The influence of digital life on college students' ideology

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Abstract: *With the rapid development of science and technology and the widespread use of network technology, people have entered the era of digital life. Digital life has brought convenience to people's lives, but digital technology is also exploiting people in a more hidden form. In particular, the current college students are deeply affected by their diverse ideologies, and all aspects of their lives such as education models, employment forms, consumption methods, social entertainment, and political operations have been penetrated by the Internet. Therefore, balancing the relationship between numbers, technology and the lives of college students is an important problem that we urgently need to solve.*

Keywords: Digital life; College students; Ideology

1. Introduction

With the full penetration and wide application of information technologies such as the Internet, big data, and cloud computing to various fields of society, people have entered an era of digital life characterized by interconnection of everything, data-driven, software-defined, platform support, and intelligent leadership. Digital life has brought a significant positive impact on the lives of people, especially college students. Digital life can reshape the development path of college students, expand the "relationship" network of college students, and improve the learning efficiency and employment probability of college students. But when people are permeated by digital life, they are also alienated by it. Historian Yuval Harari once asserted that when "online" becomes a way of survival, the struggle for control of data streams will become more intense in the future, and humans especially need to be wary of the emergence of "data dictatorship". The moment you choose to become a digital citizen, you acquiesce in your personal privacy running naked. In general, digital life brings people a better life experience The convenience of studying and working will also bring alienation to people. It is a lifestyle based on the Internet and a series of digital technology applications.

2. The main performance of ideological influence on college students

Information technology has gradually become a means to control people, and ideological styles of science and technology have emerged such as online education models, online work forms, online shopping and consumption methods, screen social entertainment, and online political operations.

2.1. The impact on the online education model

With the combination of information technology and capital, online education models are developing more and more rapidly, realizing people's desire to learn at home. Education here includes education and being educated, as well as formal teaching and informal teaching. Relying on Internet technology, more and more schools and educational institutions have launched online micro-classes, especially during the new crown epidemic, teachers can live or record online, so that students can enjoy education at home, and students can watch repeatedly according to their needs Video, speed up or slow down, provide a certain degree of convenience for teachers and students. And with the emergence of various APP software, many individuals or groups will publish various teaching videos on the Internet, such as dance, music, medicine, investment, etc. It is difficult for us as professionals to distinguish between true and false and lead to being deceived. In fact, cheating of money may still be a trivial matter. Many teachers do not teach face-to-face in technology. We do not understand and imitate may damage the body, especially medicine will damage the health. Although the online education model

will bring us a lot of convenience, it also brings a lot of hidden hazards. Unnecessary waste of time. In addition, most people now rely heavily on electronic products to learn and give up paper-based learning. Is this a potential crisis?

2.2. The impact on the form of online employment

Network information technology not only realizes people's desire to study at home, but also realizes people's desire to work at home. With the rapid development of science and technology and the guidance of online employment ideology, online free employment positions continue to increase, liberating people from offices and assembly lines. People don't have to get up early to catch the bus and subway, and they don't have to work with their colleagues and bosses, and they can work freely with smart terminals while drinking coffee at home. We can work at home or at any time and place by email. Our work pace has changed. We are no longer working from nine to five or five days a week. Unlike the rhythm of business life, we come to us on Mondays and weekends. Said that there is not such a big difference. A lot of work does not need to go directly to the site or Beijing to fly to New York. You only need to make a phone call or send an email to complete. A lot of work content can be sent in groups and arrive in one second. The form of online work is actually very friendly to pregnant mothers. Pregnant mothers don't have to choose between promotion and children, and they don't have to take the risk of being a housewife. According to a joint study by the global freelance platform Upwork and Freelancers Union, there were nearly 60 million full-time or part-time freelancers in the U.S. in 2019, accounting for more than one-third of the U.S. workforce, and there are more and more online freelancers. And online income is increasing. It is true that the development of information technology has provided us with a lot of convenience in life and work, but there are also alienation, such as network anchors sending pornographic content to attract people, network writers outputting unhealthy content, and so on.

2.3. The impact on online shopping consumption patterns

With the emergence of mobile payments such as Alipay and WeChat and online shopping platforms such as Amazon and Alibaba, more and more people are shopping online.According to a survey in 2017, the total amount of online shopping reached 750,000 U.S. dollars, and people's consumption ideology has turned upside down change. Major offline stores have followed suit and opened online stores. People don't have to go to physical stores to find the goods they need. They only need to point their fingers on the shopping software to quickly find and browse a rich variety of goods; people don't have to pay for cash, which makes it difficult to find change. Or if you lose your cash or even receive fake money, you just need to open WeChat or Alipay to transfer and pay with your fingers. People don't have to face-to-face bargaining with salespersons, just search online shopping software for goods at a price they can accept. This has facilitated the general public to a certain extent. Nowadays, the digital economy has penetrated into all aspects of the lives of men, women, and children. In particular, young people not only buy daily commodities online, order takeaways through online food ordering platforms such as Meituan, and travel on Gaode maps. Waiting for navigation software, and like to use mobile phone to pay offline to call taxi, shopping and grocery shopping. Therefore, people are accustomed to online shopping and consumption, to satisfy their own daily consumption through online shopping and mobile payment. In this way, people's clothing, food, housing and transportation are dependent on mobile phone payment, once they leave the mobile phone, they will feel uncomfortable. This ideology of online shopping consumption mode has completely subverted the public's consumption concept.

2.4. The impact on social entertainment

With the advent of chat software such as WeChat, QQ, and Weibo, relatives, friends, and even unfamiliar people can communicate on the Internet. It makes it easier for people with similar interests to gather together, and makes them deeply influenced by each other. Finally, they like to gather in a common social circle instead of changing circles, which leads to the loss of a lot of important information. Because they socialize in a circle, their entertainment methods are similar. They recommend music listening software, novel software, video software, game software and other leisure and entertainment software, through listening to songs, watching dramas, brushing Weibo, brushing vibrato, and playing games. And other ways to resolve their spiritual loneliness. The powerful social entertainment functions of computers and smart phones make the public's audiovisual senses fully covered by the ideological way of social entertainment, which meets the spiritual needs of people to share life's interesting things and express their desires. In the era of digital capitalism, there are harms

such as cyber violence, addiction to games, distorted feelings, and infringement of privacy. The bowed people are becoming the most common way of social entertainment for the public.

2.5. The impact on network political operation

Many people now think that the Internet is a place to express "public opinion", and online government affairs are more convenient and faster than offline, and save money. Not only ordinary people think so, but also civil servants. Therefore, the government emphasizes the need to improve online public opinion expression channels and listen to it. For public opinion, contact and communicate more with netizens. But this idea is good, but because of the virtuality and anonymity of the Internet, netizens usually break through the bottom line of their personality when they express their opinions. Insulting, slandering, attacking others, anonymous and virtual, netizens believe that it is safe to conduct illegal rumors, human flesh searches, and infringement of privacy, making the Internet chaotic like a "junk station." They tried to use public opinion to reflect their demands for political participation. In reality, the incidents of star are the good illustration. Another shortcoming of the operation of online politics is that professional and technical personnel and staff of party and government agencies and institutions account for the low proportion of netizens. Few of them are keen on posting and transferring posts on the Internet. Communication and data access tools. However, in general, the use of social media is increasingly playing a role of public opinion orientation, and the Internet has become an important tool for political operations and citizens' political participation.

3. The way to dispel the alienation of digital life

3.1. Academic vigilance

The political economy of Marxism warned us early on to pay attention to and prevent the exploitation and alienation of science and technology. Horkheimer first put forward the view that science and technology are ideology. Marcuse also believes that science and technology perform the function of ideology, and ideology is subtly transformed into various fields of personal life in a technologically rational way. Nicholas Negroponte also gave his predictions in the book "Digital Survival", the digital survival status of citizens and the digital social problems that need to be solved. Some neoliberals in the United States believe that digital technology can build utopian civilization, but utopian civilization under unequal data is a kind of utopianism. Neil Bozeman believes that the entertainment of the Internet controls people's thoughts. People have no ability to think, lose their freedom, lose themselves and become vassals in entertainment. Butler believes that digital technology divides people into two types of people. People who express their opinions and political demands on social media and cannot protect their rights and interests. This kind of people account for 99% of the whole society. go. It can be seen from the use of digit by capitalists that people's privacy and data exploitation are gradually deepening. Digitization allows the Internet to encompass and control the entire society. This inclusion and control is a soft manipulation of new imperialism and deepens the polarization of the world. Digital relies on technology and economy, transformed into a tough and soft means to firmly manipulate politics, and become the most important leading force in politics and economy in the world. Cao Rongxiang believes that the United States is using information technology to create a new "aristocratic rule" to achieve its own political goals. In the era of digital life, the aristocracy puts a concealed and deceptive technological coat on the surface, but inside, the powerful and powerful are in control of whatever they want and do whatever they want.

3.2. Strengthen policy support

Various imperfections will also appear in the development of the digital economy. The government has continuously improved the level of digital governance and governance capabilities, established relevant laws and regulations to scale the behavior of enterprises in response to some problems in the development process, and introduced relevant measures to improve development requirements. Some time ago, in response to the monopoly of digital economy platforms, the Chinese government imposed administrative penalties on China's giant Alibaba's "choose one" monopoly behavior in accordance with the anti-monopoly law, fully demonstrating the Chinese government's anti-monopoly determination. The most powerful blow in the history of the law. The Chinese government is committed to creating a fair and equal platform for competition in the digital market, and is committed to guiding positive platform organizations with appropriate systems and policies, and is committed to

creating a new milestone for anti-monopoly agencies to strengthen their control. Professor Wei Wei of East China University of Political Science and Law believes that this provides a good reference for the future Chinese market and sets an excellent example for anti-monopoly. This also provides a good case for the EU and US antitrust regulators against Amazon and other unfair and exploitative behaviors. The government should also learn to use digital information to actively play its guiding role, strengthen the monitoring and supervision of network platforms, and prevent information monopoly and information leakage. Strengthen the construction of digital infrastructure, give full play to the role of the digital economy, alleviate employment and income problems, and solve the digital divide in the field of digital economy, properly handle digital labor contradictions, give play to the advantages of socialist systems, solve people's livelihood issues, and provide laborers with sharing Vision of a digital economy and a better life.

3.3. Improve the level of educational innovation

The development of the digital economy also needs to strengthen public education investment in digital skills. We should increase financial investment, not only focusing on cultivating scientific and technological innovation talents, but also cultivating high-quality citizens. The digital information age is built on the competition of intelligence and innovation. We must improve the country's scientific and technological development level, adhere to the strategy of rejuvenating the country through science and education and the strategy of strengthening the country with talents, insist on innovation to lead development, and cultivate a large number of innovative intellectual talents for the future of Chinese society. The development of China provides talent support and technical guarantee for the great rejuvenation of the Chinese nation. At present, capitalism is ubiquitously using data to exploit people to obtain surplus value, such as using data and stimulating consumption to make fans follow stars. A goose factory often attracts relevant fans to pay attention to the official account or Weibo, allowing fans to sign in and reward. , Buying products and other behaviors to support idols to achieve the purpose of stimulating consumption and creating data. Fans think that celebrities will get the data and consumption benefits they create, but the real profit is the dominant digital capitalists behind it. We must strengthen and lead the people to learn Marxist theory and improve the people's ability to think. In addition,Digital relies on information technology to open a lot of "Internet celebrity live broadcast" posts, which have tempted a large number of young people who want to get rich overnight. Therefore, we must strengthen ideological education and focus on guiding young people's worldview, outlook on life and values to move in a positive direction. We must have a vigilant mind, keep a clear mind, deeply understand that data is used by humans, and do not rely too much on digital products to become its vassal.

4. Conclusions

Digital life seems to give us democracy, freedom, and convenience, but it also hides alienation and exploitation, injustice and hegemony. Nowadays, we must develop a people-centered socialist digital economy. We must improve digital governance capabilities, promote high-quality development of the digital economy, continue to build and improve a digital economy that is jointly built, shared, and governed by all people, and create Chinese characteristics A new milestone in the construction of a socialist digital economy. We must strive to build shared public data resources, safe and equal cyberspace, and strive to build a community with a shared future in cyberspace for all mankind, and build a digital life that is jointly built, governed and shared by all people.

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