

The Education of Core Socialist Values for College Students from the Perspectives of Social Psychology

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Abstract: There are lots of consistencies in the attitudes and values from the perspectives of Social-Psychology, the essence of college students' education of the Core Socialist Values is to cultivate the positive attitude. In the point of view of the Attitude Transformation Qualitative Model, the Core Socialist Values education are mainly influenced by the educator's charm and position, the education contents and methods, the characteristics of Post-1990s students, the education environment and atmosphere, and etc. Therefore, the Core Socialist Values education can be strengthened by enhancing the educator's charm, adhering to the students oriented, choosing the education information scientifically, promoting the campus cultural construction, emphasizing the reasonable innovation, grasping the students' rebellious psychology, strengthening the practice experience and creating a good education atmosphere.

Keywords: Attitude Formation and Transformation; Social Psychology; Core Socialist Values

1. Introduction

In December 2013, the General Office of the CPC Central Committee issued the Opinions on the cultivation and practice of the Core Socialist Values, providing guidance and requirements for cultivating and practicing the Core Socialist Values. Under the circumstances, the education of Core Socialist Values for college students should combine the connotation of values and the characteristics of students. Moreover, it is also essential to select appropriate perspectives to explore scientific methods and enhance the effectiveness of education. By using the knowledge of social psychology, this paper analyzes the factors that influence the education of Core Socialist Values for college students, obtains the exercisable ways, and puts forward pertinent methods to cultivate and practice socialist core values.

2. Attitude and the Education of Core Socialist Values

2.1. The connotation of attitude and values

From the perspective of social psychology, "attitude is an individual's overall evaluation and stability response tendency to a particular object." [1] It is generally believed that attitude consists of three components: cognitive, emotional and behavioral tendencies. Meanwhile, "Values are the core of an individual's belief system, the standard of evaluation and choice, and the view of what is worth." [1] Individual evaluation of an object is to deter-

mine whether it is valuable. Attitudes and values are closely related but fundamentally different.

2.2. The relationship between attitude and values

The values directly affect attitude while attitude display values. An affirmative gesture indicates that you consider a certain object valuable. On the other hand, there is a negative attitude and is of no value. Among the components of attitude's cognitive, emotional and behavioral tendencies, evaluation is the core element of the cognitive component, which also directly affects the formation of individual values. Attitude can directly become the motivation and affect human behavior, and the values can indirectly influence the ultimate human behavior by affecting the attitude at the first place. We hypothesize there are high coherent in the three components of attitude, when they face inharmonious situation, the emotional components usually dominate the basic orientation and behavioral tendency of the attitude. Thus in general, the more positive the emotional attitude is, the stronger the values identification is.

In conclusion, the attitude of an individual to a certain object is consistent with individual values. The essence of value education is actually the formation and transformation of attitudes, especially an affirmative attitude.

2.3. The essence of the education of Core Socialist Values

The 18th CPC National Congress reports pointed out that the Core Socialist Values "advocating prosperity, democ-

racy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity, kindness", which constitute the core value of the Chinese Dream. The essence of values education is to form affirmative attitude, which includes affirmative evaluation of the Core Socialist Values and positive behavioral tendencies to practice the Core Socialist Values. Therefore, the essence of college students' value education is to form affirmative attitude towards the content of Core Socialist Values, to realize the recognition and internalization of Core Socialist Values, and to promote the implementation of that.

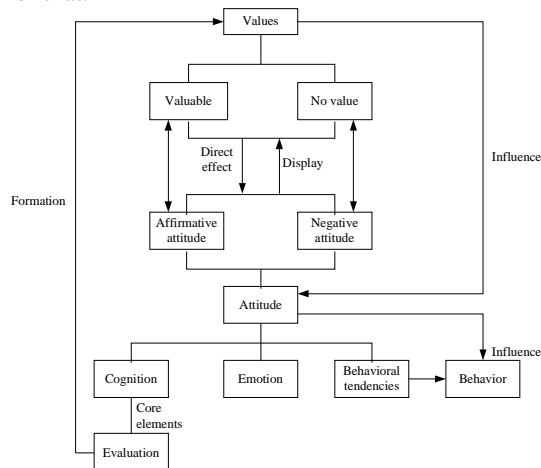


Figure 1. The relationship between attitude and values

3. The Influencing Factors of College Students' Education of Core Socialist Values

C.Hovland etc. have proposed an attitude change model[1].

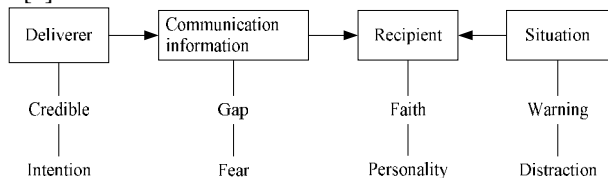


Figure 2. Attitude change model [1]

The factors that affect the change of attitude will also affect the education of values for there are same tendencies in the values and attitudes. Therefore, the education of values is influenced by the deliverer, the communication information, the receiver and the situation. According to the attitude change model, the characteristics of college students' Core Socialist Values education influenced by the educator's charm and position, the education contents and methods, the characteristics of Post-1990s students, the education environment and atmosphere within the school scope.

3.1. Educator's charm and position

3.1.1. Educator's prestige and attraction

If the educator has higher prestige, he would enjoy the better effect of persuasion in the Core Socialist Values education. In this way, the personal prestige of educator will directly affects the effectiveness of the Core Socialist Values education. The more attractive the teacher is, the higher the student's recognition is and the easier the acceptance reaches.

3.1.2. Teacher's educational position

The educator's position will directly influence the effect of persuasion. If the educator stands at the position of their daily routine work, the influence would be weaker than if he sets off from the neutrality or student's position. The later would help students self-actualization with the Core Socialist Values and more likely to have a greater positive impact on students.

3.2. Education contents and methods

3.2.1. The choice of educational contents

The value education is more easily to be accepted by college students if it combines the reality of students and stands in the perspective of students. At the same time, if the teachers could provide information both positive and negative, they would receive better persuasion outcome from the highly educated college students.

3.2.2. The choice of educational methods

The way and carrier of education information can affect the persuasion effect. "Generally speaking, oral delivery is better than written way, and face-to-face communication is better than that taken through mass media. Besides communication information itself, there is background supportive information participating during the communication process in the face-to-face way." [1] The way and carrier of education preferred by college students is more conducive to information reception. In addition, "The communication information repetition rate and the persuasion effect present an inverted U curve." Frequency will also affect the effectiveness of education, the medium frequency achieves the best effect.

3.3. Characteristics of Post-1990s students

The post-1990s college students receive information with a certain preference, inverse nature and subjectivity, which directly affect the education of Core Socialist Values. First of all, in the context of the network age, the choice of information by the post-1990s college students is greatly influenced by the preference especially when facing the huge amount and rapid update information. Whether education closely kept up the pace, accepted and satisfied by students, will affect education effects. Secondly, college students have different levels of Rebellious Attitude, such as transfinite resistance, self-worth

protection resistance and forbidden fruit reverse. The Rebellious Attitude will lead to poor effects of Core Socialist Values education. The last but not the least, college students may strongly influenced by their first impressions. If negative attitude generates, it's likely to cause rejection phenomenon and self-defense through the general refusal, information distorted, and thesis argues.

3.4. Education environment and atmosphere

The values education must be carried out in a certain context thus the environmental factors will directly affect the Core Socialist Values education. People are easily influenced by the external environment during the continuous communication and interaction. Cultural atmosphere has an important influence on the thoughts and behaviors of the college students.

4. The Educational Approach to the Core Socialist Values

The educational approach can be put forward around the key factors since the effectiveness of Core Socialist Values education influenced by the key factors such as educator's charm and position, the education contents and methods, the characteristics of Post-1990s students and the education environment and atmosphere.

4.1. Improve the educators' charm, prestige and influence

Educator is the one with both high knowledge and moral integrity. College educator must set an example by practicing the Core Socialist Values of patriotism, devotion, honesty and friendliness, improve the prestige and influence which can directly affect students' thoughts and behaviors. In addition, improving educators' comprehensive quality, such as ideological level, knowledge reserve and expression ability, will enhance the attractiveness of educators, elevate students' identification and increase their appeal during the process of college students' Core Socialist Values education.

4.2. Focus on students and their self-realization

The education of Core Socialist Values is not for superficial knowledge transmission but for the purpose of stimulating college students' potential and promoting their self-realization as well as social-actualization. Proceeding from this angle, the educator should combine the Core Socialist Values with students' personal goals and expectations, so as to meet their needs and promote their self-realization.

4.3. Select educational information scientifically and promote effectively

The information selection should be "down to the earth", which means when selecting educational information, educators need to stand from the students' perspective,

combine with the students' reality and choose the information more likely to be accepted. They could also educate on the positive and negative sides, for example, the "People Who Moved China" for the positive side and the "Low-Quality Behavior" for the negative.

4.4. Enrich the carrier of values by promoting the micro culture construction

"With the opening and rapid development of Sina Micro Blog, WeChat, Micro Film, Micro Media, Micro Advertising, Micro Payment, Micro Public Welfare and other emerging things have been generated. Micro Culture has unconsciously become important lifestyle and value concept." [2] And that also become the preferred propagation mode of the Post-1990s college students. If we add the Micro Culture way to the education of Core Socialist Values, such as film micro video, tweet the micro blog and operate WeChat Official Account, we can meet the curiosity of students and strengthen the sense of identity towards the values.

4.5. Emphasize the rational way and arouse the subjective initiative

Based on the Post-1990s college students' preference and rebellious attitude, the educator must emphasize the rational way to avoid rigid indoctrination and sloganeering education, and they should innovate on new approaches to arouse the students' subjective initiative, like the living theatre reproduction, group consultation and peer brainstorming.

4.6. Grasp Rebellious Psychology and avoid negative effect of over education

The educator should avoid the Rebellious Attitude, such as transfinite resistance, self-worth protection resistance and forbidden fruit reverse during the process of Core Socialist Values education. First, pay attention to the frequency of education, avoiding over-education and over effect. Besides teaching, also leave time and space to the students to enlighten the education information. Secondly, the educator needs to help students combine their self-worth with the Core Socialist Values, reduce the conflicts between them and increase the acceptance from college students. Thirdly, we may stimulate the students' rebellious psychology to try something we prohibit without insufficient reason, therefore educator should always bear in mind that any coercive measures could only be used reasonably.

4.7. Strengthen the practice experience and amend the unilateral cognition

In the face of the college students' possible prejudice or subjective exclusion towards the Core Socialist Values, the educator should enhance the thinking and experience of students and change their unilateral understanding.

The action could promote the depth and breadth of cognition and then under the guidance of cognition in turn. In line with this, we can strengthen the identification and internalization of the Core Socialist Values by practicing more and on the other hand, promote the implementation of the values armed with the right cognition.

4.8. Create good atmosphere and give full play to the environment influence

One-on-one or one-to-many education resources are limited, and education effectiveness can be better achieved only through many-to-one and many-to-one matching. Thus, by theories teaching, billboards propagating, class wide meeting, Party and Youth League activities, composition contest, micro video shooting and other forms, we can create a good education atmosphere, give full play to the campus environment influence and greatly promote college students' Core Socialist Values education.

In conclusion, college students' education of Core Socialist Values should not only complete the identification and internalization of values but also promote the implementation of actions. From the perspectives of Social Psychology, and combined with the key factors comes from the attitude formation and transformation law, there are eight approaches to strengthen the educational effective-

ness of Core Socialist Values, which are as follows: improve the educators' charm, prestige and influence; focus on students and their self-realization; select educational information scientifically and promote effectively; enrich the carrier of values by promoting the micro culture construction; emphasize the rational way and arouse the subjective initiative; grasp Rebellious Psychology and avoid negative effect of over education; strengthen the practice experience and amend the unilateral cognition and create good atmosphere and give full play to the environment influence.

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