On Moral Values Establishment by Micro Media in the Age of We Media

Chao Wang

ABSTRACT:
In the age of We Media, University Education as the anchor of most students should fully realize that Micro Media has not only brought us conveniences, but also challenges. It should also realize that the changes of global environment and the changes of moral education. How to get rid of the stale and take in the fresh and how to resist negative political, cultural and other threats are the focus of this research. These problems of moral values education can be solved by the following four dimensions: subject, object, carrier, system construction, more specifically, the subject refers to an excellent ideological and political work team; the object refers to the media literacy of students; the carrier refers to the operating mechanism of micro media; the system construction refers to the moral education system of the University.

INTRODUCTION

There are not only opportunities but also challenges as for ideological and political educationists while the international situation is changing frequently. The Ideological Penetration of various hostile forces and the struggle for the younger generation in our country are more complex. The development of science and technology and the concept of open to Western cultural thoughts and values is just like the act of opening a window. As Comrade Deng Xiaoping said, fresh air came in at the same time, flies and mosquitoes will fly in the same way, some of the non mainstream ideas and lifestyles will inevitably have a negative impact on College students. Since the reform and opening up, science and technology progress, China's social and economic structure and distribution methods are constantly being reformed and improved. This is conducive to
college students to form their own judgments, but also conducive to the cultivation of innovative awareness, but also bring some negative effects that cannot be ignored, for example, some college students have varying degrees of ideals and beliefs which are not firm, the value orientation is biased and so on.

Xi Jinping pointed out that China's higher education is shouldering the important task of training the all-round development of socialist builders and successors, must adhere to the correct political direction. Moral values establishments is the foundation of the University. Therefore, ideological and political education based on inheriting the fine tradition of Ideological and political work of the party, and actively explore new approaches and ways of Ideological and political education of university students under the new situation, to reflect the times, grasp the regularity, creativity, enhance the effectiveness of moral education.

**The Development of Micro Media:**

This is a fast-paced era, micro media is the product of the development of the times. From micro-blog to WeChat, micro media is to meet the needs of people in the fast-paced life of real-time access to the required news and information, so that students will be more efficient to take full advantage of the fragmented time.

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Date</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>abroad</strong></td>
<td>Linkedin</td>
<td>12.2002</td>
<td>Social work</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>02.2004</td>
<td>Social contact</td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
<td>03.2006</td>
<td>Micro blog</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>03.2010</td>
<td>Picture sharing</td>
</tr>
<tr>
<td><strong>domestic</strong></td>
<td>Renren</td>
<td>08.2009</td>
<td>Real name social</td>
</tr>
<tr>
<td></td>
<td>Sina micro-blog</td>
<td>08.2009</td>
<td>Micro blog social</td>
</tr>
<tr>
<td></td>
<td>WeChat</td>
<td>01.2011</td>
<td>Instant messaging</td>
</tr>
<tr>
<td></td>
<td>Momo</td>
<td>03.2011</td>
<td>Location based social</td>
</tr>
</tbody>
</table>

Currently, the most representative of the micro media mainly refers to micro-blog and WeChat and other social software as the representative of the media. According to statistics, as of the end of June 2012, China's mobile phone users for the first time surpass the desktop computer users reached 388 million, an increase of around 3 million 270 thousand compared to the end of 2011. The numbers of users who are using a mobile phone to access the Internet is increasing from 69.3% by the end of 2011 to 72.2% so far [2]. At present, almost 100% of college students have mobile phones and surfing online. The three characteristics of the mobile phone media, such as close fitting, real-time and interactive, make it no barrier of "time, space, information" while college students obtaining any information needed by the mobile phone network. Therefore, effects of typical network media—Micro media on college students will be further strengthened, micro media is favored by young college students as a social software, must also become a tool of Ideological and political education workers to carry out the work, so as to ensure the initiative, it will
gradually become the focus of the work of higher education.

The Positive Characteristics of Micro Media

In a fast-paced society, people with diversified roles is difficult to have a block of free time, most of our leisure time is "fragmentation", the use of micro media fill people "fragmentation", to broaden people's horizons, it is more efficient to transmit and access to information, the use of micro media make people can write and take photos at hand whenever and wherever possible record their feelings and sentiment, and the messages can be readily released, even a word or two, can be instantly shared with friends and to the world. This casual way of presenting ideas is becoming more and more popular, especially among young college students.

In terms of WeChat, on the same platform, users can become an audience between each other, coupled with WeChat's update speed, greatly enhanced the user's activity and interactivity. The mutual information of users is the flow of information. WeChat's opinion leaders in the role of celebrity, speed up the flow of information, but also increase the degree of dependence of WeChat user groups. WeChat voice intercom function, greatly improve the efficiency of communication.

The Negative Characteristics of Micro Media

1) "Spam" Affects "Effective Information"

Micro media provides information feast for people and meanwhile, it inevitably produces a lot of junk information". The audience of micro media faces the real-time update of the information and the information is repeated, over time, will lead to people's paralysis of information, that is, easy to ignore the effective information. The popularity of micro media, which means that its audience quality uneven. The audience with no good judgment is easier to forward the error message, which is also the cause of junk information. Therefore, it is necessary to enhance the audience's media literacy, so that more of the media audience to become qualified gatekeeper to keep the junk information out.

2) "Booster Onlooker" Psychology

For some adverse events, the first time exposure of micro media will quickly form public opinion pressure, which to some extent, promote institutional innovation and social progress. But we should also see that some people will treat WeChat as a kind of anger release, as a circle of friends "exclusive news" and even disregard of life. Citizen pursue the freedom of speech refers to people in the legal and moral scope speak freely. Micro media "over the crowd and may confuse right and wrong, one-sided public opinion, the relevant departments should strengthen the construction of the" Convention on the use of micro media ", so as to create micro media environment of a
harmonious civilization.

3) the Medium of Privacy Exposure

Sociologist Nicholas Lu pointed out that society needs system differentiation. Society needs to break down the subsystems that form their own communication medium. There are some social software clustering and grouping function, so it is not easy to be centralized control. In the framework of micro media, there is no regional molecular system, all micro media audience belongs to a public space. Habermas, a famous sociologist, thinks that society needs public space. But there is no private space in the public space is terrible, which will affect the order of the system.

The Ideological and Political Education Workers to Improve the Quality of Business

Change the Traditional Concept

Information dissemination master Ncgronente pointed out: "the information society, the biggest gap lies between two generations, when the children occupied the global information resources, need to study hard to catch up, the adults. This is especially true for educators. [3] " Since micro media has changed the traditional mode of communication, and the impact to a great extent, and even subvert the traditional means of communication, to realize the information transmission mode of "zero barrier", bypassing the information on the management and control of the "gatekeeper" of traditional information dissemination chain, that is to say from the media era the target group is more complex, more flexible way of communication, penetration is more powerful and increasingly influential. Therefore, as the ideological and political education workers, to go in front of the young students, leading the direction of media development, the concept to keep pace with the times, as the old saying "it is never too late to learn". Cannot be taken for granted, cannot wait passively, otherwise it cannot be qualified educators.

To Enhance the Audience's Media Literacy Level

In the we-media age, anyone can become a manufacturer of information, anything can become the focus of social concern. Micro media, to enable students to access information more convenient and diversified, at the same time, the "gatekeeper" (ideological and political education in the traditional position) in the transmission of information has been seriously weakened, so that the disciple of disciple should not be inferior to the teacher and the teacher does not have to be superior to the disciple. So, as a college educator must learn to skillfully use the micro media such as social software, make full use of the micro media leading public opinion, the mainstream media to attract fans attention as much as possible; in the face of negative information, can use the micro media "stalls" to resolve the crisis.
Pay Attention to Students' Circle of Friends"

Pay attention to students' study, life and inner world. The lack of effective communication between the two sides of education is the root of "Treason", and the lack of trust between the two is the catalyst. The virtual and convenience of micro media greatly expand the spirit of the university students' activities, become an important channel for their communication, and blog, WeChat circle of friends and other forms of expression. Micro media to broaden the ideological and political education ideas, but also shorten the subject and object of education exchanges between the two sides of the psychological distance, which can effectively reduce the face to face communication embarrassment and effectively reduce the communication in the process of psychological prevention. Professor Xiao Chuan said: "the reason why moral education should take care of students' life world, because only in the life world of students, students encounter in reality, the conflict of value in the inner world of the students really contains valuable educational opportunity, can really open the moral personality of students to generate and establish the springhead. Pay attention to students' life means respect for students, respect for the needs of the students, the students unique respect for students, respect the present life; means of students moral subjectivity and the focus on development.\[4\]" Pay attention to students' life world, students feel respected personality, and inspire their consciousness, and enable them to achieve all-round development of the individual in mutual respect, mutual trust and understanding for the promotion of spiritual life; through dialogue, education more easily grasp the inner world of the students, help them timely to resolve the internal contradictions, release psychological pressure, substantially improve the quality of Ideological and political education.

Improve College Students' Media Literacy

In 1992, the United States Media Literacy Research Center defined "media literacy" as: "media literacy refers to people in the face of all kinds of information to show when the information of different media selection ability, query ability, comprehension ability, evaluation ability, creation and production as well as speculative reaction ability. Low threshold access to micro media influences the whole media literacy, so we need to improve the ability of media literacy of College students.

The Establishment of Media Literacy Courses

Micro media is complex, so it needs to establish elective course related to media literacy of the University, and it should be a required course, which is to guide contemporary college students to correctly recognize and understand the media information, so as to improve their media literacy and can critically use the media to achieve self-development.
Actively Create Positive Campus Media

The active construction of campus media, such as newspaper, journal, broadcasting stations, campus TV stations, receive teachers' guidance, students through exploration, learning and teacher's guidance, understanding media in practice, improve their media literacy. Not only to improve the visibility of the original campus media, we should also actively create a new media platform, to create campus micro media platform, such as the traditional campus media can open the corresponding official micro-blog, WeChat, and launched the campus related mobile phone APP client periodically or at any time for themselves from the user to push information communication with the user.

Relying on Activities to Develop Media Literacy

Make full use of College Students' spare time to hold media literacy education software design contest, seminars and other forms activities to enhance college students. Groups of students to carry out media literacy education for the students will meet less rejection, and the participants involved in a wide range, a person can drive a dormitory, a team, a class, a fellow team, etc. At the same time, student organizations will be based on the nature of the organization, members of the hobby, with popular way to carry out the media literacy education, the effect will be better.

Strengthen the System Construction and Control of Micro Media

Micro Media System Construction

To use the campus micro media to provide services for the campus management of college students in thought control, in learning, in life, so that the micro media has occupied the main position of morality education. To build a good public platform of ideological, intellectual, interesting service in a variety of thematic and the formation of online and offline communication organic integration. To pay close attention to the dynamics of micro media, to understand the ideological status of college students, to answer the students' questions in time. Strengthen the operation and management of the campus micro media, to prevent all kinds of harmful information dissemination in the micro media. Strengthen ideological and political education team training, the formation of micro media operation management system, firmly hold and gradually expand the network of Ideological and political education as a home court.
Micro Media Management and Planning

1) Online Activities

The purpose of setting around the moral education activities, in order to enable students to establish a correct world outlook, outlook on life and values. To make it clear that micro media online activities to promote mainstream culture; improve students' fan activity; improve the website or app students registered users; through multiple channels of publicity, and guide more students' attention to WeChat services; enhance students' recognition of the mainstream, let students pay more attention to the micro media information, that is let the students spend their limited and scattered spare time as far as possible to take attention in mainstream information.

2) Off-line Correction

At present, some Internet search engines are under the action of the establishment of user line tracking system. Online behavior to track users using Cookies for the accurate advertising push is not what happens, the ideological and political education work can also refer to this way of line tracking, online communication for students with extreme ideas by offline correction, help to establish the correct values.

The ideological and political education workers should make full use of the advantages of convenient micro media, pay attention to student's circle of friends, and make students "fans". To achieve a high degree of interaction, to understand the students' life and ideological trends in the first time, to make good use of popular words in light of its general trend, to make content more attractive, amiable and easy to approach and understand emotionally and reasonably. At the same time, to master the media speech initiative, to become an opinion leader, and ultimately enhance the effect of Ideological and political education work of College students.

ACKNOWLEDGEMENT

The author would like to give thanks to the support both from the research project of college students’ affairs in 2016 provided by students’ affairs research branch of China higher education association and from the financial support of the Department of Electronic Communication Technology, Shenzhen Institute of Information Technology.

REFERENCES