

College Network Culture Construction based on Socialist Core Values

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Abstract. In order to promote advanced culture to effectively lead the healthy and harmonious development of campus network culture, socialist core values were integrated into the construction of university network culture. Relevant theories and concepts were introduced. Based on this, the data obtained from the survey were analyzed and summarized through empirical analysis. The shortage of college network culture construction was summarized. Combined with the socialist core values, corresponding suggestions were put forward. The results showed that the socialist core values promoted the healthy and harmonious development of campus network culture, which created a warm spiritual home for teachers and students. Therefore, the core values of socialism can guide a healthy network culture, strengthen the humanities education for students, enhance the humanities quality of students, so as to create a more open and diverse campus network culture.

Keywords: university; network culture; socialist core values; ideological politics.

1. Introduction

The core values of socialism are the latest theoretical achievements of the Communist Party and the "the greatest common denominator" of social consensus. The understanding of socialist values and their essence has been deepened, and the national cultural soft power has been greatly enhanced. General Secretary Xi Jinping delivered an important speech on different occasions. The whole party, the whole society, and all walks of life have comprehensively carried out the work of propagating, carrying forward, and practicing the core values of socialism. The socialist core values should be integrated into the whole process of higher education. In recent years, the propaganda and ideological work of colleges and universities and the construction of ideological positions are gradually strengthening. Cultural construction is related to the promotion and cultivation of the university spirit. It directly affects the improvement of national cultural soft power. With the vigorous development of college network culture, its content is increasing, and cultural creativity is emerging. The age level of the audience is expanded and the speed of communication is increased. Cultural communication and implicit education began to be combined. At the same time, the problems in the construction of college network culture have become obvious. The integration of socialist core values and the construction of university campus culture is related to the healthy and harmonious development of socialist core values in colleges and universities and the whole society. College teachers and students should generally establish correct values and form good moral sentiments.

The socialist core value system and the campus network culture construction are organically combined. The core concepts and basic theories are clarified. Taking Hunan colleges as a research sample, through empirical analysis, the status quo, problems, causes and countermeasures of social network core value system in campus network culture construction are comprehensively analyzed. Under the background of multiculturalism, advanced culture effectively leads the healthy and harmonious development of campus network culture, and creates a warm network culture spiritual home for teachers and students.

2. State of the Art

With regard to the study of network culture, various experts and scholars began as early as the late 1990s, involving many disciplines such as philosophy, literature, education, and communication.

Some scholars have deeply discussed the definition, characteristics, development trends, social changes caused by the philosophical layer, the proposed philosophical issues, and the "practice generation" network culture concept [1]. Some scholars believe that virtual practice is a unique and new form of social practice in the age of the Internet. This kind of virtual practice fully exerts and demonstrates the creativity, transcendence and autonomy of human beings, effectively promotes the transformation of human practice, builds a new foundation of practice, and expands human creativity. Network culture is a way of generating and presenting reality, and promotes the all-round development of people [2, 3].

Compared with the multi-perspective research of network culture, the research on university campus network culture is less advanced, and the research time is also short. Scholars are more concerned with the issue of campus network culture from the perspective of ideological and political education and the level of university culture construction and management. Some scholars believe that campus network culture has the functions of socialization, individualization, knowledge and practice. It provides a bridge for teachers and students to communicate and build a virtual platform for students' practice. While expanding the knowledge of students, the students' awareness of actively acquiring information is cultivated, the ability of students to judge independently is exercised, and the desire of students to express their ideas is strengthened [4]. For the construction of campus network culture, some scholars have proposed that the campus network culture construction of colleges and universities can be promoted through multiple and three-dimensional approaches. For example, the socialist core values can guide a healthy online culture, carry out a variety of campus cultural activities, strengthen the humanities education for students, and enhance the humanity of students. An open and diverse campus network culture is shaped [5].

After proposing the scientific proposition of "socialist core value system", the academic circle analyzes the phenomenon of spiritual loss, value deviation and moral anomie in the construction of university campus network culture. The importance of the socialist core value system leading the construction of campus network culture was analyzed. Scholars pointed out that strengthening the construction of university network culture under the guidance of the socialist core value system is of great significance for promoting the healthy growth of college students and accelerating the development of socialist culture [6]. At the same time, the socialist core value system is also necessary to strengthen the ideals and beliefs of college students, guide college students to establish correct values, and promote the development and prosperity of campus culture.

3. Methodology

3.1 The Construction of University Network Culture with Socialist Core Values

The rudiment of the socialist core values is the socialist core value system of the Sixth Plenary Session of the 16th CPC Central Committee covering "common ideals, national spirit, epochal spirit and socialist concept of honor and disgrace" [7]. For the first time, the report of the 18th National Congress accurately summed up the core values of socialism and proposed to actively cultivate and practice the core values of socialism. College students are the new force in the construction of the future motherland. The socialist core values are regarded as beliefs, and the cultural construction of the whole society and the soft power of the national culture are promoted. Network culture is an extension of culture in the network platform. All aspects of college students' study, life, entertainment and work are closely related. To cultivate and practice the core values of socialism and strengthen cultural construction, the main position of college network culture must be valued. Socialist core values are used to lead cultural construction, which plays an important role in stimulating college students' creativity, enriching cultural connotations and promoting social harmony. In addition, it is also conducive to expanding the influence of Chinese culture in the world, enhancing the international image and strengthening international competitiveness.

The socialist core value system is the ideological guarantee for the construction of campus network culture. Campus network culture is an effective carrier for the construction of socialist core value system. Campus network culture construction is an integral part of socialist ideology. The socialist

core value system clarifies the content of college ideology [8]. Therefore, the socialist core value system and the campus network culture are interrelated and organically unified. Both of them belong to the ideology. They jointly optimize the educational environment of colleges and universities to better achieve the purpose of educating people.

3.2 Empirical Analysis

In order to further understand the basic situation of the socialist core value system leading the construction of campus network culture, the three colleges A, B, and C in Hunan Province were selected to conduct questionnaire surveys and multiple interviews on the "Socialist Core Value System and Campus Network Culture Construction".

Table 1. Basic situation of samples

	Total	Effective number	Liberal arts	Science	Freshman	Sophomore	Junior	Senior	Master
A	114	114	75	39	42	30	22	10	10
B	93	93	38	55	37	27	17	4	8
C	84	84	57	21	36	29	17	2	0
Total	291	291	170	121	115	86	56	16	18
Percentage		100	58	42	40	30	19	5	6

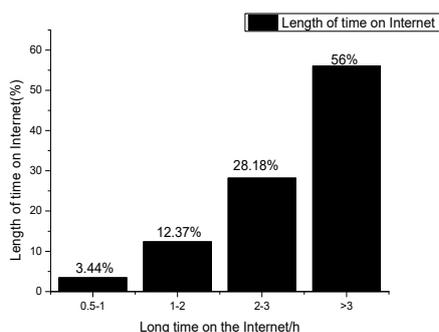


Figure. 1 The average time of university students online

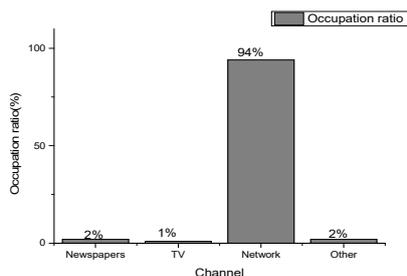


Figure. 2 The main way for college students to get daily information

In this survey, computers and mobile phones have been widely used. 83% of students use mobile phones and computers to access the Internet at the same time, and 17% of students use only mobile phones to access the Internet. At present, college students use online to access materials, learn courseware, complete homework and communicate with each other more frequently in their study, life and work. Among the respondents in this survey, most of the college students had an average of more than three hours of contact with the network every day. The average daily Internet time is between 3% of 0.5-1 hours, 12% between 1-2 hours, and 28% between 2-3 hours. The number of students who surfed the Internet for more than 3 hours was the highest, which accounted for 56%. Currently, in the most important channels for college students to obtain daily information, the network has an overwhelming advantage. 94% of students receive information through the Internet, 2% receive information through newspapers and magazines, and only 1% receive information through

TV. The information obtained by broadcasting is zero, and 2% of the information is obtained through other channels.

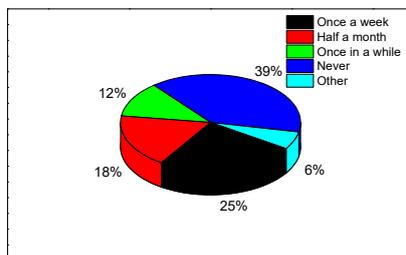


Figure. 3 Browse the homepage frequency of campus network

Table 2. The most visited page in the homepage of campus network

	A	B	C
Campus news	43%	41%	50%
Notice bulletin	54%	55%	66%
Employment information	13%	25%	24%
Book resources	40%	42%	42%
Campus blog, forum	11%	16%	6%
Online video open class	9%	16%	19%
Other	16%	12%	11%

The campus website's homepage rate is 25% per week and above, and 18% in half a month. 39% of the students have never taken the initiative in addition to the course selection and evaluation. The occasional landings accounted for 12%, and the students who never visited the campus homepage accounted for 6%. Among the major sections of the campus homepage, the most popular are notification announcements, followed by campus news, book resources, employment information, campus blogs, online video open classes and others. Students seldom browse the sections that really play the role of education and edification, which makes the edifying role of network culture construction difficult to show. In the construction of the campus network of the three universities, B college is to update the information both on weekdays and weekends. A college is generally focused on working days to update. C college has a relatively low update frequency, with an average of two to three updates a week.

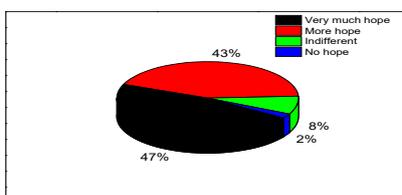


Figure. 4 Requirement of network mutual aid platform

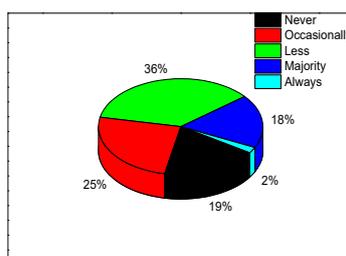


Figure. 5 Present situation of network mutual aid platform construction

The survey shows that 90% of students want to get guidance from teachers and professionals through the online platform when they encounter difficulties. However, students are less likely to get help through the campus network platform. Only 2% of the students were able to get help, 18% of the students who were able to get help in most cases, and 19% of the students who never got help. Among the students who have received help through the online platform, the assistance cycle is also generally long. Only 16% of the students can get help on the day, 34% get help in three days, and 28% can be solved in a week.

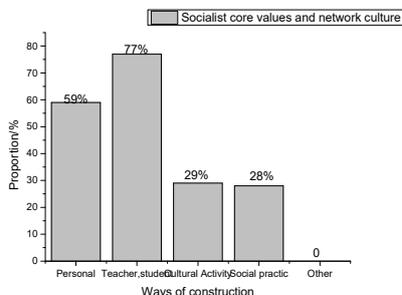


Figure. 6 Ways to guide the construction of network culture in Colleges and universities with socialist core values

The socialist core values lead the effective measures for the construction of college network culture. The students interviewed expressed their views on how to create a good network culture atmosphere in colleges and universities. However, most students believe that the most important thing is to rely on the interaction of teachers and students to achieve cultural development. Second, personal consciousness is also important. At the same time, students should take social practice and colourful campus cultural activities as their starting point. For the future improvement direction of campus network platform, the vast majority of students are willing to try a network platform or mobile phone application software which integrates query, communication, consultation, network classroom, data download and other functions.

4. Results and Conclusion

4.1 The Leading Role of Advanced Culture

Under the campus network culture environment, the promotion of advanced culture can guide college students to establish correct network values and strengthen the awareness of network moral responsibility. The strengthening of advanced culture under the campus network culture environment can improve the political and ideological quality of college students and cultivate their ability to "self-management and self-education". Political discrimination and political alertness are enhanced, which can cultivate healthy psychology and noble sentiment. College students become the moral subject in the campus network culture, and undertake the important task of maintaining the construction of campus network culture order. Advanced culture is the soul, spiritual source and driving force of universities. In addition, this is an important indicator of the comprehensive strength and competitiveness of colleges and universities. Therefore, the leading role of advanced culture must be emphasized. The main theme of campus network culture is clearly defined to spread advanced culture, strive to promote social integrity, and advocate scientific spirit.

4.2 The Normative Role of Institutional Culture

The institutional culture under the campus network culture refers to the increasingly stable values that are gradually developed under the network background, and the behavioral norms, moral standards, and group consciousness formed on this basis. Style of study, school building regulations, student codes, civilized code of conduct, and teaching management systems are included. Institutional culture is the code of conduct for campus members, which plays a role in regulating and restricting

network culture and campus culture. Rules and regulations and moral norms provide an inherent force and binding force for the network life, scientific research activities, teaching and practice of teachers and students in schools. This shows a kind of normative power and influence to all kinds of activities inside the school. Therefore, in the process of building campus network culture, institutional culture is regulated. A set of rules and regulations centered on the concept of the socialist core value system has been established, which applies to the disciplined and scientifically managed campus network culture environment. The healthy and harmonious construction of campus network culture is guaranteed.

4.3 The Influence of Behavioural Culture

The so-called behavioral culture is the dynamic aspect of campus culture, including extracurricular cultural activities, scientific teaching and research activities, organizational management, and even planning services, which reflects the unique style of campus culture. Campus cultural activities are an important part of behavioral culture, that is, behavioral culture under the campus network culture. The traditional campus behavioral culture activities are disguised as modern cloaks, which exist in the virtual space of the network. Based on network technology and network equipment, campus cultural activities have a very high technological content. A harmonious and beautiful behavioral culture will cultivate the sentiments of the teachers and students, promote the healthy development of the physical and mental health of the teachers and students, and show their thoughts and development happily. The socialist core value system was introduced into the campus network culture construction. The construction of behavioral culture is emphasized. The majority of teachers and students share common values in a subtle atmosphere. The mind is edified, the behavior is regulated, and the personality quality is continuously improved, thus forming a belief force to work toward the established goal.

5. Conclusion

The socialist core values are integrated into the campus culture construction of colleges and universities. This is not only the key link of the entire “integration” work, but also the main channel to achieve the desired goals. In practice, the integration of socialist core values into the university's spiritual culture, institutional culture, behavioral culture and network culture is realized. In this process, the integration of university spiritual culture is the core of these aspects. It plays a leading role in several other aspects. At the same time, several aspects interact and infiltrate each other to form a systematic and harmonious whole. Finally, the expected goal of “integration” work is achieved. The integration of socialist core values into the campus culture of colleges and universities is a complex, systematic and long-term project. Therefore, all teachers and students in colleges and universities need to actively participate in this activity, and cultural construction is guaranteed in all aspects. A series of safeguard systems are established. Institutional, organizational, team, material, assessment and other aspects of the support were obtained to achieve the relevant goals and meet the relevant requirements.

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