

# The Dilemma and Countermeasures of College Students' Values Education under the Influence of Network Culture

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**Abstract:** The impact of online culture on the values of young people is relatively diverse, with both positive and negative effects. On the one hand, the diverse values embedded in online culture can broaden students' horizons and help them enhance their understanding and tolerance of different cultures. On the other hand, the negative values present in online culture, such as materialism and hedonism, can also affect students' behavior and attitudes. Therefore, in the process of higher education, teachers should guide students to have a correct view of online culture and cultivate their ability to distinguish right from wrong. In order to promote the dual promotion and mutual improvement of online behavior and moral cultivation, this article explores the dilemma of value education for college students under the influence of online culture, and proposes relevant countermeasures for reference only.

**Keywords:** Internet culture; College students' values education; Educational dilemma; Educational countermeasures

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College students are at a pivotal stage of establishing academic foundations, moral principles, and life aspirations, as well as a sensitive period for personality development. Surveys indicate that their overall values are positive and healthy, yet their values, behavioral patterns, and aesthetic preferences remain profoundly influenced by online culture. This paper will focus on the impact of online culture as a starting point to guide students in discerning and evaluating various online cultural elements, thereby maximizing benefits while minimizing harm, and enhancing the effectiveness of values education.

## 1. The Significance of the Values Education for College Students

The fundamental mission of education is to "cultivate virtue and nurture talents." To address the core questions of "what kind of people to cultivate, how to cultivate them, and for whom to cultivate them," it is essential to strengthen value education. The value orientation of the youth determines the value orientation of future society, with socialist core values becoming the fundamental guideline for their growth. The "New Era Moral Education Project" advocates integrating ideological and political education with social practice. The "Guidelines for Ideological and Political Education in Higher Education" emphasize combining value shaping, knowledge transmission, and skill development to establish a comprehensive education framework that engages all participants, spans the entire learning process, and covers every aspect. College years are a critical period for value formation. Value education guides students to fasten the first important button of their lives. In this pivotal era of advancing Chinese modernization and achieving national rejuvenation, fostering students' voluntary commitment to socialist core values is crucial to the nation's future. Amidst the unprecedented global changes of our time, strengthening value education serves as an essential safeguard for maintaining ideological security.

## 2. Changes in College Students' Values under the Influence of Network Culture

### 2.1 The orientation of realism and personalization is obvious

In the digital age, students demonstrate a pronounced tendency toward pragmatic and individualized value choices, primarily manifested in prioritizing personal interests and development, pursuing material needs, and seeking personal achievements. For instance, when selecting careers, they often focus on salary and employment prospects rather than the social value they can create. Consequently, when confronted with value norms and collective interests, this pragmatic and individualized approach may lead to conflicts and contradictions, making it difficult for students to make sound value judgments.

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## **2.2 The Dilemma of Balancing Personal Interests and Moral Norms**

Some online discourse reflects utilitarian and individualistic ideologies, leaving many college students in a dilemma when balancing collective interests, personal gains, and moral principles. While students generally embrace core socialist values and ethical standards, they often succumb to material temptations during practical decisions. This leads to actions that violate moral norms and values—for instance, spreading false information online for profit, or using the internet as a platform to spread harmful content or launch cyberattacks. Such behavior highlights the immaturity and instability of college students' value systems.

## **2.3 The contradiction between moral knowledge and moral conduct is prominent**

In university settings, some students exhibit a disconnect between knowledge and practice. While many have acquired systematic value systems and solid theoretical foundations, they often struggle to translate these principles into concrete actions in daily life. This creates a paradox where their beliefs and behaviors diverge. For instance, students may recognize honesty as a virtue yet still cheat during exams. Similarly, they understand that respecting others is respecting themselves, yet may engage in verbal abuse during online interactions for personal gain. These contradictions not only damage students' personal image and social standing but also highlight the shortcomings in value education's role in shaping student behavior.

## **3. The Dilemma of College Students' Values Education under the Influence of Network Culture**

### **3.1 Virtual Disorder in Cyberspace Causes Multicultural Impact**

Young people are at a critical stage in shaping their values, yet their limited discernment makes them vulnerable to multicultural influences. Harmful ideologies like hedonism, materialism, and historical nihilism often spread unchecked online, exerting profoundly negative effects on university students. Meanwhile, the diversity of internet culture further complicates value education. Traditional approaches fail to adapt to digital transformations, leaving some students unable to self-regulate despite recognizing certain ideas as misguided. They may even unconsciously imitate, propagate, and amplify these ideas online, resulting in a disconnect between knowledge and action—a paradox where students 'know but don't act.'

### **3.2 The Network Reform of the Methods and Platforms of Values Education in Colleges and Universities**

In contemporary higher education, value education still grapples with the mismatch between traditional "lectures + PPTs" and the digital era. The current approach primarily relies on conventional classroom teaching, with classrooms and campus cultural activities as the main platforms. This method lacks integration of emerging media and innovative models. Even when online platforms exist, they often remain at basic levels like building websites or posting articles on official accounts, resulting in low student engagement and unsustainable outcomes. In the digital age, college students are highly dependent on the internet, preferring to access information and interact online. Relying solely on teacher-centered classroom instruction fails to stimulate students' learning initiative.

### **3.3 Insufficient self-discipline in student behavior**

Some college students exhibit poor internet usage habits and lack self-discipline. Under the influence of the online environment, certain students become addicted to online entertainment and gaming, neglecting their own academic studies and personal growth. The absence of self-awareness in their behavior adversely affects their physical and mental health as well as academic development, while also exerting negative impacts on the establishment of a healthy online environment.

## **4. Optimization Strategies of College Students' Values Education under the Influence of Network Culture**

### **4.1 Strengthening the Primary Channel of Classroom Education**

Classroom teaching serves as the primary channel for talent cultivation. To enhance educational quality, the foremost priority is delivering effective instruction. Strengthening and improving ideological and political education

in higher education institutions fundamentally addresses the core questions of what kind of universities to establish and how to operate them. In educational practice, universities should develop an integrated system that combines value education with daily ideological-political education and campus 内外 ideological-political education, making full use of classroom teaching as the main channel. First, universities should focus on creating distinctive value education courses with institutional characteristics, transforming teaching models, exploring innovative teaching methods, and building a unique educational framework. This ensures value education courses align with students' ideological conditions and practical needs, thereby improving teaching effectiveness. Second, schools need to actively promote the synergy between value education and curriculum-based ideological-political education. By identifying ideological-political elements in various professional courses, socialist core values education can be effectively integrated throughout the entire teaching process, transforming all courses into effective vehicles for value education. Finally, universities should collaborate with professional course instructors to innovate classroom teaching methods. By fully utilizing blended online-offline teaching models, case-based teaching methods, and flipped classrooms, abstract theories can be explained clearly while vivid cases are presented concretely. Through diverse teaching activities, students are guided to think proactively, collaborate in exploratory learning, and actively construct their own value systems, thereby cultivating their moral character.

#### **4.2 Cleverly Using New Carriers of Network Education**

The effective use of online platforms can bring values education to life. Teachers should actively explore basic methods for utilizing online platforms in values education under the new era context to enhance the effectiveness of teaching and learning. The online platforms for values education in the new era are more complex and diverse, but their content and presentation forms are more contemporary and better meet students' usage needs. Teachers should skillfully leverage specialized websites, dedicated apps, and online teaching platforms to enrich educational formats. During the university education stage, using online teaching methods as auxiliary tools is highly practical. Practice has shown that platforms like Tencent Meeting and DingTalk Live can broaden students' learning scope and give values education a unique online dimension. With the development of the times, using online platforms such as WeChat and Weibo as tools for values education is also highly feasible. By posting values education-related content on relevant accounts, students can subtly absorb values education while browsing online information, which has strong practical value. Platforms like TikTok and Kuaishou, which also have entertainment functions, can serve as carriers for high-quality ideological and political courses. For example, regularly releasing premium courses in short videos allows students to receive values education anytime and anywhere. During important holidays, students can receive values education through live streaming platforms by watching broadcasts together. Teachers need to reasonably utilize various online platforms to ensure effective connections between educators, teaching content, students, and educational platforms, thereby achieving the standardization and effectiveness of online education.

#### **4.3 Exemplary Moral Role**

Moral exemplars serve as pivotal vehicles for fostering socialist core values education. To maximize their educational impact, coordinated efforts must be made across all stakeholders, resources, and platforms—from selecting role models to promoting and educating through them. Online platforms featuring "grassroots role models," "ordinary heroes," and "unofficial exemplars" can profoundly influence students. Schools should actively leverage these moral exemplars to guide students in understanding their stories and learning from their spirit, thereby reshaping modern moral standards and strengthening students' commitment to socialist core values. In value education, we should not only highlight national role models like "Model of the Times" and "Most Beautiful Figures," but also deeply explore and recognize outstanding cases of self-reliance, innovation, and entrepreneurship among teachers and students within our institutions. By making exemplary figures within reach, we can inspire students to internalize the spirit of role models as personal values and voluntary actions through emulation.

## 5. Conclusion

In a word, the education of socialist core values is related to the nature, direction and goal of higher education in our country in the new era. It is the inherent meaning of higher education to improve the pertinence and effectiveness of the education of values of college students.

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