

Research on the Influence and Guidance of Network Hot Events on College Students' Thought and Behavior

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ABSTRACT

Nowadays, China is in a critical period of social transformation, and network hot events are increasing gradually. The university stage is the key period for the formation of college students' values, and the hot network events directly affect the development of college students' values. With the development and popularization of information technology and network media, network hot events have attracted the attention of college students and had a strong impact on their thoughts. Therefore, colleges and universities should use network technology to innovate the existing network education methods and contents, establish a monitoring mechanism for network hot events, purify the network environment, and help students establish correct values.

KEYWORDS

Network hot events; College student; Ways of impact; Guidance strategy

1 Introduction

As a young group with active thoughts, college students have a high degree of concern about hot issues on the Internet. Network hot events refer to the events that are rapidly spread on the network media and participated by the whole people. There are a certain number of clicks and comments on various types of forums, post bars and websites, which are widely reprinted by people, thus causing social concern. Therefore, we can see the values of college students from the spread of network hot events, which puts forward new requirements for college education. The network hot events magnify and reflect many of the latest and hottest social problems in the contemporary era. The network hot events, to a certain extent, affect the formation and development of college students' outlook on life, values and world outlook, which has a great impact on college students' ideological behavior.

2 Characteristics of Network Hot Events

The characteristics of network hot events are mainly reflected in three aspects. First, from the perspective of information volume, colleges and universities are a place where information gathers. College students are quick to accept new things, use online media more frequently, and pay more attention to social hot news events. With the continuous development of information technology, the speed of information dissemination is accelerating. College students can express their views and opinions through various types of online media, communicate and interact in the process of information dissemination, and further promote the development and resolution of events.

Second, from the perspective of time dimension, events have developed rapidly. The

environment where hot network events occur is the network, and the immediacy of the Internet is a significant feature. The development of network hot events is measured in seconds, and the golden time of event public relations is reduced from three days to four hours. People's attention is fragmented in the network environment.

Third, from the perspective of spatial dimension, the whole process of events is cloud based. In the development stage of traditional media, the development space of hot events is mainly based on the real environment. After the emergence of new media, the development of hot events began to show the characteristics of spatial transformation, from reality to cloud, from cloud to reality. This is a fusion of spaces, and cyberspace provides a second environment for the trend of events. Nowadays, the network environment is not only the main place for the development and discussion of hot events, but also many events that break out in the network. Hot events show cloud like characteristics from fermentation to extinction, which means that the main battlefield of public opinion has changed to the network.

3 The Influence of Network Hot Events on College Students

With the continuous development of society and network media, information technology has spread to all fields. With the rapid development of network media, college students' access to information is more diversified. College students can not only obtain information and resources through websites inside and outside the school, but also through various new media platforms such as post bars and forums. At present, the most popular online media used by college students are forums, post bars, micro blogs, QQ, etc. These online media meet the needs of college students to use online social software for information exchange and dissemination. Integrating online and offline information dissemination, online information dissemination accounts for a large proportion. Because college students are quick to accept new things and have strong curiosity, they can obtain more information and resources with the help of diversified online media, meet their curiosity and interest, deepen their understanding of society, and improve their ability to distinguish between right and wrong.

Network hot events bring new opportunities and challenges to college students' ideological and political education. Network hot events are also educational resources. The introduction of network hot events can, to a certain extent, promote the openness and inclusiveness of ideological and political education and organizational education in colleges and universities, and integrate them into college education, which not only helps to cultivate college students' rational spirit and sense of social responsibility, but also guides college students' reasonable value orientation, making them qualified modern citizens.

Moreover, network hot events can broaden college students' horizons and promote their healthy growth. However, network hot events have a certain negative impact, which is easy to mislead college students. If we do not guide college students in time, it will directly affect the formation of college students' correct values, which is not conducive to the healthy development of college students. Therefore, in the face of the negative impact of network hot events on college students, we need to guide college students in time to help them establish correct values. At the same time, we should create a good campus cultural atmosphere, actively spread the positive energy of society, and provide a basis for the healthy growth and development of college students.

4 Guidance Strategies

By analyzing the negative and positive effects of network hot events on college students'

ideological behavior, it is necessary to explore the corresponding guidance strategies for further promoting the integration of network hot events into college students' ideological and political education work and improving the effectiveness of the ideological and political education work of network hot events.

(1) Cultivate college students' scientific value system

With the rapid development of the Internet, different public opinion camps have been formed due to the strong penetration of interest representatives from all walks of life and foreign cultures, and the trend of value diversification is becoming increasingly significant. In this regard, efforts can be made in the following directions: First, give full play to the guiding role of colleges and universities in the education of college students' values. Colleges and universities have inherent convenience in the education of college students. College students spend most of their time in colleges and universities, and have a long and frequent contact with educators. Colleges and universities can fully guide college students' values in normal teaching activities and life entertainment activities. For example, it is a clear value orientation to organize students to learn the motto of each university and let them know what kind of talents the university is cultivating;

Secondly, we should vigorously strengthen the construction of red websites and recessive education resources, strive to improve the ability of mainstream media to guide online public opinion, increase the subject matter reports that are conducive to the formation of college students' scientific values, and improve the appeal of the ideological and political education network environment;

Thirdly, cultivate a group of "opinion leaders" with firm political position, high quality and ideas, and use the positive role of "opinion leaders" to influence the value judgment of college students, so as to form a network environment conducive to the growth of college students. At present, our country has established the press spokesman system. Based on the fact that the press spokesman must have a firm political position, a high degree of theoretical accomplishment, master the characteristics of news related knowledge and extensive knowledge reserves, it is an economic and effective way to combine the press spokesman system with the public opinion monitoring institutions of governments at all levels to form a joint force, and assume some functions of "opinion leaders" to affect the value judgment of college students.

(2) Strengthen the supervision of network information

The government supervision department should strengthen the management of online speech, and seriously deal with websites and individuals that publish false information and rumors through relevant legal means, so as to fundamentally eliminate the occurrence of bad information. At the same time, government departments should strengthen the transmission of heroism and guide people to establish correct values. Network editors should establish correct values and historical views, and should not spread reports that do not conform to historical facts and heroic deeds for their own interests. Network supervisors also need to constantly improve their business capabilities and historical outlook to provide guarantee for creating a good network environment. No website or individual can distort historical facts and heroic deeds for online communication. If they are found, the relevant government departments should seriously deal with them. Therefore, to create a good network environment for college students, college leaders need to supervise and maintain the network. In addition, website editors should also abide by relevant laws and regulations, and the freedom of entertainment and speech should also abide by laws and moral bottom lines. Internet users should respect heroes and history, not spread false information, and contribute their own

efforts to create a good network environment.

(3) Optimize the network environment

The emergence of hot network events, most of them are spread through the network media. Using technical means to monitor, analyze and control bad information is an effective measure to avoid adverse effects on college students. The increase in the number of negative "network mass incidents" has impacted and threatened national security and social management. Monitoring, analyzing, evaluating and controlling emerging network hotspots by technical means has become a necessary means for us to respond to the problems of the times. Network hotspots are characterized by quantification. Sensitive topics and bad websites are monitored and controlled through technical means. Scientific and technological workers have made great achievements in the development of intelligent automatic control, filtering software and public opinion monitoring system. The Party and the government, network operators and colleges and universities should exert influence on the four links of public opinion early warning mechanism, communication control, object control and issue control, so as to be a good gatekeeper of online public opinion.

5 Conclusion

According to the results of the questionnaire survey, the negative impact of network hot events on college students' thinking and behavior, as well as the shortcomings of current ideological and political education on the theme of network hot events. We should adhere to the guiding role of Marxism, the value orientation centered on college students, and the principles of creative transformation and innovative development. College students, universities, media, and college teachers should all attach importance to the issue of network hot events, aiming to make contributions to the correct establishment of college students' social mentality and the creation of a good network social public opinion environment.

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