

Analysis of Network Culture Security Education for College Students in Private Universities

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Abstract. Under the guidance of the "Two centenary goals", China is making steady progress, advancing the "Four-overall" strategic layout in a coordinated fashion. At the 20th Congress, the Party has mandated "Achieving high-quality development", yet in recent years, western hostile forces have been increasingly infiltrating our country with ideological and cultural infiltration. Especially in 2020 since the superposition of great power competition hundred changes, our country's development of the external environment is increasingly grim. At present, the use of the Internet has gone deep into all levels of social life. The United States, spearheading Western nations, has actively fostered the penetration of Chinese culture through networks. This paper proposes that network culture safety instruction be incorporated into political theory and professional courses, thus transforming the communication method. network culture should be innovated actively, and the contents of campus network culture should be reformed with the essence of traditional culture, implement the comprehensive management of the campus network ideology.

Keywords: Private University; High-quality Development; Network Culture Security; Curriculum Thought and Politics.

1. Introduction

With the passage of time, the thought of high-quality development is more and more widely recognized and becomes the only way to realize our country's socialist modernization. In fact, to improve the level of development of higher education, to enhance the overall strength of a country, as well as to provide more high-quality workers, are of vital significance. With the fierce competition among countries in the world and the popularization of Internet technology and platform, the western hostile forces take this new medium as a tool to subvert and infiltrate other countries, which also brings many adverse consequences to the Chinese nation. Nowadays, it is becoming more and more important to ensure the cultural security of the Chinese nation, improve the civilization and quality of the Chinese nation, and enhance the international status of the Chinese nation. [1] It is of great significance to explore how to cope with the infiltration of Western culture through network cultural security education.

2. National Cultural Security and Network Cultural Security

2.1 National Cultural Security

National security refers to the state power, sovereignty, unity and territorial integrity, the well-being of the people, sustainable economic and social development and other major interests of the state are relatively free from danger and from internal and external threats, and the ability to ensure sustainable security. Along with the rapid development of our country's economy, the importance of cultural security question highlights. The concept of cultural security began in the late 1990s. National cultural security is an important part of national security, and the essence of national cultural security is the security of national cultural interests. National cultural interests are the embodiment of national interests in the cultural field, reflecting the cultural needs of the country as a whole to survive and develop. [2]

Cultural security is undoubtedly a key factor in maintaining peace, promoting prosperity and stability. It forms a complete and highly unified national economic security architecture and provides

a strong support for maintaining harmony, promoting peace, and safeguarding the well-being and quality of life of the people.

2.2 Network Cultural Security

Network culture is a unique cultural form, which originates from the material and spiritual creation of the Internet era, and is sought after by the young generation. Based on the development of Internet technology and the popularity of social media, it promotes social progress and change.

Since the 1990s, the rapid development and popularization of the Internet has made human beings enter a new information age. This revolutionary technological change promoted the emergence of new economic forms, inspired new cultural trends, and triggered a profound social transformation. With the continuous development of Internet culture, its influence has penetrated into all levels of society, thus having a profound impact on other people's cultural choices and values. [3] Therefore, the security of network culture is becoming more and more important.

3. Current Situation and Difficulties of Network Cultural Security of Private University Students under the New Normal of High-Quality Development

However, due to the development of information science, network and life are inseparable, which leads to serious network security problems, but also affects the stability of the whole society. The security of private university students' network culture is worthy of attention.

3.1 Current Situation of Network Culture Security of Private University Students

Table 1. Basic information of research samples

Project	Category	Frequency	Percentage
sex	male	134	34.54%
	female	254	65.46%
age	17	12	3.09%
	18	97	25%
	19	120	30.93%
	20	124	31.96%
	21	26	6.70%
	22	8	2.06%
	23	1	0.26%
Only child	yes	185	47.68%
	no	203	52.32%
grade	one	110	28.35%
	two	194	50%
	three	84	21.65%
Political status	Youth League CPC member	352	90.72%
	Member of the Communist	1	0.26%
	Mob	35	9.02%
Per capita monthly household income	2000 yuan and below	81	20.88%
	2001-3000 RMB	97	25%
	3001-4000 RMB	72	18.56%
	4001-5000 RMB	65	16.75%
	5000 up	73	18.81%
From the region	First - and second-tier cities	111	28.61%
	Third - and fourth-tier cities	277	71.39%
	northwest	52	13.4%
	southeast	89	22.94%
City or country	Middle part	247	63.66%
	City	242	62.37%
	country	146	37.63%

By June 2024, the number of global Internet users has exceeded 1.1 billion, according to the "Statistical Report on China's Internet Development" released in 2024, the popularity of China's Internet users is as high as 78.0%. Among them, the number of students ranked first, accounting for 26.9% of the share. According to a report released by the Ministry of Education, by 2022, China will have 1,270 undergraduate colleges and universities, of which 412 are mainly private institutions, equivalent to one third of students come from such institutions. After in-depth research, we found that students at W College face serious challenges in cyber cultural security. In order to conduct an accurate investigation, the author conducted a relevant survey on the students of W College, distributed 560 questionnaires, and recovered 388 valid questionnaires in total. The specific samples are shown in the following table.

According to the investigation, its current situation is as follows:

First of all, network cultural information has a great impact on college students. In the survey, 80% of people think that the network culture has a significant impact on themselves, 12% think that the impact on themselves is not significant, 5% think that the impact on themselves is very significant, and 3% think that some of their own is very insignificant. As a whole, college students think that network culture has a great influence on them.

Secondly, under the influence of network culture, the investigation of college students' ultimate life goals shows that: 28.18% of people's ultimate life goal is career success, 27.27% is family happiness, 21.82% is to make a lot of money, 1% of people are other types of life ultimate goal, 7.27% is to make contributions to the country, 4.55% is to have a higher social status, career and family in the final life goal of college students accounted for a large proportion.

Thirdly, in the investigation of the impact of network culture on college students' future life attitude, it is found that: 48.18% of people think that they have ideals, ambitions, and actively strive for their goals, holding an optimistic attitude, 43.64% of people think that the future is grim, but now they are confused and do not know how to work hard, 5.45% of people are other categories, 2.73% of people think that they have nothing to pursue, and live day by day. Don't worry about the future.

Finally, in the information media that students are exposed to, the frequency, duration of use and content of different categories affect their cognition, which also involves the issue of network culture security. Among the communication media, as shown in Table 2.2, network media is the most popular among college students, and the frequency of use is 331, accounting for 42.65%. The Internet provides college students with an all-round way to understand the world. Secondly, the proportion of books, newspapers, magazines, the frequency of use is 224, accounting for 28.87%. As shown in Table 2.3, 61.81% of college students use Internet media for 3-9 hours a day. According to Table 2.4, students' exposure to online media content shows that entertainment is the most widely accessed online content by college students, accounting for 26.16%. It has a great impact on the values of college students, which is conducive to making them understand the social reality; It also makes college students become the main consumers of "pan-entertainment" cultural products. Addicted to the life of performing stars and idols, immersed in the stimulation of video games, obsessed with the plot of bizarre network movies and television, these electronic heroin causes their spiritual life to become empty and boring, life ideals become secular, and faith is gradually sinking.

3.2 The Difficulties of Network Culture Security for College Students in Private Universities

As the "indigenous people" of the Internet, the "Z age" college students are closely following the development of the Internet in their digital existence. College students' ideas, study and life, psychological conditions and many other aspects have been deeply integrated with the mobile, social and life of the Internet. Network culture has a complex and profound impact on the healthy growth of college students, and makes the ideological and political education and campus culture security face new challenges. The difficulties of network culture security for college students in private universities are as follows:

First of all, "Z era" college students have weak awareness of network cultural security. With the help of the discourse representation of network pan-entertainmentism, Western culture adopts

fragmented, life-oriented and decentralized narrative methods, and "dumping values that meet its interests" through practice patterns such as movies, music, academic conferences and electronic games. [4] With the dramatic changes in the form of mass media communication, our content supply has fallen into the trap of "pan-entertainment" in order to meet the real needs of the scene. Nowadays, many popular cultures present a trend of consumerism and hedonism as the core in their communication, and take the Internet as the main carrier, eroding the spiritual world of young students in a shallow and empty way. Western countries use the cognitive characteristics of college students to publicize their ideas and culture through the Internet media, in an attempt to control the ideological consciousness of college students virtually. College students' weak awareness of network culture security provides an opportunity for the invasion and evolution of Western culture.

Secondly, the Western ideological network has penetrated seriously. For a long time, Western countries have taken advantage of their monopoly of Internet technology and, under the banner of "democracy and freedom", taken young people as key groups to hype up the concept of "universal values". They manipulate public opinion, create cyber conflicts, and maliciously hype, in an attempt to weaken the guiding position of Marxism in the field of ideology. It greatly interferes with young people's ideological understanding and value judgment.

Thirdly, the mainstream values of society are weakened. To carry forward the truth, the good and the beautiful is the embodiment of mainstream values, and the mainstream values with the socialist core values as the core content are the mainstream values of today's Chinese society, and the truth, the good and the beautiful and the socialist core values complement each other. In the Internet era, information service providers have greatly improved the efficiency and accuracy of information dissemination with the help of big data, intelligent algorithms and other technologies. However, in order to attract attention and compete for traffic, content production relies on "crowdsourcing" and content distribution relies on algorithms, which leads to the frequent occurrence of anti-mainstream values. It directly affects the traditional values of the true, the good and the beautiful, the cultivation and practice of socialist core values, the security of network ethics and culture, and erodes the mainstream values. The damage will be unimaginable.

Finally, there is a lack of mechanisms to incorporate cybersecurity education into the teaching process and to manage it. No special network security education has been implanted into the whole process of education content of college students, and both schools and students have long lacked network security education training and knowledge update, which can not adapt to the current increasingly severe network cultural security situation.

4. Educational Strategies on Network Culture Security for College Students in Private Universities

Fostering morality and cultivating people is the fundamental task of education, and deepening ideological and political education is an important basic and strategic project to promote national rejuvenation. The following strategies can be adopted in the education of network cultural security for college students in private universities:

4.1 It is Necessary to Integrate Network Culture Security Education in Political Theory Courses and Professional Courses

Ideological and political education in colleges and universities undertakes the important mission of training qualified builders and reliable successors of socialism with Chinese characteristics. To maximize the role of classroom teaching as the main channel of education is the key to improve the effectiveness of ideological and political education in colleges and universities. It has become the teaching goal of all teachers in domestic universities to integrate the elements and functions of ideological and political education into every link of classroom teaching and to promote the classroom teaching reform aiming at "curriculum ideology and politics". It is high time to integrate cyber culture security education into political theory courses and professional courses.

The path of integrating the whole teaching process is as follows: to integrate the ideological and political main line into the network culture security education, 1) introduce new courses. In this stage, the ideological and political elements of the course are selected through the following fields, including news, video - national economic strategy, policy, current situation, achievements, etc.; National feelings, sense of responsibility, mission and so on. 2) Teach new lessons. Combined with the understanding of national security strategy and policy, it improves students' ability to maintain cultural security and training in thinking, judgment, reasoning, logic and thinking. 3) Summarize and summarize. Form a scientific cultural security concept, solve China's problems and benefit the people. 4) Homework. Through task-driven, students can understand national security strategies, policies, issues, achievements, and form a sense of family, responsibility, and mission. 5) Review the questions. Ask questions before the next class to evaluate students' cognition, feelings, etc.

4.2 Actively Innovate the Communication Mode of Network Culture

It is necessary to actively innovate the communication mode of campus network culture and follow the inherent laws of network communication, especially in the publicity of Chinese traditional festivals and culture, revolutionary anniversary and red culture and other advanced socialist culture, it is necessary to expand and strengthen positive publicity, innovate and integrate media platforms to cultivate positive, healthy and upward Chinese campus network culture, and form a radiating and driving role. Finally stimulate strong positive energy to influence the growth of college students.

4.3 We Should Use the Essence of Traditional Culture to Transform the Content of Campus Network Culture

Under the guidance of the core values of socialism with Chinese characteristics, we should draw the essence of China's traditional excellent culture and take the initiative to learn from foreign excellent cultural achievements, and develop a positive and healthy network culture favored by campus netizens through the deep integration with network communication technology. Build an Internet learning platform suitable for college cultural communication, pay attention to the high-quality supply of excellent traditional cultural content, make full use of online social networking, learning platforms, news clients of college students access to learning data, pay full attention to the hobbies and interests of such groups, and carry out literary and artistic creation with this theme. Maintain the dominant position of the mainstream culture in colleges and universities to meet the increasing spiritual and cultural needs of college students.

4.4 It is Necessary to Implement the Comprehensive Management of Campus Network Ideology

In view of the severe situation of the current struggle in the ideological field and the characteristics of the network culture, the following measures should be taken to deal with the security problems faced by the network ideology: First, the school network ideology responsibility system should be implemented, and the network security and informatization leading group should be established under the leadership of the Party committee. The establishment and implementation of the Party committee network security work responsibility system as a long-term important starting point for university network security work. We will fully implement the primary responsibility for cybersecurity in all units. Incorporate the implementation of network security responsibilities into the school's annual assessment system; Second, it is necessary to establish a special online ideological propaganda team, which can be composed of advanced students led by ideological and political teachers of the school (such as a studio), and institutionalize and normalize the Internet to publicize the principles and policies of the Party and the state to students, communicate public opinions, and strengthen contacts; Third, establish an online public opinion emergency response mechanism. It is necessary to establish an emergency mechanism for online public opinion control for campus emergencies, guide online public opinion through scientific and reasonable means, and resolve the crisis; Fourth, establish network security cooperation. Strengthen cooperation with superior departments of the system and

public security agencies in the field of network security, and establish a collaborative mechanism for maintaining network culture security. At the same time, strengthen the network culture to spread to the outside world through the network media to establish a good social image of the school.

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