

# Research on Cultivating Friendly Values of College Students

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## ABSTRACT

Friendliness is a great virtue with which people can be friendly and express goodwill. The friendly values have been embraced in the socialist core values and valued highly by the whole society after the eighteenth National People's Congress of the Communist Party of China. It's the effective way to cultivate the friendly values of college students for realization of the ideological and political education work, which is also the essential requirement of the university. However, with the economic development and the progress of science and technology, especially the emergence of big data technology, it has led to the chaos of social order. Thus, there are different problems in the friendly values among college students at present. We should implement friendly values cultivation from the aspects of carrying out the theme education activities of friendly values, building a big data management platform, integrating the daily work data, strengthening the construction of system guarantee, and attaching importance to the network education platform.

**Keywords:** friendly values, cultivation, college students, big data

## 1. INTRODUCTION

Nowadays more and more people realize that the progress of science and technology such as big data, artificial intelligence, deep learning does not necessarily bring the progress of people's values and virtues. Technological progress creates a social disorder in which people are particularly in need of friendly values. In the era of big data, data information rapidly spreads to all fields of the society. The friendly values of college students have also undergone a drastic change. The richness, immediacy, precision and predictability of big data are consistent with the diversity and repeatability of the cultivation of college students' friendly values. However, big data also promotes ideological risk and value penetration, and aggravates the complexity and difficulty of cultivating friendly values among Chinese college students.

"Good" and "evil" have always been the hot topics of Chinese and foreign scholars on human nature. As a noble quality that exists in the individual, "Friendliness" is a kind of moral standard, which is respected by society. It is a requirement for the harmonious coexistence between people, people and society, between man and nature, and common development. After the eighteenth National People's Congress of the Communist Party of China, the friendly values have become an important part of the socialist core values. It is the requirement of the socialist core values for the individual and has been paid attention and research by the academic circle. Advocating and nurturing friendly values among college students is conducive to the all-round development of students and the

healthy growth of their physical and mental health. This is also an important way to achieve ideological and political

education in colleges in the new era. It is the essential requirement of the idea of "moral education and moral cultivation" in Chinese higher education.

## 2. CONNOTATION OF FRIENDLY VALUES OF COLLEGE STUDENTS

The term "big data" is increasingly referred to, people use it to describe and define the information explosion era of huge amounts of data. Explosive information sources and digital information transmission media have brought about many negative impacts on the rapid development of the society, especially on the values of college students. Therefore, in the era of big data, it is especially necessary to cultivate the friendly values of college students.

Kindness is a morality, which means to be friendly and to express good intentions. "Man's nature at birth is good", which said in at the beginning of the classical Chinese books "Three Character Primer". Confucianism is the mainstream of Chinese traditional culture. Its ideological system contains many descriptions of friendly thoughts and has a rich connotation. Among them, "benevolence" is the core of the word "friendly", and its connotation is to help others by good deeds. Friendly ideas have also been in the West for a long time, which have experienced the stages of ancient Greece, medieval times and enlightenment. In ancient Greece, "philia" was translated into English "friendly" or "amicable", showing the relationship between

one another, that is, the attraction of two people. Aristotle divides friendship into three categories: good friendship, useful friendship and happy friendship [1]. He believes that good friendship is stable and lasting and worthy of people's pursuit.

At this stage, many scholars have conducted study on friendly values. Jian-Hua Li thinks that friendliness is a kind of public morality, not only individual needs but also social needs. It requires people to maintain their rights and safeguard the rights of others, which is the unity of moral norms and the quality of socialist citizens [2]. Wu-San FAN thinks that the friendly values of college students should include three indicators, namely college students' friendly cognition, friendly intention and friendly behavior choice [3]. Yan JIN thinks that friendly values are people's views, attitudes and attitudes about friendliness' role, meaning and value. The friendly values of college students consist of three levels: being friendly with yourself, being friendly with others, and being friendly with nature [4]. Nan WANG believes that the friendly values of college students are a social value concept, which based on the basic concepts of friendly outlook, aims to cultivate talented and ethical college students [5]. Generally speaking, college students' friendly values refer to the views and attitudes of college students on the role of friendship in themselves, others, society, and the environment.

### **3. SIGNIFICANCE OF STUDYING ON FRIENDLY VALUES OF COLLEGE STUDENTS**

The era of big data has come, and its application in government management, business, education and other fields has brought the development of college students' values into a new stage. The university stage is an important critical period for the formation and consolidation of the world outlook, outlook on life and values for young people. It is also an important time point for college students to form and cultivate friendly values. Although many scholars have done a lot of research on friendly values, the friendly values have not attracted enough attention. As of May 2018, there were 213 papers published on CNKI on the theme of "friendly values", with 74 articles on the theme of "university students' friendly values". These studies are mainly concentrated in 2015, 2016 and 2017, and there are many problems in these studies, such as theoretical research, lack of empirical research, and a single research perspective. Study the friendly values of college students, it is necessary to combine the results of the interview, develop a questionnaire with good reliability and validity, conduct scientific measurement and analysis, broaden the research ideas and methods, and ensure that the research results of friendly values are true and effective. At present, China is in a period of social transformation. However, there are various moral anomie phenomena in the campus, such as campus violence, unbalance of interpersonal relations,

apathy, selfishness and cyber violence. This has brought many adverse effects on the healthy development of College Students' physical and mental health. How to guide college students to be a friendly person is an important theme in today's ideological and political education. College students are the backbone of the development of the state and society. The moral quality of university students reflects and affects the development of the moral standard of the whole society to a large extent. The cultivation of friendly values helps to increase the prosocial behavior of college students, which is especially important for Chinese society during the period of social transformation. Therefore, we urgently need to cultivate friendly values among college students and practice the core values of socialism.

To establish a big data information collection platform and database for cultivating the friendly values of college students, colleges can not only integrate the data resources of all departments on campus, but also build a comprehensive platform for collecting the relevant data and information of cultivating the friendly values of college students, set up a cross-department and cross-regional data information management center and sharing platform. College can use these big data platforms to collect online and offline activity data of college students, and then classify data from different sources and of different kinds, so as to establish a database of the cognition and practice of friendly values of college students.

### **4. STATUS QUO OF COLLEGE STUDENTS' FRIENDLY VALUES**

According to the interpersonal trust survey conducted by Zi-Qiang XIN & Zheng ZHOU on college students, the interpersonal trust of college students has declined year-on-year between 1998 and 2009 [6]. In her graduation thesis "The Research on The Cultivation of Contemporary College Students' Friendly Values", Dr. Yan JIN distributed questionnaires to investigate the values of College Students' friendliness. She found that more than 80 percent of the students thought people were generally very friendly. But on the whole, the cultivation of the friendly values of college students presents a relatively good situation, and the values of friendly values are the mainstream values of college students. However, there are also some unfriendly phenomena. Due to the weakening of the friendly values, the unfriendly phenomenon includes the following aspect at the present stage.

(1) Some college students have low levels of self-identity and subjective well being, and they have different degrees of inferiority complex, poor ability to resist setbacks and lack of mental toughness.

(2) Some college students have a lot of unfriendly behaviors in the network life. They are isolated from others and are addicted to online dating, online games, Internet gambling and Internet loans. They like to spread rumors of the Internet and treat the love of relatives and friends in real life with indifference and even anti-social tendencies.

(3) The observation of college students' real life shows that in most cases, college students are less friendly on the Internet, and they are more sensitive, angry and lack of understanding towards others' unfriendly behavior, which leads to the frequent occurrence of violence on the Internet, and even Cyber bullying. Cyber bullying has gradually surpassed physical violence, verbal violence, social violence, emotional disputes, money disputes and other friendly anomalies, which has become an urgent problem to be solved on campus.

## **5. REASONS FOR CURRENT STATUS ON FRIENDLY VALUES OF COLLEGE STUDENTS**

The lack of friendly values of college students is the result of many factors, like the following:

(1) Current China is in the period of social transformation, and the construction of social spiritual civilization lags behind the rapid economic development. These influences spread to university campuses, causing misunderstandings in the friendly values of university students.

(2) There exist a problem of slow progress, outdated educational methods, and outdated content in network ideological and political education. This has lost the attraction to the college students and has not formed a platform of large-scale value education website that can play a leading role in college students' ideology.

(3) With the rapid development of science and technology, the new content distribution mechanism of "big data" replaces the previous mode of "subscribing" and "searching" information by people themselves. The seemingly open network information that people see is actually that the platform collects individual attitudes and tendencies, after deep calculation of individuals' likes and dislikes, actively pushes information more consistent with people's original values, continuously solidifies people's prejudices, and causes the "information cocoon room" effect of the network, which makes the value bias more serious.

(4) The supervision and control of the Internet is relatively loose. With the weakening of offline social ties among college students, new forms of Internet Media represented by "We Media" have had a huge impact on the friendly values of college students in recent years. Since the rapid development of "We Media" industry, the "Key Opinion Leader" has an audience of more than even one million. It has a huge influence on the value orientation of college students, and can even dominate and interfere with the emotional and cognitive views of college students in some important events [7].

(5) The social transformation and the rapid development of the Internet have contributed to the occurrence of non-friendly behavior such as cyber violence. Due to the anonymity and privacy of the interpersonal interactions on the Internet, some college students' cyber violence has frequently occurred.

## **6. CULTIVATION OF FRIENDLY VALUES OF COLLEGE STUDENTS**

In the traditional values education of college students, the indoctrination method is the most commonly used method. In the classroom, teachers conduct the output of values to college students, and teachers have absolute power to control the content and form of values education. However, due to the influence of the development of the Internet and big data, the effect of traditional classroom teaching has been greatly impacted. College students are not only satisfied with the education of values in the classroom, but they are also eager to find new ways of nurturing, and they use their subjective initiative to cultivate friendly values. In addition to traditional classroom teaching, the cultivation of the friendly values of college students at this stage can be carried out in the following ways:

(1) Build a big data management platform for college students to create a good environment for cultivating friendly values. Big data student management system is the guarantee to create a good school environment. Through the big data student management platform, the ideological trend and behavior of students can be analyzed in real time, so as to construct the friendly values cultivation system of college students based on student information

(2) College can integrate the daily work data such as students' study performance, dormitory management and scholarship application into the big data, which can not only provide timely targeted services and predict abnormal behaviors of college students in advance, but also comprehensively understand the daily behaviors of college students from the aspects of life, study and consumption, so as to promote the development of campus environment and promote the cultivation of friendly values with refined management.

(3) College should strengthen the construction of institutional guarantees, safeguard and inspire college students' friendly behavior, and ensure that friendly values are translated into actual behavior. Xian-Zhong HUANG believes that citizens must achieve moral socialization through institutional identification. This system incentive includes both reward and punishment [8]. So college can gradually establish and improve the friendly values on the campus to cultivate rewards and punishments, create a system guarantee for the cultivation of good values among college students.

(4) Strengthen the construction of campus culture and create a good atmosphere for the cultivation of friendly values. Campus culture is the main carrier of university education activities and can provide implicit education for the values of college students. As a sponsor, communicator and receiver of campus culture, college students have very good creativity and acceptance of campus culture. This will facilitate the dissemination and understanding of friendly values and build a friendly campus.

(5) Through the big data platform, colleges can monitor the ideological dynamics of college students in real time, discover sensitive resources and dangerous information in their network in time, and send out information early

warning in time. Colleges should use various intelligent data devices to collect massive data, identify and process them through cloud storage or cloud computing, timely find out some radical and inflammatory remarks, and conduct counseling to eliminate the problems existing in the cognition of friendly values of college students [9].

(6) Paying attention to the great influence of Internet media on the values of college students. We can set up various types of online education platforms for online education, build educational websites with the theme of friendly values, and set up distance education web courses, WeChat public accounts, and microblogging numbers related to friendly values.

(7) College can use big data quantitatively analyze and evaluate the internalization and practice of college students' friendly values, create conditions for cultivating friendly values and provide convenience for personalized education. Therefore, in the era of big data, it is necessary to change and innovate the cultivation methods of friendly values [10].

## 7. CONCLUSION

At present, there are many challenges to culture the friendly values for college students, such as educational consciousness dilemma, educational technology backward, and restriction of educational talent team and safety dilemma of educational data. As for the cultivation of college students' friendly values, data technology should be actively used to integrate into the educational concept of big data era, explore the educational methods of data technology, build a team of technical talents, and create a safe and open value education environment for college students.

Therefore, it is a long-term process for us to cultivate the friendly values of college students. Currently, college students have a variety of problems that need to be improved for the understanding of friendly values. It is necessary to strengthen theoretical research on the friendly values of college students and establish the concept of integrating socialist mainstream values with big data. Cultivating college students' friendly values can help students establish a harmonious relationship with themselves, with others, with society, and with nature. This will help speed up the process of college students' socialization, promote the healthy growth of college students and achieve self-worth, and finally provide a solid foundation of values for promoting harmonious social development.

Big data is essentially a complex thinking mode making friendly values cultivation from simple to complex, which sets off a new revolution in the field of information science. It makes data infrastructure and data resources develop continuously, and the network structure is gradually inclined to the direction of unorganized center. It does not only facilitates the students' life and study, but also makes the friendly values education environment of college students more complex. Some negative virtual information has a strong impact and challenges on its

values. It's the key to cultivate college students' friendly values and improve cultivation efficiency by using big data to track the dynamics of college students' thoughts. Therefore, we should accelerate the process of national big data strategy for cultivating friendly values of college students, establish a cultivated big data analysis and disposal mechanism, and enhance the attractiveness of friendly values to college students by virtue of the system of big data innovation and cultivation.

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