleges and universities should make full use of the network platform more actively, combine the actual needs and learning interests of college students in all aspects of network social, job search, entrepreneurship and off-campus learning, make full use of the two integrated platforms of university online and offline, and give full play to the two integrated positions of university network community and offline association to establish and perfect the employment security and policy incentive mechanism related to colleges and universities.

5. Conclusion

To sum up, this paper makes a comprehensive analysis from the network itself to the causes of college students'network anomie behavior, and puts forward some practical countermeasures, which have certain practical value. The green network has always been emphasized in the field of education, so the majority of educational scholars should devote more energy to the relevant education research.

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