

Original Paper

New Thoughts on Guiding Students' Values in the Microblog Era

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Received: October 29, 2023 Accepted: December 05, 2023 Online Published: October 14, 2023
doi:10.22158/wjer.v11n5p143 URL: <http://dx.doi.org/10.22158/wjer.v11n5p143>

Abstract

With the popularization of the Internet, which promotes the arrival of the microblogging era, college students in today's colleges and universities are the main population in the microblogging era. Microblog attracts college students with its popularity, flexibility and originality. Due to the complexity of microblogging information, the lack of attention to microblogging education in colleges and universities, as well as some factors of college students themselves, microblogging will have a certain impact on the values of college students, which is specifically manifested in the sense that it makes college students increase their awareness of social participation, realizes and vulgarizes their value orientation, and makes their value standards relatively loose. Therefore, in the era of microblogging, it is necessary to take effective strategies to guide college students to establish correct values.

Keywords

university students, value, microblogging

1. Introduction

With the development of science and technology, when the network is popularized in the whole world in its incredible way, we gradually understand: it has turned into a tool for people to communicate with others and get information at home and abroad. As a product of the further development of the network: microblogging, it occupies an important position in all the communication platforms of contemporary college students with its unique advantages. With the wide application of microblogging, it influences the communication, learning and especially the values of contemporary college students, so how to correctly guide the values of college students in the era of microblogging is a problem worth studying. From the advantages of microblogging, we discuss the influence of the use of microblogging on the values of college students and analyze the reasons for the negative influence, and then put forward corresponding countermeasures, which will help to strengthen the guidance of college students to set

up the correct values, and then contribute to the promotion of the establishment of a harmonious campus and a harmonious society.

2. The Influence of Microblogging on the Values of Contemporary College Students

As a new network transmission and communication tool, microblog not only broadens students' communication channels, but more importantly, it also plays a guiding role in the construction of college students' values and dissemination of ideas. Because of the unique characteristics of microblogging, it makes it more and more popular among young college students. All things have two sides, and microblogging is no exception, it will have a positive effect on the guidance of college students' values, but it will also have a negative influence.

2.1 Microblogging Enables College Students to Enhance Their Awareness of Social Participation

Social participation of college students is their participation in economy, politics and culture. Because they receive higher education, college students have higher moral quality in social participation. They have a high degree of enthusiasm and desire to participate in various affairs of the society, they care about national events and have a strong sense of social responsibility, they will be excited and proud of the Chinese women's volleyball team winning the gold medal at the 2016 Rio Olympics, they will feel sorry for those who sacrificed their lives in the Tanggu explosion in Tianjin, they will be furious at the infringement of China's sovereignty and territory by neighboring countries, such as Japan, the Philippines and so on.

With the rapid development of the Internet, microblogging participation has become a new way for college students to participate in society. Through microblogging platform, college students can express their views and opinions, and participate in social activities so as to influence or change some kind of public decisions. In the past few years, microblogging has become a new way of social participation for college students. According to relevant reports, 20% of students often participate in the discussion of hot social topics on microblogging, and 60% of students say they sometimes participate. These figures show that college students have a strong sense of social responsibility and social participation.

The top three words on the microblogging hot search list often attract social attention, especially for post-90s college students, who like to post their views on microblogging, like to comment on other people's remarks, and like to start a discussion on a certain issue. For example, in 2017, the United States deployed the "SAD" anti-missile system in South Korea, which triggered a series of protests in our society, and the microblogging on Sina Weibo about SAD amounted to more than ten million, and college students in many colleges and universities participated in the discussion of this topic one after another and have published their own ideas, and some college students have moved from the online to offline retweeting and discussion. Some college students have moved from online forwarding and discussion to offline activities, refusing to travel to Korea and buying Korean goods.

2.2 Microblogging Makes Students' Value Orientation Realistic and Vulgarized

Microblog makes college students increase their awareness of social participation, but the utilitarian

information on microblog makes college students' value orientation realistic and vulgar.

With the development of the market economy, people's income level has increased, the basic food and clothing can not meet the needs of today's people, especially nowadays, college students, who were born in the year of the implementation of the national family planning policy, are usually the only child, so their families will try to satisfy all kinds of needs even some unreasonable requirements, such as in the university campus, people will often see college students drive to class or dressed in a sports car. For example, on college campuses, it is common to see college students driving sports cars to class or wearing thousand-dollar clothes and carrying international brand-name handbags. Over time, they will see the luxury and decent life as the embodiment of personal value, and get satisfaction by showing off, but in today's microblogging network popular era, they prefer to reflect their own value through microblogging, because microblogging provides them with a platform to show off to win more people's attention.

Following the network "Guo Meimei show off the rich", the network show off the rich because of the microblogging this transmission method is more frequent and common, such as the surgeon show off the rich in 2016, as well as "rich second generation" elementary school students burn money to show off the rich and so on. Physical and mental tender college students, long-term exposure to a variety of bad information on the network, more or less will be affected, coupled with the herd mentality, and the drive to seek different psychology, gradually some college students to join the ranks of the show off to go and continue to pursue those who can show off the high-end products, so that there is a "to buy iphones to sell kidneys", to enjoy a high quality of life to borrow money, and to enjoy a high quality of life to go to the United States to sell their kidneys. The wrong behavior of borrowing loan sharks to enjoy a high quality of life. This is exactly what many college students blindly take the microblogging "overspending" and "enjoying consumption" as their value orientation.

2.3 Microblogging Makes the Value Standard of College Students Relatively Loose

Different cultures produce different value standards. In today's globalized world, western cultures can spread to China through the Internet, thus affecting the value standards of college students.

Microblogging first came from the United States, so the values of Western countries led by the United States occupy an absolute advantage in microblogging, and these values are different from the mainstream values of the society that Chinese college students have accepted before, and some of them are even completely opposite, as reported on microblogging: Daley, a male diving athlete in the United Kingdom, got married to his 20-year-old screenwriter boyfriend, Blake, but during their relationship, Daley had cheated on his male friend. Daley once cheated on a male model, but later still got the boyfriend Blake's forgiveness, the two finally consummated the marriage in 2017, in China's ethical morality is not agree with homosexuality, but with the network microblogging culture on the depth of the influence of college students, college students are now the value of the evaluation standard and the traditional value of the evaluation standard there is a difference, and even some netizens to see two people's wedding news report in the bottom comments "Happy wedding" "Although cheating but the

other party still choose to believe, this is true love ah”.

With the spread of network microblogging culture and the influence of Western thought, the values of college students are very different compared to before, they no longer have only one standard for things, such as homosexuality, overspending and other behaviors are acceptable in their view. Under the influence of Western relativism, they believe that there is no absolute right and wrong in the world, and there is no absolute standard of value, and they think that as long as they are in line with their own how to do anything, to a certain extent, they have lost the existing moral and value standards, coupled with the fact that the network world is more free and easy than the real world, so that college students have a different standard of value for the network world and the real world.

3. The Main Reasons for the Negative Impact of Microblogging on College Students' Values

3.1 Microblog Information Is Complicated, Easy to Lead to the Cognitive Bias of Students' Values

In the past, college students were exposed to almost all the knowledge content from reading books and teachers' lectures, and most of these information were processed and more in line with the physical and mental health of college students. Nowadays, with the development of the Internet, college students can quickly access the latest global information on the microblogging network, and the information content of the microblogging network space is often complicated and chaotic, and false information, violence, pornography and other undesirable information is often posted on microblogging. For example, in March 2016 occurred in Sichuan Normal University murder case, the case of the main character Teng Mou and his roommate Lu Haiqing are freshmen in Sichuan Normal University and is the same dormitory, and there is no deep hatred, but only the usual some small conflicts, surprisingly, so that a college student to kill their own roommates, microblogging allows us to quickly learn about the event of the always, but the microblogging is also a place where rumors are born, the microblogging over and over and over again. This case by the microblogging excessive repeated forwarding, comments, there are some exaggerated claims: the main character of the incident is because of competition for a girlfriend and will be killed by his roommate, etc., some college students in the absence of the truth also in the microblogging forwarding, comments, so that the truth of the matter is more and more deviated, through this case shows that college students are very easy to get relevant information from the microblogging in a relatively short period of time, but it is often difficult to It is often difficult to effectively screen some false information in their mind, so it is easy to lead to cognitive bias: on the other hand, college students' psychology and physiology are in the stage of incomplete maturity and development, and their values have not yet been fully formed, so their ability to withstand a large amount of undesirable information is still very limited. In this case, college students, who are physically and mentally tender, often have a distorted understanding of events.

3.2 Insufficient Attention to Microblog Education in Colleges and Universities and Lack of Communication Platforms

Microblogging in colleges and universities is still in the development stage, and colleges and

universities are lacking in attention. First of all, the microblog content of most universities is single and boring, lack of infectious force and attraction, the content of its microblog is no more than the school's relevant policies and the recent major events of the dynamics, which will not attract the attention of college students who are very personalized, and in this network world of fast information updating, the microblog content released by the universities will be sunk into the sea in a short while. Secondly, colleges and universities do not emphasize the unique role of microblogging on college students, the education of colleges and universities is still stuck in the traditional way of teaching and receiving, still stuck in the classroom teaching, such as some political theory courses, even though most of the colleges and universities have opened the official microblogging, but lack of publicity to the college students, which leads to the small participation of students, resulting in the students do not know the official microblogging of their own school, which also shows that schools do not have enough publicity on microblogging, there is a lack of publicity on microblogging. The publicity of microblogging is not enough, there are many of our students simply do not know the school's official microblogging, let alone to pay attention to.

Many colleges and universities have opened official microblogs, departmental microblogs and even class microblogs, but their microblogs are updated slowly, the number of updates is very few, and some of them are often updated but their contents are boring, which makes them lose their characteristics, resulting in little attraction, low attention and limited influence.

3.3 College Students' Media Literacy Lags Behind, with Great Individual Differences

In the face of today's microblogging environment, some college students are able to have an objective understanding of diversified information, while others are not. This has an important relationship with the internal factors of contemporary college students, that is to say, the existing media literacy of college students lags far behind the ever-changing speed of media technology, so they are not well adapted to the rapid development of the network world, especially in the microblogging era, which requires college students to have a higher spirit of innovation and critical spirit.

It is impossible for two identical leaves to exist in the world, so every college student's thought, understanding and comprehensive quality are different. Even for a pair of twins, their views on a certain thing are different. These vastly different subjective factors in college students make their cognitive, psychological and value choices different when they receive external information. Students with high media literacy and strong personal ability can observe the society and analyze the problems with positive and correct mentality, and are good at summarizing and forming correct values; while college students with weak personal ability and lack of media literacy are often unable to recognize social phenomena and analyze the problems correctly, and produce wrong values.

Contemporary college students are the products of exam-oriented education, from kindergarten to high school, they are instilled with the idea of achievement first, coupled with their own social experience and lack of practical experience, some college students are not good at the close integration of theory and practice, and rely more on book knowledge, mechanical application of the theory of the textbook to

explain the social reality, and thus the misunderstanding of the understanding of the misunderstandings. These are all due to the contradiction between the lagging media literacy of college students and the rapid development of modern science and technology.

4. Strategies for Guiding College Students' Values under the Impact of Microblogging

As microblogging is becoming more and more popular among college students, the influence of microblogging on college students is becoming more and more significant. However, due to the lagging media literacy of college students and the complexity of information on the Internet, microblogging has both positive and negative impacts on college students. Therefore, it is necessary to take effective measures to reduce or even eliminate the negative influence of microblogging on college students' values and give full play to the guiding role of microblogging on college students' values.

4.1 Strengthening and Improving the Supervision and Management of Microblogs

Strengthen the screening of microblog content and enhance the credibility of information. College students are still in an immature stage physically and mentally, and they can't deal with some negative and bad microblogging information correctly, so it is very necessary to strengthen the screening of microblogging content and enhance the reliability of the information. First of all, microblog regulators should be formed by some specialized personnel, who should frequently browse the links, pictures, videos and texts of microblogs, and as soon as they find bad information, they will immediately block or harmonize it, and hold the users who publish their information legally liable, and if the situation is serious, they will be held criminally liable. Regulatory organizations should also immediately deal with the information reported by microblogging users to ensure a "clean" microblogging environment. Secondly, microblogging platforms should improve the reporting system for users and enhance the enthusiasm of users to report violence, pornography and other illegal information on microblogs. Users who report illegal information can adopt some reward mechanisms, for example, users who report illegal information can get a microblog medal or can improve the user's level, so as to increase the enthusiasm of the public to participate. Finally, network regulators should limit the spread of foreign culture on Weibo and raise the threshold for foreign celebrities to register for Weibo accounts.

Real-name microblogging system to raise the awareness of the responsibility of the main body: At the end of 2011, the government introduced the real-name microblogging policy, and with the gradual implementation of the real-name microblogging policy, Sina Weibo cooperated with 15 colleges and universities nationwide in May 2012, launching for the first time a user medal for college students, namely the Campus Medal. College students can receive the "Campus Medal" through their school email address. In this way, it guides contemporary college students to standardize their words and actions, and remember their mission and responsibility.

Colleges and universities can reach an agreement with microblogging operators: college students can register microblogging accounts with their real names using their student numbers, and the microblogging platform should guarantee the confidentiality of private information of college students.

This will not only enable college students to communicate on microblogs, but also avoid the release or dissemination of false and illegal information to a large extent, which will also be conducive to the school's management and guidance of the microblogging speech of college students. For example, if some students post illegal information on microblogs, the school can quickly find the student through his or her student number and take effective measures. Overall, the real name system of microblogging can play a certain role in regulating the correct release of microblogging information by college students and improve their awareness of the main responsibility.

4.2 Utilizing Microblogging to Provide Positive Intervention and Guidance to University Students

Utilizing microblogging to carry out campus activities and strengthen campus culture. The traditional way to publicize the activities of campus clubs is to put up publicity posters in the dining halls, dormitories and other places where college students are densely concentrated, or members of the clubs go to the student dormitories for face-to-face publicity. Now, more and more college students use microblogging, microblogging should become a new carrier of activity release. As long as students pay attention to the school's official microblogging, they can learn about the latest activities of the school's various clubs, and can also be forwarded to their surrounding classmates, realizing the large-scale forwarding and dissemination of information.

Each college has a variety of associations, such as Ningde Normal University has a management society, youth volunteer association, press corps, etc., in the past, each association to organize activities have to be set up in the school premises, registration, such a way of publicity will be subject to time and space constraints and thus affect the activities of the event, and now the associations through the microblogging, can be on-line to let college students in the school to understand the association's latest activities and on-line registration, consultation. And online registration, counseling. And some colleges and universities have also created a "microblogging association of college students" microblogging association's main work is to maintain the school official blog, forwarding campus life anecdotes, and at the same time with the school newspaper, broadcasting stations and other campus media cooperation, micro-interviews, microblogging screen, and other activities, and other associations, the most important feature is that the online and offline activities are linked together, marking a step forward in the work of college student associations, and will be the first time that a college student association will be able to organize activities in the future. This marks the beginning of the microblogging era for university students' clubs. In addition, through the microblogging club, college students are able to meet more friends with common interests and expand their interpersonal circle.

Establishing microblog numbers in schools, colleges and classes to play the role of microblog. With the development of science and technology, microblogging is becoming more and more popular among contemporary college students, and it is the trend for each college to establish its own official microblog.

Colleges and universities can release the latest information on their official microblogs, for example, releasing the previous years' provincial score lines, enrollment figures, etc. Different contents can also

be set for different grades of students: freshmen and sophomores mainly study, and the microblog content should focus on their study guidance, such as study material downloads, academic exchanges and lectures; juniors and seniors are concerned about the graduate school examination and employment, and the microblogs should consider their needs and increase the amount of relevant information. Their needs, increase the release of related information. In addition, voting or topic meeting activities can be carried out on microblog to enhance students' sense of belonging and identity to the school.

Through microblogging as a communication platform, it can also make the connection between colleges and universities and other colleges and universities closer, promote the cognitive understanding of all parties, and play a positive role. In early 2016, the ballad "Nanshannan" suddenly burst into popularity, and NU's sent out a microblog on the Internet of the adapted version of the lyrics of the ballad and attached a scenic picture of the school of Nanjing University, and soon Peking University's official microblogging replied to the reply, which triggered a solitaire of the national colleges and universities' lyrics on microblogging. This is the first time that the official microblog of Peking University replied. This incident of remodeling songs by university officials reflects the powerful guiding force of microblogs in guiding values and public opinion.

The communication between teachers and students in colleges and universities is not as frequent as in primary and secondary schools, and the relationship between teachers and students is relatively indifferent, so it is easy for students and teachers to generate a sense of distance, which is not conducive to the development of teacher-student relationship. Various departments in colleges and universities can open microblogging, faculty teachers of various subjects should often communicate with students on microblogging to understand the students' learning status, and students can also communicate with their teachers through microblogging to share useful information about the problems they encountered in their studies.

Each class should also set up a microblog group to publish important notices, class schedules or photos of collective activities organized by the class, etc., to enhance the collective honor and sense of belonging of the class.

4.3 Strengthening Media Literacy Education for College Students

Media literacy is a term that first originated in Europe, and the definition of media literacy refers to people's ability to interpret and criticize all kinds of media information and their ability to use media technology and information to serve their work, life and social development. Therefore, in today's rapid development of network media, it is extremely important to strengthen the media literacy of college students.

Cultivate college students' ability to filter information correctly. With the development of mass media, contemporary college students are exposed to a variety of media: newspapers, magazines, radio and the Internet are all effective means for college students to acquire knowledge. Too much entertainment information and bad information on the mass media will infringe on college students physically and mentally, and some college students only choose information according to their own interests, such as

male students are keen on all kinds of online games, while female students are more addicted to all kinds of variety shows and idol dramas, and they stay on the Internet all day long without any gain, and they lack the ability to identify and filter the junk information and harmful information.

The current situation of college students' media literacy is worrying, and in the long run, it may damage the physical and mental health of college students to a certain extent. Therefore, it is necessary to educate college students about media literacy. First of all, when using microblogging, college students should improve their ability to analyze and identify microblogging information, independently choose some healthy, positive and beneficial microblogging information, and refuse to accept negative information; secondly, to cultivate the media literacy of college students, we should let college students have a rational understanding of the complexity and diversity of information, and should keep a clear mind about the various kinds of microblogging celebrities' hype news and not fall into the traps of their hype. Use microblogging rationally. Finally, if you find that the contents of the microblogs you follow violate laws and regulations or ethics, you should unfollow them and report them on microblogs if necessary.

Cultivate college students' awareness of rational information dissemination. In today's highly popular microblogging, everyone can be a publisher of information, so contemporary college students are required to establish the awareness of rational dissemination of information and be a rational communicator. First of all, college students should consciously understand the relevant media laws such as "Regulations on the Protection of the Right to Disseminate Information Network" and "Measures for the Management of Internet Information Services", so as to set up the legal awareness of dissemination of information behavior, and make their own dissemination within the scope of the law; secondly, they should abide by the ethical norms of microblogging dissemination of information, although microblogging is virtual in nature, but it is still connected with the real life, and college students should abide by the ethical norms when disseminating information on the microblogging platform. Although microblogging is virtual, it is still connected with real life, and college students should abide by the ethical norms when disseminating information on microblogging platforms, and be clear about what can be disseminated and what cannot be disseminated; finally, as college students receiving higher education, we should refuse to disseminate negative energy and anti-social information, such as the independence of Taiwan and the Falun Gong, etc., and actively disseminate the positive information that promotes socialist values, such as the spirit of Lei Feng and the spirit of craftsmanship, etc., so as to be the spreader of positive energy.

5. Conclusion

The attraction of microblogging as a new communication platform for contemporary college students is undeniable, and compared with traditional media, it can fully display the personality of college students. However, due to the uncontrollability of today's network, microblogging has a negative impact on college students' values, so the study of how college students' values in the microblogging era is of

great significance to the country, schools and individuals.

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