Construction of university students' moral value orientation new pattern under the condition of network

Yunfeng Zhang[1], Furen Chen[2]

[1]The Cultural Industry and Tourism Management College, Sanjiang University, Nanjing, 210012, (CHINA)

[2]Nanjing Audit University School of Technology, Nanjing, 211515, (CHINA)

ABSTRACT

With the rapid development of information technology, network is conveying all the known and unknown knowledge and information with its vivid form and vast capacity to people, but there will be a lot of adverse effect if we can't indentify in the process of transmission, and cause a series of moral problems. Education departments of university can't carried out in accordance with the traditional way when cultivating the talents, diversification of talents is not only the development goal of university, but also the development direction of future. Therefore, how to cultivate the talents that meet the social requirements under the background of network is worth deeply thinking. In this paper, with the method of questionnaire to analyze the problem of university students' moral issue, by adopting Saaty1-9 design model, using the quantitative analysis to get the weighted students' moral standards. Then discussing the pattern of university students' moral education under the condition of network, and put forward some useful suggestions to meet the requirements of the development of the society for talents.

KEYWORDS

Network; Pattern of education; Moral orientation; Requirements of society.

INTRODUCTION

Events of stealing other people's privacy has happened from time to time under the network era, phenomenon like borrow, transplantation, copying other people's programs and information has emerged endlessly, which is not only about violating other's privacy, but also infringing upon other's intellectual property rights, and with advanced information technology, the phenomenon is becoming more common. Students whose judgment ability is weak, is unclear about this kind of simple way of acquiring profit, theirs consciousness of good faith has definitely faced a huge threat.

Value orientation disorders

In the networked era, any values, whether absolute or universal will be suspected, it is even likely to be abandoned, a scholar once said that any moral value itself is relative, there is no generally consistent values. People's values is related to their own interests and ideals. Therefore, in large social activities, the generation of any kind of activity is likely to have a corresponding values, appreciated by a kind of values or objected by another relative values. Because everything is relative, such as the noble and humble, great and small, rational and irrational, etc, all of these are contradictory. Some college students are impacted by the abundant network information, theirs choice over moral value orientation has been out of balance, the lack of some general common values has made the college students trapped in the pitfall of values and could not even introspecting.

Emergence of belief crisis

There is a large difference between network communication and traditional communication, the biggest characteristic of network communication is that adopting the man-machine dialogue form of morality, which may not be able to know much about the actual situation of the other communicator, including the identity, the occupation and gender, etc. Anonymous communication and information release have weakened sense of responsibility and self-discipline consciousness of the information publishers. In order to satisfy their psychological need, some people also tend to release some false and cheating news, disguising himself, and regarding normal communication education of network society as a kind of casual games, leading to the lack of college students' life faith.

Loss of ethical evaluation standard

Networked era is the era of social diversity, because of the trend of diversification of society, people's evaluation about good and evil, beauty and ugliness, legality and illegality have become very chaotic, even vague, so there is less and less values can reach to consistence in society. Pluralistic society enables people to find reasonable excuses for their own behavior, people's moral behavior has been dazed, and even confused, which makes the moral evaluation become irresistible, sometimes it is a contradiction. Under this kind of situation, college students feel confused, the more serious can fall into the predicament of the morality.

Indifference of moral emotional

The emergence of network has promoted some virtual things to gradually rise, such as virtual lover, virtual friend and so on, some college students are very fascinated for these virtual things, because they can find a spiritual home in it, then theirs communication with real people would seem to be very weak, contact will be less and less, which will definitely cause the relationship between parents, classmates, teachers become very weak. Finally people become the slave of network, there was no family love and friendship of the individual, and they are unconcerned about the harmony and consisted of moral consciousness in real life and society.

BUILDING MODEL OF NETWORK MORAL EDUCATION PATTERN

The structure of network moral education pattern in college is shown in Figure 1:
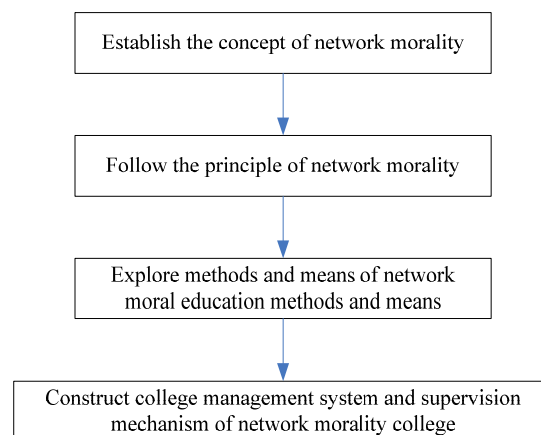

Figure 1 : Structure of network moral education pattern in college

In constructing a real network moral education pattern, the concept of network morality is the basis of the theory and the cultivating process of student's ideological. All users of the network world should follow the principle of network morality, students should be clear about the basic principle of using network, the basic principle just like the establishment of the principle before the game, it will along with the network using process. The methods and approaches of network moral education are the specific implementation process of cultivating noble moral talents. To achieve the ultimate goal, constructing network moral management system and supervision mechanism of college is a guaranteed work.

Corresponding questionnaire designed according to Saaty1-9

There are 260 copies of questionnaire, 180 copies of valid questionnaires, the expected results and statistics results are rounded, see attached list 2.

Finally according to the relationship between indicators at various levels and the comparison between various factors, acquiring the quantified matrix, as shown below:

$$A = \begin{pmatrix} 1 & 2 & 2 \\ 1/2 & 1 & 2 \\ 1/2 & 1/2 & 1 \end{pmatrix} \tag{1}$$

$$B = \begin{pmatrix} 1 & 1 & 1 & 2 & 2 & 2 \\ 1 & 1 & 2 & 2 & 2 & 2 \\ 1 & 1/2 & 1 & 2 & 2 & 2 \\ 1/2 & 1/2 & 1/2 & 1 & 2 & 2 \\ 1/2 & 1/2 & 1/2 & 1/2 & 1 & 2 \\ 1/2 & 1/2 & 1/2 & 1/2 & 1/2 & 1 \end{pmatrix} \tag{2}$$

$$C = \begin{pmatrix} 1 & 2 & 2 \\ 1/2 & 1 & 2 \\ 1/3 & 1/2 & 1 \end{pmatrix} \tag{3}$$

$$D = \begin{pmatrix} 1 & 2 & 2 & 1 & 3 \\ 1/2 & 1 & 2 & 2 & 2 \\ 1/2 & 1/2 & 1 & 1 & 2 \\ 1 & 1/2 & 1 & 1 & 3 \\ 1/3 & 1/2 & 1/2 & 1/2 & 1 \end{pmatrix} \tag{4}$$

Obtaining the matrix that comparing two database one to one by investigation, calculating the weight of each index:

(1) the basis of consistency check. Paired comparison matrix is usually not consistent, but in order to use it to correspond to the characteristic root λ as the weight vectors of the factors that are compared, the degree of inconsistency should be within the allowable range.

The characteristic root of n order consistent matrix is n, the biggest characteristic root of n order positive reciprocal matrix A is $\lambda \geq n$, and A is a consistent matrix when $\lambda \geq n$.

According to the above description and the fact that λ continuously depends on a_{ij}, λ is much larger than n, the more serious the degree of inconsistency, the greater the judgment error that caused by using characteristic vector as weight vector is, thus we can use the value of $\lambda - n$ to measure the degree of inconsistency of A.

Saaty defines formula (5) as consistency index

$$CI = \frac{\lambda - n}{n - 1} \tag{5}$$

A is a consistent matrix when $CI = 0$, the greater the CI, the more serious the degree of inconsistency shown as TABLE 1.

TABLE 1 : Data of random consistency index CI

n	1	2	3	4	5	6	7	8	9	10
CI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49

(2) process of consistency check. When $CR < 0.1$, the degree of inconsistency is within the allowable range, we can use its characteristic vector as the weight vector.

$$CI = \frac{\lambda - n}{n-1} \quad CR = \frac{CI}{RI} < 0.1 \tag{6}$$

(3) calculating the weight vector of matrix. From (2) consistency check process we know that A, B, C, D have all passed the consistency check, we can use addition and root method for solving the weight vector. The addition method is formula (7). The Using addition method to get the relationship between first class indicator of weight vector with the target layer is shown as TABLE 2.

$$A = \begin{pmatrix} 1 & 2 & 2 \\ 1/2 & 1 & 2 \\ 1/2 & 1/2 & 1 \end{pmatrix} \xrightarrow{\begin{array}{c} \text{Column} \\ \text{normalized} \end{array}} \begin{pmatrix} 0.5 & 0.5417 & 0.4 \\ 0.25 & 0.2857 & 0.4 \\ 0.25 & 0.1429 & 0.2 \end{pmatrix}$$

$$\xrightarrow{\text{Sums of row}} \begin{pmatrix} 1.4714 \\ 0.9357 \\ 0.5929 \end{pmatrix} \xrightarrow{\text{Normalized}} \begin{pmatrix} 0.4905 \\ 0.3119 \\ 0.1976 \end{pmatrix} = w_A \tag{7}$$

TABLE 2 : Using addition method to get the relationship between first class indicator of weight vector with the target layer

A	A_1	A_2	A_3	Weight
A_1	1	2	2	0.4905
A_2	1/2	1	2	0.3119
A_3	1/2	1/2	1	0.1976

In the same way can get statistics results and the expected results shown as TABLE 3, the process of consistency check shown as TABLE 4, the process of consistency check shown as TABLE 5.

TABLE 3 : Statistics results and the expected results

B	B_1	B_2	B_3	B_4	B_5	B_6	Weight
B_1	1	1	1	2	2	2	0.2161
B_2	1	1	2	2	2	2	0.2464
B_3	1	1/2	1	2	2	2	0.1952
B_4	1/2	1/2	1/2	1	2	2	0.1407
B_5	1/2	1/2	1/2	1/2	1	2	0.1128
B_6	1/2	1/2	1/2	1/2	1/2	1	0.0888

TABLE 4 : Process of consistency check

C	C_1	C_2	C_3	Weight
C_1	1	2	3	0.5390
C_2	1/2	1	2	0.2917
C_3	1/3	1/2	1	0.1638

TABLE 5 : Process of consistency check

D	D_1	D_2	D_3	D_4	D_5	Weight
D_1	1	2	2	1	3	0.3025
D_2	1/2	1	2	2	2	0.2474
D_3	1/2	1/2	1	1	2	0.1569
D_4	1	1/2	1	1	3	0.2050
D_5	1/3	1/2	1/2	1/2	1	0.0883

$$A = \begin{pmatrix} 1 & 2 & 2 \\ 1/2 & 1 & 2 \\ 1/2 & 1/2 & 1 \end{pmatrix} \xrightarrow[\text{normalized}]{\text{Column}} \begin{pmatrix} 0.5 & 0.5417 & 0.4 \\ 0.25 & 0.2857 & 0.4 \\ 0.25 & 0.1429 & 0.2 \end{pmatrix}$$

$$\xrightarrow{\text{Root method}} \begin{pmatrix} 0.4853 \\ 0.3057 \\ 0.1926 \end{pmatrix} \xrightarrow{\text{Normalized}} \begin{pmatrix} 0.4934 \\ 0.3108 \\ 0.2842 \end{pmatrix} = w_A$$

(8)

Use addition method to obtain formula (9) to formula (12), The results are shown in TABLE 6.

$$w_A = \begin{pmatrix} 0.4905 & 0.339 & 0.1976 \end{pmatrix}^T \tag{9}$$

$$w_B = \begin{pmatrix} 0.2161 & 0.2464 & 0.1952 & 0.1407 & 0.1128 & 0.0888 \end{pmatrix}^T \tag{10}$$

$$w_C = \begin{pmatrix} 0.5390 & 0.2917 & 0.1638 \end{pmatrix}^T \tag{11}$$

$$w_D = \begin{pmatrix} 0.3025 & 0.2474 & 0.1569 & 0.2050 & 0.0883 \end{pmatrix}^T \tag{12}$$

TABLE 6 : Analysis diagram of college moral investigation

	Political performance	21.61%	22.03%
	Moral cultivation	24.64%	24.72%
	Collective idea	19.52%	19.62%
moral quality	Learning attitude	14.07%	13.87%
	law-abiding	11.28%	11.01%
	welfare labor	8.88%	8.74%

ESTABLISHMENT OF NETWORK MORAL CONCEPT

Forming of moral self-discipline

There must be a valid standard system and heteronomy of warning in the network world. To improve the students' moral behavior feasibly, self-control is one of the most effective way, then school must shoulder for the education of students, inducing students to realize the key of morality from their own consciousness, only then can the students form the self-discipline. Self-discipline is the respect for the individual, as well as the manifestations of their own freedom and independence. School should develop students' ability of self control and constraints continuously, forming a good habit of consciousness.

Concept of network responsibility

Anonymous information transmission is an important characteristic of network and the characteristics of such has weakened people's sense of responsibility in the network activities. Internet users with sense of morality should be responsible for their own words and deeds, do not invent rumor or transfer rumor. As for the staff and opinion that college students cannot know, they can't put forward the irresponsible comment randomly, and for online fuzzy information will not be forwarded. School need to cultivate the sense of responsibility of students in the network world.

Respecting the right of privacy

In modern society, the attention to the right of privacy is an important moral quality. Using the network technology to violate the privacy of others is a kind of immoral behavior. Many teenagers lost themselves because of his curiosity. Information that has not been authorized by information institutions cannot be collected, sorted, and sold. Cyberspace is not a moral vacuum, can do it and whether do it are two different things. School should help students to realize all kinds of network behavior will produce different consequences.

Technology humanization

Requirement of modern society to talents is diversified, so university students must also master the computer technology, but technology also needs to balance with the corresponded noble moral qualities, otherwise, network not only can not bring the convenience of production and living to people, but become a kind of disaster. So college should put the

network moral education and network technology in the same place, giving the student a chance to understand and learn morality when learning technology. Only by achieving the technology humanization, can ensure the comprehensive healthy development of students.

SPECIFIC WAYS AND MEANS OF NETWORK MORAL EDUCATION

Increasing network moral courses

Popularization of network technology has been very common in college, which shows the college has paid more attention to the network technology, but the network moral education is also important, therefore, school should list network moral education in the teaching program, then students can enjoy the advantages of network and, and improve the moral level at the same time, only then the talent can develop comprehensively. If the college arranges network moral course as a required course of accessing network, students will be interested in this course.

Strengthening the network moral cognition education

Nowadays, the network information is multifarious, college students will make mistakes on the choice of a lot of moral judgment and behavior, the main reason is that the students is not clear about moral truth and false, it often turns out to be "knew its result but not knew its reason". Therefore college should place the recognition of network moral education in the important position, so as to further help students form the cognitive view of true and false, good and evil.

Strengthening the mental adjustment of network morality

The mental adjustment of network morality is the intermediate link from the cognition of network morality to the standard of network behavior, so it is a vital link. The key of moral psychological adjustment is the process of chastening student's emotion and will. Only realizing the importance of network moral from heart, can the action be put into practice. College should encourage students to convey positive emotions when perform the standard of network morality, and weakening the adverse reaction of emotional experience. Combining moral emotion and moral cognition together. Students themselves should also train their will consciously, uniting the realistic personality and network virtual personality, rather than contradicting, even betraying. Students should control themselves with their own willpower, forming good habits and character of complying with the network morality.

CONSTRUCTING THE NETWORK MORAL MANAGEMENT SYSTEM AND SUPERVISION MECHANISM OF COLLEGE AND UNIVERSITY

Establishing the network moral education management system

First of all, college shoulders the responsibility of cultivating professional talent team that using network to engage in the work of moral education, so the network management of college is not a simple technical management work, but establishing a new management pattern that unites thought politics and network technology. Teachers engaged in the work of network moral education are able to contact with the students directly, so teachers are supposed to have a deeper understanding in network moral education, theirs responsibility is not only to teach students computer technology, but also learn how to combine the moral education and Internet technology, teachers should study the propagation law of network seriously in practice, and summarizing students' learning motivation and the ideological understanding under the influence of network, so that teachers can carry out the education activities for students in accordance with the propagation law of network. In addition, school should establish evaluation mechanism, and establishing the moral education work that has a perfect network, promoting the self-improvement of the quality of network moral education worker. Secondly, school should establish network management system of subject. College should combine network ethics education, moral education and student's quality together, unite it to the construction and management of school's morality. Forming the propaganda mechanism of network ethic education from the top to the bottom of college, to ensure that the network moral education work can be carried out safely and effectively.

Building the supervision mechanism of network moral education

To ensure that the standard of network morality has been implemented feasibly, the corresponding supervision and management mechanism need to be established. On one hand, it is to develop technical supervision over the network behavior, establishing the Internet police that are highly qualified and highly standard, which able to supervise the information that is dangerous to society and unhealthy, using some computer monitoring technology to eliminate it. On the other hand, intensifying supervision and inspection on college students' Internet behavior, set up the mechanism of real name registration accessing the net, checking the situation of students under the Internet regularly, criticizing and educating students who violate the regulation. Thirdly, setting up the supervision mechanism of students' public opinion, criticizing immoral Internet behavior and guiding students to put forward their ideas and opinions correctly,forming the evaluation mechanism of public opinion of network moral behavior. Finally, strengthening students' learning in the laws and regulations of network, and merging this kind of learning content into the course, the college can undertake network legal education in law courses, helping students to set up the right consciousness of online law and regulations, so that we can restrict students' online behavior.

CONCLUSION

Some new situation and changes of college students' moral tendency arise in the new information world, because the social experience and political discrimination ability of college students are weak, they are lack of the ability to identify network information, some college students are difficult to grasp their own direction, which leads to the occurrence of network moral events. In the information network era, as a place to foster talents, the university need to build up effective pattern of network moral education rapidly, feasibly strengthening the education of college students' network morality is very urgent and important.

REFERENCE

[1] Ying Pang; View on the effect of network on the student's morality and the measures of strengthening the moral education work[J], *Chinese junior(research on the education of young teenagers)*, **(12)**, **(2013)**.

[2] Shuhui Zou; The cultivation of network era to mountainous primary school morality[J], *Teaching: the research*, **(5)**, **(2012)**.

[3] Junwei Lin, Yuan Zhang; Assumption about the pattern of middle school student's moral education in the network era[J], *Shenzhou (The middle ten days of a month)*, **(12)**, **(2012)**.