

Research on Network Culture Construction based on "Internet +"

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Abstract. "Internet +" is to combine traditional industries with the Internet and transform traditional industries from the perspective of the Internet. To build a network culture with Chinese characteristics, we must correctly understand the nature of network culture, grasp the characteristics of network culture, and comply with the law of the development of network culture, but also can promote its compatibility with the socialist culture with Chinese characteristics. To strengthen the construction of network culture with Chinese characteristics research, will help to keep the powerful vitality to the culture of socialism with Chinese characteristics, to improve the level of cultural productivity, rich people modern life has far-reaching significance.

Current Situation and Characteristics of China's Network Culture Construction

Popularization of the network culture of our country has, virtualization, innovative culture construction characteristic, our country is a populous country, plus there is no limit to the identity of the Internet, without the restrictions of time and space, no matter you in any one place, no matter you are now in what kind of identity and social status, as long as there is a computer to access to the Internet or digital terminal, can be connected to the Internet, the Internet's openness and equality ensures that no one can be connected to the Internet, also can let anyone to their comments and ideas in the network, people can use weibo, QQ, Micro letter to record their life, their speech, can go to the other people's weibo, QQ space and the micro letter space, some comments to interact, can also be the big news and events at home and abroad were reviewed and online tracking, also can learn on the Internet, shopping, etc. Convenient network openness and, of course, does not rule out some ulterior motives to use network "theft", to spread a rampant reactionary, false information, as well as the content of the pornographic violence, to profit from these actions is to resolutely put a stop to, now in the network to the online user identity identification, people's self-protection, and is gradually strengthened. We still hope that people will participate in the network so that the network can become rich and novel^[1].

Network of virtual sex is a important reason by people popular network culture, one of the forms is occult, this feature can hide the identity of people, avoid exposing oneself, also avoid the face-to-face communication, people in this case, the more able to your real thoughts to exchange and communication, the performance of more real. The virtual nature of network also increases people's imagination space, can stimulate people's imagination and creativity.

So these characteristics of the network culture of our country's form is rich and varied, we should combine the characteristics of effective, to constantly enrich and improve our living and working requirements.

The Role of Network Culture on "Internet +" Action Plan

Network culture is developed in computer and Internet technology, subsequently and produce a new social and cultural forms, in now the life of people, increasing the influence of network culture. Due to the characteristics of network culture, network culture has positive aspects, there are also negative aspects, so we should promote the system of socialist core values, to correctly understand the principles and policies of the network culture construction, correctly guide public opinion,

create a good network culture atmosphere. Modern computing network is a global network, along with the network culture is also a global culture, a good cultural environment can promote the communication between different cultures, in some ways can speed up the integration between culture, can learn more and updated knowledge to enrich domestic foreign "Internet +" the implementation of the action plan; Diversity and openness of the Internet culture can promote people's innovative thinking, break the bondage of traditional ideas, some new theory and application is in the network culture communication and collision, "Internet +" action plan needs innovation in the new period, there needs to be constantly new player constantly inject; Because of the shared nature of computer networks, network culture is also a shared culture. People can efficiently learn the resources in the network. This learning is not only fast, but also does not depend on geographical, ethnic, and time constraints, and helps people to Internet+" new knowledge of the action plan, new theory, learning and application of new technologies^[2].

Improve the Network Culture Management System and Strengthen the Legal System of Network Construction

To perfect our management system of network culture, some can draw lessons from foreign advanced experience, further perfect the legal system construction, to further improve the management system, grasp the control of network culture^[3].

There are a lot of classic cases abroad that can be used for reference. Internet users are encouraged to use the anti-virus software and some software that filters junk files to purify their Internet environment. For some pornographic and violent content, find the source of the Internet and punish them severely. From 1994 to 2016, the U.S. passed nearly 20 Internet cultural legislations. These legislation clearly pointed out the crimes in the Internet and the punishment measures given. In addition, the U.S. also adopted a 24/7 network monitoring mechanism once it was discovered on the Internet. Bad remarks and content, immediately rely on the country's strong legal system and conquest methods to stop the first time. The United Kingdom has also issued a number of laws to impose severe legal punishments on spreading public rumors and some ethical violations and remarks.

At present, China's legislation on network culture construction is still not perfect. China should further strengthen the construction of legislation, formulate a series of effective legislative systems in line with China's national conditions, strengthen the Internet access system and procedures, and in particular regulate the online behavior of young people. , Rationalize the construction and management of Internet sites such as Internet cafes, and use the correct guidance to purify the Internet cultural environment, and promote the "Internet +" action plan.

In the network culture management system, the dominant position of the legislation must be clear, the government must always be in the leading position, and correctly guide the general direction of the development of the Internet culture, because the network culture is a diversified culture, must stand To build on the stance of promoting the fine culture of the Chinese nation, we must also introduce the guiding system into the campus and into the classroom so that young people and college students can correctly treat online culture from the perspective of social morality and national justice to learn and promote cyber culture.

Strengthen Network Supervision, Strict Website access Verification and Long-term Supervision

The main body for strengthening network supervision must be the government. The government must supervise according to the actual environment, that is, to practice the true knowledge, and cannot blindly conduct supervision and violate the basic theory of philosophy^[4].

Values are prerequisites for the supervision of the Internet. The government's measures for reviewing websites and long-term supervision must be based on the needs of the people, and must be guided by the correct values and world outlook to meet people's needs for the "Internet +" era.

The establishment of supervision laws and regulations must be based on legal understanding and cannot be contrary to major strategic principles and policies. It is impracticable to seek truth from facts during the review process, and it must be accepted by the initiative and must not violate the law of development of things. Respect people's creativity and encourage people's innovation.

Actively use New Technologies to Strengthen the Management of Online Cultural Management

In the era of "Internet +", we should make full use of new technologies to build and manage network culture. At the technical level, we can study new anti-virus software and more advanced firewalls to purify our network operating environment, and encrypt data when designing software; in terms of government, it is possible to conduct online cultural propaganda on the Internet, conduct regular prize-quiz quizzes, and guide people's attention to online culture; to implement real-name systems for online users, and to implement real-name systems in forums and blogs, and ask people to publish their own Responsible for speech, to put an end to irresponsible remarks and some spam into the network^[5].

Conclusion

This paper conducts detailed research on the background, connotation, characteristics, development rules, and problems of the "Internet +" network culture construction, and proposes countermeasures against the problems. The article focuses on the "Internet +" action plan under the mode of network culture construction of the countermeasures and recommendations, concluded that "Internet +" action plan should complement the network culture construction, and jointly promote the completion of the network culture. The research content is closely related to life, links with reality, conforms to national policy guidance, fits with the requirements of the national medium and long-term development plan, and puts forward innovative opinions and suggestions on the research of China's new economic growth mode and its strategy of strengthening the network culture construction; Advocating network culture awareness, constructing and strengthening the bottom line of common compliance by network entities, continuously strengthening the awareness of the rules of the network, awareness of the bottom line, awareness of collaboration, and win-win awareness, establishing public value rules, fostering public rationality of the network, and reducing the negative effects of the Internet. It is of practical significance to lead and regulate the behavior of network entities and promote the realization of good governance on the Internet.

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