Research on Core Socialist Values leading College Network Public Opinion

Hong LI
People's Public Security University of China, Beijing

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Abstract. Work on college network public opinion is an important part of moral education in colleges and universities. The main purposes of leading college network public opinion through core socialist values are: to build a harmonic environment for college network public opinion, and to enhance the effectiveness of ideological and political education. By means of building network publicity fronts, improving management mechanism of college public opinion, constructing a harmonic network ecology environment, and promoting network literacies of college students, we will boost the pace of the leading role of Core Socialist Values to college network public opinion.

Introduction

Cyberspace has become a fifth territory of a country after land, sea, air, and outer-space. Like other territories, cyberspace must also reflect national sovereignty. Protecting the cyberspace security is to protect national sovereignty. On November 3, 2015, Xinhua News Agency was authorized to publish “Recommendations for the 13th Five-Year Plan for Economic and Social Development”, which says that “Firmly grasp the correct guidance of public opinion, improve the guidance mechanism of social public opinion, spread positive energy, strengthen ideological and cultural front-line, implement web content construction, develop a positive network culture, purify network environment.”

University and colleges are gathering places for intellectuals and scholars with vigorous academic atmosphere, free exploration spirit, and strong ability to accept new things. Therefore, in today of a global information network, evolution of college students’ thinking and values is influenced all the time by the Internet. In particular, for hot issues related to their concerns or their own interests, college students form opinions and attitudes with a strong propensity. Internet provides an important platform in study, life, interpersonal relationships, and emotional exchanges for college students. They are the most active groups on the Internet, an important force to participate in the network public opinion, as well as having a direct impact on network public opinion.

Network is a double-edged sword. On the one hand, it provides new viewpoints, rich language resources, and fresh creative materials for ideological and political education work. It helps to improve the participation of college students' social awareness, their sense of social responsibility, and to protect their fundamental rights. On the other hand, false or even erroneous public opinion will lead to confictions of college students' values, and hence is harmful to healthy growth of students. Therefore, the universities and colleges should create a positive and healthy network environment of public opinion to cultivate healthy Internet literacy of students and to explore the road of healthy development for college network public opinion.

The report at 18th Party Congress presents “to promote prosperity, democracy, civility, harmony, freedom, equality, justice, the rule of law, patriotism, dedication, integrity, and friendship, and to actively cultivate Core Socialist Values”. Core Socialist Values is an important innovation of the party's ideological and cultural construction in the new era. It should be integrated into all aspects of life. At this stage, we should have a profound understanding of the content and substance of Core Socialist Values and study college network public opinion in the sight of Core Socialist Values. In particular, we should actively explore the coping strategies in education, enhance the relevance and effectiveness of the guidance work, create a harmonious and stable network environment of public opinion for the healthy growth of students, and promote a comprehensive and free development of college students.
Negative Impacts from College Network Public Opinion on College Students

Lead to the Alienation of College Students’ Values

Network of public opinion breaks the national and geographical constraints, accelerate collision and competition among various cultural beliefs in the Internet platform, especially collision and selection of values from different countries and nationalities. Some false, erroneous public opinion spreads rumors against our mainstream values. These rumors slander the socialist system with Chinese characteristics, deliberate social conflicts, and incite ethnic hatred. College students have not established their world view, value view, and philosophy, “susceptible to public opinion environment and personal feelings change, hard to grasp the content of network public opinion. Their opinions have also a considerable degree of arbitrariness and subjectivity.” College students are in the middle of contradiction and hesitation of value selection, with strong pressure among formation and development of their own values. They are prone to be blurred with the standard values, moral consciousness, ideals and beliefs.

Inducing the Alienation of College Students’ Personality and Psychology

Too much reliance on the Internet will affect college students’ study and life. Flooding information from the Internet would dilute their interpersonal communication in real life. The freedom of Internet content and anonymity of identity would cause multiple personalities. College students’ personality development is not yet complete. They are often lack of abilities to control, to identify, and to analyze various social problems objectively and rationally. They are easily affected by irrational public opinions, leading to ethical behavior anomie, apathy and other phenomena.

Ideas: Necessity of Core Socialist Values Guiding a Healthy Development of College Network Public Opinion

Currently, the world is undergoing major development, changes and adjustments. Multi-polarization and economic globalization are deeply progressed. Sciences and technologies advance. Blending and clashes among a variety of ideas and cultures become more frequent. Internet culture, with its rich content, fast delivery and the breadth of the audience, has become a non-negligible force in the cultural construction in universities and colleges. Therefore, the study of college network public opinion in the view of Core Socialist Values helps to actively guide public opinion in students, to strengthen the awareness of college network public opinion management, and to promote the development of campus network culture. The importance and urgency of college network public opinion work requires Core Socialist Values system to play a key role. First, the complexity of social contradictions needs Core Socialist Values system to lead social thought trends on campus; second, diversity in students’ thinking and understanding needs a promotion of identification of Core Socialist Value system; third, the expansion of influence by college network public opinion needs Core Socialist Values system to lead the Internet culture in universities and colleges.

Strategies: A Path to Healthy Development of College Network Public Opinion from the Point of View of Core Socialist Values

Emphasize Research Works

In this new Era, the attention of network public opinion by most universities and colleges continues to enhance, but some of them are lack of sufficient attention to network public opinion events, therefore putting themselves in a passive state. The main reason is that they are doing enough basic research work on the network public opinion. Internet public opinion implicates new features for ideological and political education, namely, guidance, cohesion, internalization, covering penetration, prediction and prevention capabilities. Therefore, universities and colleges should treat Core Socialist Values as the guiding ideology. Together with their own development characteristics, they can give full play to their research and research capacity and integrate Core Socialist Values with network public opinion construction. With an in-depth analysis of guidance, monitoring,
pre-control and other aspects of network public opinion, they can improve the warning and response mechanisms.

**Improve Institutional Standards**

A secure and reliable Internet environment is maintained by improving the network also need to maintain the network institutional standards. A voluntary network behavior involving social and individual interests is regulated by network regulations and ethics. Currently, the network of laws and ethical development lags behind the network development, leaving a vacuum of regulating network moral conflicts. Therefore, the rights and obligations have to be clear for the network subjects. Network behavior has to have both legal and ethical constraints, which means an integration of Core Socialist Values with network laws, regulations, and moral standards. We need to strengthen the network laws and moral standards education for college students in order to regulate their behavior on Internet and to create a harmonious college network public opinion environment. At the same time, a public opinion contingency plan system needs to be built to actively guide online public opinion. On major issues affecting the security of the Marxist ideology, we should grasp the full range of information and timely feedback supervision to reduce the negative impact. Guiding college students network behavior through the concept of Core Socialist Values to improve their abilities to deal with unexpected network events.

**Build Management of Information Monitor System**

Due to a late start, China's colleges and universities are still weak in monitoring and early warning network public opinion. It is basically implemented of "who builds the site manages and be responsible", while college network are managed by ideological and political educators in their part-time, without a management subject, namely, a specific network public opinion administration. Therefore, it is necessary to study and learn from advanced foreign network public opinion monitoring technologies to build a high-tech college network monitoring system. Via the four modules regarding students’ ideological dynamics, namely, information collection module, information preprocessing module, hotspot discovery and event tracking module, and public opinion reporting module, we need to discover and solve problems, all of which require the full support of network technology. We have to build a strong and technical network public opinion monitoring team, the members of which need not only to have superb technical abilities in network public opinion supervision, but also to have a firm political belief. Establish a "counselor, ideological and political theory course teachers, an administrative team mainly which consists of school groups and be political reliable, knowledgeable, sufficient amount, and familiar with network language characteristics and patterns, to be in charge of the daily monitoring of the network public opinion." Universities and colleges should actively implement the connection with local government, and actively establish real-time interaction mechanisms the press, the public security department, and network management departments of the local government. They should promote a close bilateral relation, mutually reinforce communication, pay attention to network public opinion trends, and strengthen public opinion guidance function. Together, they can enhance the security and stability of universities and colleges.

**Enhance Internet Moral Education**

Core Socialist Values is not guiding the college network public opinion through a forced implantation, but to guide students to a moral self-discipline system of Internet behavior centered at cautiousness. Subtly, Core Socialist Values will be integrated into the college network public opinion. Universities and colleges should carry out network moral education by ways of thinking and practicing that reflect Core Socialist Values to actively guide students to understand right and wrong, to be aware of honor and shame, and to consciously resist the negative impact of the network opinion. In addition, they should actively promote citizens' basic morality among college students through online interview by journalists, Flash animation, online class meetings, advertising videos and other forms, which could create a campus atmosphere for college students to practice Core Socialist Values. Connecting with major domestic and international political and cultural
events, they could carry out a variety of activities to attract the students to actively participate, therefore to improve college students' political acumen and insight

**Dredge Channels for Expressing Interest Demands**

With the rapid development of network technology, network public opinion expresses its demands in increasingly diverse ways. However, there are few platforms and channels for college students to express their demands, which should attach great attention to the relevant departments. Therefore, we should select a network language model that students love, and keep integrating a variety of educational resources and forces. By the innovation of the education of the content and spread of Core Socialist Values, we can improve means of communication of the Core Socialist Values education and strengthen the team construction for Core Socialist Values education. Educators and university authorities should build a rational and tolerant dialogue mechanism to maintain regular communication with students, to guide students through the expression of interest demands in the right way. At the same time, universities should regularly conduct online survey activities. Through investigation of the needs and aspirations of college students, they could find negative emotions, conduct timely and effective transformation of emotional guidance, and avoid collective incidents of college students.

**Promote Media Literacy for College Students**

Media literacy education is to guide students to correctly understand and constructively enjoy mass media education resources. Through this education, students are cultivated with media criticism capacity and are able to improve themselves and to participate in social development by full use of media resources. Universities and colleges should include media literacy education into students Core Socialist Values education. Through in- and after-class activities, they can boost network media theoretical education and cultivate students of the ability to judge media information and of the skills learn media, therefore enhancing media reliability and updating the concept of propaganda. Through improving college students’ media literacy, we can spread Core Socialist Values and enhance the effectiveness of the media guide. While reaching network information and ideas, students need to learn to identify, to make choices, to question, to understand and to evaluate. In particular, in the face of sensitive topics, students should be rational and learn to distinguish the true from the false, without being plagued by negative information and emotions. Universities and colleges need to train students their media skills, and enhance their network participation skills, including network communication, information search, information dissemination and others. By participation in the network, they can better accept Core Socialist Values education.

**Conclusion**

Both theory and practice shows that research of college network public opinion in the sight of Core Socialist Values will help enhance the effectiveness of the spread of Core Socialist Values, create a harmonious campus culture environment, strengthen advantages in the ideological field, and improve ideological and political education.

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