

## Research on College Students' Recognition and Practice of Socialist Core Values Based on Online Questionnaire

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### Abstract

*Network media is an important platform to guide the public opinion and political expression tools; and could word as an important carrier of socialist core values. In order to promote socialist core values education in the network environment, we analyze the influence of network media and try to find out the key factors that impact on college students' recognition and practice in socialist core values. By using online questionnaire, the result shows that 77% college students have a political belief and correct ideal faith, 37.4% college students believe communism will be achieved, and 75% college students identify socialist core values. In conclusion, network will provide the conditions for the public participation. In order to realize the effective dissemination of network media on the socialist core values, college should strengthen the norms of network media use, adhere to the guidance of socialist core values and fulfill the gatekeeper duties.*

**Keywords:** *Socialist core values, online questionnaire, national policy, ideological education, network media*

### 1. Introduction

Network as the greatest achievement at the end of the twentieth Century's, the information revolution brought by it extends to every corner of the world. Network will promote the process of economic globalization; make the world more closely together. The Internet has changed the world, the world because of this change and progress. The Internet technology is highly developed today, college students in all aspects of daily life already cannot do without network [1]. Negative effect in the network environment of College Students' socialist core value view education and prevention network, network play a positive role, actively practice the socialist core values has become an important topic in the current ideological and political education researchers. The network not only changed the daily life of students, also had a more profound impact on the formation of College Students' values, affect their growth, development and growth. On the one hand, the network not only for students to understand the world to broaden the road and obtain knowledge opens a more efficient window for them, which helps them establish positive and healthy values[2]. On the other hand, network brings in huge amounts of information at the same time to the students, the spread of western thoughts desalination students in pursuit of ideal socialism and some bad network information induced by college students make against the behavior of social morality, which is certainly not conducive to college students' correct value view, read the establishment of proletariat moral view.. Facing the present on the network environment appearing on the college students' ideological problems and behavior deviation, we should actively cultivate and practice the socialist core values, which not only on College Students' growth and development, talent has important significance and to realize Chinese nation's great rejuvenation has a pivotal role. The contemporary college students to cultivate and practice the socialist core values, is the focus of Ideological and political education work, is a major issue in the research of moral educators in Colleges and universities.

College students identity and practice socialist core value concept study is constructing socialist core values are urgently needed in college students, in-depth interpretation of the socialist core value concept, and promote the core value idea in the minds of college students must be the means, is the core values of socialism really for college students to understand grasp of the important initiatives, is advantageous in practice guidance and promote the core values for college students agree with the process , method to dynamic mechanism, comprehensively promote the university student to fulfill the socialism core value view [3]. Study of College Students' identity and practice socialist core value concept is to pinpoint to accept the core values of the college students in the view of theoretical basis, identity of scientific planning guidance system, in-depth study of the identity of the mechanism of internalization; accurately grasp college students identity and practice of core value of value view of dialectical interactive relations, exploration and seeking college students practice the core values of the dynamic mechanism and route, the socialist core value concept into the campus, into the classroom, into the mind, and promote the innovation and development of Ideological and political education of college students, providing clear thinking, channels, the breakthrough point and feasible method system. Actively cultivate and practice the socialist core values of college students, to help people get rid of the misunderstanding. In recent years, with China's steadily push forward the socialist harmonious society, the construction of a well-off society in an all-round way, with a strong socialist culture blind self-confidence self-reliance development, socialist core value system and the socialist core value concept caused the social from all walks of life widespread concern. However, in real life, people often put the socialist core value system and the socialist core values confusion, even equated. This is a misunderstanding exists in learning and practice. Therefore, the cultivation and practice the socialist core values of the first step is to clarify the concept, clarify the socialist core values of specific content to understand the dialectical relationship between the values of the socialist core value system and the socialist core value. On the basis of the great practice, it is possible to consciously put into a socialist harmonious society and a well-off society in an all-round way.

## **2. Literature Review**

### **2.1. Network Ideological and Political Education**

As an important carrier of information, network media has become more and more important position and the main tool of social mainstream social ideology, the spread of values [4]. Eighteen big reports of the party from the country, society and citizen three level, highly summarized the socialist core value concept, and put forward the three advocate, namely advocate a prosperous, strong, democratic, civilized and harmonious, advocate freedom, equality, justice, the rule of law, promote patriotism, dedication, honest, friendly, actively cultivate and practice the socialist core value view. Mechanism refers to the original structure and operation principle of the machine, is now widely used in the study of various disciplines, usually borrow refers to lead the research object changes, decided to study object in the presence of the working principle and working process. An effective communication mechanism is not only the guarantee of socialist core values has spread the actual effect, more conducive to the formation of a good atmosphere for the cultivation of socialist core values and construction[5]. Network media the socialist core values of effective mechanism including: selection, control, feedback mechanism, guidance, coordination, integration mechanism; penetration, diffusion, education mechanism and public participation mechanism, between them is a mutual connection, mutual influence the overall.

The party and the government attach great importance to the network to grasp the emphasis on improving the effectiveness of Ideological and political education by

network. Efforts to expand the effective way of the ideological and political education of College Students under the new situation, take the initiative to occupy new positions of Ideological and political education, to prevent all kinds of harmful information on the Internet. The network has brought unprecedented opportunity to the ideological and political education, one is network with the characteristics of the large amount of information to enrich the content of Ideological and political education; second is multimedia technology make the morphology of the education content from dynamic to static, from plane to stereo; the third is for educators to rich historical and cultural knowledge and modern information technology to carry the intrinsic content of Ideological and political education[6]. On the one hand, the network ideological and political education to overcome the traditional way in the transmission of information in terms of delay interval and improve the timeliness of education; on the other hand, educators and education are not subject to the time limit, at any time and any useful information browsing, or education or education, to improve the effectiveness of Ideological and political education.

To establish a reasonable selection mechanism can further purify the network environment, the concept of socialist core value to create a good atmosphere, also can better socialist core value concept reside in the network life. How to effectively select information, mainly to do the following:

- 1) ***Optimization of information supply:*** Users of the information demand is diverse, network information to meet the information needs of different groups of people. However, bad information will inevitably bring a certain degree of influence and harm, even lead to the occurrence of network crime. Therefore, in order to meet the information needs of people at the same time, but also to further improve the supply of information, information from the information source to ensure the quality, information to reduce the negative influence, so as to socialist core value concept of the spread of creating good environment[7].
- 2) ***To fulfill the “gatekeeper” duties:*** The era of information network, the government and relevant departments should correctly fulfill the gatekeeper role, to ensure the normal supply of information. Correctly perform duties of gatekeeper and not only in the choice of information strict, but to ensure a smooth channels of information dissemination, information assurance objective and impartial propagation; it is not to simply control or even prevent the spread of negative impact of information to the government, but in the face of the people questioned, to ensure timely and actively respond to the question. So as to maintain the government's credibility, in order to enhance the influence of network media the socialist core values. Otherwise, people will lose to the socialism core value concept of identity, to lose confidence in the government.
- 3) ***The development of media literacy education:*** In the Internet era, media literacy education to enhance people's information is correct and active selection key. At present, the urgent need to establish the selection mechanism of people to the correct understanding and recognition of media information, reasonable selection and reasonable use of media information dissemination, rational participation. Media literacy is not only a correct and reasonable choice of information basic quality of people in the information age should have, also should be one of the important guarantee to purify the network environment.

## 2.2. Core Socialist Values

College students undertake the task of building prosperous and powerful democratic socialist countries, their comprehensive quality and life value concept is directly related to the future and destiny of the party and the state, the cause of socialism with Chinese

characteristics to promote decline success or failure. Therefore, how to guide students to form positive and healthy values is particularly urgent and necessary[8]. The values of contemporary college students training including Marx ideology and patriotism core idea etc. In building socialism with Chinese characteristics and the education, training ways of socialist core values is divided for instilling theory to practice analysis in two phases, and through scientific and standardized regulation and emotional output way of promotion. Scholars believe that let students groups to establish and promote the socialist core values, consolidate the Marxism in the guiding position of colleges and universities, is the view on the values of the college students during the social transformation needed to shape, but also to cultivate and carry forward the spirit of the contemporary university needs. In the new historical period, colleges and universities should be the construction of the socialist core value view is the central link to innovation and development of Ideological and political education work, growing the effectiveness of College Students' socialist common ideal education, leading to the university spirit, and create a harmonious campus culture, to better meet the needs of the construction of a socialist harmonious culture.

The socialist core values, is a kind of ideology of our country, with the long-term development of society, with history, reality and future of stability based on the values of. It is capitalism the core values and its rational core, inherit Chinese excellent traditional culture of the rational value, integrate Marxist core value view of a new values, which not only reflects the essence of socialist system and to promote the harmonious development of socialist[9]. It is the ideological and political education value ideal and pursuit, has laid a solid foundation and philosophical foundation environment for ideological and political education. The construction of the socialist core values is consolidate the Marxism in the guiding position of colleges and universities, is needed to shape on the values of the college students during the social transformation, but also to cultivate and carry forward the spirit of the contemporary university needs. In the new historical period, colleges and universities should the construction of the socialist core value view is the central link to innovation and development of Ideological and political education work, growing the effectiveness of College Students' socialist common ideal education, leading to the university spirit, and create a harmonious campus culture, to better meet the needs of the construction of a socialist harmonious culture. On college students of socialist core value view education can not only provide effective theoretical support for the ideological and political education of college students, and for the further innovation of College Ideological and political education work, better shaping contemporary college students made a positive outlook on life and value also has very important practical significance.

### **3. The Influence of Network Media on Socialist Core Values**

#### **3.1. Guide Mechanism of Network Media**

The characteristics and functions of the network media the ability of guidance, coordination and integration, guide and coordination and integration mechanism and the establishment is an important guarantee for the network media effective dissemination of socialist core values. Network media information transmission can make the people gradually eliminate the uncertainty, at the same time, the network media pass information will guide people in accordance with the network media to understand things, thus affecting people's life style and behavior patterns in a certain extent, and even affect the people's way of thinking and value judgments. The cultural communication activities of people's daily life is not only the source of information, but also become an important part of the way of life, and to guide and promote the change of life style. At present, the network media should become guide people to form a correct world view, outlook on life, values the important

tools, and guide people to set up and the socialist core value concept is consistent with the value orientation and spiritual pursuit.

- 1) **First, establish the main position of mainstream ideology:** The age of the Internet, the network media should not only actively spread the mainstream ideology, but also to the formation of a strong position on behalf of the mainstream ideology. The thought of "advocacy positions, socialist ideas do not occupy, capitalism is inevitable to capture". [3], in particular, in the permeation of Western ideology, network media should play the role of the mainstream ideology of the positions, guide people to distinguish between right and wrong, acceptance and identity of socialist core values, get rid of the influence of errors of ideology.
- 2) **Second, reasonably set the agenda:** The identity of people "s idea about the socialist core value needs a process, characteristics of the network urgent requirement to change the past simple indoctrination and way of preaching, by setting the agenda can make people in the media exposure, in the monasteries naturally understand socialist core value concept, guide people to accept and agree to the socialist core values.
- 3) **Third, guide targeted:** Guide to targeted, this is the key to the socialist core values of effective communication. We must firmly grasp the hot issues of concern, according to specific groups of people especially young Internet users, in time to help them solve the problem, in solving the problem at the same time by the socialist core value concept to educate and guide them, and not the socialist core values in the meaning of the empty preaching indoctrination to them.

### 3.2. The Coordination Mechanism of Socialist Core Values

During the period of social transformation, further highlights the various social contradictions and problems, especially in the network society, people on the network expression with different interests, if there is no proper guidance and coordination, is bound to the healthy development of the network of social, also will have a direct impact on the socialist core value concept of effective communication. Marx pointed out that all the people to strive for, are related to their interests. Thought once left the interests, will make a fool of them. Obviously, people's pursuit of interests constitutes an important part of people's value orientation. "With the ownership structure, economic composition, interest distribution changes, the formation of a variety of benefits

Interest groups, has undergone a structural change in people's interests, conflicts of interests also highlights. in the differentiation of social structure also makes all kinds of social thoughts have boarded the stage of ideology. Under the background of globalization, new social strata to the demands of different interests and different social ideal gave birth to the new social trend of thought, so as to form a variety of social thoughts in the ideological sphere of our country, and compete for the right to speak. At the same time under the strong desire of the wealthy and powerful, optimistic that as long as the introduction of Western system will be able to quickly realize the modernization of the idea of worship still exists, which directly on the core values of socialism view presents a challenge. Therefore, the network media is an important position for the spread of socialist core values, we should give full play to the coordination function, the use of various forms of further coordination of people of different interests and ideas, resolve various social contradictions and problems, adhere to the socialist core values under the guidance, achieve and safeguard the fundamental interests of the masses the demands of different interests,

and integrate into the mainstream ideology, enhance the influence of the mainstream ideology, let more social classes and interest groups to find a sense of belonging and identity, the formation of the mainstream ideology of loyal supporters and advocates, so that they gradually accepted the socialist core values, so as to ensure the effective dissemination of socialist core values.

Integration is the network media's unique function, it is important to ensure that the network media give full play to its function. Network media to spread socialist core value concept has a huge advantage, namely network media have powerful storage function, have a mass of information; it combines multimedia, animation, interactive and digital technology a rich variety of forms of information in one, can further enhance the dissemination of information flexibility, interesting and rich degree; network media diversification, and propagation speed, timeliness is strong. These advantages can be through effective integration to form a powerful force, enhance the actual effect of the spread of socialist core values. This can be from the following several aspects of first, through the integration of information network media to form a powerful force and enhance and ensure the communication efforts of socialist core values; secondly, through the integration mode of transmission, communication, interaction, and enhance the attraction of dissemination of socialist core values; once more, but also to integrate with the traditional media and new media, in order to adapt to the trend of the development of communication technology, to seize the ideological propaganda new positions, in order to promote the effective dissemination of socialist core values. To improve the socialist core values of the radiation and influence, must accelerate the construction of modern communication system with advanced technology, fast communication and wide coverage. To strengthen party newspapers and journals, news agencies, radio and television and press the construction, expand the effective coverage; to integrate the cable TV network, set up a National Radio & television network company; to advance the telecommunication network, cable TV network and Internet convergence, integration of the construction of national new media broadcasting platform and play its role in communication, to achieve interoperability and orderly operation.

## **4. Network Investigation of College Students' Ideological and Moral**

### **4.1. Questionnaire Design**

The socialist core value concept questionnaire is defined as the two dimensions of Ideological and political quality and moral quality. The ideological and political quality dimension points for the content of the ideological and political awareness, thought political emotion, thought political attitude, ideological and political behavior; moral and cultural qualities of dimension contains the content of the cognition of moral culture, cultural and moral evaluation, moral and cultural behavior. In this paper, we make network questionnaire on Wuhan city as the basic information questionnaire, as shown in Table 1. We stratified random sampling questionnaires, 1000 questionnaires were distributed, and 970 copies of questionnaires, the recovery rate were 98.9%, of which 920 valid questionnaires, accounting for the actual questionnaire 94.8%.

This paper adopts questionnaire as the test index of reliability coefficient. Coefficient of the questionnaire was 0.688; coefficient of each factor was about 0.8. This shows that the reliability of the questionnaire is relatively high.

**Table 1. Practice of Socialist Core Values of College Students (N=920)**

Factor	Content	number	percentage
gender	male	538	58.5
	female	382	41.5
grade	2012	222	24.3
	2013	231	25.1
	2014	232	25.2
	2015	235	25.4
Political landscape	party member	735	79.9
	crowd	48	5.2
identity	cadres	359	39.0
	classmates	561	61.0

In this paper, the questionnaire validity is to test the content validity from the. Invite experts of the questionnaire evaluation is one of the methods to determine the content validity. In this paper, the definition and dimensions of questionnaire items were selected based on the relevant research report and literature review, forum discussions and individual interviews comprehensive consideration and research results. Questionnaire before and after the formation of repeatedly asked theory of Ideological and political education experts, social experts and psychology experts to review, revision and demonstration and repeatedly asked members of the research group and student test questionnaire, discussing the details of the revision, the basic guarantee for the questionnaire of the dimensions and items to covers College Students Identity and Practice Socialist Core Value View of the content. Therefore, the content validity is good.

#### 4.2. The Results of the Survey

From Table 2, it shows that 77% college students have correct political beliefs and ideals and beliefs, they actively submitted to join the party application, to participate in the training of party activist's class, to the party organization closer, willing to communism as the goal of their struggle to not secluded pursuit.

**Table 2. The Status of College Students' Belief (N=920)**

Content	number	percentage
The belief of communism	462	50.2
Buddhist	68	7.4
The Christian faith	46	5.0
Islam	24	2.6
There is no clear belief	320	34.8

**Table 3. College Students' Cognition of Communism (N=920)**

Content	number	percentage
Communism will be achieved	344	37.4
Communism may realize	372	40.4
Communism is just a fantasy	126	13.7
Communism is not possible	78	8.5

From Table 3, it shows that 34.8% students choose the "no clear faith and belief in yourself, 22.2% college students" communism is just a kind of illusion, impossible to achieve ", indicating that some college students have no firm political beliefs, ideals and

beliefs of fuzzy, the ideological and political education workers should further strengthen the ideal and belief education of socialism with Chinese characteristics and enable them to establish a firm belief in communism.

Table 4 and Table 5 statistics show that most of the students' motivation of joining the party is pure. They think that only by adhering to the leadership of the Communist Party of China, in order to achieve the great rejuvenation of the Chinese nation, only to join the Communist Party of China when, in order to better for countries, to contribute to the society, better to serve the people. On the motive of join or be admitted to the party, 31.7% of the students is to broaden their employment channels and 21.3% of the students is to prove that individual ability, 8.9% is advised by parents or teachers, suggesting that this part of the students' motivation of joining the party is not pure, will join the party as a personal development, effective way to show personal ability, has obvious utilitarian tendency.

**Table 4. College Students to Adhere to the Party Leadership Attitude**

Content	number	percentage
Only insist on party leadership can realize the great rejuvenation	344	37.4
The political system reform, learning foreign party system	372	40.4
It doesn't matter, I don't care	126	13.7

**Table 5. College Students' Motivation of Joining the Party (N=920)**

Content	number	percentage
realization of communism	398	43.3
serve the people	623	67.7
Increase the employment channels	292	31.7
influenced by Party members	120	13.0
Reflect personal ability	196	21.3
parent or teacher's advice	82	8.9

According to Table 6, Statistics show that, more than 90% of the college students of socialist economic construction, scientific development view, new rural construction, peaceful rise of foreign policy, the construction of the socialist core value system, construction of the socialist legal system, anti-corruption initiate cheap construction and national culture and national policies expressed highly recognized.

**Table 6. College Students' Approval of National Policies**

Content	number	average	S.D
Concentrate on construction and development	917	4.3259	1.0305
Implement the scientific concept of development	919	4.2904	1.0412
Promote the construction of new socialist countryside	918	4.2813	1.1001
Adhere to the road of peaceful development	917	4.2262	1.0680
social construction of socialist core value system	918	4.1216	1.0315
strengthen the construction of socialist legal system	919	4.1285	1.0547

strengthen the construction of anti-corruption	919	4.0966	0.9776
enhance the national cultural soft power	917	40.480	1.0406

From Table 7 and Table 8, Statistics show that students can consciously do the socialist concept of honor and the basic code of ethics of the practitioner, a strong sense of social responsibility. Most of the students on their ideological and moral status and social responsibility evaluation is good, have a certain understanding of the basic moral norms. 85% of the students think it is necessary to strengthen the education of socialist concept of honor and disgrace at the present stage, 81% of the "Eight Honors and Eight Disgraces" content understanding and can consciously do. Compared with the students on self ideological and moral situation of low evaluations and socialist concept of honor and Disgrace View highly cognitive, indicating that the college students of four universities in terms of moral cognition, feeling, consciousness and behavior, "consistency of the knowledge and behavior problems. In the face of personal interests and collective interests, 17% chose "selflessness", 14% of them chose "Xiangong private", 53% choose "Gongsijiangou", indicating that college students "moral" personal "and" utilitarian "has been widespread.

**Table 7. College Students' Understand to Eight Do's and Don'ts**

Content	number	percentage
Clearly and every college students should do	303	32.9
Know, I can do it	462	50.2
Not too clear, can abide by the basic code	135	14.7
requirements are too high,	20	2.2

**Table 8. Students' Attitude of Dealing with the Relationship between Individual and Collective**

Content	number	percentage
selfless	164	17.8
Take both public and private interests into account	546	59.3
private first	76	8.3
public first	134	14.6

In a word, students of the socialist core values of the relatively high degree of identity. But there are also many problems and need from the students recognized the value of the theoretical basis, identity of college students socialist core value concept of guidance system and agree that college students socialist core values of internalization mechanism of scientific analysis and theoretical study. The survey shows that most of the students will be able to combine the theoretical study and social practice, with the use of theory and practice to test the ability of the theory. 75% of the students can clearly recognize that the construction of socialist modernization with Chinese characteristics is guided by Marxism theory, it contains not only the Marxism Leninism, Mao Zedong thought, more important is the theoretical system of socialism with Chinese characteristics. 80% of the students with Deng Xiaoping Theory and "Three Represents" important thought and the scientific development concept to guide their daily study life and social practice activities, to solve the problems and confusion encountered in the actual life and social practice.

## 5. Conclusions

Network has Openness, interactivity and convenience for the realization of public participation provides the conditions. To achieve effective dissemination of network media on the core values of socialism view, we should accept the broad participation of the masses of the people, by the broad participation of the people continuously improve understanding of the people of the socialist core value concept, the scope of further strengthen on people of socialist core value of value view education and guidance, to further expand the socialist core values of propagation and influence, so as to lay a solid foundation for the socialist core values of mass base. In information age, the development characteristics of the Internet, network media and media literacy continue to improve provides the possibility for the broad participation of the people. Therefore, extensive public participation is not only the effective mechanism of propagation of socialist core values, and also the inevitable trend of the spread of socialist core values. This can be from the following aspects:

First, to strengthen the study of theory is a prerequisite for public participation. People's initiative to learn the basic knowledge of socialist core values and the related theory of their participation in the propagation of socialist core values premise. Under the network environment, it can be disseminators of information. Therefore, people took the initiative, consciously learning theory of socialist core values, the participation in the network information dissemination process consciously adhere to the socialist core value concept as a guide, consciously spread socialist core value concept. Second, strengthen the media literacy education is the key of public participation right. Internet era, in the face of the proliferation of information network media, to constantly improve people's media literacy, media literacy through improving the to ensure people in the correct interpretation and identification information, correct choice of media, and consciously participate in the socialist core value concept of communication practice. Third, adhere to the guidance of socialist core values is the guarantee the success of public participation. In public participation in the process of practice, it is necessary to adhere to as a guide, this is the active participation of public should follow the direction and the scope of public participation mechanism expand socialist core values of the spread and influence, lay a solid foundation for the socialist core values of mass foundation of important guarantee to the socialist core value concept. Fourth, establish smooth communication channel and platform. Extensive public participation, it is necessary to establish a public communication platform, and ensure that the masses timely interactive exchange of information, and ensure the communication channels. , of course, construction, spread and carry forward the Chinese characteristic socialist core value concept is a system engineering, the rapid development of the information age, network media the socialist core values and effective mechanism should also continue to be improved and perfected, in order to adapt to the progress of information technology, and should not stick to some kind of invariable, the rigid mode of transmission and mechanism. The only way to expand the influence of socialist core values, to enhance the effectiveness of the socialist core values of the propagation, and the new position to continue to seize the commanding heights of the dissemination of ideology.

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