

Analysis of the Current Situation and Influencing Factors of College Students' Moral Anxiety in The Era of Media Integration

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Abstract: This paper analyzes the current situation of college students' moral anxiety and its influencing factors in the era of media integration. In the era of media integration, college students are faced with various moral dilemmas and challenges, which leads to the emergence of moral anxiety. The media-blending environment has had a far-reaching impact on college students' moral concepts and behaviors, especially the popularity of social media and the change of media consumption habits. In addition, the influence of education system on moral education, social pressure and competition are also important factors of moral anxiety. In view of these problems, this paper puts forward some countermeasures and suggestions, such as strengthening school moral education, guiding college students to use social media correctly, enhancing media literacy and critical thinking ability, providing mental health services and establishing a good family and social support system. Through effective moral education and guidance, we can help college students cope with the moral anxiety in the era of media integration and cultivate their healthy values and codes of conduct.

Keywords: Melting media; College students; Moral anxiety; Influencing factor.

1. Introduction

With the rapid development of information technology and the popularity of social media, the era of media integration provides a wide platform for college students to obtain and communicate information. However, at the same time, the problem of college students' moral anxiety has attracted increasing attention. Under the background of this era, college students are faced with challenges such as diversified moral concepts and vague value orientation, which makes them feel confused and contradictory in moral decision-making and behavior.[1] In the era of media integration, college students' moral concepts and behaviors have been impacted unprecedentedly. It can help college students better cope with moral dilemmas, cultivate healthy values and codes of conduct, and thus promote their all-round development and growth.

2. The Current Situation of College Students' Moral Anxiety in The Media Age

In the era of media integration, the problem of college students' moral anxiety has become increasingly prominent. Moral anxiety can be defined as a kind of psychological discomfort caused by moral decision-making and behavior. It is caused by factors such as the diversification of values in modern society, the vague moral standards and the rapid development of information technology. [2]The era of media integration has had a great impact on college students' moral concepts and behaviors. The popularity of social media and the change of media consumption habits make college students more susceptible to different values. [3]They are exposed to various opinions and information on social media, which makes their values diversified and confused. In

addition, false information on social media, cyber violence and other issues have further challenged college students' moral concepts and codes of conduct. On the one hand, college students may face the contradiction and confusion of moral choice. When they face all kinds of complicated moral dilemmas, they often feel at a loss and don't know how to make correct decisions. [4]On the other hand, college students may also be influenced by social pressure and competition, leading to problems in their moral behavior. For example, in order to gain personal interests or success, they may violate moral principles and take improper measures.

3. Factors Affecting College Students' Moral Anxiety

3.1. Media environment factors

In today's society, the media environment has had a great impact on college students' moral concepts and behaviors. With the popularity of the Internet and the rapid development of information technology, the form of media consumption has changed greatly, and social media has become the main channel for the public to obtain information and communicate.

3.1.1. The influence of social media

The popularity of social media is an important factor in college students' moral anxiety. Through social media platforms, college students can share their views, experiences and daily life with others. However, social media has also brought some negative effects. First of all, the diversity of information on social media leads to the diversification and confusion of college students' values. [5]They are exposed to various opinions and information on social media and are easily influenced by different values. This makes them feel confused and entangled in moral concepts and codes of conduct. Secondly, the existence of false information on social media is also a serious problem. College students may

be misled by false information, which leads to their deviation in moral decision-making and behavior. In addition, online violence and malicious comments on social media will also have a negative impact on college students' moral concepts and behaviors.

3.1.2. Changes in media consumption habits

The change of media consumption habits is also a factor leading to college students' moral anxiety. Traditional media, such as TV and newspapers, are relatively linear, and professional editors and journalists are responsible for content review and selection. However, in the era of media integration, college students are more exposed to media content through personal mobile phones, tablets and other terminal devices, and they can freely choose and share the content they are interested in. [6] This change in media consumption habits makes college students more susceptible to different values. They may take the initiative to find information consistent with their own views, thus strengthening their original values and limiting their opportunities to contact other views. [7] The limitation of this information acquisition method may lead to the lack of comprehensiveness and objectivity in college students' thinking and judgment on moral issues. Schools and families should also strengthen moral education and cultivate college students' moral awareness and moral judgment ability, so as to help them better cope with the challenges of the media environment and form healthy values and codes of conduct.

3.2. Educational factors

Education plays a vital role in shaping a person's moral concepts and values. However, some problems in the current educational system, educational content and methods have also affected college students' moral anxiety.

3.2.1. The influence of education system on moral education

Education system refers to the organizational form and management mode of education, which has an important influence on the moral education of college students. [8] Under the current educational system, the prevalence of exam-oriented education makes college students pay more attention to scores and achievements, while ignoring the cultivation of moral cultivation and humanistic quality. The education system is too utilitarian, focusing on students' knowledge and skills, and lacking the cultivation of moral values. Under the influence of this educational system, college students are often confused and confused in the face of moral decision-making, and are prone to moral anxiety. The educational evaluation system has also had a certain impact on college students' moral anxiety. The current education evaluation system mainly takes scores and rankings as evaluation indicators, ignoring the consideration of college students' moral development. This single, utilitarian-oriented evaluation method tends to make college students pursue grades and ignore morality, thus aggravating their moral anxiety.

3.2.2. Changes in educational contents and methods

The transformation of educational content and methods has also had an impact on college students' moral anxiety. With the change of society and the constant renewal of knowledge, the content of education has gradually shifted from traditional knowledge teaching to cultivating comprehensive quality and humanistic spirit. However, there are still some problems in the current educational system and methods. The update of educational content is not timely and comprehensive enough.

Many schools still pay attention to the propaganda of traditional moral norms and moral models in moral education, while ignoring the concern and discussion of contemporary social ethics issues. This makes college students often lack the ability to cope with moral dilemmas in real life, thus increasing their moral anxiety. Traditional teaching methods are mainly teacher-centered, focusing on instilling knowledge and discipline. This traditional teaching method lacks interactivity and inspiration, and it is easy for college students to have resistance and rejection to moral issues. On the contrary, some new educational methods such as case teaching and group discussion can stimulate college students' interest and thinking, and cultivate their moral judgment ability. Therefore, the innovation and diversification of educational methods are of great significance to alleviate college students' moral anxiety.

3.3. Social factors

3.3.1. Diversification of values

In today's society, the diversity of values is a remarkable feature. With the rapid development of information technology and the process of globalization, people are exposed to a wider range of cultures and ideas. This diversified value concept has an impact on college students' moral decision-making, which leads them to feel confused and confused when facing various moral problems, thus causing moral anxiety. Different social groups and individuals may have different values, such as individualism, utilitarianism and vanity. There are conflicts and collisions between these different values, which makes it difficult for college students to determine the moral standards and behavioral norms they should follow. They often feel that they can't balance the contradictions between various values and don't know how to make the right moral choices, so they have moral anxiety. However, there are various values and moral standards on social media, some of which are positive, while others are negative and harmful. College students are faced with all kinds of public pressure and moral challenges on social media, and they need to face the judgments and criticisms from others. The influence of this kind of social media makes college students more anxious and uncertain whether their moral behavior meets the expectations of society.

3.3.2. The influence of social pressure and competition on moral behavior

In modern society, social pressure and competition are the realities that college students must face. College students are faced with various pressures, such as academic pressure, employment pressure and economic pressure, which often become an important consideration when they make moral decisions and affect their moral behavior. In the process of pursuing Excellence, some college students may resort to unscrupulous means to get good grades, including cheating, plagiarism and other behaviors that violate moral standards. They believe that only in this way can they stand out from the fierce competition and gain better employment opportunities and social status. This success-oriented competitive culture makes college students hesitate and waver in their moral choices, which increases their moral anxiety. The competition in modern society is fierce, and job seekers are facing great competitive pressure, trying to find a satisfactory job. In this process, some college students may choose to compromise their moral bottom line, violate their principles and take improper means to obtain employment opportunities. They

may lie and exaggerate their abilities, pay bribes or commit other illegal acts, which not only damage their own moral values, but also have a negative impact on the whole society. The diversity of values makes college students feel confused and confused in moral decision-making, and social media and social pressure increase their anxiety.

4. Countermeasures and Suggestions

With the progress and development of society, college students face more and more moral problems. In order to help college students better face moral problems and alleviate their moral anxiety, we need to take corresponding countermeasures and suggestions. This paper will discuss from two aspects: providing effective moral education and guidance.

4.1. Provide effective moral education and guidance.

4.1.1. Strengthen moral education in schools.

University is an important place to train talents and the main position of moral education. Therefore, strengthening the moral education in schools and improving the moral quality of college students are important ways to alleviate their moral anxiety. Schools should incorporate moral education into teaching plans and set up special moral courses and activities. These courses and activities should focus on cultivating students' moral feelings, moral thinking and moral behavior, helping students to establish correct values and outlook on life, and guiding them to form healthy personality and morality. Schools can offer moral lectures and organize moral practice activities, so that students can have a deeper understanding of the moral course of society and human beings and help them better deal with moral problems. These activities can enable students to experience the fun and significance of moral practice and improve their moral awareness and quality. Schools can also strengthen moral education and management of college students by establishing a moral supervision mechanism. For example, establish moral evaluation standards and strengthen moral assessment to guide students to abide by moral norms and codes of conduct.

4.1.2. Promote the participation of all sectors of society in moral education.

In addition to moral education in schools, all sectors of society should also participate in moral education to provide more comprehensive and effective moral guidance for college students. Family is an important source of moral education for college students. Parents should pay attention to their children's moral cultivation and educate their children to abide by moral norms and codes of conduct from an early age. In the process of children's growth, parents should set an example, make correct moral demonstrations, and guide children to form a positive and healthy personality and morality. Social organizations and public welfare organizations can also play an important role. For example, youth volunteer organizations and moral research associations can provide more diversified moral education and guidance for college students by organizing various social practice activities and conducting moral lectures and seminars. The government and the media should also actively participate in moral education. The government can strengthen the support and management of moral education for college students, formulate relevant policies and

regulations, and ensure the smooth development of moral education. The media can guide the public to pay attention to moral issues and promote the moral progress of society through publicity reports and public opinion guidance.

4.2. Advocating healthy media use and values cultivation

In the era of rapid information development, social media has become an important way for college students to obtain information, communicate and interact socially. However, there are also some negative effects, such as the proliferation of vulgar content, anxiety and fatigue caused by information overload, and the emergence of cyber violence, which will have a negative impact on college students' mental health and moral concepts. Therefore, advocating healthy media use and cultivating values, guiding college students to use social media correctly and enhancing their media literacy and critical thinking ability are important ways to alleviate their moral anxiety.

4.2.1. Guide college students to use social media correctly.

Guide college students to establish a correct attitude and values of media use and realize the positive and negative effects of social media. College students should keep a rational and calm mind, not blindly pursue vanity and enthusiasm, and avoid being misled and influenced by vulgar content and rumors. College students should standardize their social media behaviors and abide by network ethics and laws and regulations. For example, do not publish illegal, vulgar and inflammatory remarks and pictures, do not maliciously attack others, and do not spread rumors. At the same time, we should also pay attention to personal privacy and information security, and not easily disclose personal information and privacy. College students should advocate healthy media usage, share positive energy and valuable content with friends, and make social media a positive and healthy lifestyle. In addition, you can also expand your social circle and interpersonal relationships and enrich your life experience by participating in public welfare activities and community organizations.

4.2.2. Enhance college students' media literacy and critical thinking ability.

Schools can strengthen media literacy education, offer relevant courses and lectures, guide college students to use social media and the Internet correctly, enhance their ability to distinguish and analyze media content, and improve media cultural literacy. Schools can introduce new media technology to create interactive and innovative classrooms, so that students can better understand and feel the power and influence of the media. Through practical operation, students can master the application of new media technology and improve their media literacy and competitiveness; Strengthen the critical thinking training for college students, encourage them to carry out independent thinking and innovative research, and cultivate critical thinking and judgment. For example, guide students to analyze and discuss the authenticity, objectivity and value orientation of media reports in class, and improve their critical thinking and media literacy. By holding media literacy competitions and carrying out media cultural activities, we can improve college students' media literacy and cultural accomplishment, so that they can better understand and feel the culture and value of the media.

4.3. Strengthen social support and care

With the progress and development of society, the pace of people's life is getting faster and faster, and the social competition is becoming more and more fierce. In this environment, college students are faced with many pressures and challenges, and their physical and mental health is threatened. Therefore, establishing a good family and social support system and providing mental health services and counseling have become an important way to alleviate college students' moral anxiety.

4.3.1. Providing mental health services and counseling

Mental health problems are one of the main manifestations of college students' moral anxiety. Therefore, schools should provide mental health services and counseling to help college students effectively alleviate negative emotions such as anxiety and stress, and enhance psychological resilience. Schools can set up psychological counseling centers or mental health education centers to provide professional psychological counseling and counseling services for students. Such service can help students better understand their psychological state and find ways to solve problems. Mental health education courses can be set up to strengthen college students' cognition and awareness of mental health. Students can learn how to effectively alleviate negative emotions such as anxiety and stress in such courses, so as to better safeguard their physical and mental health. You can also carry out some activities beneficial to mental health, such as group counseling and psychological counseling lectures, to help students better understand mental health problems and how to effectively solve their own psychological problems.

4.3.2. Establish a good family and social support system.

In addition to the mental health services and counseling provided by schools, it is also very important to establish a good family and social support system to alleviate college students' moral anxiety. Family and social support system can provide more comprehensive support and care for college students and help them better cope with various challenges. Family is one of the most important support systems for college students. Therefore, parents should pay attention to their children's care and support, understand their needs and difficulties, and actively provide help and support. Parents can communicate with their children, listen to their voices and provide some financial and emotional support. The society should also provide a better support system for college students. The society can provide more comprehensive services and support by setting up volunteer service and psychological consultation hotline to help college students better solve their difficulties. College students themselves should also pay more attention to social and interpersonal relationships and actively participate in social activities and organizations. In this way, we can expand our social circle, enhance our social skills and interpersonal relationships, and thus get better social support and help. Only in this way can college students maintain a good state of physical and mental health, thus becoming a new generation of talents with noble moral quality and complete personality.

5. Conclusion

In the era of media integration, college students' moral

anxiety has become a concern. Social media platform has become an important channel for information dissemination, but it also has negative effects such as false information and comparison psychology, which makes college students feel anxious and insecure. High employment pressure, fierce job competition and other factors make college students often in a state of intense competition. In order to pursue success and social recognition, they may face the dilemma of moral choice. Strengthening moral education, providing mental health services and establishing a good family and social support system are all effective ways to alleviate college students' moral anxiety. At the same time, college students should also enhance their self-awareness, cultivate correct values and moral awareness, and actively shape a positive and healthy personality. Through the efforts of the whole society, we believe that we can create a good growth environment for college students, let them face challenges with a positive and healthy attitude, and become the pillars of society.

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