# Impact of We Media on Deconstruction and Reconstruction of College Students' Ideological and Moral Outlook

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**ABSTRACT**

In recent years, the rapid development of network technology has brought new changes in the media, and pushes mankind into a new era of information. The network we media represented by the Internet is the product of current network technology and media, because of its high openness, freedom and tolerance, the network we media becomes the important strength impacting ideological and moral aspects of college students. On the one hand, the new media can enrich students' information resources, broaden their horizons, on the other hand, the information brought by new media is not always good, which impacts the students' moral outlook, and the traditional moral order is imbalanced. The moral anomie phenomenon of college students has aroused great concern of the society, under the background of new media, moral construction has become increasingly prominent. As the pillar of national future, college students' moral level is closely related to the development of social morality. In the network media environment, due to the immaturity of college students' moral, inappropriate moral education at school and the new media environment, the moral cognition and moral behavior are not aligned, and the moral subject is absent. The moral education at the virtual space is detached with the moral education from reality, and moral standards are diverse. Therefore, it is imperative to set up correct moral consciousness and cultivate good behavior habits. In this paper, the positive and negative aspects of the influence of we media on ideological and moral outlook of college are analyzed, and the college students' ideological and moral status in the network we media environment are analyzed. It is pointed out that in the process of shaping the moral outlook for students, school should be responsible for the ideological and moral cultivation, and make the network we media a healthy moral education platform, so as to promote students growth healthier.

**Keywords:** the network we media; ideological and moral; deconstruction and reconstruction

## INTRODUCTION

With the rapid development of computer network and information technology, the Internet has become an indispensable part of people's lives and has a profound impact on all aspects of life (Chen and Liu, 2014). The media field has also entered the network we media age, the way of news dissemination has been completely changed. The group of college students is the main consumer of information products in the era of network we media (Yang and Ma, 2017). Due to the lack of necessary guidance, the ideological and moral outlook of college students has been greatly impacted (Cochrane and Davey, 2017). Therefore, scholars from colleges and the society need to analyze the ideological and moral outlook of college students in network we media context, to help students eliminate the confusion at ideological and moral aspects (Herschel et al., 2016; Liu, 2017).

The network we media context is the media environment for contemporary college students' study and life. The network we media context triggers a great reform of the traditional news media. In the current era, everyone has

**Contribution of this paper to the literature**

- The nonlinear DEA algorithm is utilized in this paper to study the deconstruction and reconstruction of the ideological and moral outlook of college students in the network we media context, and to set up a practical program to train the ideological and moral outlook of college students.
- From the actual problems, the targeted solution is proposed, and specific advice from different points of view are given.
- Combining with the environment of the contemporary college students, the path of the ideological and moral cultivation for college students is given to make solution more practical, which provides the theoretical basis for the next study.

the freedom to release the news and express their ideas. Therefore, the development of the network we media also brings huge influence on college students, the relationship between media and college students has changed from the previous "teaching" into today's equal relationship (Zhang, 2014). College students transform from the previous news reader into "reporters" and "readers". This means that, college students grow in the network we media era, has more media discourse (Geng and Jia, 2015). College students is one of the group with most active thinking, and always embrace new things. Thus, the network we media has become the carrier of free expression of college students. They can release the news whenever and wherever possible, which changes the hot topic of social public (Hua, 2015). At the same time, the ideological and moral aspects of college students are not very mature and stable, and are easier to be affected by other ideas from the network we media, so ideological and moral analysis in the network we media context has important practical significance (Chase and Klahr, 2017).

## REVIEW OF CURRENT RESEARCH

In the era of network we media, the dissemination of information has accelerated, and the dissemination of news and information has improved the participation of college students in society. The domestic scholars mentioned in "the moral cultivation for college students research", that benchmark of nurturance education is the moral belief, which is the scale to measure whether the thing done by individual meets ethical value judgments of the society or not (Jing et al., 2016). At the present stage, college students' ideological and moral values are relatively stable, their political beliefs are firm, and their morality and quality remain high. With the rapid development of the network we media, all kinds of thoughts have sprung up in the network, and money worship and decadent capitalist ideology spread constantly, which impact some college students with immature ideological and moral consciousness. Because they have poor identity of major issues, and it is difficult for them to accurately identify the political stance (Wuwuyungerile, Marxism, 2016). Due to the effect of negative information in the network we media, these students are often self-centered, have weak morality, poor psychological quality and low self-control ability. Some students at the university, are full of anxiety on the growth process and tremendous pressure, it is unable for them to face setbacks, and resulting in some ideological and moral outlook problems we should pay more attention. In terms of personal beliefs, there is a strong utilitarian, many students do not want to take their social responsibility (Wu, 2014; Si and Qiao, 2017). The value orientation is more and more utilitarian and shows the twisted thought of mercenary and money first (Falloon, 2017).

In other countries, especially some developed countries and some developing countries have attached great importance to moral cultivation research and construction, including study and training of college students' ideological and moral cultivation. Putting aside ideological factors, we have to admit that the citizen education especially in some developed countries is very successful, and public morality and civilization accomplishment are generally high (Eitel et al., 2017). The American scholar (Bianco et al., 2015) made the following definition for the network we media context: network we media context is the pathway for individual in society to connect with the world through the network technology, and to share something about them with people in the network. The development of network we media context includes, in addition to the traditional instant messaging software, forums and communities and so on, but also the current most popular WeChat, Weibo and so on, and becomes the carrier for people to share news and events in real time. Foreign experts (Cheng and University, 2016) advocated by the school "typical social activities" culture moral habits that "is conducive to social order", and put forward the "training teaching method", "social education law" and other methods, to produce realistic impact. Although different countries have various moral education theories and methods, diverse forms of expression, it is common to pay attention to practice. Previous research done by domestic scholars is undoubtedly useful to us, and the experience abroad is also worthy of reference. Foreign practices have their own specific cultural and institutional atmosphere, and are not appropriate to copy them entirely (Sit and Brudzinski, 2017; Iqbal and Saleem, 2017).
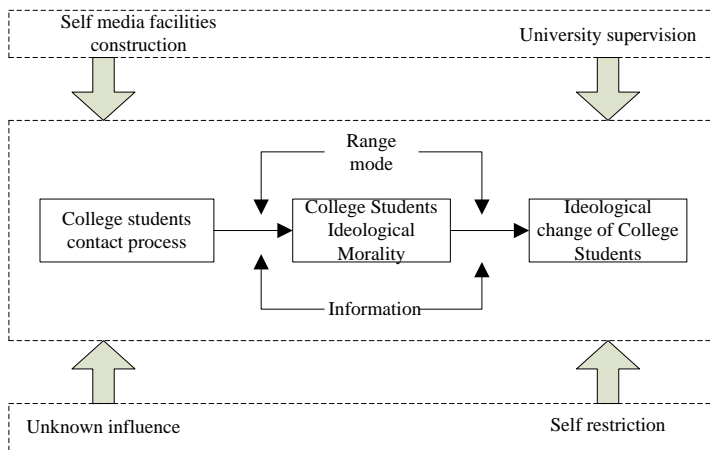
**Figure 1.** Analysis of the influence of network we media context on college students' ideological and moral outlook

## METHODS

The construction of college students' ideological and moral standards has always been a key subject in the field of university education. In the era of network we media, the ideological and moral outlook of college students are mainly embodied by the position in news consumption and news sharing (Yuan, 2017). That is, college students' judgments, understanding, criticism and rational responses when they are confronted with various kinds of information in the network. The construction of ideological and moral values of college students is, through various means of education and teaching (Gong and Department, 2015), to guide students to correctly use the network media, and interpret and criticize the network media content correctly, while maintaining a certain judgment on the network news, so that college students can join the social life through the network we media (Xie and Kang, 2014).

Through the construction of efficiency optimization model, this paper analyzes the influence degree of various factors (Yin and Department, 2015). The analysis for influence of network we media context on college students' ideological and moral values, is as shown in **Figure 1** (Kant et al., 2017).

Firstly, the dependent variable information is set, $\xi$ is the ideological and moral values, $x_i$ is the explanatory variables, including 6 impact factors, we media infrastructure construction, college supervision, student scope, self-constraint and unknown external factors. $\eta_i$ is the system control variable, $b$ and $\varepsilon$ is respectively the intercept and residual of the system. At this point, $\xi$ can be represented as:

$$\xi = \kappa_1 x_i + \kappa_2 \eta_i + b + \varepsilon \tag{1}$$

Stage characteristics of college students in the network we media context are analyzed, and different influence of the above 6 factors is explored by researching with the constructed multiple regression model (Martinez-Mayorga et al., 2015). In the network we media context and non network we media context, the moral values is $\xi_1$ and $\xi_2$, respectively:

$$\begin{cases} \xi_1 = \kappa_1 x_i + \kappa_2 \eta_i + b_1 + \varepsilon_1 \\ \xi_2 = \kappa_1 x_i + \kappa_2 \eta_i + b_2 + \varepsilon_2 \end{cases} \tag{2}$$

At the same time, this paper uses the nonlinear DEA model to evaluate the college students' ideological and moral values, and the evaluation formula is shown below:

$$\chi = \frac{b^T Z_j}{\kappa_1^T X_j + \kappa_2^T Y_j} \tag{3}$$

## RESULTS

This paper constructs the mean $\mu$, standard deviation $\sigma$, maximum and minimum values of each variable of college students' ideological and moral outlook, and calculates each index value through the nonlinear DEA algorithm, as shown in **Table 1**.

From the **Table 1**, we can see that the ideological and moral outlook of college students need to be improved. The main contents of the ideological and moral education in colleges and universities should be as follows:

**Table 1.** Analysis of the influence of college students' ideological and moral outlook

| | Mean $\mu$ | Standard deviation $\sigma$ | *max* | *min* |
|---|---|---|---|---|
| $\xi$ | 0.852 | 0.112 | 0.452 | 1.000 |
| $\xi_1$ | 0.867 | 0.087 | 0.425 | 1.000 |
| $\xi_2$ | 0.526 | 0.206 | 0.125 | 1.000 |
| $x_1$ | 0.874 | 0.514 | 0.064 | 2.412 |
| $x_2$ | 0.215 | 0.178 | 0.087 | 1.285 |
| $x_3$ | 0.152 | 0.257 | 0.339 | 1.155 |
| $x_4$ | 2.154 | 0.158 | 0.987 | 3.257 |

Improve the ideological and cognitive level of college students in the process of information production. The network we media era is a "national press" era, anyone can share news, since the media age to improve college students in the news and information in the process of ideological level, education should mainly focus on the following aspects: first, improve the subjective discrimination of students when using the network; secondly, improve code of conduct of college students when sharing news information; thirdly, improve bottom line of moral for college students when sharing information (Lam and Muldner, 2017).

Cultivate the attitude of college students in terms of discourse right. Since the network media is a new carrier for the thought expression and social participation of college students, college students can express any ideas freely. It means that students' discourse right has been greatly improved, but the students should pay attention to the attitude when using the discourse right. This is because the expression of discourse right is often affected by many factors, such as political environment, historical and cultural environment. Therefore, when college students are in the face of information in the network, they should fully understand the social impact of their actions, which cannot be too subjective and biased. The expression altitude of discourse right has to be good (Geller et al., 2017).

Improve the ability of college students to respect others. The network we media has its own law of development and operation mode, news information in the network does not have pure objectivity. There is the problem of position, therefore, we need to help the college students understand network media comprehensively, and respect others holding different views of the news, and face network news and information with a rational attitude (Hsieh and Tsai, 2017).

Improve the personal accomplishment of college students. Ideological and moral education of college students not only rely on the teachers' words and deeds, more rely on the personal accomplishment developed with the help of the network we media. We should cultivate college students to make good use of the educational resources on the Internet by means of network we media, so as to improve their ideological and moral standards and to communicate with other people by means of Internet media (Atapattu et al., 2017).

Select the network we media education curriculum system suitable for college students. Many developed countries in the world, such as the United States, Britain, France and so on, have already brought the network we media education into the college students' teaching system (Scott et al., 2017). In terms of current college students' moral values in the network we media context, first of all, the classroom teaching should be regarded as an important means of network we media education, and the network we media need to be added in the classroom teaching, and should be gradually developed into a theoretical system (Ding et al., 2017). At present, there has been some professional network we media teaching materials and professional teachers in our university campus, thus laying a solid foundation for the reconstruction of college students' ideological and moral values (McLean et al., 2017). All colleges and universities according to their own circumstances, to establish courses related to the network we media based on the current curriculum, and to incorporate it into one of the basic courses of college students (Mayer, 2017). The flexible teaching methods should be used in teaching methods, and supplemented by network, computer, media etc. The teaching objectives are: learning the operation principle of the network we media and the difference between the traditional media and network we media, grasping the nature of the network we media, that is, social and political attributes, understanding news and information dissemination theory of the network we media. The dissemination of news information by college students need to be regulated to prevent the dissemination of negative information (Luo et al., 2017).

## DISCUSSION

Some students are affected by negative information in the network we media, and some students use the network we media to contact with criminals, which endanger the stability of the campus, and social stability. These results are due to inappropriate handling of all kinds of information for college students in the network we media context and lack of psychological preparation. Thus, these students become perverse and muddle along, and end up embarked on the path of crime. It can be seen that the negative information from the network we media brings negative effects on the mind and body of college students. College students' campus education is the core part of

the whole college life. College students can not only learn new knowledge and skills through school education, but also improve their ideological and moral level and their own quality. The reconstruction of college students' ideological and moral education in the context of network we media is mainly reflected in the following aspects:

Carry out ideological and moral education activities in the network we media context. College students are lacking of deep understanding on the information dissemination and communication of the network we media, simply through the Internet to contact network news information. Although college students use the network we media at high frequency, and release news and information whenever and wherever possible, but they cannot understand the law of dissemination of the news and information in the network we media. Therefore, colleges and universities should carry out network we media ideological and moral education. Through organizing the network we media lectures and forums, inviting experts from the IT community and the news media to answer questions for students and communicate with them. At the same time, students should be encouraged to organize and participate in the community of network we media, such as campus radio, campus newspapers, campus journals, campus websites, and so on, so as to let students participate in the network news interviews, production, publishing and other processes. The school official QQ group, official Weibo and official WeChat should be constructed, so that students can participate in the editing and revising of the content. College students through these activities related to the network we media, can deeply understand related knowledge of the network we media, so as to improve the ideological and moral level, quality and all-round ability (Ballou, Springer, 2017).

Construct ideological and moral evaluation system of college students. Although there are a few domestic universities have opened the network we media education courses, and organized campus activities of the network we media. However, since there is no unified index and standard for evaluating the improvements of college students' ideological and moral outlook after taking the network media courses and participating related activities, it's impossible for teachers to carry out the ideological and moral education, and for schools to carry out targeted network we media related activities, and college students are lack of clear indicators for their behavior norms. The ideological and moral evaluation system should include the following aspects: help students understand and master the properties and law of the development of network we media; help students improve the ability to identify information in the network we media; help students improve their ability of self-constraint, so as to comment and forward the information carefully. In addition, we should cultivate the moral values of college students under the socialist values, and improve their political accomplishment and socialist beliefs, and set up a correct world outlook, values and outlook on life in the network we media context.

Increase input in education. The teacher input of school is an important factor to determine the quality of teaching. Therefore, in order to achieve the desired effect of network we media education, we should improve the teachers' input in this field. First, the method of network teaching should be used to do network we media training for college teachers; then, teachers are encouraged to use the network we media to communicate with students; thirdly, the network we media course should be popularized to strengthen the construction of the team of full-time teachers.

## CONCLUSION

Based on the research of the concept of network we media, dissemination characteristics and its relation with ideological and moral education, and the reference of the traditional moral education theory, this paper put forward the subject-object evolution and space-time evolution of ideological and moral education for college students in the network we media context. Through the summary review of the existing problems in present college students' ideological and moral education, and from the main factors, school factors and contextual factors of network we media, to analyze the causes of the problems, and clear the crux of the problem, so that the ideological and moral quality of college students is improved.

## ACKNOWLEDGEMENT

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