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REVIEW ARTICLE

RESEARCH ON THE NETWORK VALUES OF POST-MILLENNIAL COLLEGE STUDENTS

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ARTICLE DETAILS

ABSTRACT

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With the development of science and technology, accompanied by the transformation from planned economy to socialist market economy, China's political, economic, cultural and other fields have undergone great changes, information has become the development trend of The Times, more and more scientific and technological elements into people's production and life. In this information age, the development and popularization of the Internet has brought great changes to the world. Gradually, people have become dependent on the Internet. Contemporary college students, as the "most sensitive group", thus lead to great psychological changes, and the millennial generation, as the latest generation of college students, their psychological changes are even more amazing. From a small point of view, how the psychological quality directly affects their health and perception of values, whether there is a correct value is a direct factor to measure whether a person can become. From a big and long-term point of view, this is related to China's construction and the great rejuvenation of the Chinese nation. If China is to succeed in building a great blueprint for the Chinese dream, it will not be possible without the efforts of contemporary young people, and as fresh blood of post-millennial college students, their power is particularly important. Therefore, a correct network value is essential for them.

KEYWORDS

Post-millennial, Network values, Network culture

1. INTRODUCTION

In the past two years, "trans-century" has almost become the most frequently used word. How to understand "cross-century", how to understand and evaluate the contemporary Chinese youth, and the new survival and development problems faced by the youth, have become the focus of many experts, scholars, young workers, newspapers and media in the millennium [1]. The development of China in recent years, with dazzling, a word to describe fitting for the millennium, after they are in on the biggest lucky is an era of peace and stability of s, informationization, his parents of their understanding and tolerance, harmonious family environment, the millennium after freedom than any previous era, they are free to choose to their territory, and, obviously, they have a broader field of vision. Therefore, post-millennial college students have become the focus of social attention. In the emerging network era, people pay attention to the recognition of network, that is, the establishment of network values.

2. THE ARRIVAL OF THE NETWORK ERA AND THE POPULARITY OF NETWORK CULTURE

2.1 The arrival of the Internet age

With the development of science and technology and economy and the improvement of productivity, informatization has become the general trend of modern development, which also represents the development of advanced productivity. According to toffler, the third wave in the

information age is the information revolution, which started around the mid-1950s. Its representative symbol is "computer", which mainly focuses on information technology and focuses on the creation and development of knowledge. With the decline of the agricultural age and the industrial age, the human society is transiting to the information age and stepping into the third wave civilization [2]. The biggest difference between the information society of the third wave and the agricultural and industrial society of the previous two waves is that the information society is no longer dominated by physical and mechanical energy, but by intelligence, and even participates in the perceptual, conceptual and primal activities of human beings.

The continuous development of information and network and perfect, make network won the important role in people's life, we modern people call network are mostly refers to the combination of computer and communication technology of computer network, in our life, network is everywhere, living in such an era of information network, everyone is inseparable from the network, give priority to with the contemporary new youth, our "after the millennium," that is our youth after 00. Network is a double-edged sword, as long as the proper role, it will be a stepping stone to your success, to provide you with convenience; If you do not use it, indulge in it, unable to extricate themselves, then, it will be on the road to your success, serious, may directly affect your life.

Students after the millennium is mainly in order to search for information online learning, reading news, entertainment, chat, online shopping, the journal, blog, etc., but our country present situation is that most college

students addicted to the Internet after the millennium, itself can't very good control yourself, easy to some network game the temptation to indulge, resulting in bad, in doing nothing all day long, whole person looks sluggish, very decadent, no new contemporary youth youthful feeling, not the vigor.

2.2 The popularization of network culture

With the advent of the Internet era, network culture has become a new cultural concept, which is most commonly found in university campuses. Network culture is a special cultural activity and concept based on network information technology. Network culture has played an important role in extending and developing the real social culture and in cultural construction. With the advent of the Internet era and the increase of new technological elements, Internet culture has gradually entered people's life. In the first decade of the 21st century, the development of network culture has formed three unique characteristics: rapid diversification, industrial strengthening, network government.

2.2.1 Rapid diversification

The development of emerging technology makes all kinds of websites develop rapidly, thus forming a new pattern of network culture construction. Among them, with key news websites as the center, government websites at all levels, well-known enterprises websites and cultural professional websites as auxiliary, the vivid situation of actively participating in and jointly promoting the construction of network culture is gradually taking shape. Through the research investment in network cultural products, a batch of influential literature, art and education websites grow rapidly, so as to meet people's more diversified and multi-level spiritual needs.

2.2.2 Industry strengthening

Network culture product is increasingly rich, supply capacity increases apparently. Excellent traditional culture has become an important source of network culture construction. The online library, online museum, online exhibition hall and public service cultural system have taken shape, showing a rich cultural space. The rapid rise of online media, online games, online music, online film and television industry has greatly enhanced the overall strength of network culture construction.

2.2.3 Self-government network

The Internet has become a new channel for citizens to ask about government affairs and gain access to political information and public opinion. In June 2008 and February 2009, hu jintao, general secretary of the communist party of China (CPC) central committee, and premier wen jiabao of the state council had cordial exchanges with netizens through People's Daily online and xinhuanet.com respectively, which became a landmark event of "online political inquiry". It has become a new channel for government to serve the people and improve work through the Internet to understand the customs and conditions of the people and gather the wisdom of the people.

From "network politics" to "network administration", the network government has become an increasingly innovative act by actively using the network platform to carry out supervision by public opinion and improve the governance ability. At the same time, there are some unhealthy and even illegal phenomena in the development process of network culture, such as violent websites, hacker incidents, Trojan viruses, spam, virtual fraud, false rumors, invasion of privacy, online plagiarism, network pushers, network hatchet men, etc., which pose challenges to network management and network ethics. As the "most sensitive group", post-millennial college students are more likely to be affected by unhealthy Internet phenomena, which requires post-millennial college students to set up a correct value system on the Internet, in order to urge themselves and make rational use of the Internet.

On October 18, 2011, the sixth plenary session of the 17th central committee of the communist party of China passed "the central committee

of the communist party of China to further the reform of cultural system to promote socialist cultural development boom certain major issue decision", which specifically proposed the proposition of "the development of healthy network culture", points out that "to strengthen the construction of online ideology and culture, is the urgent task for the construction of socialist culture", the development of network culture, strengthen the management of Internet culture puts forward nine specific tasks: (1) to earnestly implement actively use, scientific development and management, to ensure safety in accordance with the policy, We will strengthen and improve the construction and management of online culture, strengthen online guidance of public opinion, and advocate online ideological and cultural themes. (2) the implementation of the network content construction project, to promote the excellent traditional cultural treasures and contemporary cultural boutique network communication, production suitable for the Internet and mobile phone and other emerging media dissemination of high-quality works, encourage Internet users to create a healthy style of network cultural works. (3) support key news websites to accelerate development, build a number of comprehensive websites and characteristic websites with strong influence at home and abroad, give play to the constructive role of major commercial websites, and cultivate a number of network content production and service backbone enterprises. (4) develop new network technology new format, occupy the commanding heights of network communication. (5) carry out a wide range of civilized website creation, promote civilized network, access to the Internet, supervise and urge network operation service enterprises to fulfill their legal obligations and social responsibilities, do not provide harmful information dissemination channels. To strengthen the network legal construction, accelerate the formation of legal norms, administrative supervision, industry self-discipline, technical support, public supervision, social education combined Internet management system. 7) strengthen the guidance and management of social networks and instant communication tools, standardize the order of information dissemination on the Internet, and cultivate a civilized and rational network environment. 8) we have punished the spread of harmful information in accordance with the law, launched a special campaign to eliminate obscenity, pornography and vulgar information on the Internet, and cracked down on illegal and criminal activities on the Internet. 9) strengthening the protection of personal information on the Internet, building network security evaluation mechanism and maintaining public interest and national information security.

At the same time, an important part of the construction and management of network culture is the construction of integrity, including government integrity, business integrity, social integrity and judicial credibility, as well as the corresponding social credit system construction covering the whole society. For the sake of the physical and mental health of the contemporary new youth, the construction of network culture should arouse people's attention.

3. NETWORK VALUES

Values are the cognition, understanding, judgment or choice made on the basis of certain thinking senses of a person, that is, a kind of thinking or value orientation for a person to identify things and distinguish right from wrong, thus reflecting a certain value or function of people, things and things. In class society, different classes have different values.

Anyone thought before is not absolute denial, the idea of Angle, have related background, judgment, and its significance, will have the objective value of a certain extent, while the value of this idea is that it is the degree of recognition with the meaning, is to understand the perception of this thought, this is the most simple human nature thinking, which is the most real evaluation, evaluation to find out whether an idea is great, and this idea could be the origin of the values.

At all times, values are indispensable standards of conduct. Whether or not to establish a correct value system is the key to one's success. For the same thing, everyone has their own views, which are all due to different values. A correct value can lead people to success, and they can have a calm and stable judgment of everything they encounter and make the right choice.

With the development of The Times, the Internet has gradually penetrated into people's lives, becoming an indispensable part of People's Daily life and playing an increasingly important role. At temperature in "power shift" reminds us that: "the world has left the violence and control time, money and the future of world politics rubik's cube will control in the hands of the information of power, they will use the hand control of the network, information security, take advantage of this powerful culture in the English language, violence, money can't conquer." For this reason, it is especially important for us to establish a correct network value for the new era we are living in.

Many of the problems people see on the Internet are rooted in real life. On the Internet, people can vent their dissatisfaction and express their emotions without any scruples and realize their expectations that are hard to achieve in real life. It is for this reason that the Internet has become a kind of window for social adjustment, providing a good channel for people of all social classes and all kinds to seek interests and express their emotions, and playing a role in alleviating ambivalence and regulating bad emotions to a certain extent. For unfair in the society, the work is not smooth, not equal to idea of life, people often have a lot of regrets, such, can be the window to let out through the network, and you may know many experiences, as you can resonate with people, this can let you get psychological balance and the satisfaction of the mind.

Than meet things and people are often willing to leave their joys and sorrows in network, in order to to talk heart discontent, pacify anger, can also be used for social, cultural, economic and other aspects of the subject, published their ideas, in this way, the network has become the best channel to reflect the condition of the people, has become a barometer of social. Government departments can have a deeper understanding of the real demands of the public and find out the real problems. They can effectively use the Internet to solicit the will of the public for major events related to people's livelihood, making the decision-making more scientific and having a broader mass base.

The double-edged sword of the Internet, if used properly, will certainly become a boost. Among them, a correct network value is very important. Reasonable use of the network, do not indulge, do not ignore the study, work and life, the use of network information, constantly improve themselves, sublimate themselves, become a better person.

4. TO CREATE A BETTER NETWORK ERA

No matter how The Times develop, there is always an eternal desire in people's hearts -- the desire for a happy life. To be specific, it is the fundamental life value concept of the ruling party established as the main contradiction of Chinese society in the new era -- "the contradiction between people's growing need for a better life and unbalanced and inadequate development". Because the 'good life' not only Outlines the blueprint of a beautiful China in the future 'people's yearning for a better life', but also is a necessity for the development of The Times.

With the rapid development of the Internet era, various social tools and chat tools have become popular. However, their functions are basically the same, which is to make people establish contact with people they know or don't know in the virtual world, keep in touch and then find new contacts. Gradually, then, the computer and the network, it seems, from a simple artificial intelligence to assist human work, into a strong worldwide "community". People in this "community" look up information, browse the news, entertainment, dating, as in the real "life". Everyone has many roles to play in this "community." for example, in traditional family life and workplace, we are always called father, mother, boss, teacher, colleague and student. Especially in this network era, under the linear shape of virtual social space, both real names and anonymous names participate in the daily life of the network in the form of self-representation and role playing [3]. In the virtual world, some people in the spirit of some comfort, can return to reality, more efforts to face life, and some people may be a virtual, will never return to reality. This needs to establish a complete network system, people enhance self-discipline is also needed to create a better network era.

However, in contemporary virtual social relationship network, maintain the traditional social operation such as blood, geopolitical, margin not to say there is no relationship between industry (such as a circle WeChat family relatives and friends), but its status and function have been reduced or fade, also is not the mainstream way of human relations activity, instead, is "strange relationship between familiar with" the emergence of the phenomenon of network [4]. Because of this, there are always some people regardless of the moral and integrity of the constraints, in the network communication irresponsible slack thought. Up to now, there are still many people who have not regarded the dishonest behavior on the Internet as immoral behavior. The resulting crisis of network integrity, as well as the depletion of energy in network activities, is bound to cause the weak and distant relationship between people in the society. At the same time, the bad inducement of the network makes the network crime rate rise.

Do we think it's safe to stay at home or in our dorm room without going out? Actually otherwise, in recent years, the society is in progress, the legerdemade of those lawless elements in the society is also in progress, in fact, there are many hidden dangers around us, may be when you accidentally click into a link, you have entered a scam. Similar network fraud has occurred frequently in recent years, and cheated people are mostly college students who are going to school outside, online fraud, network viruses and other ACTS are not rare, because of the popularity of online payment, the use of online banking fraud is even worse. Therefore, there must be a reconstruction process of ethical norms in cyberspace [5]. How to deal with the successive network problems? This requires people to enhance their sense of self, "there is no free lunch", in the face of some things can be calm analysis, prudent work. The Internet has always been a double-edged sword with advantages and disadvantages.

But no matter how powerful the network is, it is only a tool. Whether it can play an effective role depends on the users. First, we should use network tools correctly. Good at using the network to enrich their knowledge, exercise their learning ability, and improve their ability to identify beauty and ugliness, self-cultivation, away from bad content. Secondly, we should carry out healthy network communication, improve self-protection awareness, and also respect others, do not leak other people's important information, to create a safe and reliable network environment. Third, moderate access to the Internet, consciously avoid addiction to the Internet, to study, work, life. Finally, develop the network self-discipline spirit, in the absence of external supervision in the network space to do "not out of line", promote the health and harmony of network life.

Creating a better life is everyone's desire and creating a better life network is now the need. Evolutionary ethics tells us that the essence of a good life is the result of the evolution from general morality to virtue [6]. And the network good life that we want to create is also a process of moral evolution to virtue. Want to live in a good network environment, we need to pay attention to network security, network life carefully maintenance. As college students in the new era, lead by example, we should set up correct network values, actively advocate network culture, adhere to civilization, science, healthy Internet access, become the backbone of the development of the network era.

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