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## The Application and Reflection of Network Information Technology in College Students' Moral Cultivation

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### Abstract

With more and more developed modern network information technology, it has been transformed from the media into a way of life and social culture which can not be ignored. Therefore, this requires us to fully understand the impact of network information technology and mistakes in its application, and use network information technology reasonably to cultivate college students' morality.

**Key words:** Network information technology; Interpersonal communication; College student; Moral cultivation

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### INTRODUCTION

The development levels of information technology of a society can affect a society's openness as well as knowledge transfer and exchange ability, and even reflect the degree of education development and civilization in this society. Modern network technology exists not only as a kind of effective means of information, but also increasingly as a way of life and social culture which cannot be ignored, which influences peoples' ideas and thinking habits, and becomes the new situation and content of students' moral cultivation.

### 1. THE CHARACTERISTICS OF THE MODERN NETWORK INFORMATION TECHNOLOGY

Modern network information technology is the main tool in modern information circulation which shows the characteristics of high efficiency, large amount of information, convenience to edit and store and fast transmission and so on. It can join the public together by satisfying the users' different needs. Compared with a series of features of information circulation in traditional society, such as high cost, high threshold, as well as traditional information sources are relatively concentrated on political elites and cultural authority, the traditional information contents must be concise refining and its transmission mode was unidirectional and one-way, etc.. The information interconnection under modern network information technology increasingly shows characteristics of encouraging multi-source and multi-way transmission flow, breaking down monopoly of the elite dissemination of information, gathering information of the general public to share, lacking the tolerance in fine reading and spreading, setting off a wave of instantaneous distribution easily, etc.. Under the network environment, the production, circulation and consumption of modern information resources become easy, the amount of information and the breadth and speed of information flow is increased; the interactive influence ability of network information technology is also unceasingly promoted.

### 2. THE INFLUENCE OF MODERN NETWORK INFORMATION TECHNOLOGY ON YOUNG COLLEGE STUDENTS

Network information technology performs as a powerful mean, which is not merely a technical mean. "The

medium is the metaphor”, just as Nail Postman presented in *Amusing Ourselves to Death*, refers to that media and technology are not only matters of themselves, they will be given certain meaning by the content they bear, and conversely, they influence the culture and even create culture. Besides, network information technology has never been used passively by people, but delivers lifestyle, influences social culture, changes people’s attitudes and thinking habits through the innovation of technology.

### **2.1 Modern Network Information Technology Has Encouraged Openness and Sharing of Society**

Modern information technology has entered a phase fully open and interactive. It makes information channels more diverse, information circulation more flexible, information openness and sharing more frequent, which lead the network to a huge information collection and distribution center. Furthermore, the public is not solely satisfied with the convenient form of network interconnection. There are more and more voices for opening and sharing of more public information as well as resources. As the information sharing degree is higher and social openness is stronger, young college students also chase college and social hot news along with their own interests, in addition to search for related information about learning, employment, leisure on the internet. In the process of chasing news, openness and sharing of social life are what they concern most and willing to promote.

In their familiar social contact network platform, young college students can state their opinions freely on affairs to international, national and local, exchange information freely, and even stirring express one’s attitudes towards politics, public events as well as individual thoughts, words and deeds. Those organizations or individuals, who want to monopolize the information source, dominate the right to speak, or fuzzy facts by relying on the strength of traditional media or the authority of traditional identity, mostly are being attacked reasonably by youth netizens on the internet. The power of network public opinion even affects the life in the real world. Although a spontaneous open and sharing on the internet has caused a lot of negative effects, like false information is in flood, a violation of the patent of others, “human flesh research” and so on. The tide of open and sharing in a society also make the “sunshine” and “open” become attitudes and habits that must be cultivated by public organizations at all levels and categories, and eventually join in the army of open network and information sharing to co establish a legal, reasonable, orderly system of social open and sharing.

### **2.2 Modern Network Information Promotes Social Equality and Diversity**

In an open platform, users can collect and disseminate information freely. Each of them could become a node of information chain that has its own space while not

dominant in the massive information flow, which makes them tend to accept the interaction more equally in form. At the same time, more rich and diverse ideas, attitudes and actions join together more freely and openly through the network platform. Different from the restriction of traditional social information main bearing elite thoughts and essential themes, the popularity of modern network information technology reduces the cost of information circulation. Besides, both the subjects and themes of information exchange are becoming more publicized and personalized, and the daily information flow formed by knowledge and experience belongs to “grass-roots” and “personal” are growing. Under such a trend, the equality and diversity originally derived from the common people are conversely turned to elites, and the authority of the traditional elites in the field of social life and culture is gradually weakened. And exactly in such conditions and atmosphere, people are less and less satisfied with absorbing information passively. They prefer to approach those information platforms which are equal and interactive, and willing to maintain an equal opportunity for communication, voice for the personalized and diverse ideas. Such a kind of network spirit spreads by the public to the real social life.

However, the trend of equality and diversity, not only to promote the reasonable protection of the rights and obligations of the public and improve the enthusiasm of public participation, but also plagued the young college students how to recognize self and social awareness, constantly test the young college students not only to maintain the independence of thought, behavior, as well as abilities like get along with others and social harmony.

### **2.3 Modern Network Information Technology Enhances Individual Autonomy and Initiative**

Community forums and social network sites are public platforms which are popular in young college students. However, even on the social network platform, young college students also prefer to express personal autonomy and initiative. A London student Matthew Robson pointed out in his report written in Morgan Stanley while he did his internship, that “teenagers do not use twitter, even they registered the account. Because no one will see their twitter page, so they think information release in Twitter makes no sense.” The young man actually makes it clear that, although famous and popular social network platforms inevitably catch young generation’s attention, they really don’t like long-time “guest” identity on these platforms, and prefer to have their own equal rights and initiative of the network media, and complete matters which they are glad to do by themselves. Lack of autonomy, failing in gaining experience of participating and shouldering responsibility by them in the process of application makes the network hard to attract the young generation for a long time. However, what we must pay attention to is that an open and equal atmosphere will

surely encourage the autonomous participation of young college students, and that means we must meet their own participation wish and more necessary challenge their autonomous participation ability.

### **3. PROBLEMS OF APPLICATION OF MODERN NETWORK INFORMATION TECHNOLOGY IN COLLEGE STUDENTS MORAL EDUCATION**

Because of its power and convenience, modern network information technology has become a powerful tool applied in college students' moral education. With the aid of network information technology, college students' learning, research and practice in campus could be brought together to help moral education researchers analyze students' present development, thus it saves a lot of time and energy for their large amount basic routine work, and improve their work efficiency. However, network technology, as a realistic technique, inevitably has negative problems except advantages.

#### **3.1 Security of Network Information in Colleges Is an Eternal Problem Which Cannot Be Ignored**

The degree of network information database depended by other parties, which is established by colleges dealing with work of college students' education, management and service, is more and more highly. However, the wider information database bearing, the higher the value. When network information database is playing its function of high efficiency and convenience, it also becomes the object coveted by illegal profit chasers and brings serious issues in database information security. At the same time, as a means, the network information technology itself has no obvious bias. Its convenience facilitates both the legal users and the malicious third party who arbitrage profit from information.

In recent years, the events that leakage of personal information of network information database resulting in losses happened frequently, and personal information security has attracted much attention. While the network information database set up by colleges still appears to be "simple", especially in front of modern technology. According to the news issued by a journalist of *Economic Information Daily* on May 20, 2015, "from April 2014 to March 2015, the sky platform shows that there are as many as 3,495 mends in effective college websites and 1088 college websites was involved." And another reporter for *Legal Daily* reported that the student information database of the faculty of network vocational education in Fujian province is completely opened, more than 8,000 students' personal information and enrollment card could be downloaded and modified freely. When the college officials were informed of such a situation, they just contempt it as "a little loophole, and call someone

to improve is okay". All these situations show that, the network databases applied by colleges, due to security loopholes in hardware and software, or people's low information security awareness, bring potential threats to mass students' personal information. The security of network information makes people worried.

#### **3.2 The Loss of Available Ways for College Students' Moral Cultivation**

Moral education workers' excessive dependence on and trust in network information database could weaken the moral experience in real activity and lead to the loss of available ways of moral education of college students. With the help of network information exchange platform, affairs that need a face-to-face communication between teachers and students are declining. And even online communication is nearly replacing face-to-face communication. However, on one hand, modern network information partly simulates real life, on the other hand abandons complicated moral situations and moral relations in real life. The moral experience online often makes people's eyes blind, like seeing flowers in fog or watching moon reflected in the water. It did reduce the interactive pressure in real life, but lack of interactive experience of reality is a shortage indeed.

The psychologists who made research on network behavior founded that, if individual has corresponding ability in reality, the network could help him to relieve anxiety, enhance confidence and steady interpersonal relationship. But if one is poor in communication in reality, and turning to network communication for help will only makes him more eccentric and fall into a vicious cycle. So, if a teacher relies on the network excessively and communicates with students online solely, it's possible for him to neglect student's real conditions and miss the opportunity to guiding and educating.

#### **3.3 The Moral Education Workers Is Incompetent in Application of Modern Network Information Technology**

Commercial network platforms continuously update their information technology, while in the college moral education, it gives people a feeling of sticking to the old disadvantage in the college moral education. First of all, in terms of technology, the college students moral education workers seemed to treat the network platform of moral education as an online blackboard or a lighter paper media, still continue the advantages and disadvantages of the past static information media. Secondly, in terms of manner it cannot make use of the advantages and attractions of network media in interaction and communication, instead of using network information technology to transfer one-way transmission information in the era of internet sharing. Thirdly, in terms of establishing relationship, it is still teacher-centered

and makes students accept information passively and lack of enough openness and equality. So it doesn't have substantive benefit to the share and experience of moral relationship between teachers and students. Fourthly, the network information database is just a substitute for traditional filing cabinet for moral education workers who lack the corresponding ability of information integration and analysis, floating on the representation of vast network information, failing to play the important role of big data, which makes the big teachers an illusion that they made all the students' situation under control.

#### **4. REASONABLE USE OF MODERN NETWORK INFORMATION TECHNOLOGY IN COLLEGE STUDENTS' MORAL EDUCATION**

It is because the huge changes of ideas and contents in social life that has been made by modern network information technology, the completion of information data based on network is merely one small step of moral education work and it cannot strengthen preparation for education ability in reality. Modern moral education of college students can not only make use of convenient access of network information, or take the network as an extension way of moral education, but also realize the change of ideas brought by network spirits and carry out the moral education full of features of the era.

##### **4.1 To Correctly Play the Role of Interpersonal Communication in the Network Society**

Whether it is in real life or virtual environment, college students' morality need to be developed through experience and practice in dealing with various relationships. The most important part of cultivation and education of current college students' morality still lie in experience in real situation. Psychologist Cacioppo believes that "the charm of face-to face communication is that it reflects the essence of human nature. Our life needs colorful communication and this kind of richness affects our brains". So, emotions aroused by reality can be more sympathetic, behaviors trained in reality make attitudes stable.

In terms of current technology, however, network communication itself cannot replace the face-to-face communication. Lack of personal experience of moral situations and moral relations is one of the reasons causing the network interpersonal disputes and even legal issues. When network communicators carry out discussion on sensitive issues, most of them has experienced the suspicious and fear generated by a certain time silence between reply-time gap due to individual subtle emotions. In morality cultivation activities, it is necessary to mobilize the emotions and attitudes of both teachers and students, make them

perceivable to each other, create atmosphere of real-life experience, and all these are essential to get a fine effect of educational communication. So we can draw the conclusion that the face-to-face moral education is still irreplaceable.

##### **4.2 To Carry Out College Students' Moral Education Combined With the Characteristics of Network Information Technology**

At the same time, moral situations and relations based on the network have increasingly become the object of moral experience as well as the content of moral cultivation in college students' moral education. Therefore, we should well construct the network moral education platform combined with cultural spirits full of characteristics of information technology, and carry out moral education of college students fitted to the cultural spirit of the age of network.

###### **4.2.1 The Expansion of Content**

The network moral education platform doesn't aim to copy textbooks but rather to help students broaden their vision, extend their thinking and learning. We should treat the network information platform as a refined clue for moral learning, which means not only making the content thinner, but also making the relatively fixed book knowledge extend into real life.

###### **4.2.2 The Situationality of Life**

The moral situations and moral relations in reality embodies that moral education in network platform is not only supposed to convey technical knowledge and information about morality, but also make moral education resources more situational.

Furthermore, we can also make moral situations and problems of college students' life and job now and future become education resources, to cultivate their emotions and attitudes, and help them leading their own moral life.

###### **4.2.3 The Experience of Inner Heart**

To cultivate morality requires the acquisition of moral knowledge and learning from models, especially personal inner experience and practical action feedbacks. When designing the content and form of moral education platform, the ideas such as openness, sharing, equality, diversity, autonomy and cooperation should be permeated into learning activity, which aims to help college students explore their own life experience, and turn the shallow knowledge into moral behavior and competence indeed.

###### **4.2.4 The Reflectivity for Conflict**

Moral life doesn't mean simple and direct norm and it companies with experiences of interest in individual life and choices of important values. There are neither interest conflicts nor choices choosing in real life, accordingly, there is no need for moral requirements and norms. Whereas, conflicts in moral situations can be found everywhere. The network moral education is by no means

promoting undisputed moral specifications and moral behavior, it should bring in moral situation and moral experience full of reflection of conflicts, which can not only cultivate students' moral reflective ability, but also let them understand the previous value of morality and sublimate the ordinary emotional experience to noble moral spirit experience.

#### **4.2.5 The Interaction of Interpersonal Communication**

Morality is social and lies in relationships. All relations and problems in the world cannot continue without interaction between people. And the solutions of problem surely rely on the positive interaction between people. When making use of network information technology to carry out college students' moral education, we need to realize interaction and communication of educational parties, and advocate active listening, equal expression, coordinating conflicts and cooperation between teachers and students, and penetrates the interpersonal interaction throughout the whole process of moral education.

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## **CONCLUSION**

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All in all, it should be reviewed on the application of the network information technology in college students' moral education. By conforming the characteristics of network information technology and the rule of network information, a network moral education platform more suitable to the cultural spirits of network era should be built to develop college students' moral education, which makes the virtual world no longer virtual.

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