

Research on the Problem of Ethical and Moral Misconduct Among College Students in the Context of Online Public Opinion

Xiang Jing

Turpan Vocational and Technical College, Turpan 838000, China

Abstract: Online public opinion refers to the influence of widely disseminated speech and information on social public opinion on the Internet. With the rapid development and popularization of internet technology, online public opinion has become an important social phenomenon. As an active group in the online world, college students participate in, disseminate, and lead the formation of online public opinion. However, at the same time, the issue of ethical and moral misconduct among college students in online public opinion has gradually become prominent. This article will explore the ethical and moral issues that college students face in the context of online public opinion, and propose relevant research and solutions.

Keywords: Online public opinion; College students; Network ethics; Moral misconduct

Online public opinion refers to the public opinion and voices generated on the Internet about a certain event, topic, or individual, which can be disseminated and disseminated through various social media platforms. With the popularization of the Internet and mobile devices, online public opinion has become one of the important factors affecting society and individuals. In online public opinion, college students play an important role as a member of the group. They actively participate in discussions online, express their opinions, and influence the direction of public opinion on the internet.

1. The current situation of ethical and moral misconduct among college students on the internet

The current situation of ethical and moral misconduct among college students on the internet has attracted widespread attention. With the popularization of the Internet and the rapid development of social media, college students are facing a series of ethical and moral challenges in the online world. Firstly, online violence has become an increasingly serious problem. Many college students use anonymous accounts to maliciously attack and insult others on the internet, causing serious psychological harm and social impact. Secondly, the issue of information leakage has become increasingly prominent. Many college students do not pay attention to personal privacy protection and trust the security of online platforms or applications, leading to personal information being obtained by criminals and falling into the danger of property damage and identity theft. In addition, plagiarism and plagiarism are common among college students. Due to insufficient emphasis on intellectual property and academic integrity, some college students treat the works of others as their own without citing or indicating their sources, causing confusion in the academic community and damaging the rights and interests of others. In addition, the spread of false information is also a concerning issue. Some college students, driven by their pursuit of click through rates and attention, spread rumors and false information, leading to confusion in public opinion and disruption of social order. In response to these issues, we must recognize the seriousness of the situation and strengthen the education of network ethics and morality for college students. Universities should take the initiative to take responsibility for cultivating good online ethics among students, enhancing their moral awareness, and guiding them to establish correct values and behavioral norms. At the same time, the government and social organizations should also increase their supervision and guidance on college students, strengthen information security education and publicity, and maintain order and stability in the cyberspace. Only through the joint efforts of the whole society can we effectively solve the problem of ethical and moral misconduct among college students on the

internet, and promote the healthy development of cyberspace.

2. The Factors Influencing the Misconduct of Network Ethics and Morality among College Students

Firstly, the rapid development of modern technology has provided convenience for college students to use the internet, but at the same time, it has also brought ethical and moral challenges. On the one hand, the anonymity and vast utilization space of the Internet make it easier to conceal and implement illegal activities and moral corruption. On the other hand, the existence of a large amount of negative information, false information, and online violence has a negative impact on the ethical and moral concepts of college students.

Secondly, the popularity of emerging applications such as social media platforms and online live streaming has also become one of the important reasons for the ethical and moral misconduct of college students on the internet. These platforms have attracted a large number of young users with their vast user base and convenient communication methods. However, they often become a soil for ambiguous moral boundaries and the indulgence of bad behavior. Many college students overly rely on social media, pursuing praise and recognition in the virtual world, while ignoring ethical and moral concepts in real life.

In addition, the educational environment and family background have also had an impact on the ethical and moral misconduct of college students on the internet. Some universities neglect online ethical and moral education in education, lacking corresponding curriculum design and guidance, resulting in students lacking sufficient awareness and self-restraint ability towards online ethical and moral issues. At the same time, some families have not given enough attention and guidance in family education, resulting in teenagers lacking correct values and moral concepts.

3. A solution to the problem of ethical and moral misconduct among college students in the context of online public opinion

3.1 Strengthen educational guidance

Strengthening educational guidance is an important way to cultivate correct online ethical awareness and moral concepts among college students. Therefore, schools and families should work together to carry out a series of rich and diverse educational activities and courses. Firstly, schools can organize online ethics education courses to provide students with systematic and targeted training. These courses can cover topics such as internet knowledge, cybersecurity, and privacy protection, aiming to help students establish correct online values and behavioral norms. Secondly, the school can regularly hold themed lectures and discussion activities, inviting experts and scholars from all walks of life to share their research results and practical experience. Through communication and interaction with professionals, students will gain a deeper understanding of the complexity and importance of online ethical issues, thereby enhancing their awareness and thinking abilities. In addition, schools should also establish relevant campus rules and regulations to clearly regulate the behavior of students in the internet. These rules and regulations can include provisions prohibiting online violence, infringing on the privacy of others, spreading rumors, and corresponding punishment measures. By establishing clear regulations and punishment mechanisms, students' online behavior can be effectively constrained, ensuring the health and harmony of the online space.

3.2 Strengthening regulatory mechanisms

Schools and social organizations should increase investment and establish a sound network supervision system to enhance the monitoring and punishment of online behavior among college students. These regulatory mechanisms can include but are not limited to strengthening real-time monitoring of student online activities, collecting and analyzing data, and establishing effective reporting mechanisms. By strengthening cooperation between schools and social organizations, we can better regulate the online behavior of college students.

Government departments should also take on the responsibility of supervision and formulate corresponding laws and regulations to regulate network ethics and morals. These laws and regulations must clearly define the bottom line of online behavior to prevent the spread of harmful information and the occurrence of illegal online activities. At the same time, the government should strengthen the supervision and management of online ethics and take necessary measures to combat illegal activities such as online fraud and privacy infringement. Only through strong supervision and management can we ensure that cyberspace not only provides convenience and innovation for people, but also maintains social order and good ethical ethics.

3.3 Strengthen technical support and research

Technical support is the key to preventing ethical and moral misconduct among college students on the internet. By introducing

innovative technological means such as intelligent monitoring systems, data analysis, and mining technologies, we can more easily discover and identify inappropriate behavior among college students in the cyberspace. Meanwhile, technology can also help us detect potential risks early and take corresponding preventive measures in a timely manner. For example, we can develop artificial intelligence based algorithms to analyze and identify content and behaviors that pose potential moral misconduct risks, and provide corresponding warning and warning mechanisms. In addition, we can also use technical tools such as digital device management software, network filters, etc. to limit and monitor the online activities of college students, in order to reduce their likelihood of being negatively affected.

3.4 Strengthening Social Co governance

Strengthening social governance is an important task for current social development. Only through the joint participation and role of all parties in society can a good atmosphere of attention and participation be formed, thereby promoting the good development of network ethics and morality among college students. In this process, schools, families, various sectors of society, and college students themselves should all take responsibility and work together to form a pattern of multi-party cooperation and common governance.

Firstly, as an important venue for cultivating future social elites, schools have an obligation to actively guide and educate students to abide by network ethics and morals. Schools should strengthen network literacy education, guide students to make correct use of internet resources, establish correct network values, and cultivate good habits of civilized internet use and self-protection. In addition, schools should also strengthen the supervision and management of college students' online behavior, establish corresponding rules and regulations to ensure that college students follow ethical norms in the online space. Secondly, families play a crucial role in cultivating children's correct use of the internet. Parents should strengthen their children's online education, share their online experiences with them, and cultivate their ability to identify false information and protect personal privacy. Families should also actively guide their children to interact well with the internet, avoiding their addiction to the virtual world and establishing healthy online behavior habits. In addition, the joint participation and supervision of all sectors of society are also important guarantees for promoting the good development of online ethics and morality among college students. Governments, social organizations, enterprises, and others should strengthen the promotion and education of online ethics and morals, and promote the formation of a civilized social atmosphere for online use. At the same time, relevant departments should strengthen the supervision of online information, crack down on illegal activities such as online fraud and infringement, and maintain order and security in the cyberspace. Finally, college students themselves should also take responsibility and actively participate in the promotion of online ethics and morality. College students should establish correct network values, consciously abide by network moral standards, exert good network citizenship awareness, advocate network civilization, and contribute their efforts to building a harmonious network environment.

In summary, only by strengthening education guidance, strengthening regulatory mechanisms, enhancing technical support and research, and strengthening social governance, can we effectively solve the problem of ethical and moral misconduct among college students on the internet, and ensure the healthy and orderly development of the cyberspace.

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About the author:

Xiang Jing (June 1988 -), male, Han nationality, born in Dongying, Shandong Province, master's degree, lecturer in Turpan Vocational and Technical College, research direction: Ideological and political education.