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Current Status and Problems of College Students' Political Socialization under the Network Environment

[1]Xiaojie He and [2]Weifeng Qiao
[1]Xi'an Physical Education University, Xi'an, China
[2]Shaanxi Artistic Vocational College, Xi'an, China

Abstract: The birth and development of network technology promotes the change of the carrier and the traditional pattern of youth political socialization in our country, Facing the opportunities and challenges the network technology taken, considering the current status and problems of college students' political socialization, it is very urgent to guide students to grow up to be healthy "political persons".

Key words: Network college students political socialization

INTRODUCTION

In recent years, with the development of network, more and more people gain knowledge, understand state affairs, and participate in national political life through the network. In this context, this article gets first-hand information of the present situation of college students' political socialization based on empirical research, so it is reasonable to scientifically grasp the realities of the current college students' political socialization under network environment. This article is helpful to better understand the present situation and developing trend of college students' political socialization in network era, it also try to explore the ways to guide and regulate the youth college students political socialization, helping them setting up active and stable political attitude and correct political values and improving their political participating abilities.

COLLEGE STUDENTS' POLITICAL SOCIALIZATION THEORY

Political socialization is a process of socialization in which the political consciousness and political behavior of the individual and society are socialized when they learn political knowledge, political skill, standardize their own political behavior and take active political participation continuously in their interaction (Sun, 2002).

As a social group with distinct age characteristics, cultural quality, and value orientation, college students' political socialization has the following notable features compared with other groups. First of all, from the theory of life course, political socialization in youth is a key stage in a person's life when political concept and political personality form. The end shift from the "natural person" to "social person" will be completed in this stage. Secondly, college students have entered the stage of adult, who have better selectivity and interactivity in the process of political socialization£¬they will actively choose social media, make sources of their knowledge diversified, and identify all kinds of information, with strong independence in this process of internalization. College students have curious, active minds and accept new ideas, new things faster. They are very susceptible to the surrounding environment. The emergence and popularity of internet creates a possible way to leading China's college students' political socialization but it also brings new challenges. Therefore, we should take active measures to avoid its disadvantages and make scientific use of network to promote the college students' political socialization.

PRESENT SITUATION AND PROBLEMS OF THE COLLEGE STUDENTS' POLITICAL SOCIALIZATION

In this study we have used the quantitative analysis method in students in Xian Physical Education University as investigation object and carried on the empirical research adopting questionnaire investigation. A total of 600 questionnaires have been investigated, with 487 effective questionnaires recycled, and the effective rate is 81.2%. Figure 1 shows the situation.

According to the survey, the current situation of college students' political socialization has the following characteristics.

Corresponding Author: Xiaojie He, Xi'an Physical Education University, Xi'an, China

	Boys	Girls	Grade 1	Grade 2	Leaders
Number	256.0	231.0	248	239	66
Rate	52.7%	47.3%	51%	49%	14%

Fig. 1: Survey in college students of Xian Physical Education University

	School	Traditional media	Network	Community
Rate	12.1%	20.3%	51.3%	10.6%

Fig. 2: Status of political socialization carriers chosen by college students

Media chosen by college students for their political socialization: College students' political socialization goals in large part will be achieved by the use of the media. As a result, the media the university students prefer and trust become an important part at the study of political socialization. In traditional society, parents, teachers, peer groups community organizations and mass media are play important role in youth political socialization. With the rapid development of internet, it becomes the most important political socialization carrier. But how wide internet affects youth political socialization, we carried a survey to find it out. As for the question "what do you think is the most important role in the formation of your political views", the answer is as Fig. 2.

That shows more than a half of college students think network play an important role in their political socialization and get high credibility from college students.

Concerns for current political situation: Survey found that 23.2% of students choose "occasionally" about focusing on the current political news, which shows that contemporary college students' attention for the current news is lower. And at the same time, 54% of college students choose to care entertainment news and other information through the network and their attention for the current political news is obviously not high. And about politics theoretical study, 65.2% of students choose "read political theory books rarely". This illustrates the contemporary college students have low interest in current political affairs in the era of rich network information.

In the questionnaire survey "whether you are full of confidence in the construction of the China's future, 55.6% of them say they are not clear". On the two problems "Are you satisfied with the working efficiency of government and the image of the government in our country?" and "Do you have confidence in China's future

under the leadership of the communist party of China?" 48.7% of college students answered "uncertain" about them.

Political behavior and political participation: By further detailed analyzing college students' political participation behavior through the questionnaire in network era, we found that 44.6% of college students did not take part in the activities organized by campus or departments. For the question "your willingness to join the Chinese volunteers", as much as 61.9% of students choose unwillingness, as for the same question "whether you are willing to participate in the college students' social practice activities organized by the central committee", 51.5% of students show they don't want to. Obviously, with the influence of utilitarianism and individualism on cyber and in real life, college students tend to pursue personal interests significantly, thus it shows that college students' political behavior and activities tend to be utilitarian. Long term deal with the virtual world through internet, college students is bound to lose the real world sensibility and active participation. In traditional society, the individual is interacting with the real society and political system, he is a "process entity." In the network society, a sense of community participation can be achieved and meet in virtual space and time, which reduce the interacting between an individual with others, and produce a tendency to escapism. In a sense, the interaction between people exist machines barrier, this, to some extent, led to the lack of political practice to an individual.

The above survey reflects some of the characteristics and performance of contemporary college students political socialization in the internet age. It can be seen, in a certain level, the trend of college students' political socialization. The overall performance and enthusiasm of the students to participate in political activities are low. What should be paid particular attention to is that college students' political socialization has affected heavily by speech and information from network, and a certain deviation personal values, utilitarianism and individualism in the process of political socialization are constantly presented.

DOUBLE EFFECTS OF INTERNET ON COLLEGE STUDENTS' POLITICAL SOCIALIZATION

Positive effects of internet on college students' political socialization: First, the Internet makes college students highlight their subjectivity in the political socialization. Due to it relies on external infusion, the traditional way of political socialization centers on society, ignores the

college students' intrinsic demands, as a result, college students' subjective initiative can't be brought into full play effectively in the political socialization. Because negative indoctrination will reduce the ability of the citizen to evaluate the kind of moral and political which democracy society request (Cohen, 2004). With distinct characteristics, the network has provided a broad space for college students' subjectivity into full play, they can express their comments and opinions to some political phenomena and problems from their real will. It is helpful for them to exert subjectivity.

Secondly, the network not only expands the communication space of college students but to a certain extent, promotes their overall quality improvement. As an important political socialization carrier, the unboundedness of the network enables students to have wide-ranging time and space to communicate and discuss political issues that they concern online, which is not only beneficial to their political socialization in an unprecedented wide range of groups but also can improve college students' political participation enthusiasm, thus political socialization performs in osmosis (Zhang, 2006).

Third, the network promotes the college students' political interaction process between individual and society. Political socialization is a process in which a person gets attributes of the "political person", and this process is to be realized in the interaction of the individual and society. The network involved in equality, openness, unboundedness and anonymity provides students with the opportunities to take part in political activities related with society. Through network interaction, college students gain a sound political personality and ultimately the goal of political socialization achieves.

Negative effects of internet on college students' political socialization: First, the network challenges on college students' political identity. Network society is a society of coexistence of pluralistic value dictated by a variety of cultural value system, which compete for more members in the network society, especially young college students. As college students' communication skills and space have been extended greatly with the development of the network technology, their reliance on traditional mass media has largely reduced. That will certainly cause the weakening influence of traditional media on college students' political socialization, and will eventually cause the crisis on college students' political identity.

Second, the network has reduced the opportunities of participating in politics in practice and acquiring political skills. More network social intercourse not only took up contemporary college students' time and energy but also, to a certain extent, caused little communication alienation

and interpersonal indifference in the real world, that squeezed an extrusion on college students' interpersonal transmission chain, and affected the process of college students' political socialization. At the same time, political knowledge and political skills got in the network often have distance with the development of political socialization in real life, which make college students hard to acquire mature political skills.

Third, the network led to a decline in college students' political sense of responsibility. The tendency of online entertainment not only made the college students' social morality responsibility weakening but played down their political responsibility. Network information appears in front of Internet users in the form of being more interesting, fashion, visual sense and more emotional, even vulgar, shallow and pornographic, that inspires the spirit of the audience and attracts their attention. Under the influence of network information, college students easily shake their political beliefs, doubt the political system and eventually lead to the decrease of the political responsibility and the formation of a negative political tendentiousness, and the effect of political socialization disappears.

Finally, the network culture filled with interweaving diversity affects college students' value choice. In the vast ocean of the network, the traditional culture, the mainstream culture and foreign culture are interweaving, that makes the situation being complex and diverse. This multicultural intertwined phenomena, hits the mainstream culture of our country and makes its guiding role being challenged, and college students which in the period of their life their value concepts are not mature, are difficult to select the correct behavior in the multicultural situation.

SOME SUGGESTION IN VIEW OF THE CURRENT STATUS OF COLLEGE STUDENTS' POLITICAL SOCIALIZATION

Aiming at the phenomena in college students' political socialization, such as the low enthusiasm to participate in politics, the lack of political knowledge and the deviation of political behavior affected by the network, we should effectively guide the college students' political socialization in the following several aspects. (1) Strengthen the basic theory course in colleges and universities teaching, letting more students fully understand the basic theory about politics and have a clear understanding of the country's political life and be in the right direction; (2) Strengthen network moral construction, and guide college students forming network moral self-discipline consciousness. Network political culture regulation system should be established, that

makes the moral right, moral responsibility and obligations are clarified, that will help the communication in internet going morally (Li, 2002). To a long term, the network moral evaluation system should be established, too; (3) Strengthen the construction of some key Internet sites, especially build some mainstream political righteousness site, which spread the active, correct and advanced ideology and culture, and cultivate healthy network culture; Under the network environment, colleges and universities should set up special college BBS and network platform of public opinion center or monitoring center, pay close attention to college students' political behavior and political emotion, and warn early and give targeted guidance and comb (4) Use all kinds of plat as political socialization carrier, combine BBS with games, science and technology together, to increase them popular and to meet the personalized and diversified needs for political culture of college students; (5) With the continuous development of the Internet, part of the youth become into "capsule" personality, being a state of "modern loneliness", they keep some distance from the real society, especially in politics. So it is urgent to build a system to encourage college students participating actively in various political activities, and help them to achieve the comprehensive political abilities in practice (Shi, 2001).

ACKNOELEDGMENT

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