

Research on The Influence of Internet Subculture on The Values of Young College Students

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Abstract. Internet subculture has novel forms and diverse contents, providing college students with a free space to vent their emotions, release stress, and seek recognition. It has a strong appeal to young college students and affects the formation and change of college students' values. In terms of the formation of college students' beliefs and its impact on faith education, Internet subculture has a dual aspect. It not only has a positive role in promoting the transformation of faith education in communication methods and promoting the advancement of communication content with the times, but it can also produce deconstruction and resistance to the orientation of mainstream faith values. Negative effect. In-depth disclosure of the impact of Internet subculture on college students' faith education, and then proposing corresponding countermeasures, has become an important topic in deepening and innovating the research on college students' faith education in the Internet era. We should change our thinking, change the problem perspective into the advantage perspective, and look at Internet subculture and its impact rationally. Starting from the four aspects of society, cyberspace, universities and college students themselves, we should build an educational synergy to lead the healthy development of Internet subculture, standardize its communication platform, give full play to the positive impact of Internet subculture, and weaken its negative impact. In order to deal with Internet sub-culture provide targeted countermeasures to influence the values of college students.

Keywords: Internet Subculture; Young College Students; Values; Influence; Countermeasures.

1. Introduction

Internet subculture is deeply loved by college students due to its edge, entertainment and other characteristics as well as rich and changeable forms of expression. College students are in a transitional period of growth [1]. Faced with the complicated information on the Internet, it is difficult to accurately distinguish bad Internet culture. In order to escape the negative emotions caused by problems such as interpersonal relationships in real life, college students seek "a sense of belonging", "stimulation" and spiritual satisfaction in relatively hidden cyberspace [2]. Some netizens have violated the law and violated moral standards on the Internet, resulting in a "smoky" online environment, which will also have varying degrees of impact on the physical and mental health of college students.

Internet subculture is subordinate to social culture. Based on an overall perspective, we can understand the development trend of Internet subculture, explore the relationship between Internet subculture and mainstream culture, and clarify the difference between Internet subculture and counterculture, which will help to grasp the changes in social culture as a whole [3]. and development, guide the healthy development of Internet subculture, and promote the construction of mainstream culture. The research on Internet subculture will be based on the development strategy of cultural power proposed by the party and the country in the new era, draw on and absorb the academic research results on Internet subculture, and use multi-disciplinary and multi-dimensional research perspectives to conduct a sample survey on the current impact of Internet subculture among college students in my country, and conduct in-depth Analyzing the current situation of college students being affected by Internet subculture is of great significance to building a socialist cultural power, creating a good

social and cultural environment, strengthening the construction of harmonious campus culture, and strengthening college students' ideals and beliefs [4].

2. The Current Situation of the Influence of Internet Subculture on the Values of Young College Students

2.1. The Positive Impact of Internet Subculture on College Students' Values

It enhances college students' sense of group belonging and promotes value recognition. The emergence of Internet subculture has given young college students a new way to self-select and construct their own identity roles, through which individual college students can build a strong sense of self-identity. Contemporary college students express their individuality by participating in online subculture activities [5]. In the process of communication, they find groups with similar attitudes and easy emotional resonance. They gain the satisfaction of being recognized in the process of connecting and communicating with each other, thereby enhancing their sense of group belonging. Promote value recognition among groups.

It relieves the emotional pressure of college students and enriches their value experience. In order to alleviate the psychological pressure and emotions of college students, major universities have also opened psychological centers to provide psychological counseling, psychological lectures and other services to college students [6]. However, college students have many concerns in real life. What will my classmates think of me if they know that I go to psychological counseling? own psychological concerns, thus affecting the effectiveness of psychological counseling.

2.2. The Negative Impact of Internet Subculture on College Students' Values

Personal values are highlighted and ideals and beliefs are not firm enough. The decentralization of the Internet has strengthened the self-awareness of college students. Fueled by Internet subculture, college students have gradually formed the concept of being self-centered and focusing on personal values [7]. With the rise of values such as money supremacy, egoism, and personal center, the meaning of material, money, and self has been over-exaggerated and exaggerated in some Internet subcultures, and this will also cause certain misleading to the value orientation of college students, making them There are changes where personal values are highlighted and ideals and beliefs are not firm enough.

Weaken the sense of social responsibility and choose a career based on utilitarianism. Stimulated by Internet subculture, many college students will focus on or even magnify the dark side of social reality, and may even have emotions dominate their words and deeds, reducing their sense of social responsibility to protect themselves. College students are full of expectations and daydreams about their future career development [8]. They are at a stage where their views on career selection have not yet been finalized. They are easily affected by online live broadcasts and fan culture. Coupled with the continuous weakening of their own sense of social responsibility, they are prone to a tendency to choose careers based on utilitarianism.

Consumption values are symbolized and aesthetics tend to be kitsch. The spread of Internet subculture has infinitely expanded and amplified the public's desire for consumption, gradually giving rise to the consumption behavior and concept of "consumption for the sake of consumption". Additional symbolic values such as the pursuit of status, fame, and support for favorite stars have gradually replaced the real desires of college students. The pursuit of value has gradually led college students to be coerced by consumer symbols. On the basis of catering to college students' pursuit of individuality and unique psychology, Internet subculture disseminates fragmented information containing different aesthetic orientations to college students through a variety of Internet media, and subtly instills the aesthetic orientation it conveys into college students.

3. Analysis of the Reasons Why Internet Subculture Affects College Students' Values

3.1. Social Capital Invasion Affects College Students' Rational Judgment

College students' understanding of Internet subculture is a complex psychological aggregation. To a certain extent, it is an objective response that college students face greater pressure in real life and use the Internet to vent their emotions and release pressure. At the same time, being eroded by Internet subculture has intensified some Deviations in college students' ideological and moral concepts have formed wrong value orientations. The self-anxiety caused by college students' inability to adapt to social changes. Fragmented thoughts and emotions lead to practical confusion and life confusion among some college students. Some college students have clear goals but lack the motivation to take action. They cannot find the focus of their life struggles, and are prone to life confusion such as listlessness and sleepy thinking, and avoid social development. Online media such as social platforms have fueled the spread of online subculture [9]. The hype of online news has fueled the consumption desire of some college students. The extreme nature of online public opinion has provided the ground for the spread of false news, causing some college students to be guided by wrong information and engage in extreme emotional behavior. In the omnimedia era, media information has realized the integrated dissemination of radio and television networks, telecommunications networks and the Internet, and has been integrated and received by users through various terminals such as computers, televisions, mobile phones, etc. Its communication channels, communication methods, communication content and communication methods have all undergone disruptive changes.

3.2. Multicultural Communication Weakens College Students' Behavioral Cognition

Internet globalization has weakened the influence of ideological and political education in colleges and universities to a certain extent. Influenced by the spread of Western implicit culture and fueled by online social platforms, some college students' ideals, beliefs and ideologies have been eroded, causing the role of some college students to change. As a cultural form of non-mainstream culture, Western pop culture communicates and integrates with Internet subcultures such as vulgar culture and prank culture, and is spread implicitly among college students through online social media. New immigrants on the Internet are overly fond of Western cultural trends, causing mainstream culture to gradually lose its voice in cyberspace. Under the dual influence of refined egoism and hedonism, some college students do not pursue responsibility and self-worth at the spiritual level, but behave in extravagant and wasteful ways, indulge in pleasure, satisfy their own emotional experiences, and show phenomena and behaviors of admiring foreign things [10]. The interactive integration of online cultural knowledge and classroom knowledge has led some college students to adopt a laissez-faire attitude towards classroom knowledge, causing deviations in their own behavior habits and value choices. The collision between the virtual self and the real self can easily form dual personalities.

3.3. Insufficient Education Guidance in Colleges and Universities Gives Opportunities for Internet Subculture to Penetrate

Insufficient rational understanding of Internet subculture. Educators cannot follow the trend just because some educators are biased against Internet subculture. They must understand and think about whether it has any effect on education and teaching. Although we must not only see the difficulties that Internet subculture has caused to college students' ideological and political education as mentioned above, we must also learn to recognize and utilize the positive aspects of Internet subculture.

At present, most colleges and universities provide class warning notices about "campus loans" or "telecommunications fraud". There is insufficient education about Internet culture and Internet subculture and the guidance of Internet behavior. If college students' Internet legal concepts and Internet moral concepts are not educated and guided, it will lead to college students' relatively weak awareness of Internet legal ethics, and they may even not be aware of their illegal behavior at all. This requires further improvement of the education system for online culture courses, thereby

improving the effectiveness of ideological and political education for college students. Many professional course knowledge in schools remains at the level of imparting professional knowledge, focusing only on professional practice, and may have neglected to combine relevant "curriculum ideological and political" teaching with legal and moral knowledge.

Traditional mechanized teaching is out of touch with the new media and network era. The production and dissemination of Internet subculture closely follows the development of the Internet age, using unique and novel language, clothing, and styles to attract the attention of college students, and even causes many college students to immerse themselves in virtual cyberspace. In the new media and network era, some educators may not be very good at learning and applying new media technologies. The classroom teaching model has been solidified, and teaching methods need to be further updated and integrated. In addition, some educators are prone to being too divergent, teaching in obscure and difficult-to-understand languages, or teaching in a straightforward manner, which prevents students from empathizing with them. This makes students who are not very interested feel that ideological and political theory courses are more profound, causing them to gradually lose their patience in learning. and confidence.

4. Strategies for Cultivating Values of Young College Students under the Influence of Internet Subculture

4.1. Purify the Social and Cultural Environment and Lead the Healthy Development of Internet Subculture

At present, the degree of satisfaction of people's material needs is constantly improving, and they pay more attention to the satisfaction of inner spiritual culture. Contemporary people generally face greater social pressure, and they hope to have leisure and relaxation in entertainment culture after work and study. To carry forward the main theme of society, we can also actively start by integrating media platforms and entertainment and cultural resources. Reasonably use entertainment and cultural resources to promote the main theme, integrate the main theme into people's study, life, and entertainment information, enhance college students' cultural identity, cultural consciousness, and cultural self-confidence, guide college students to learn the spirit of historical heroes and pioneering models, and establish correct values.

Society should pay attention to the physical and mental development needs and practical problems of college students, listen carefully to the voices of college students, implement education and support for college students in a practical way, and create a more relaxed environment and more opportunities for the growth of college students as much as possible. Effectively protect the rights of college students in all aspects of growth, provide them with more equitable education and employment resources, and effectively alleviate their psychological anxiety. Smooth communication and dialogue mechanisms with college students, attach importance to the voice of college students, and actively respond to issues related to college students' development and social security. Let college students truly feel that society provides support for their growth and success, and strengthen their sense of belonging.

4.2. Cultivate College Students' Socialist Moral Values

It is necessary to change the traditional concept of interaction between families and colleges and universities, and advocate modern home-school interaction. Through the positive interaction between colleges and universities, communities and families, college students can nourish their feelings of filial piety and public morality through what they hear and see. By learning the ancient excellent family mottos and traditions, we can cultivate the virtues of respecting the elderly, loving the young, and being filial to our parents, and inherit the virtues of being diligent, thrifty, and tolerant of others. Change traditional family concepts, advocate modern family civilization, establish family rules and precepts, teach by words and deeds, lead by example, and focus on communication to resolve family conflicts, so as to strengthen emotional exchanges between family members.

Use moral models to inspire students to lead by example, use model education to cultivate the moral quality of college students, and give full play to the leading role of advanced moral models in society, so that college students can learn and act by example. Carry out heroic deeds and moral models into the classroom activities, combine teachers' in-depth explanations, organize class discussions, exchange learning with peers, etc., to guide college students' moral values in a targeted manner. Enhance the cultural self-confidence of college students, shoulder the important task of carrying forward China's excellent traditional culture, cultivate students' sentiments with a culture of harmony and mutual assistance, lead social fashion with an inspiring culture, and promote vital themes that college students love to hear and see. Infect students by playing patriotic videos; motivate students by publicizing touching heroic deeds with the characteristics of the times, and inspire the positive will and quality of college students.

4.3. Give Full Play to the Role of Colleges and Universities as the Main Education Front

To strengthen the construction of campus culture, colleges and universities should actively build campus group culture from material, spiritual, behavioral and other aspects to meet the diverse spiritual and cultural needs of college students and reduce their interest in Internet subculture from the source. Colleges and universities should enhance their own humanistic heritage and use campus buildings as material carriers of mainstream culture. Carry out a variety of campus cultural activities to strengthen the effect of practical education. Pay attention to practical teaching and strengthen the cultivation of college students' values by creating unique practical teaching situations such as visiting museums, halls of fame or establishing practice bases.

Colleges and universities should increase investment in mental health and career planning education, update concepts, and actively create an atmosphere that cares about students' mental health and encourages entrepreneurship and employment. Promote and popularize mental health and career planning knowledge through WeChat public accounts, Weibo, Tik Tok and other platforms, and actively organize psychological lectures, psychological sitcom competitions, entrepreneurship competitions and other practical activities to help college students deepen their mental health and career planning knowledge. By carrying out group counseling, sandbox games and other mental health education activities, we help students return to reality from the online world, seek more help from teachers around them, and guide college students to learn to reasonably control their emotions and create a healthy mentality of rationality, peace, self-esteem and self-confidence.

5. Conclusion

The Internet plays an important role in the long-term governance of our party and the growth and development of college students. Studying the new characteristics of Internet subculture, college students, and ideological and political education of college students also found that college student groups pursue Internet subculture in cyberspace and seek a sense of belonging and identity. This situation is also dispelling the effectiveness of ideological and political education for college students. As the main force in socialist construction, college students' value orientation is of vital importance. The importance of objectively understanding Internet subculture, rationally analyzing the dual impact of Internet subculture on college students' values, and taking targeted measures is self-evident. Through empirical research, it is found that the impact of Internet subculture on college students is not entirely negative. We should also use rational thinking to analyze the spread of mainstream values. The reason why Internet subculture has an impact on college students' values lies not only in the Internet subculture itself, but also in the space given to the development and dissemination of Internet subculture by society, universities, and college students to exert influence. With the development of the times, Internet subculture will gradually develop new forms, and its impact on college students' values cannot be ignored. We really hope that it can be analyzed more deeply in future research.

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