Research on the Moral Issues and Optimization Strategies in Social Media Communication

Zhang Lei, Geng Weina
Liren College, Yanshan University, Qinhuangdao, Hebei Province, 066004, China

Abstract
Network morality is a new type of moral relationship gradually formed with the continuous development of new media technology and the increasingly frequent network communication. In this paper, the author analyse the moral issues and optimization strategies in social media communication. As a new medium of information communication, Internet has made college students broaden their horizons and enrich their knowledge. At the same time, uncivilized behaviors in the network also affect the formation of college students' values. It is an important task for university moral construction in the new period to cultivate college students' noble network moral character and regulate their network behavior.

Key words: Network platform, Social media, Self-control ability, Network integrity

1. INTRODUCTION

Social media is a new media, it has all the characteristics of the new media, but also has its own characteristics. Social media, also known as social media, refers to the Internet technology that can provide editing, sharing, forwarding, commenting and exploring. People can strengthen information exchange, communicate feelings, share views and opinions through editing, comments and other ways. This kind of information platform mainly includes micro-blog, WeChat, blog, forum and so on. Morality is accompanied by the development of human society, is a reflection of social existence. It regulates human behavior and adjusts human social relations. It is a kind of spiritual activity peculiar to human beings. Network morality is a new type of moral relationship gradually formed with the continuous development of new media technology and increasingly frequent network communication. It plays constraining, regulating, educational, guiding and other functions in the virtual space. Network moral anomie is a kind of "immoral" phenomenon in the virtual space of the moral subject. The contemporary college students' network moral anomie has caused all aspects of society, University's attention, to carry out network moral education activities, improve the network moral level, meet the needs of the times, it has important practical significance for the construction of social ethics system. As a new medium of information communication, Internet has made college students broaden their horizons and enrich their knowledge. At the same time, bad information and uncivilized behavior in the network also affect the formation of College Students' Outlook on life and values. Because of age, life experience and other factors, the psychological development and self-control ability of college students are not mature, and their moral level is not enough to resist the influence of bad information. At present, college students in the cyberspace personality conflict, knowledge and behavior separation phenomenon is more prominent, in the network civilization, network integrity, network security and other aspects of the phenomenon of moral anomie. College Students' network moral education is the ideological and political education in new forms and contents of the Internet era, network culture moral cognition of college students the right and good network behavior through education, strengthen the moral introspection and self-discipline, to improve college students' moral cultivation.

Web2.0 is the development of the Internet to a new stage of the general term, represents a new network model. In this network model, the majority of users with collective wisdom and strength to break the centralized control of a small number of resource control, leading the entire Internet system. With the continuous progress of Web2.0 technology and services, social media has been vigorous development, various types of social media website, app, online tools emerge in an endless stream, attracting a large number of users, in the field of commercial value quickly highlight(Wan, 2014; Abreu, 2015). In the era of social media, a pair of many one-way communication mode change for many to many network communication model, various types of social media application reveals the attaches great importance to the user experience and take the initiative to create, massive information integration classification, welcome the user's active participation, fully developed with users' interest, open and inclusive, to stimulate the user maintain a distinctive feature of the higher loyalty. Research institutions we are social to the world's key social, digital and mobile applications of statistics, and published research reports(Wang, 2004; Jeffrey, 2006). The results showed that the total number of Internet users worldwide has reached 30 billion, 72 billion of the world's population in half using mobile devices, nearly 20 million active social accounts, and last year compared to mobile social media usage increased 23%. And all digital business will continue to grow at a high speed. In China, the number of social media users also showed a sustained growth of the state. 2016 China Internet Network Information Center (CNNIC) released the China Internet development statistics report, the size of China's Internet users reached 688 million, the annual total of
39.51 million people as new Internet users. Internet penetration rate of 50.3%, compared with 2014 increased by 2.4 percentage points.

Along with the development of social media, various types of media platform emerge in an endless stream, both to enhance the private network interaction, and in the mutual sharing of the information resources, to the users create enormous value and convenience, and have penetrated into the netizen of daily life. According to the statistics of CNNIC Internet development in China, by 2015, 60.0% of Internet users on the Internet sharing behavior holds a positive attitude toward, which very willing amounted to 13.0%.

![Figure 1. Internet users change from 2005-2015 China](image)

### 2. SOCIAL MEDIA

#### 2.1 Social media concept

Mayrield Antony in his book according to the development of social media in the United States at that time, the social media into the blog, forums, content communities, social networks, blogs, six categories of wikipedia. Domestic Internet social media technology in constant reference and imitation, has also been booming development. From Facebook to all networks, from Youtube to Youku potatoes, from Twitter to micro-blog, from MSN to QQ, various types of foreign social media form, in China has a corresponding localization of the product. Scholars from different point of view, the social media members of the huge be arranged. Through long-term observation and research consulting practice, combined with China's Internet Information Center (CNNIC) to disclose the authority of data information, CIC released a survey of China's social media pattern (Figure 2-1). The report will be divided into the pattern of the pattern of "social marketing core platform" and "consumer segments of the community of interest" two. Social marketing core platform including instant messaging, music videos, blogs, microblogs, social network, forum, mobile social networking, social life, e-commerce nine categories of; consumer segmentation communities of interest, including: the 9 categories of social tourism, dating, social business, corporate social, light blogging, social picture, Q&A short video social, Wikipedia, social business platform.

![Figure 2. China social media landscape](image)
Social media is different from the basic properties of traditional media, there is a general consensus that the generated content user (UGC) and consumer generated media (CGM). Based on social media user generated content attributes, social media platform, open, fair face every Internet user, change the source of information, forming a huge user groups involved in; based on social media audiences to form the properties of media, disruptive changes in the mode of information dissemination and propagation direction, the social media feature highlights out. These two attributes, coupled with the social media tools to see everywhere sharing, diffusion of elements, so that a wide variety of social media to form a polymerization, connectivity platform. Therefore, this paper summarizes the core characteristics of social media in the three aspects of specific elaboration.

- **Public participation**: Due to the social media open given the right of every Internet users to create and produce information, each individual can not only as ever to receive the same information and could also become the creators and the source of the dissemination of information. Ordinary users can freely express their opinion, spread its recognition of the information without being blinded by the strong tradition of media and one-sided, which challenges traditional media information monopoly.

- **Community based communication**: Social media has the characteristics of two-way dialogue, the direction of information dissemination from the linear structure into a network structure. Users at the same time of receiving information also can give air to her comments on information, processing and feedback; communicate with the main body of information dissemination. Not only so, allow multi joint participation in the exchange of social media, which have some common interests of the people to easily set up a community or community, which in a certain extent to meet the people to expand their interpersonal relationship, the needs of social contact.

- **Aggregate connectivity**: aggregation is the combination of one or more content together, and is one of the reasons why social media is so exciting, rapidly changing and confusing. Today, most of the social media tools, sharing is one of the basic functions. Through the attribute of the link, sharing, audience integration will a variety of media fused together, enjoy collecting, producing, search, filter and a dialogue with the non-barrier, and social media connectivity into full play.

2.2 Network morality

Network morality is an important guarantee for the orderly space specification, is the ethical relationship network actors formed in the use of the network, is the moral standard should follow all users and have the moral quality, namely the network space of social morality. The real morality is the root and foundation of network morality, the extension and expansion of the real morality in the virtual space. It also serves the real world and reacts to the real morality. College Students' network morality is the summation of moral behavior norms of college students in cyberspace. College Students’ network moral has virtual reality, self-discipline, subject duality such as general network moral characteristics, but also because of the characteristics of the students themselves and have some particularity, namely the network moral behavior of college students in a wide range of network moral feeling strong, on network moral standards more easily recognized and accepted, the network moral standards follow more perfect. The formation of College Students’ network morality is influenced by individual moral quality, social moral level, educational experience, moral culture, network culture and other factors. The network moral education focuses on "them", that is to develop the correct network behavior, so that the students in the virtual space with spirit and self-control ability strong self-discipline, show good moral character.
College Students' network moral education is a kind of moral education under the background of the new era of the concept and methods of moral education, it is education (including family, school and Society) according to the law of individual moral development, in view of the network behavior of university students under the new media environment of the network moral anomie, the quality of network education and the university students.

3. NEW MEDIA AND THE CULTIVATION OF COLLEGE STUDENTS' NETWORK MORALITY

3.1 Current situation of College Students' Network Morality

Under the new media environment, the technical characteristics of the network have deepened the alienation of human beings. Human reason is lost in the virtual space, and the real world moral problems extend in the network. Nowadays, human beings are faced with the moral dilemma of network survival. Grasping the current situation of network moral nurturance education, analyzing the problems, is an essential link to develop network moral nurturance education. In the survey, students of the current state of the network moral satisfaction degree is low. The survey on College Students' network moral level satisfaction degree is low, the importance and urgency of the network moral education of the higher degree of identity. Among them, 49.1% of the students believe that "network behavior has moral constraints, but still need to strengthen", 70.3% of the students think "it is necessary to carry out network moral publicity and education.". The proportion of students in junior and senior students accounted for 84.1% and 76.2% of the total, respectively, in the two surveys. College students have been generally aware of the existence of network morality, eager to accept the network moral education, and hope to have a safe and civilized network environment. College students have a certain understanding of network morality, but there are still some college students' network moral cognition is fuzzy. In the survey, students defined for the network immoral behavior have more awareness. Most students think that using the uncivilized network language, browsing pornographic websites or video / violence is not the moral behavior, that college students have a basic ability to distinguish right and wrong. However, some students have some mistakes or vague understanding. For example, 9% of the "hackers" think that "the people with high technology are very mysterious and have the opportunity to imitate", and the proportion of students in natural science is higher than that of the students of humanities. This has something to do with students' worship of high technology. In the survey, the students answered the Internet words and deeds showed the lack of self-restraint ability. Although students have a certain understanding of the network immoral behavior, but in practice, there is a phenomenon of separation of knowledge and behavior. For example, 64.2% of the students thought it was immoral to say rude words on the Internet, but 45.1% of them said that they had "scolded me and said rude words".

![Figure 4: Cyber abuse](image)

3.2 Cause analysis

The success of family education is one of the factors that determine the moral quality of students. In the reality of family education, some parents pay attention to the pursuit of personal interests and achieve personal
value goals, such as narrow ideal education, ignoring the spiritual level of moral education. Students in the family education can not feel the influence of network moral emotion, highlighting the absence of family education in the network moral education. First, the concept of moral education of family network dislocation. Many families have the idea of "emphasizing wisdom and neglecting morality", ignoring the influence of network moral education on College students. Some parents simply think that network immoral behavior will only appear in the network, ignoring the inherent influence of network behavior on personal moral quality; second, improper family network moral education methods. Third, the lack of family network environment. Some parents themselves lack of moral constraints and behavior constraints, their network behavior anomie, family network environment has a bad impact on children.

As the main body of College Students' network moral cultivation education, colleges and universities play a vital role in the cultivation of College Students' network moral education. At present, some universities offer information about network moral ethics, computer ethics courses, join the network moral education content in Ideological and political theory course in some colleges and universities, some colleges and universities for college students to carry out psychological intervention of Internet addiction, psychological counseling and mental health education activities, but the network has not yet formed a system of moral education the lack of predictability and continuity. The idea of education and the purpose of running school restrict the implementation of formative education. University education has stepped out of "ivory tower" and became a popular education. Social evaluation of colleges and universities has formed a "key university look at the brand, the average university to see the employment rate" trend. University ranking is closely related to various competitions and competitions, students' employment rate, and teachers' scientific research achievements. Some colleges and universities by utilitarianism influence, focus on the cultivation of students' professional knowledge, neglect the cultivation education of students' moral quality; training focuses on professional teachers, teachers ignore the construction of Ideological and political education. Some universities preach more about students' immoral behavior, and less assessment is carried out. Loose disciplines, not to restrict the role of strict to students. For example, the network plagiarism behavior of students' daily work, the school lack of effective management measures.

4. NETWORK MORAL CULTIVATION EDUCATION COUNTERMEASURES

4.1 Clarifying network moral cognition

The establishment of correct network moral cognition is the prerequisite for the formation of network morality. Help students establish the correct network moral cognition, first, to stimulate the students' interest in learning, so that students actively and consciously to network moral knowledge learning; second, to give full play the main role of students, encourage and guide students to self education. In the process of network moral education, college students can not identify some network moral problems, and may have some views on network moral problems, but they are not very clear. To clarify the network moral cognition, by using case analysis, group conversation method, situational method to organize the students to discuss and debate, to enable students to clarify the network moral cognition in exchange collision thoughts, establish a good network moral consciousness. Groups democratic atmosphere helps students to boldly express their personal opinion, promote students' objective comparison of various network moral concept and behavior, to enhance network moral understanding in the interaction in the full range of. College students, after the conflict of opinions, have reached the approval of certain network moral norms and principles, which are more likely to produce trust in network moral norms and principles, as well as consciously maintain and comply with the intention. Through the case analysis of network moral events, organizing college students to discuss, it is particularly helpful to clarify the moral awareness, to develop the correct network moral consciousness. In the case analysis, the college students are faced with the real events in real life, effectively eliminating their own sense of nothingness on the network morality. In the simulation of real events under the situation, through the discussion of college students, we can differentiate network moral behavior psychological level, behavioral motivation and behavioral consequences caused by factors of network moral problems, the formation of network moral problems, so as to gradually reach a consensus on some issues. Through the reappearance of the scene, the network moral problems are discriminated to improve college students' ability to choose the network morality.

4.2 Improve network moral cultivation

College students as the subject of network moral behavior, its own network moral cultivation determines the value orientation of network behavior. Network morality is college students achieve a moral ideal and realm of their own network moral character of temper and sublimation, plays an important role in network moral behavior of pure moral consciousness and develop their own network standard. The process of college students to improve their network moral cultivation is actually an important activity to promote moral consciousness into moral practice. In this process, students gradually with the spirit of "Shendu", to enhance the level of their own network self-discipline. Network moral cultivation is an individual's self analysis, self education and self
restraint. Therefore, it is necessary for college students to constantly judge and rectify their own moral problems. In the network moral education process, should pay attention to encourage students to use "cautiousness" and "awareness educators" self virtue training, improve the level of network morality, network moral self-discipline. "Shendu" refers to a person alone, not because others do not see their behavior change, be cautious with virtue. In the network society, "Shendu" has positive and practical value. The virtuality of the network makes it difficult to identify the subject of the network behavior, and the supervisory power in the real social life is weakened in the network. It is difficult for people to criticize and punish the immoral behavior of the network. In addition, some network immoral behavior wandering outside the legal edge, it is difficult or can not be restricted by law. Therefore, the college students network moral education process, pay attention to "culture consciousness, improve the students' intrinsic moral self-discipline and consciousness, make the virtual space of the network moral self-discipline behavior become a habit.

4.3. Renew educational idea

Many families in the contemporary era of children's network moral education is absent, or immature. Parents should fully realize the importance and urgency of network moral education, and build a scientific moral education model of family network. First, parents should renew their educational ideas and pay attention to the role of moral education in their children's growth. In the network society, parents should straighten their mind, adapt to the changes brought by the new media technology, and the new environment and new problems derived therefrom. The problem of network moral children, should be timely to solve, not because it is happening in the virtual space, that has no effect on real life, so it makes the family education in a vacuum. Parents should improve their moral education content and goals, not only to inherit the traditional Chinese virtues of education, but also to join the new content of network moral education, to adapt to the moral requirements of the new era. Children should be clear in the process of using the network of moral standards and norms, such as not browsing the Yellow site, not addicted to online games, the use of civilized network language, not to believe and spread rumors online and so on. Second, parents should pay attention to building a harmonious and democratic family atmosphere. College students are in adolescence, eager to be independent, and hope to be respected. Parents should establish equal consciousness in the process of communicating with their children. They should regard their children as independent individuals and respect their opinions. In the process of equal communication, children and parents are more willing to communicate, the elders are also willing to listen to opinions and suggestions, so as to take the initiative to correct their wrongdoing, and gradually develop good habits.

4.4. Strengthening educational resources

Network moral cultivation education in Colleges and universities should make full use of modern multimedia technology on the basis of making good use of the existing resources, give full play to the initiative and enthusiasm of personnel, and enrich the network moral education resources. Network moral cultivation education needs a high quality teaching staff. Colleges and universities should attach importance to the network moral education talent team construction, the course of Ideological and political education of full-time teachers, teachers and counselors, professional talent network, network management personnel and other related personnel closely together, play their strengths, mutual coordination and cooperation, and team building into a network of excellent technology, the ideological and political skills, firm belief and ideal high the level of skill and high sense of responsibility and professional team. The development of new media technology has greatly changed the way of education and brought about a new opportunity for education. The new media, represented by network technology, constitutes a new mode of stereoscopic communication, which makes the dissemination of moral education content diversified and transcends the boundaries of time and space and regional barriers. Colleges and universities should be good at using multimedia technology, open up a new way of network moral education, expand the scope of education, and enhance the effect of education. Colleges and universities can use the campus network to open online moral education classroom, impart network moral education content, and guide students to practice moral education in virtual space. In the construction of moral education websites, universities should pay attention to enrich the content of network moral education, spread the network moral norms in the form of college students love, and cultivate the sentiment of College students. Colleges and universities should make full use of campus forums, teachers and counselors' Ideological and political blog, student QQ group, MSN and other communication platform, conduct a comprehensive network of moral education activities infiltration. Through the communication between teachers and students, students interaction and other channels, to understand the students' thoughts, targeted education, case reasoning education form of moral education, also make the students learn from each other, in the process of communication between, improve network moral self education ability. On the other hand, colleges and universities can set up moral education practice base to provide platform for students' network behavior practice. Through real network behavior practice, college students experience and understand network morality, so that their habits gradually solidified, so that the network moral education has a lasting and effective.
5. CONCLUSION

The development and application of new media technology has brought about great changes in the mode of information dissemination, and is the driving force for the transformation of human society from the industrial society to the information society. Under the new media environment, college students' network moral anomie phenomenon has aroused widespread concern in society and colleges and universities. It is an important task for the construction of socialist morality in the new period to cultivate college students' noble network moral character and regulate their network behavior. Because the theory of network moral cultivation education needs to be improved continuously, the way still needs to continue to practice and explore, so the paper is still in need of improvement in the systematic and practical effectiveness of the theory.

REFERENCES


