The Influence of Internet Environment Health on College Pupils' Ideological and Moral Education and Its Promotion

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ABSTRACT

The internet, which is constantly advancing in technology, together with the rapidly changing internet communication technology terminals, has formed a new internet media, which has penetrated into all fields of human material life and spiritual life. This article proposes a design scheme for optimizing the impact of internet environment health on college pupils' ideological and moral education and the promotion path. It summarizes the influencing factors of contemporary college pupils' ideological and moral education through cluster analysis, optimizes the factors using Apriori arithmetic in data mining, and realizes the promotion of the path to solve problems. Finally, it carries out simulation testing and analysis. In order to promote the effective development of college pupils' ideological and political education, we should strengthen the internet management, purify the internet environment, strengthen the construction of "red websites," and enhance their attractiveness.

INTRODUCTION

In the current information age, universities occupy an important position for creating and inheriting knowledge, and the internet is the main carrier for disseminating knowledge (Li & Zhu, 2017). With the acceleration of the global internet process, a brand-new virtual society has gradually formed. The internet society, social groups, and even individuals intertwined by the internet exist in the virtual technological world, and people's communication and behavior patterns differ from the real society (Johannisson, 2010). With its rapid speed, vivid forms, and vast capacity, the internet transmits information and knowledge to people, but it also brings challenges to humankind (Nan, 2021). Traditional means of production and ways of life, thinking, behavior, and knowledge dissemination are all facing great impact. Universities are the forefront of the development and utilization of new technologies. College students not only learn about human knowledge and civilization, but also receive ideological and moral education (Sallis et al., 2020). Therefore, the ideological and moral education of college students must respond to the challenges and opportunities created by new technology. The

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internet presents a prominent moral problem that seriously affects the healthy development of college students (Chen et al., 2022). In classroom teaching, especially ideological and political theory teaching, teachers should focus on the content of moral education. The systematic teaching of moral education includes moral cognition, moral emotion, moral will, moral belief, and moral habit. Teachers should have a solid knowledge foundation, scientific teaching methods, excellent teaching ability, and a diligent teaching attitude. Through continuous innovation of teaching concepts, the best integration point of content knowledge and moral education is explored. Moral education should be integrated into content knowledge, so that science and ideology can be naturally integrated in teaching, and good educational results can be achieved. Moral activities run through all areas of society. Schools should actively explore and innovate the educational methods and approaches that combine the theory and practice of moral education and are suitable for the characteristics of contemporary college students.

Vulgar information flows smoothly on the internet, which strongly impacts college students' ideas and moral concepts (Persin et al., 2021). Therefore, the moral values education of college students in the internet environment has also been affected, including positive and negative aspects (Guloksuz et al., 2018). The ideological and moral construction of college students should face these problems squarely, put forward countermeasures, and carry out reform and innovation in time, so as to continuously promote the ideological and moral education of college students to a new level (Kim et al., 2017). Using the behavior track data set of college students to mine the relationship between student behavior and ideology and morality is a classic application scenario of colleges and universities using big data in student training (Waitman et al., 2022). By integrating data on college students' behavior at school, using the association rule method to carry out data mining and building a model of college students' behavior at school, the behavior of college students at school can be predicted and the level of ideological and moral education can be determined. When using big data analysis of student behavior, the classic Apriori arithmetic is improved by integrating the practical experience of college student management.. On the basis of maintaining the effectiveness of the original arithmetic, the improved algorithm greatly improves the efficiency of association rule mining.

The internet can reveal college students' ideological trends and improve the pertinence of ideological education. Especially for some campus and social hot issues that have received widespread attention, college students are happy to express their own views and opinions on the internet, communicate, and discuss, which reveals college students' real thoughts (Miedema et al., 2022). Teachers can discover countermeasures by collecting, sorting out, and analyzing students' online posts. It is beneficial for ideological and political educators in universities to improve their understanding of how to use the internet to carry out ideological and political education, change educational concepts, and innovate educational ideas (Rong, 2021). Because college students lack the ability to correctly judge various social phenomena, there are deviations in their value orientations, mainly reflected in utilitarianism. In order to further evaluate and analyze this phenomenon, this article proposes a design scheme and promotion path to optimize the impact of network environmental health on ideological and moral education for college students.

The innovative contribution of this paper lies in its construction of the key characteristics of the image of the optimized design of college students' ideological and moral education. And the cluster analysis technology is used to realize the optimization design and identification of college students' ideological and moral education. The Apriori algorithm in association rules is used to reduce the execution cost of the algorithm. The model of the influence of network environment health on college students' ideological and moral education and the reconstruction of the promotion path is established. Through cluster analysis, this paper summarizes the influencing factors of college students' ideological and moral construction. The fuzzy features of the optimization design system of college students' ideological and moral education are extracted by using association rule technology. The results amply demonstrate that the Apriori algorithm is improved by transforming the set of transaction items, reduces the number of database scans during the process of solving frequent itemsets, reduces I/O consumption, and improves the operation efficiency by using the vector AND operation.

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