

Research on Network Moral Construction Facing Epidemic Normalization

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Abstract: *The network brings various conveniences to people and has a great impact on people's moral cultivation. To promote the effectiveness of citizens' moral construction in the new era, this study is based on the characteristics of citizens' network moral construction. It points out the difficulties and challenges faced by the construction of network morality from the aspects of false information raging in cyberspace, lack of citizens' network moral integrity and lack of citizens' network moral will, and puts forward the path of improving college students' network moral construction from three angles: giving full play to the value of educators leading the network moral construction, promoting the network moral education construction and optimizing the network moral environment construction. It provides a reference for colleges and universities to guide college students to abide by the norms of network behavior, shape an exact network moral system and establish a civilized and harmonious network home.*

Keywords: *Network Morality; College Student; Lead*

1. Introduction

The emergence of the novel coronavirus pneumonia epidemic has made countries busy coping with it for a period of time and threatened national security to a certain extent.^[1] With the spread of the epidemic, public opinion about the epidemic is constantly evolving. If the network public opinion, especially the negative network public opinion, is allowed to spread, it will lead to a serious social management crisis, and then the overall security of the country cannot be realized.^[2]

Morality is a kind of social consciousness, which is the sum of a special behavior norm to adjust the relationship between people and society, embodying the behavior norm and general requirement of a certain society or class. The so-called network morality refers to the sum of ethical norms and behavioral norms that people should follow in cyberspace.^[3] Citizen's network morality is a new form of citizen's morality in new practice places such as the Internet and artificial intelligence. In essence, citizen's network morality is the inheritance and inheritance of citizen's morality in cyberspace, a new practice place. Moreover, it is improved and innovated based on the new problems of network technology itself and cyberspace.

2. Characteristics of Citizens' Network Moral Construction

The peripheral technologies based on network technology are constantly updated at present. Based on the update of network technology, the technology terminal software that affects public life has formed a new network ecological moral field for the public, which enables the construction of citizens' network morality more challenging.^[4]

2.1. Personalized Citizen Subject

With the rapid development of mobile Internet technology, the ability of big data collection and learning supported by network technology is stronger. Therefore, the preferences of mobile network subjects are infinitely enlarged and satisfied. Compared with the traditional network citizen subject, the network citizen subject with big data as the map has more characteristics of individuation and uniqueness.

2.2. Complicated Moral Construction

Compared with the traditional Internet era, the iterative update speed of network technology in the new era is faster with shorter cycles. How to identify the behavior of the subject using AI technology from the behavior of the machine? Should the subjects involved in moral construction include robots with independent thinking fusion algorithms? How to regulate moral anomie? The above new characteristics have to be considered during the construction of network morality.

2.3. Dualing Citizenship

The rise of We Media has greatly promoted the influence of citizens on other citizens. Citizens are not only participants in moral construction but also passive subjects influenced by others. Every citizen is not only a creator of information but also a disseminator of information, a participant in the turnover of network resources, and a direct decision-maker of network resources from birth to death. The development of We Media technology enables this feature more obvious in the new era.

2.4. Decentralization of Public Life

Under the background of blockchain technology, citizens can edit the data of what they are engaged in and make "book-entry" data editing for other citizens and things around them. The participants, objects, and even public life itself of the whole public life are decentralized. Since the construction and maintenance of public life order, the communication behavior has been transformed into the data mode edited by the subject.

3. Challenges Faced by Network Moral Construction

3.1 False Information in Cyberspace

Because of the virtual nature of the Internet and the diversity of the main body of network communication, people's words and deeds in cyberspace are often more unscrupulous than those in real life. Cyberspace still presents weak demonstration characteristics at present. The real-name system of the network has not been implemented. The main role of network behavior is virtual and diversified, so people will naturally weaken the moral constraints and legal norms that they fear in real life. Therefore, driven by interests, the network presents the side of false information flooding and rumors spreading all over the sky.

3.2 Lack of Citizens' Network Moral Integrity

Internet users are increasing year by year, who are more closely connected with the network with the change of information dissemination channels. Under the pressure of heavy life and work, a considerable number of citizens rely too much on the Internet and lack subjective initiative, resulting in many behaviors of different knowledge and practice and lack of integrity. For example, the Internet has brought great convenience to academic exchanges and research, but it is precisely because of this convenience that researchers copy academic achievements to cope with scientific research. Even though the Internet, essay writing services are purchased or sold. Academic misconduct not only damages the reputation of citizens and universities but also has a positive influence on the whole society.

3.3 Undetermined Citizen's Network Moral Will

A citizen's network moral will is a psychological process in which citizens consciously adjust network behavior to overcome all difficulties and achieve network moral goals in the network moral situation. It is the spiritual qualities such as confidence, determination, and perseverance that citizens show in the process of deciding moral behavior in the network social life. Some citizens show that they are weak in morality and can't firmly resist the interference of bad information and abide by the truth due to the protection of anonymity in the open Cyberspace.

3.4 Persistent Cyber Violence

"Individuals in a group will show obvious herd mentality, which Le Bon called 'psychological law of

group spiritual unity.' This tendency of spiritual unity has caused some important consequences such as dogmatism, paranoia, the feeling that many people are invincible, and the abandonment of a sense of responsibility." Whenever a hot event occurs, people are easily guided by words and the rendering of public emotions, and carry out irrational behaviors, followed by cyber violence.

3.5 Personal & Property of Citizens under Threat

Network fraud often appears and with the continuous progress of network technology and the continuous improvement of people's anti-fraud awareness, the fraudsters' means of deception are also varied and hard to prevent. More than 200,000 online fraud cases were cracked nationwide in 2019, involving online shopping, online pyramid schemes, illegal account registration, and other fields, which led to personal information leakage and threats to personal and property safety. After the incident, it was difficult to pursue money. The police faced a series of difficulties in obtaining evidence and arresting.

3.6 Over-commercialization & Entertainment of Online Content

Negative factors such as money worship, egoism, and bloody violence in cyberspace cannot be avoided at present. These negative factors blur the moral bottom line and greatly impact mainstream values. The serious tendency of commercialization and entertainment of network information hurts teenagers' mental health and has a great impact on their personality and positive values.

4. Path of College Students' Network Moral Construction

College students are the backbone of Internet users. They are not only the disseminators of network information but also the acquirers of network information. It is of great significance for college students' all-around development and cyberspace governance to strengthen the construction of college students' network morality and consciously abide by the moral requirements in network life and become the backbone of building clear cyberspace. The construction of college students' network morality mainly starts from the following four aspects.

4.1 Give full play to the value of educators leading the construction of network morality

To give full play to the value of educators leading the construction of network morality, first of all, high-quality network moral education teachers should be established. Teachers in normal colleges should increase the teaching content of network literacy in the teaching process. Moreover, schools should strive for relevant policy support and financial assistance to increase the internship opportunities and practical experience of teachers to enhance the professionalism of network moral education teachers. Colleges and universities should pay attention to improving the professionalism and level of network moral education teachers so that they will combine the new problems and new characteristics of the new era, innovate the existing theoretical achievements of network moral education, be good at connecting the actual development of network society with the growth and changes of students, and enable the network moral education work alive via new media and new technologies. Secondly, the selection and management mechanism of network moral education teachers should be improved. In the selection, the principles of fairness, justice, democracy, and the rule of law need to be adhered to, to comprehensively investigate teachers' literacy, focusing on the evaluation of network literacy and the construction of the entry threshold system of network moral level. In terms of management, we should set up a series of professional and technical positions for teachers/workers of network moral education to provide teachers with training and further education opportunities to improve their network literacy and education ability. Third, teachers of network moral education should strengthen self-improvement. Internet thinking means that teachers should not only stick to the teaching of the existing contents of the teaching materials but also closely combine the new hot spots, new changes and the thinking dynamics of college students to get out of the teaching materials and integrate them into the development of the Internet society.

4.2 Promote the Construction of Network Moral Education

Network moral education, as an important part of network education, plays a pertinent role in the improvement of college students' network virtue.^[5] Lead the content of network moral education with socialist core values: First, the curriculum proportion of great ideals and beliefs needs to be increased. Moreover, the basic knowledge of network ethics and guidelines should be instilled and educated. It

should not only involve the significant education of network morality but also increase the basic operational teaching education such as cognition and judgment of network morality phenomenon. Second, the way of network moral education needs to be innovated. Network moral education needs ideological and political courses as the main channel. In addition, we should combine the new characteristics and changes of the network society closely with the moral needs of college students. For example, in the ideological and political class, interacting with students through Internet platforms, mobile apps, etc. should be learned to carry out network moral value communication education. Schools should build a platform for students' online participation, encourage them to participate in online examinations, online debates, online simulated applications, and other activities, and update their network moral cognition in practice to achieve network moral growth.

4.3 Optimize the construction of network moral environment

Whether it is the confusion of college students' network moral cognition or the distrust of network communication, it reflects the confusion of network moral environment and the disorder of moral management. First, the mainstream media's control and guiding role in public opinion information need to be brought into full play. We Media's network platform needs to be used to cultivate the moral meaning of the network, such as pushing articles through the WeChat Official Account. Second, perfect the network ethics to play its guarantee role. Network ethics is the basic compliance of college students' survival and development in the network society. The perfection of the content of network ethics should not only aim at and adapt to the realistic characteristics and idealized characteristics of college students but also bridge an effective connection and transformation between realistic ethics and network ethics. Third, strengthen the construction of campus network culture to play its role in self-restraint. For example, campus radio should enrich its broadcast content, which should not only spread the latest national policies but also tell revolutionary heroic deeds. In addition, the push content of the WeChat Official Account should be enriched and innovated to meet the development needs of college students.

5. Conclusion

Morality is unique to the human being and gradually formed and developed in the interaction between subject and object. For college students, the perfection of network virtue needs not only their subjective efforts but also the joint efforts of various external conditions for improvement. How to enable the objective conditions and subjective aspects of college students to form the best growth synergy needs further research and discussion.

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