MANAGEMENT OF THE INFLUENCE OF NETWORK CULTURE COMMUNICATION ON COLLEGE STUDENTS' VALUES

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Abstract

The research topic "Management of the Influence of Network Culture Communication on College Student's Values" objectives 1) study the current situation of college students, and lay the foundation for the next part to explain how network culture affects values. 2) study the positive and negative impact of network culture on college students' values to study college students' values in the network culture environment. 3) managing the values of college students from the multi-dimensional roles of the government, schools, media, and college students themselves, to purify the network cultural environment and promote the physical and mental health of college students.

This study used a quantitative descriptive research design that selected three universities in Nanjing, China, and distributed 400 questionnaires. A total of 358 valid questionnaires were collected, with an effective recovery rate of 87.5%. The research period is from mid-January 2022 to the end of April 2022. Descriptive statistical analysis is mainly used to analyze the average score of each variable dimension. For those with high scores, it means higher recognition.

The finding showed that contemporary college students have good values in these five aspects: their life values focus on self-realization; Their moral values focus on justice and positive moral sense, and pursue self-interest; They have high political beliefs, are confident in the future of the country and the nation, and are willing to participate in politics. They pursue stable work and a

good working environment. They pay more attention to rationality and consumption, function, and reality. Meanwhile, there are also a few interviewees who have inappropriate values. The influence factors of network culture on college students' values are complex and changeable.

Keywords: Network culture; College students; Value management

Introduction

The internet is a double-edged sword. It not only brings great benefits to people, but also brings a series of problems to people. At present, on the one hand, network culture has a positive impact on the values of college students, on the other hand, it also has a negative impact. On the one hand, college students can use the convenient network to quickly obtain all kinds of information they need, and complete various behaviors such as chatting, learning and shopping with the network (Bentley, Tinney & Chia, 2005; Du, 2021). Because people don't know each other on the Internet, some things that are difficult to say in daily life can be expressed on the Internet For another example, through online games, unhappy people in real life can often find comfort in the victory of the game, so as to win the confidence of life. These are the positive effects of the Internet on College Students' values. However, on the other hand, the internet also has a very significant negative impact on College Students' values. Advanced simulation and media technology make many college students addicted to the network, and even affect their life in the real world. This is an issue worthy of attention in the field of value construction of college students. Based on this, this paper selects the topic of the impact of network culture on the values of college students, and studies the values of college students under the network culture environment. It is of great and far-reaching significance to correctly guide the formation and development of college students' values.

Research Objectives

1. To understand the current situation of college students, and lay the foundation for the next part to explain how network culture affects values.
2. To study the theme of the positive and negative impact of network culture on college students' values to study college students' values under the

network culture environment.

3. To managing the values of college students from the multi-dimensional roles of the government, schools, media and college students themselves, to purify the network cultural environment and promote the physical and mental health of college students.

Literature Reviews

To support this research paper in related concept as literature reviews, the article was presented main concepts in Value Management and Network Culture on this research. Static Theoretical Analysis of Values: The static theoretical analysis of values outlines the basic meaning, structural characteristics and influencing factors of values. Through the analysis of related concepts of values, the basic analysis and judgment of values are carried out from the perspective of meta problems, which provides a solid foundation for the study of values.

Concept of Values: Based on different theoretical perspectives and practical concerns, different disciplines have made different generalizations of values with the help of different research tools and methods. Philosophy mainly discusses values from the perspective of subject and object, focusing on the analysis of value, value relationship, value judgment, value choice and value realization (Chamakiotis, Petrakaki & Panteli, 2021). In the view of philosophers, values are essentially the reflection of the significance of objective things to human meaning or value, and the embodiment of the relationship between object attributes and subject needs.

Value Concept Discrimination: The concept of "value" comes directly from economics. It refers to all kinds of goods, symbols and rights created by people to meet their needs. Value exists in the relationship between the object and the subject, and is related to the object's satisfaction with the subject's needs, interests, hobbies, tastes, etc. In essence, value is a category of relationship, specifically a kind of interest relationship, which exists in one or more pairs of subject object relationships associated with the needs of the subject.

Characteristics of Values: In short, subjectivity characteristics, in real life, no matter what kind of values, they will eventually fall on the individual, because values first and in fact belong to the individual, and on this basis, they will form a broader range of values such as groups, societies, countries and

regions to things that do not conform to the subject's tendency, so as to express the subject's attitude and behavior tendency. Influencing Factors of Values: The influencing factors of values are complex and diverse. Self-conditions, growth experience, role status, educational factors, cultural environment, social changes and new technology development will all have an impact on values (Van Zanten, et al., 2016). With the growth of subjects and the evolution of values, these influencing factors have different degrees of effect.

Related Concepts of Network Culture: The core of culture is values. Culture provides spiritual accumulation and power source for values. Values are the indicator of cultural spirit and an important observation point to grasp the direction of cultural development, comprehensive cultural strength and future potential of culture. The development stage of network culture. With the development of the Internet, network culture is also quietly emerging, comprehensively infiltrating and deeply affecting people's daily life (Jones, 2002). The development stage of network culture is closely related to the selective cycle of Internet technology.

Characteristics of Network Culture: Echoing the technical logic of the Internet, such as openness, interaction, virtualization, hyper space-time, and sharing, the characteristics of network culture also show the above characteristics, which can be summed up in five aspects. As long as anyone has the basic online conditions, he can communicate freely and equally on the Internet (Morahan-Martin & Schumacher, 2000). At the same time, the subject of network culture is not only a cultural receiver, but also a cultural creator and disseminator, which has changed the passive situation of cultural audiences in traditional culture.

Research Methodology

This paper uses qualitative research to sort out and analyze the literature content of network culture and values, and forms the content basis of questionnaire research. **Design: Step 1**: consult relevant literature to preliminarily understand the historical development, formation elements, formation mechanism, etc. of College Students' network subculture, as well as the current situation of College Students' value orientation. **Step 2:** Based on literature reading, define the related concepts of network culture and values according to this study, clarify the connotation and extension of the concept,

and clarify the dimension division; At the same time, according to the literature and the theoretical basis of the research, the outline of the questionnaire is prepared. **Step 3:** confirm the type and level of the research object, distribute the questionnaire and collect the effective questionnaire. **Step 4:** sort out the questionnaire, input the questionnaire information into SPSS 22.0, process and sort out the data for statistical analysis. **Step 5:** draw the research conclusion and explain the conclusion.

Participants: The research object is still full-time students. The author selects three universities in Nanjing, China, and issues 400 questionnaires.

Data Collection: All data are obtained by forwarding through the circle of friends, and the final data obtained is highly reliable and valid. Cronbach's alpha is greater than 0.8, indicating high reliability; The KMO value is 0.92, indicating high validity.

Data Analysis: This paper will use SPSS analysis software to analyse the variables between social media information and college students' values. Through statistical analysis, this paper can understand the impact of social media on College Students' values.

Results

Demographic characteristics: The proportion of men accounts for 51.12% of the sample size, and the proportion of women accounts for 48.88% of the sample size. Freshman, sophomore, junior and senior accounted for 24.02%, 35.47%, 25.98% and 14.53% respectively. Science and engineering, literature and history, other accounted for 28.49% ,38.83%，32.68% respectively. Member of the community party of China and other accounted for 56.15% and 43.85% respectively. From the distribution of samples, the whole is very balanced.

Descriptive Statistics for Research Variables: Influence of Network Culture on Value Orientation: Among the figure 2-1, 57.26% of the college students said that the network culture had a great impact on their value orientation, 40.22% of the college students said that it would have some impact, 2.23% of the college students said that it had no impact, and only 0.28% of the college students said that it had little impact. The data shows that 97.48% of the answers to the question "Whether the network culture will affect your value orientation" have influence (including great impact and some
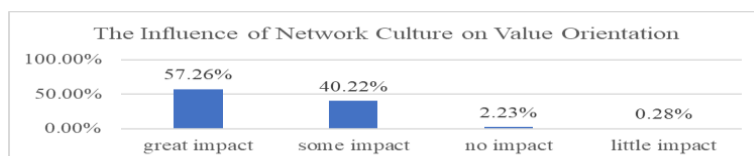
impact).

The Influence of Network Culture on Value Orientation

Figure1-2: The Influence of Network Culture on Value Orientation

Influence of Network Culture on Life Value Orientation: In terms of life value, the primary goals that college students pursue in life are career, family, money, dedication and rights. From the results of College Students' choice, more college students' life goals are to pursue career success and a bright future, while few choose to make contributions to society (figure2-2). In terms of the means to realize the value of life, aaccording to the above survey data(figure2-3), nearly 70% of college students said they were more willing to realize their life value through their own personal struggle. Secondly, they believe that opportunities are more important, and they do not rely too much on external objective conditions. This shows that contemporary college students place their hopes on the subjective efforts and initiatives to achieve their life goals, which reflects the positive attitude of contemporary college students to choose the means to realize their life values. However, when considering the evaluation criteria of the value of life, the proportion of college students who choose "making great contributions to society" and "great personal achievements" is 31.4%, followed by "good conduct" (16.26%), high social status (6.92%), great power (4.67%) and more money (4.49%) (see figure2-4). In other words, college students' life values pay more attention to the realization of self-worth. The above survey data show that most college students still regard the contribution to society and personal achievements as the value evaluation standard for judging personal development, while the concept of pursuing money and rights is somewhat diluted. College Students' evaluation criteria for valuable life are in line with the characteristics of contemporary college students who value the realization of self-worth and despise fame and wealth.
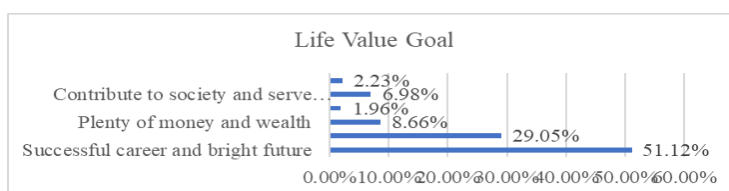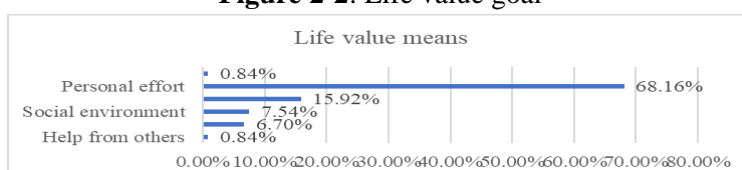
Figure 2-2: Life value goal
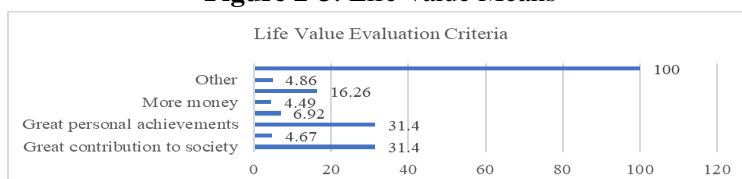

Figure 2-3: Life Value Means

Figure 2: Life Value Evaluation Criteria

Influence of Network Culture on Moral Value Orientation: Morality is a special phenomenon of human society, and it is the sum total of behavioral principles and norms that adjust people's mutual relations. In terms of moral value, the five moral qualities most appreciated by college students are honesty, patriotism, law-abiding, friendliness and politeness. The five most despised moral defects of college students are hypocrisy, irresponsibility, dishonesty, selfishness and indifference (see figure 2-5). This is related to the content transmission of the positive energy of the current network. College students will consciously shape their correct moral values. In addition, 64.67% of the college students said that they would consider their own personal interests and the interests of others if possible. 7.29% of the college students said that they would give priority to their personal interests, and only 4.11% of the college students said that they would give priority to the interests of others (see figure 2-6). The above data show that contemporary college students are rational when dealing with personal interests and the interests of others. They do not actively adhere to the priority of personal interests, nor do they actively adhere to the interests of others. On the contrary, a rational choice will depend on the specific situation, and it is best to balance the interests of individuals and others. In terms of moral behavior choice, only about 10% of people will choose to help people in danger, but the vast majority will choose their own

behavior according to the situation (see figure2-7). However, it should also be pointed out that law-abiding citizens in real life may not be law-abiding in the online world. People treat other subjects in cyberspace differently from those in real life, and their moral responsibilities are also different. At the same time, it can also be seen from the data that there are still some interviewees who choose to take personal interests first (7.29%), and they may choose to do things that are beneficial to themselves but may violate morality when facing moral dilemmas (see figure2-6).
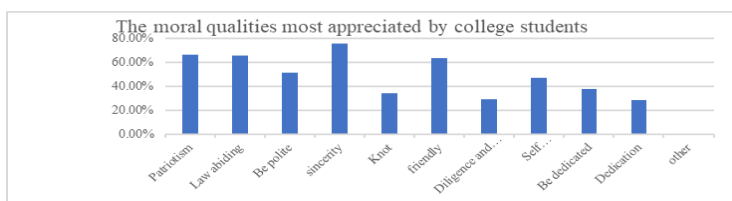

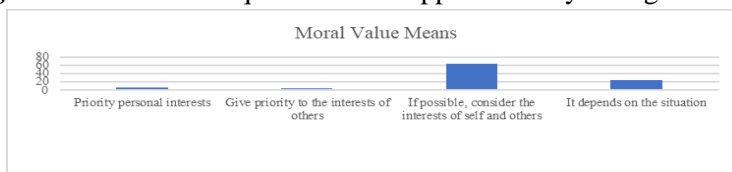**Figure2- 5**: The moral qualities most appreciated by college students.
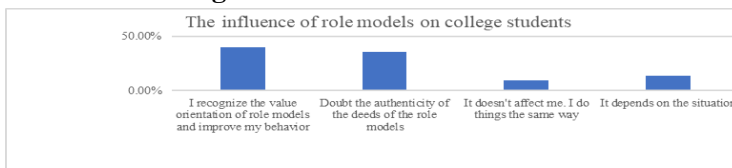

Figure2- 6: Moral Value Means

Figure2- 7: The influence of role models on college students.

Influence of Network Culture on Political Value Orientation: Political value orientation is a relatively complex and sensitive topic. The political value orientation of college students is the political value concept formed by the basic understanding and evaluation of the political subject of college students on the national political system, political party organizations, political affairs, political phenomena and political behavior, as well as their own choice of political behavior and ways. In terms of political value, about 30% of the people lack understanding of Chinese politics (see figure2-8). In terms of political belief, 90% of the people have great confidence in the future of the country and the nation, but about 10% have no confidence in the socialist road and China's development prospects (see figure2-9and figure2-10). In terms

of political participation, about 70% of the people are eager to participate in the discussion of national affairs, but about 30% are unwilling to participate (see figure2-11). Generally speaking, the political values are very positive, but there are also some problems such as the weakening of political beliefs, the extreme democratization of political consciousness, and the fuzziness of political evaluation standards.
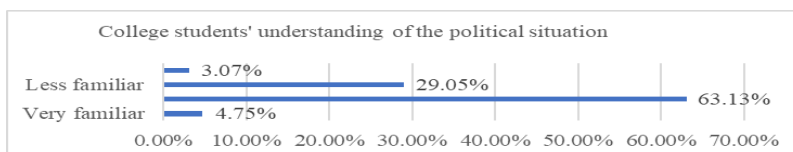

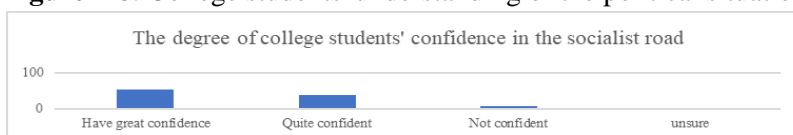**Figure2- 8**: College students' understanding of the political situation

Figure2- 9: The degree of college students' confidence in the socialist road

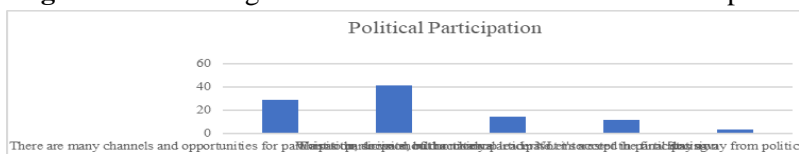**Figure 2- 10**: College students' confidence in China's development.

Figure 2- 11: Political Participation

Influence of Network Culture on Career Value Orientation: Career choice is an important choice for college students. The career value orientation reflected by college students in the process of career choice has a crucial impact on their career choice, work goals, efforts and self-realization, which is directly related to the socialization process of college students and the establishment of their outlook on life, and even to the process of social development. In terms of career value, in the discussion on academic motivation, 62.43% were learning knowledge and improving ability; adapt to society and find good jobs accounted for 59.22%; proved their life value accounted for 29.89%; repay family accounted for 17.32%; The contribution to society accounted for 10.89% (see figure2- 12). Among many factors in career

selection, college students give priority to high salary (10.89%) and stable work ((39.39%), followed by a relaxed and free working environment (29.05%), the ability to give full play to personal advantages (26.82%), more promotion opportunities (20.67%), professional peers (7.82%), high professional status and social reputation (7.54%), and social contribution (5.59%) (see figure2-13). The analysis of College Students' career factors shows that college students are often willing to choose a job with good economic income and stability. The channels for college students to obtain ideal jobs mainly include their own efforts (74.3%) and relying on their parents, friends and other interpersonal relationships (15.08%) (see figure 2-14). From the perspective of entrepreneurial consciousness, only 45.23% of the respondents considered starting a business (see figure2-15). From the responses of these college students, it is also easy to see that due to the impact of the epidemic and the sluggish economy in China, most students have a fear of entrepreneurship, and have strong expectations for career stability, high wages and a good environment.
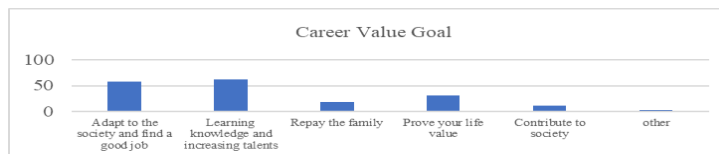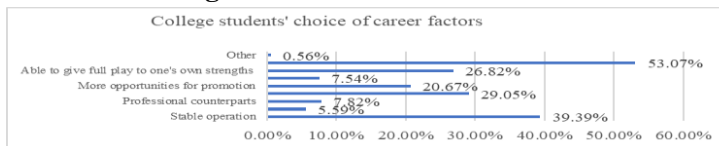

Figure 2- 12: Career Value Goal

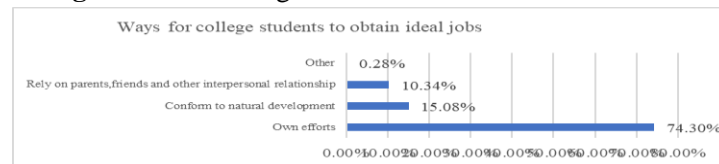**Figure 2- 13**: College students' choice of career factors

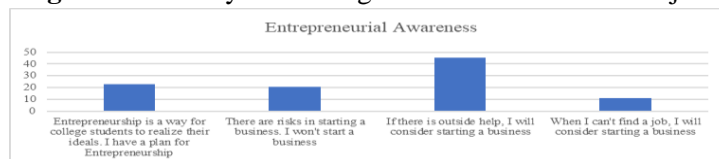**Figure 2- 14**: Ways for college students to obtain ideal jobs

Figure 2- 15: Entrepreneurial Awareness

Influence of Network Culture on Consumption Value Orientation: Consumption value orientation refers to a kind of value judgment on the consumption content, consumption goal, consumption mode, consumption process and other factors related to the whole consumption activity when the consumer is carrying out or preparing to carry out consumption activities. In terms of consumption value: The means of College Students' consumption value refers to their cognitive evaluation and selection criteria of consumption mode. The results are as follows: College students would shop according to their economic strength and demand for products and would not blindly follow the trend (73.46%); Saving money is better than spending it (13.97%); I can spend as much money as I want (8.66%); I would buy it even if I didn't need it (3.91%) (see figure 2- 16). As for Consumption Value Target, the surveyed results are: practicality is the most important, pursuing high quality and low price (82.4%); Brand is very important, it represents the status (14.53%); Pursue novelty items popular online (3.07%). From the data, it can be seen that over 80% of college students pursue practicality when shopping, that is to say, they pursue the quality and performance of consumer goods, pay less attention to the brands representing identity status, and just take a general attitude towards the novelty items popular on the Internet. From this point of view, college students are more cautious in the means of consumption value, and do not agree with the over conservative and over advanced consumption. Generally speaking, college students still advocate rational consumption.
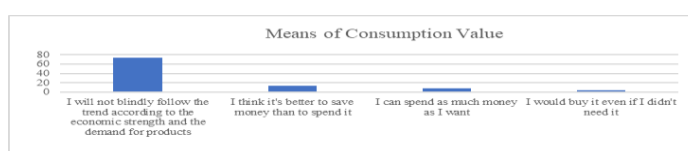

Figure 2- 16: Means of Consumption Value

Figure 17: Consumption Value Target

Discussions

Although from the conclusion of the sample, the values of Chinese college students are relatively correct, there are still some problems with the group values. For example, in terms of the criteria for judging the value of life, some respondents think that high social status (6.92%), great power (4.67%) and more money (4.49%) are the criteria for measuring the value of life. In the aspect of moral behavior, 13.46% of the samples thought that they would not help others in the face of help. In terms of political participation, 14.58% of the college students said that national affairs were the affairs of leadership. Another 11.78% of college students said they were not interested in participating in politics, and only 3.36% said they should stay away from politics. In terms of career choice, many college students only want to choose more stable careers, such as state-owned enterprises (43.74%) and universities (26.92%), followed by government institutions (26.73%). In terms of consumer values, some respondents said they could spend as much as they could (8.6%). These values cannot be said to be wrong, but there are some problems. This paper analyzes the causes of these relatively negative values from the perspective of network culture. Because the positive value analysis has been described above, this paper only analyzes from a negative perspective.

Network-Factors: Massive information resources are stored and circulated in the Internet. The Internet is deeply attracting contemporary college students with its advanced, fast and colorful charm (Song & Fu, 2012). Facing the network culture that changes the thinking and behavior of college students, we should grasp its characteristics to resist the bad impact of the Internet.

Self-Factors: The university period itself is an important stage for the individual's mind to move from immature and unstable to stable and mature. The contemporary college students at this stage have such physical and mental characteristics as transience, conformity, stage, new heterosexuality and plasticity. In the face of the mixed network information, there will naturally be confusion and confusion, which will be negatively affected by the network culture (Lietz & Matthews, 2010; Chen, 2012). The negative impact of College Network Culture on College Students' values is closely related to their own psychological state, self-control, adjustment, information screening and other

abilities.

Complexity of Social Environment: With the promotion of economic globalization, western capitalist ideas and values have entered China in the form of cultural works, affecting and shaking the ideological and value evaluation standards of college students (Nematovich, 2020). The basic economic system in the primary stage of socialism in China is that public ownership is the main body and various ownership economies develop together. This system determines the diversity of China's economic composition, distribution system and employment forms. In the free competition environment, college students will enter the wrong area of being mercenary, thinking that money is value and money worship will expand (Guo, 2005).

Lack of Network Moral Education: Colleges and universities are the main front of Ideological and political education. Although all colleges and universities are actively responding to and strengthening the construction of moral education, some colleges and universities still ignore its importance and fail to put moral education through the whole process of education. Classroom education is the main channel of network moral education in colleges and universities. However, at present, moral education is generally characterized by weak pertinence and poor effectiveness (Yang, et al., 2022). The moral education content of many schools is still at the stage of traditional moral education due to the new situation, and no positive adjustment has been made according to the current situation of the network age and the characteristics of College Students under the network cultural background.

Family education factors: The moral education role of the family is irreplaceable by other social organizations. Most of the families of contemporary college students are nuclear families, with only one or two children. Parents' attention to their children is constantly increasing with the improvement of living standards. However, it is also easy to neglect moral education due to too much emphasis on children's cultural knowledge education and physical quality education.

New Knowledges

Firstly, Develop a Media Platform for value management. University value educators can explore a new platform for university students' value management with the help of the emerging platform of media. **Next,** Strengthen the Quality of University Value Educators. The ideological and value management of college students are important part of moral education in colleges and universities, and the educators in colleges and universities are the main responsible persons of this work. **Lastly,** Set Up Targeted Courses for Media Literacy Education. Value management is the focus of education in colleges and universities. Colleges and universities could carry out value management for college students through various channels, such as ideological and political courses, lectures, psychological counseling, and special activities.

Conclusions

Life values: focus on self-realization. In terms of life value, the primary goals that college students pursue in life are career, family, money, dedication and rights. From the results of College Students' choice, more college students' life goals are to pursue career success and a bright future, while few choose to make contributions to society. In terms of the means to realize the value of life, 68% of the people think they need to rely on themselves, but a small number of people think they need to rely on others to achieve success.

Morality values: justice and positive sense of morality, pursuit of self-interest. In terms of moral value, the five moral qualities most appreciated by college students are honesty, patriotism, law-abiding, friendliness and politeness. The five most despised moral defects of college students are hypocrisy, irresponsibility, dishonesty, selfishness and indifference.

Political Value High political belief, confidence and willingness to participate. In terms of political value, about 30% of the people lack understanding of Chinese politics. In terms of political belief, 90% of the people have great confidence in the future of the country and the nation, but about 10% have no confidence in the socialist road and China's development prospects.

Professional Value: stable Work; Attention to Economic Interests and Working Environment. In terms of occupational value, in the discussion on academic motivation, 62.33% were learning knowledge and improving ability; 57% of them adapt to society and find good jobs; 30% of them proved their life value; 17% returned to family; The contribution to society accounted for 10%.

Consumption Value: Pay attention to functionality and economy and advocate rational consumption. In terms of consumption value: when college students choose shopping, practicality is the most important. They are more willing to pursue high quality and low price (82.33%); Followed by brands (14.58%) and popular novelty (2.99%).

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