



Research on the Investigation and Countermeasures of Cyber Violence on College Students

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Abstract: As the main place for human entertainment, the hidden problems of network platform are becoming increasingly obvious, among which cyber violence is one of the most typical problems at present. It is of great research significance to deeply understand the negative impact of cyber violence on college students' online ideological and political education. Based on investigation, research and consulting materials, this paper will start with the related concepts of cyber violence, explore the specific manifestations and main reasons of cyber violence, and analyze the impact of cyber violence on different groups. Finally, according to the questionnaire and the induction and summary of relevant knowledge, combined with the actual situation of China's colleges and universities, it will deeply analyze how to better solve the problem of cyber violence, so as to achieve the purpose of scientific and effective governance of cyber violence in colleges and universities.

Keywords: Cyber violence, influencing factors, countermeasures.

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INTRODUCTION

With the rapid development of freedom of speech and information, the network brings us convenience, but there are also great regulatory loopholes [1]. Many real-name registration system of social platforms and communication software are just superficial and have not been strictly implemented at all. The virtualization and anonymity of the network provide a perfect "safe haven" for the netizen mob. In the event of controversy, people's emotions become unstable, and lack of institutional control, cyber violence will become explosive.

The cyber violence refers to a kind of defamatory, slanderous, reputation-infringing, rights-damaging and inflammatory speech, words, pictures and videos published by netizens on the Internet, which will damage the reputation, rights and spirit of others [2]. Cyber violence is the violence committed by citizens on the Internet, and it is the

behavior that social violence extends to the Internet. When college students enter the cyberspace, because their minds are relatively immature, they have not yet formed a rigorous world outlook and values, and their way of thinking is impulsive and bloody, and their ability to distinguish things is poor, which is bound to be eroded and infringed by cyber violence. They can't effectively relieve their negative emotions when they encounter cyber violence, which will affect their daily lives. The cyber violence is not only not conducive to the cultivation of college students' socialist core values, but also makes some college students move towards cyber populism, which easily encourages the violent tendency of college students' thoughts and weakens their ability to think deeply. More and more negative effects of cyber violence have penetrated into campus life, subtly changing college students' life and study. These subtle changes will inevitably erode college students' sound personality in the long run and lead them to form

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wrong "three views", which is not conducive to their healthy life in the future [3].

Society as a whole is paying more and more attention to cyber violence in colleges and universities, and the CPC Central Committee pays more attention to it. General Secretary Xi Jin Pin made a report at the 19th National Congress of the Communist Party of China, which pointed out: "Strengthen the construction of Internet content, establish a comprehensive network governance system, and create a clear cyberspace." In recent years, under the leadership of the CPC Central Committee, the network security capabilities of all regions and departments in China have been steadily improved. The National Internet Information Office issued the Regulation on Ecological Governance of Network Information Content (which will take effect on March 1, 2020), which explicitly prohibits "cyber violence".

In this paper, through theoretical study, literature review, understanding of cases, collecting first-line data, combined with theoretical summary and research, it is clear how colleges and universities should analyze the problem of cyber violence and how to deal with it properly in the era of big data, so as to achieve the goal of scientifically and effectively controlling campus cyber violence.

RESEARCH RESULTS AND DISCUSSION

Classification of Cyber Violence

This paper believes that cyber violence is mainly based on the moral and ethical aspects and linguistic research aspects, and the main manifestations of cyber violence are as follows:

(1) Personal attacks: The Internet era provides the public with a highly inclusive network communication environment, but in the social background of the uneven quality of Internet users, such inclusiveness makes Internet users form an illusion that anonymous speech release does not need to be responsible. Many discourses that were originally somewhat restrained in the real world have become unrestrained on the Internet, and irrational treatment of hot topics and personal attacks can also be seen everywhere. On the Internet, the emotions of netizens are easily controlled by others, which turns normal discussion topics into

one-sided personal attacks. The most common form of cyber violence is the perpetrator standing on the "moral high ground" to abuse, ridicule, slander, moral condemnation of the victim to carry out personal attacks.

(2) Network rumors: In the network era, the information output is fast, the value density is low, and some data information is inevitably distorted. In the network, there are often some false network rumors, and cause a certain social panic. The rapid output of data makes the network public opinion develop too fast. Some netizens can distinguish the authenticity of the information and still forward the information to their social friends group, which leads to a large number of others to forward it, thus forming a certain scale of network rumor transmission. In addition, some people in order to improve the authenticity of online rumors, arbitrarily steal other people's photos, videos and audio, and combine and produce, in order to increase the credibility of their own rumors.

(3) Human flesh search: The network environment and multimedia platform in the data era become the reaction container of network violence. Some netizens will use machine learning and other algorithmic knowledge to crawl on different platforms according to information search tools and through various channels for parties with immoral behavior, so as to obtain various information of parties. And the person's personal information is released to different public platforms, so that more people can fight against it, in order to achieve the purpose of punishment.

Analysis of Basic Situation of Investigation

We distributed questionnaires through the questionnaire Star platform, and received a total of 452 questionnaires, of which 448 were valid, and the questionnaire recovery rate was 99.1%.

The reliability of the questionnaire refers to the consistency of the results obtained when the same method is used to measure the same object repeatedly. In this paper, the alpha reliability coefficient method is used to test the reliability of each index of the questionnaire, and the reliability analysis of the whole questionnaire and each variable is carried out with the help of SPSS software. The specific results are as follows:

Table 1: Reliability Analysis results of Questionnaire Data

| | Cronbach's alpha | Standardized Cronbach's alpha | Number of terms |
|--------------------------|------------------|-------------------------------|-----------------|
| Questionnaire as a whole | 0.8629 | 0.8593 | 17 |
| Netizen behavior | 0.8338 | 0.8345 | 4 |
| Moral emotion | 0.6571 | 0.6630 | 3 |
| Netizen psychology | 0.6518 | 0.6606 | 3 |
| Social environment | 0.6008 | 0.6098 | 3 |
| Behavior analysis | 0.7766 | 0.7596 | 4 |

It can be seen from the analysis results that the Cronbach's alpha coefficient of the questionnaire as a whole is 0.8593, which meets the standard of questionnaire reliability value. The Cronbach's alpha coefficient of each variable is greater than 0.6, indicating that the internal stability of each variable of the questionnaire is good, and the overall reliability of the questionnaire is high, which passes the reliability test.

The basic information of 448 respondents was analyzed. Among them, the ratio of male to female was nearly 1:3, with 30.56% male and 69.44% female. From the perspective of grade, it is found that the sample size is mostly concentrated in sophomores and juniors, accounting for 39.73% and 34.82% respectively, and freshmen and seniors account for 14.06% and 11.38% respectively. By investigating the online time of college students, it is found that the average online time of the sample size is more than 1 hour, and the proportion of college students who are online for more than 5 hours is the largest, accounting for 40.4%, and the proportion of college students who are online for less than 1 hour is the smallest, accounting for 2.01%, while the proportion of the sample size who are online for 1-3 hours and 3-5 hours is second only to the sample size of more than 5 hours. They are 22.99% and 34.6%

respectively. In general, college students spend a long time on the Internet every day.

(1) Network state analysis. According to the analysis of the network status of the college students surveyed, picture/video social application software and comprehensive social application software are widely used, accounting for 58.04% and 28.79% of the total sample respectively. It can also be inferred that the main purpose of the respondents to use the network is mostly to brush short videos and chat and make friends. According to statistical analysis, the college students who brush short videos and chat and make friends do account for the largest proportion, accounting for 75.22% and 70.31% respectively. In the process of using these social software, when they see others suffering from cyber violence, most college students will make corresponding efforts to avoid cyber violence. The proportion of netizens who take complaints and reports exceeds half of the total sample, accounting for 50.67%, those who vigorously denounce them account for 3.13%, and those who make peace between the two parties account for 7.37%, which shows that everyone is in a state of resistance to cyber violence and indirectly protects the victims. Among the respondents, there are still some people in a bystander posture, of which 27.68% are indifferent to this matter and 5.36% are strong onlookers. The detailed data of college students' network state analysis is shown in Figure 1.

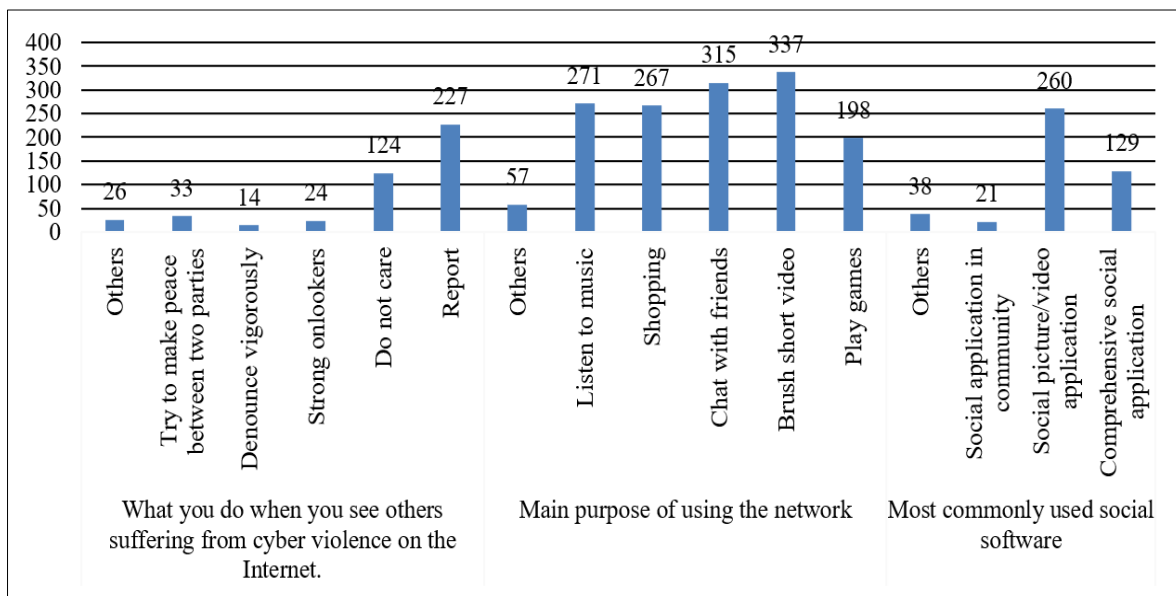


Figure 1: Analysis of Respondents' Network Status

(2) Analysis of the cognitive status of cyber violence. Through the analysis of investigators' cognition of cyber violence, it is found that college students' cognition and understanding of cyber violence are basically the same, which also shows that cyber violence is widespread on the Internet and may even spread to real life. From the analysis of the

sample size, most college students generally believe that uncivilized language personal attacks, anonymous spoofs or teasing and human flesh search are all cyber violence incidents, accounting for about 90%. Network violence includes infringement and illegal acts, but not all network violence is infringement and illegal. Some experts believe that

the emergence of cyber violence is related to the weak legal awareness of college students. By listing some behaviors in the questionnaire, as shown in Table 2 below, let the tester judge whether the

behavior belongs to cyber violence, so as to understand college students' cognition of cyber violence.

Table 2: Classification of Cyber Violence

| Options | Subtotal | Proportion |
|--|----------|------------|
| Forward untrue information | 300 | 66.96% |
| Uncivilized language personal attack. other | 434 | 96.88% |
| Publish other people's information or photos without their consent | 376 | 83.93% |
| Anonymous spoof or ridicule | 397 | 88.62% |
| Renrou search | 396 | 88.39% |
| Others | 9 | 2.01% |

As can be seen from Table 2, more than 85% of college students think that "forwarding untrue information", "personal attack with uncivilized language", "posting other people's information or photos without others' consent", "anonymous spoof or ridicule" and "human flesh search" are all cyber violence. From the seventh question in the questionnaire, "What do you think is cyber violence?" The data shows that college students' awareness of cyber violence is not lacking, so this is not the main reason for cyber violence among college students. Therefore, we believe that there are two reasons for college students' cyber violence: first, although college students can identify what cyber violence is, sometimes they will ignore these cyber violence

behaviors when they make speeches because of some personal factors, thus making a trivial matter or a small comment make them the targets of cyber violence. Second, college students are active in thinking and have dialectical thinking in dealing with problems. They will have different views and opinions on problems, which is likely to be different from those of some netizens, thus making them violently attacked by the Internet.

Behavioral Motivation of Cyber Violence

According to the survey data, we can draw an analysis chart of the motives of netizens' violence that investigators think, as shown in Figure 2.

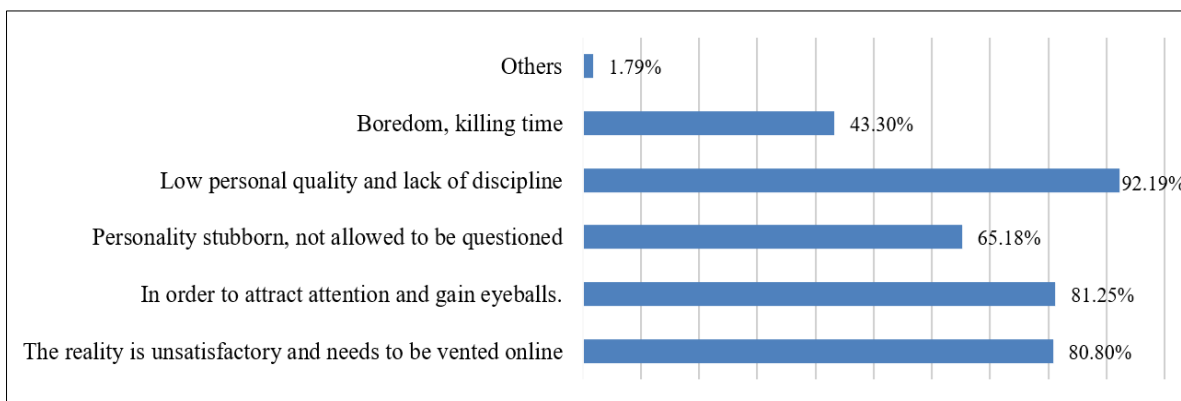


Figure 2: Analysis on the Motivation of Cyber Violence

From Figure 2 above, we can see that most of the respondents think that the motivation to participate in cyber violence is due to their low personal quality and lack of education, accounting for 92.19%, followed by their own emotional venting, killing time and stubborn personality, or in order to attract public attention and gain eyeballs, accounting for 80.8%, 43.3%, 65.18% and 81.25% respectively, and only others are considered.

The behavior of netizens is influenced by their moral feelings, psychology and social environment [4]. Similarly, the perpetrators'

behavioral motives are also influenced by these three factors, and it is easier to verify this conclusion according to the data results of this survey report. In cyber violence, perpetrators often lack legal awareness, and because of the concealment and anonymity of the network environment, they vent their personal emotions on the network at will, resulting in the formation of online public opinion. The motive of the perpetrators of cyber violence is often that they are unhappy, stressed or have experienced the same thing in the real life center, resulting in dissatisfaction.

(1) Moral emotion: the abuser lacks the basis of value judgment. Due to the lack of legal knowledge, weak moral awareness, or weak infrastructure of value judgment, the perpetrators are unclear about cyber violence in the network, and follow the trend and publish false statements in the network at will, insulting and damaging the dignity of the parties, resulting in physical and mental damage to the parties.

(2) Netizens' psychology: the perpetrators vent their personal emotions. Perpetrators are more likely to resonate with similar incidents they have encountered, and such incidents are more likely to cause cyber violence. Similarly, what can cause cyber violence is usually negative events, and what can cause netizens to think of their inner unhappiness is the unhappiness they have encountered or experienced. When similar negative news is published publicly, it can instantly resonate with netizens, arouse their inner unhappiness, and vent their grievances or dissatisfaction in real life, so as to release their emotions, thus generating cyber violence.

(3) Network environment: The perpetrators are stimulated by events that violate ethics. Because some incidents violated ethics or social laws and regulations, they quickly attracted the attention of netizens after being posted on the Internet. Netizens are constantly denouncing and judging the parties in the network. With the increasing attention of netizens to this incident, more and more netizens are involved in this behavior, and many of them will produce perpetrators. After the perpetrators commit cyber violence, some of them will have psychological effects of remorse, evasion and rejection, and will be agitated when they see negative news; Other abusers will feel very happy, and their comments are praised by many people, and they want to continue to implement it. At the same time, more abusers don't think that they are implementing cyber violence, and they will still choose to do the same kind of behavior in the future.

The Influence of Cyber Violence on Victims

In the incident of cyber violence, the victims of cyber violence are most seriously affected. Whether the personal information of the victims is made public or not will make the victims bear a great psychological burden on campus and even cause serious psychological obstacles. This paper takes college students as the research object. Under this complicated network background, by studying college students' psychological quality, moral emotion and online behavior, it analyzes the reasons why they suffer from cyber violence and the influence of cyber violence on them.

(1) Emotional and psychological aspects. When college students suffer from cyber violence, it has a great influence on their emotional experience and psychology. College students are in a cognitive society and psychologically sensitive and fragile stage. When an incident turns into a cyber violence incident, the parties involved in the incident will become victims, and some college students who hold different opinions and are good at speaking will also become victims of the incident; For example, some students and members of the public who make short videos may be violently attacked by some people on the Internet because of their looks and figure. Some college students' victims will have negative emotions such as anger and anger because they have never experienced such a thing, and even answer blows with blows, changing themselves from victims to perpetrators; There are also some college students who will fall into self-reflection and self-denial, but their emotions have been in a state of depression. For college students who are victims of cyber language violence, the "ostrich effect" is an instinctive stress response when they face aggression. Victims of cyber language violence will also have such ostrich psychology when they encounter aggression, which is mainly manifested in ignoring the perpetrators, not taking reasonable actions, and even imposing other people's mistakes on themselves, resulting in extreme violence such as suicide and self-mutilation.

(2) Behavior. When college students are subjected to cyber violence, most of the counter-attacks are complaints, reports and blackouts. In addition, most college students will use the same words to fight back at them, and a few will choose to turn a blind eye. It can be seen that in the face of infringement, most people prefer to choose a direct and effective way to solve it, rather than putting facts and reasoning on the Internet.

(3) Long-term impact. People who have experienced cyber violence have a great influence on their future lives. They will choose to reduce the frequency of expressing their opinions online, and they will also pay attention to the words and tone so as not to hurt others. This is an inherent accomplishment of self-protection and protection of others. Due to the spiral effect of silence, people have reduced the frequency of expressing their opinions online, which is not conducive to the expression and discussion of real opinions. It has aggravated the crisis of social security and trust. College students' simple thinking and less social experience will undoubtedly reduce their trust in the network and realize the darker side, thus reducing their sense of security in society or the network. The identity of college students is special and important. If it is not properly guided, their perception of the wrong value in cyber violence will further spread to their future

life and work, which will directly aggravate the whole social security crisis.

The Influence of Cyber Violence Information on Onlookers

In cyber violence, there are not only perpetrators and victims, but also another group, that is, bystanders. Onlookers play a role of neither participation nor inaction in cyber violence. Through a large number of questionnaires, it is found that 33.04% of college students think they play a bystander role in the face of cyber violence. The bystanders have the following characteristics in psychology, behavior and attitude.

(1) Spectator's psychology and behavior. When cyber violence occurs, bystanders' psychology will also be affected. They will either feel guilty and blame themselves for not stopping them, or imitate and learn the behavior of the perpetrators in the whole process of cyber violence, and eventually become the perpetrators [5]. After witnessing cyber violence, most onlookers will feel inferior, depressed and world-weary, which will lead to behaviors of escaping from the internet, reducing online time and comments on the internet. Under this phenomenon, if the bystander's psychology is not guided, the bystander's psychological state will seriously affect his study, work and life. According to the feedback of this questionnaire, 65.4% of college students who already have the ability of independent thinking said that they could not praise excessive remarks and would not make uncivilized remarks in the face of cyber violence. These data show that independent college students can stick to their own bottom line and will not go with the flow when facing cyber violence from the perspective of bystanders.

(2) The attitude of onlookers. Based on netizens' different attitudes and views in the face of cyber violence. In this questionnaire, we divide these attitudes into six categories: strong onlookers, strong condemnation, complaints and reports, mutual persuasion, indifference and others. According to the feedback results of the questionnaire, 50.6% of college students' attitude in the face of cyber violence is to complain and report, so as to stop cyber violence, but there are also very few college students who say they will join the cyber violence. In addition, 27.6% of college students will choose the position of "don't care, it has nothing to do with themselves".

The Intervention Measures of Cyber Violence

(1) The social level: Carry forward the socialist core values, create a good social atmosphere, and do not create soil for the occurrence of bad behavior. The mainstream media and authoritative media should make use of their advantages of fast communication speed, strong interaction and wide

influence, conduct correct public opinion guidance, be a "leader", advocate the network ethics of social civilization online, and advocate the construction of a civilized and harmonious network environment in society. The mainstream media should do a good job of self-control, and make correct and timely public opinion guidance when necessary to avoid a new round of cyber violence caused by wrong guidance.

(2) Thought and attitude: The biggest difference between cyber violence and traditional bullying is that there are often a large number of perpetrators of cyber violence, and it is difficult to focus on a specific perpetrator. Often many abusers think that "the law does not blame the public" and they have no scruples under the cover of anonymity. Therefore, it is urgent to strengthen the legal education for college students. With the continuous improvement of laws and regulations related to network supervision and the further promotion of network real-name registration system [6], it is of great significance for college students to understand that network violence is not a trivial matter and realize the harmfulness of network violence, which is of great significance to maintaining the network environment and maintaining social public order and good customs. Colleges and universities should also strengthen ideological education for college students, improve their moral quality, and cultivate their ability to identify information, so as not to follow the trend of network news.

(3) The cognitive level of behavior: In addition to the relevant legal awareness, college students should have a serious and responsible attitude towards what they have done. For unconfirmed news, we should treat it with the attitude of "rumors stop with wise men", be clear about the appropriateness of our speech for the views we want to express, do not speculate on events that are not clear about the truth, abide by network laws and regulations, know the law and abide by the law, and jointly safeguard the good order of the network society. College students should learn to pay attention to politeness and civilized communication when interacting with others on the network platform, restrain their own behavior, establish a strong concept of "three views", avoid the prevalence of individualism, and be a network citizen with good quality.

CONCLUSION

When we show our malice to others on the internet, you have no right to ask them to have enough tolerance to accept your malice. How much harm a thing can do can only be judged by the victim himself. Is it right to blame the victim for not being strong enough instead of punishing the perpetrator? There are many bad people in this society, and some

people have almost zero tolerance for external pressure. No one can excuse the harm caused by his own wrong behavior with the "deficiency" of the other party. It is true that we should be strong and not break like an eggshell, but neither strong nor fragile can be a reasonable reason to attack. Every abuser involved in cyber violence, instead of defending himself, "I didn't know you were so fragile", should reflect on why I raised a sword. The society is moving in a better and better direction. At present, China's relevant legislation on cyber bullying is gradually improving. During the two sessions, some representatives also proposed to further increase the punishment of cyber violence. To increase the shock, polish the "sword of the rule of law" and maintain the clear cyberspace, we need to work together and set an example to maintain network civilization. We must not only be qualified network citizens, but also protect our rights and avoid being at a loss when our rights and interests are infringed.

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