

# A Case study of the Impact of Internet+ on the Chinese Moral Education System

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## INTRODUCTION

"Internet+" refers to a set of information technology based on the Internet, which includes mobile Internet, cloud computing and big data technology. Internet+ is the integration of the Internet and traditional industries through online platforms and IT technology. In 2014, Chinese President Xi Jinping proposed to develop China into a powerful network country. According to the Statistical Report on Internet Development in China (2016) written by the China Internet Network Information Center, the number of Chinese Internet users reached 688 million and the number of mobile Internet users in China reached 620 million, as of December 2015. Young Internet users accounted for 24.1% of all Internet users, and more than 90% of Chinese children access to the Internet in their daily lives. The twenty-first century is the Internet+ era and so this rapid development of information technology deeply affects the school moral education content, both in form and method. This free, open and virtual network not only brings a good opportunity, but also brings challenges hitherto unknown to the moral education in primary and middle schools. Due to the important influence of the Internet, Premier Li Keqiang in 2015 proposed the "government work report" and formulated the "Internet+" action plan to promote the mobile Internet, cloud computing and education combinations. Schools must pay more attention to: "the research and practice of Internet+ moral education", and actively carry out new models, new methods and new ways of moral education in the Internet age. To improve the operational efficiency of moral education, we have to continuously explore the thought processes and follow the physical and mental development of teenagers.

## DESIGN & METHODS

This paper is mainly a case study conducted on primary and secondary schools in a central China city of the Qingyang District to explore the negative and positive impact of the Internet+ on school moral education as well as to develop effective practices.

In recent years, with the development of the Internet, more and more scholars and teachers begin to research the influence of networks on moral education. Among them, Zeng Changqiu and Bo Minghua (2012) proposed the concept of network moral education. Qin Chuan, Li Haixia and Qi Tianlei (2014) studied the relationship between media literacy and media innovation of on moral education. Ren Jiandong and Deng Limin (2011) concluded that moral education in the new media era is faced with three major difficulties. Based on the research

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achievements of the scholars, the influence of the Internet+ on moral education can be summarized into two aspects: positive and negative.

### **1. The positive influence of Internet+ on moral education in elementary and middle schools**

According to the “National education information work special supervision report” by the Ministry of Education of China, at the end of 2014, the 64,000 national teaching points have completed the task of coverage of digital education resources, which can help the education system to meet the “Internet+” era. With the development of the Internet+, networking has been further popularized in China. It gives students great convenience in learning and in social life. No matter where they are, they can communicate through the Internet. Its positive influence on moral education is mainly reflected in the following four aspects:

1) Due to the Internet+, the degree of socialization in moral education has been improved greatly. The network has become the fifth largest moral education place besides the school, family, community and society.

2) The network eliminates the possible psychological pressure generated by physical meetings, so teachers have the chance to learn more of the real ideological trends of the elementary and middle school students. In this way, it improved the pertinence of moral education.

3) The characteristics of multimedia (text, picture, sound) of network communication have made moral education more appealing.

4) Internet+ promotes the modernization and diversification of the means of moral education, which made moral education transcend the limitations of time and space, and improve the efficiency and timeliness of education.

### **2. The negative influence of Internet+ on moral education in elementary and middle schools**

Indeed, the positive influence of the Internet+ on moral education is massive. However, it must be clearly recognized that, besides convenience and enjoyment, the Internet+ has also brought some challenges. Data showed that primary and secondary school students have become an important segment of Chinese Internet users, and are also frequent visitors to Internet cafes. Once they are infatuated with the Internet, they are easily addicted. Therefore, the important content of the moral education in school should be to enable a correct understanding of the influence of Internet+ on students and to guide them to grasp the right use of the Internet technology. The negative influence of network on moral education is mainly reflected in four aspects:

1) The information on the Internet varies greatly and it is difficult to distinguish between truth and falsehood. It may make students lose rational thought, bringing perplexity of choice or loss of direction.

2) The contradiction between open and closed, the virtual world and the real world, might lead to extreme emotional and personality changes for some students.

3) The pluralism of network ideology and culture may affect the world outlook and

life values of the primary and middle school students, who are still in the stage of moral consciousness construction.

4) Due to the poorer self-control of the teenagers, they are easily addicted to online chat groups, playing digital games, or even to browsing pornography etc., which can lead to the "Internet Addiction Syndrome", and result in a decline in health, or even a series of emotional and psychological problems.

### **3. The role and significance of Internet+ moral education**

#### **1) Bring innovative moral education in primary and middle schools**

The essence of "Internet+" is the depth of integration of Internet and traditional industries, which is equivalent to the traditional industry with a pair of wings, "the Internet" can boost the traditional industries. For example, the traditional market plus Internet leads to the Alibaba online shop, while the traditional security services plus Internet has its equivalence in 360 cloud security. A network in which a mobile terminal links millions of students, where one can choose the preferred teacher or school, this is the "Internet+ education". These are some examples of the typical "Internet+ cases". It is believed that the combination of Internet and traditional moral education, namely "Internet+ moral education", can bring the innovation of moral education ecology, optimizing the environment and make a better moral education. With the technology, rules and moral as the core, a new moral education ecology will be built. With the cooperation from the legal system, technical control, education and cultural influences, the new moral education ecology can enhance students' moral promotion.

#### **2) Boost the development of moral education in primary and middle schools**

One of the purposes of the Internet+ moral education is to improve people's moral education quality in the virtual environment. The second purpose is to carry out moral education to people based on the Internet+ platform. "Internet+" will further expand the scope of moral education; from inside to outside the classroom to the rest of the community and even to foreign countries. "Internet+" has promoted the modernization of moral education. Through "Internet+", moral education in schools has been injected with new vitality. Virtual classrooms, campus space forums, MOOCS, and cloud platforms, make up the diversified environment of moral education. "Internet+" becomes the platform where students can get knowledge, express feelings, and develop their cooperation.

### **4. Practice Cases and Inspirations of Internet+ and moral education**

#### **1) The case of students' social emotional management**

With the development of information technology today, a person's success depends not only on his intelligence, but also depends on the social and emotional competence. To train students to become future-talents, emotional intelligence education has to be focused on. JinSha Elementary School, which fosters international competitiveness of students as a goal, has an open and tolerant attitude that accepts advanced ideas; it has built an emotional intelligence education environment and established a scientific social emotional management detection

database, created for the JinSha "Social emotional management learning" course. As shown in Figure 1, this course focuses on the key elements of Social emotional management, and tries to guide the children to study hard, live happily, grow healthy, and have a balanced development.



Figure 1 Key Elements of Social Emotional Management

A joint "social emotional learning classroom" was established by ICEER China International Center for Children's Education, California State University, San Francisco, Bill Gates Education Foundation and JinSha Elementary School. The whole classroom covers more than 200 square meters. There is a study area, experience area, network area, experiment area, discussion area, book corner, meditation area and other complex functional areas. This joint classroom has provided teachers and students opportunities with courses, data collection, group work, hands-on labs, group discussions, individual counseling and other learning.

JinSha Elementary School established the first child psychological evaluation database in Chengdu. The database is used to evaluate confidence, emotional management, problem solving, social skills, study skills, self-concept, social adaptability, and some other aspects. We can discover the potential problems of individuals, classes and schools that exist in the process. The test database is not only for students, but also for parents and teachers. Its tripartite normal monitoring and data collection can supply scientific and systematic continuation of the analysis of data to enhance the students' achievement, happiness and learning effect. According to the data, parents can understand clearly the child's individual differences and advantages, so as to do timely changes in family education; teachers can make the teaching plan according to the characteristics of the students in the class and the class characteristics, and adjust the teaching mode; the school can develop more scientific and effective teaching plans in classes, schools and communities. At the same time, the school also can carry out the social emotional learning programs, emphasizing the integration of knowledge, skills and attitudes. By creating a specific teaching situation in class, plus the use of emotional domain strategies, cognitive areas of strategy and behavioral strategies, the students' social and emotional ability besides the traditional knowledge taught can be improved.

There is an ancient saying: "First, do self-cultivation, then regulate the family. Finally, rule the country and the world". Self-cultivation is the foundation of all achievements. The social emotional development of children has a far-reaching impact on the individual, society, and even the whole nation. The introduction of Social and Emotional Learning (SEL) into the school is a good practice to explore the use of Internet+ moral education. It will change the traditional mode of moral education and can let each student obtain the synchronous development in the accumulation of knowledge and mental health.

## 2) Mobile end student moral education practice evaluation case

Qingyang District of Chengdu City developed the “Eagles chapter” platform based on phone port that is suitable for the installation of the mobile phone, which includes online learning and change into offline practice. Figure 2 shows the interface of the “Eagles chapter” application. It can lead the students to participate in practice and cultivate virtue. Opportunities are given to the students to learn traditional Chinese culture in practice, or to read classic books to learn some Chinese traditional virtues. In this way, the moral platform moved from the traditional Internet and extended out to the mobile Internet. The educational places moved to the mobile terminal too. This enables students to practice, share, evaluate and give feedback at any time. The “Eagles chapter” platform is based on students' moral, academic, physical and mental interest and other aspects to design the evaluation project. App versions for Android as well as for Mac versions developed in order for easy installation and the possibility to integrate WeChat numbers. Teachers, students, parents and community workers can use the mobile phone to log into the platform to understand and evaluate the performance of students, record the growth of the students, and also promote the communication between teachers and students, and school and family.



Figure 2 Eagles chapter application interface

Sharing is the core spirit of the Internet. The best way of education is not separating students from the cell phones and the Internet, but through the positive guidelines, to form a good atmosphere to promote each other among the students. "Eagles chapter" activities, through the cooperation with Internet companies, allows students, parents and teachers to communicate easily, which can have most extensive participation and sharing. Sharing the learning process, experience and harvest in the internet, it can promote the growth of the student's education, and let the students to learn from each other in the process of practice, mutual influence, and mutual encouragement, so as to enhance the influence of the education. In the "Internet+" background, the emergence of science and technology ideas provides a rare opportunity for the innovation of moral education. In addition to make up for the lack of moral education, the Internet+ has brought changes to the practical experience and the teaching process. The "Eagles chapter" project has a positive effect on the improvement of moral education management, and it is a good practice and innovation carrier of the Internet+ moral education.

### 3) Exploration on the construction of the digital learning center of moral education

A teacher, a book and a classroom, this was our traditional school education. The teacher on the stage read what the books say, while the students were not engaged. This was the traditional moral education classroom. Now, everything is changing rapidly. In recent years, with the rapid development of the Internet and other information technology, "Virtual reality", "online education", "flipped classroom", "MOOCs", and other network-based teaching methods continue to subvert the traditional teaching, and also bring an impact on the attitudes of the teachers and students. With the leading concept of "Internet+", the Qingyang District Education Bureau started the construction of the Moral Digital Learning Center in cooperation with technology companies. As shown in Figure 3, they try to change the traditional teaching method, which was face to face physical meetings with a single linear teaching way, and improve the moral teaching of the school curriculum, set off from an idea to change the paradigm of moral education.

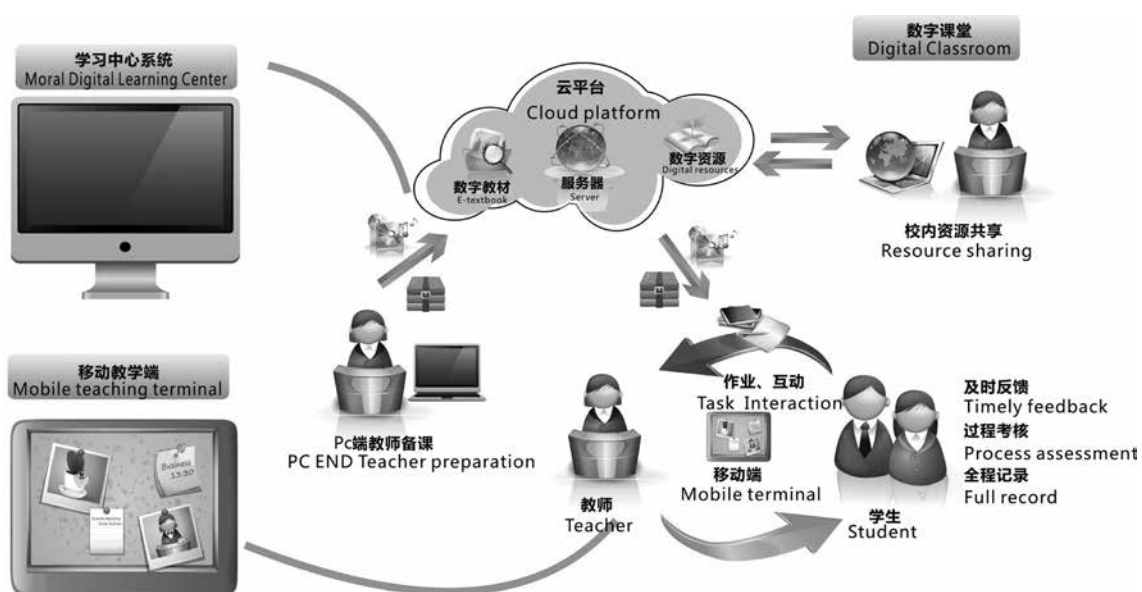


Figure 3 Structure of Online moral education system

The Moral Digital Learning Center provides a wealth of online moral courses. Figure 4 shows the structure of an online moral course. Each class consists of two parts, online and offline activities: 20 minutes for the online learning part, and the remaining 20 minutes for the teacher to explain the knowledge and resource package according to the online course, which can be realized seamlessly. The 20 minutes of moral education consist of 4 parts: introduction, learning resources, knowledge and activities show. Virtual studio, 3D technology, flash animation and a variety of multimedia tools and technology have been used in the curriculum content and presentation to engage the students. At the same time, the digital teaching center of moral education also provides a supporting resource package and a management platform, which includes lessons, videos, lesson plans, course-ware, cases, the activities and exercises for teachers to consult and use. The functions of student evaluation and feedback are also integrated. The digital teaching center of moral education is based on the goal of moral education in primary and secondary schools, and provides technical support from the management, curriculum, resources, teachers, students, and interactive links. In this way, through the teaching of the various aspects of the horizontal and vertical continuity, the school can improve the quality of moral education management.

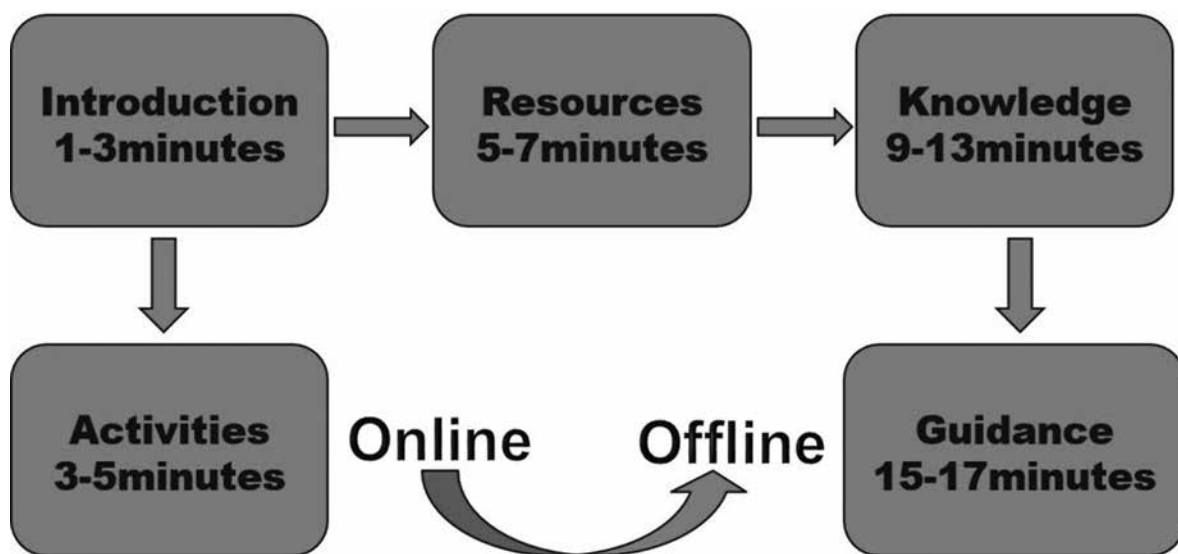


Figure 4 Structure of Online moral course

## 5. Requirements and Methods of Internet+ moral education

### 1) Fully aware of the "powerful Internet+", construction of "new platform Internet+ moral education"

This requires the government, network management and school management to work in combination to make the allocation of resources, network technology experts, educators, and moral educators in organic integration. They have to fully understand the impact of "Internet+" on the contemporary moral education, and combine it with the regularity of formation and development of teenagers' moral character, by determining which techniques to use and what platform to construct more effectively. It is expected that right judgments are made to develop appropriate laws and regulations and ensure the healthy development of the Internet+. This

is the foundation of the healthy moral development of young people and the society. The government's responsibility is huge on this aspect, and only the government can fully complete the perfect combination of humans, materials, technology, and management. However, schools should also contribute in taking the initiative to assume responsibility, actively adapt to the changes of the times, and be integrated into the developing trends of the Internet+. The schools should change the traditional moral education methods and education technology, make full use of the Internet's characteristics such as information spreading fast and widely, interest, education, advanced technology and so on. The schools should construct a moral education resources website, and do timely updates, in order to be in line with the requirements of the development of moral education.

## **2) The development and utilization of resources of Internet+ moral education**

The schools should integrate the social resources, and research and develop the moral education practice platform. This requires the schools spreading more moral education content on the Internet to reduce the impact of negative culture, carry out a wealth of moral education activities on the Internet to enrich the network moral life, and provide moral education service on the Internet to give students in-depth and detailed guidance. The schools should:

- a) Make full use of internet sources.
- b) Expand the channels of moral education.
- c) Strengthen the class websites, blogs, forums, QQ groups etc.
- d) Improve students' network literacy, and make full use of new network tools.
- e) Strengthen communication between home and school.
- f) Enrich the Internet+ moral education resources.

In the development and utilization of Internet+ moral education resources construction, attention must be paid to the following points: first of all, it should be helpful to the popularization of moral knowledge, promote the socialist core values, and the culture and heritage of the China. Secondly, the development and construction of the network moral education resources library must be "people-oriented", and return to the moral life of the students. The development and use of resources to the moral content of the presentation should be consistent with the moral needs of students, and in line with the student's life, so that young people are more willing to accept, and master easily. After all, "Internet+" is a kind of technology, which must serve education and focus on cultivating people. Finally, the development and utilization of resources in Internet+ moral education should reflect the level of interest, pertinence, and innovation.

In general, the growth of life is divided into three stages: the beginning of the family influence, the development of school education, and the success of social work. In short, life is starting from the family, through the school, and the goal is to successfully live in society. As a result, the school education needs support and cooperation from family power and social resources, and build a joint education mechanism of family school society "three-in-one". An important way to effectively carry out the moral education in school is to depend on the internet and social cooperation. The school could combine the geographical characteristics of



the region to develop and integrate the surrounding social moral education resources, design, and carry out a series of moral education practice activities.

### **3) Strengthen teacher training in order to improve teacher's information literacy**

The development of Internet+ moral education can broaden the channels and ways of education workers. Education workers need to use wisdom to open up, to make innovation in making good use of Internet+ resources. And it requires educators to do scientific assessment, correct judgment on the basis of investigation and research. Only with high information literacy and enough educational wisdom, the education workers can skillfully control and have flexible use of "Internet+" technology. In this way, "Internet+" can really serve the fundamental reality of moral education.

Professional development of moral workers includes five points:

a) Increase the sense of learning. Internet+ is only a carrier. Charging self-renewal is the key. Teachers should take the initiative to accept rather than passively accept new technology, and use the Internet to become lifelong learners.

b) Increase interconnection thinking, integration of a variety of high-quality resources, space and pieces of time. "Internet +" can not only achieve the long-distance transmission of information and sharing of resources, the more important is that it can break through the limitations of time and space, make all-round two-way interaction between students and students, and between teachers and students. This kind of communication can be real-time or non-real-time. Teachers can use the Internet to meet students' individual learning needs. At the same time, teachers can learn more from the virtual learning community, and have more comprehensive and closer interaction with each student.

c) Increase data thinking and improve teaching and classroom service by data analysis. In the context of large data, the teacher can better understand each student, the school can make better decisions, and education will become more scientific. Therefore, teachers would be able to do analysis and feedback through quantitative means and data analysis and have scientific understanding of their teaching and students.

d) Increase awareness of innovation, do continuous innovation and structure in classroom teaching and learning methods. Innovation is the core strength of Internet+ era. It is not enough for teachers to just be familiar with new technology and use new technology. It is more important that the teacher should have the spirit of innovation and have the ability to make the perfect combination of creativity and technology.

e) Increase the awareness of sharing. Sharing is the basic spirit of the internet. The concept of open allows teachers to become builders and participants. This will not only allow teachers to have a sense of accomplishment, but also improve the quality of teaching, and promote the realization of educational equity.

### **4) To carry out the research of Internet+ moral education and realizing the effective integration of moral education and ICT courses**

The value of educational research is to provide a theoretical basis and practical guidance for educational practice. Therefore, in the process of carrying out the Internet+ moral

education, we would carry on the effective research and summarize the experience through various kinds of research subjects, so as to provide scientific theoretical basis and effective countermeasures for the school moral education. Due to the limited number of specialized moral education courses, in addition to the curriculum, the schools infuses activities into lessons to cultivate students' literacy. The nature of the ICT course allows the combination of classroom learning and extracurricular practice. Therefore, the integration of moral education and ICT courses can provide better skills and time support for the implementation of Internet+ moral education. The integration of the two is not only an important supplement to the school moral education, but also an important part of ICT teaching. ICT course can be designed through the operation of the subject and used to observe the contents of student works to guide and evaluate students' values of life. Teachers should also pay attention to teaching students good habits, morality, consciousness and quality.

### CONCLUSION

With references to the speech given by Wang Jiayi (2016) on Internet+ education promoting the sharing of resources during the 2<sup>nd</sup> China Education Forum in the year 2016 and the feedbacks gathered from experienced teachers like Wu Yongdong (2015) , together with personal experiences, the following observation and personal opinions are concluded.

The process of moral education is a whole process of the development of knowledge, emotion, meaning and practice. In particular, the cultivation of moral character cannot be separated from student motivation, and also cannot be separated from the living reality of the students. The cultivation of morality is the crystallization of moral practice, experience and perception. "Internet+" with its unique advantages has great impact on moral education. Moral education should make full use of Internet+ technology advantages to create a more vivid, psychological development situation of moral education for the students. At the same time, dialogue and guidance should be actively carried out, to improve schools, families and society. In this way, the diversification of interest and the modern media are used to get constant enhancement of the students' spiritual realm. Then, the goal of cultivating people can be ultimately achieved. The combination of the "Internet+ moral education" and other multi-channel education will be continually explored, to build a virtual three-dimensional system of moral education and reality, intangible and tangible, public and private. Finally, the goal is to create a new situation of school moral education.

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