

Influence of College Students ' Apartment Culture Construction on College Students ' Ideological and Moral Cultivation – Take Jiangxi University of Finance and Economics as an Example

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Abstract: As a place for college students to live and study for a long time, the environment of college students ' apartments has a profound impact on their ideological status and behavior habits. College students ' apartment culture is an important part of campus culture. Healthy and upward apartment culture is the binder and booster of students ' success. Integrating ideological and moral construction into students ' apartment culture is an important manifestation of promoting students ' three outlooks development and school education. Through the questionnaire survey and interview of students in Jiangxi University of Finance and Economics, it is found that there are some problems in the cultural construction of college students ' apartments, such as insufficient material conditions, unclear evaluation system, thin cultural activities, and weak students ' subjective consciousness. Based on this, some countermeasures are put forward, such as giving play to the vanguard and leading role, improving infrastructure construction, perfecting the training system of apartment counselors, and carrying out dormitory ' icebreaking ' activities.

1. Introduction

University apartment culture is the sum of all spiritual and cultural activities, including apartment system construction and values construction, with apartments as the carrier, college students as the main body, serving college students ' learning and life as the purpose, and college students ' all-round development as the goal (Yin Doudou, 2017).[1] College student apartments are places for college students to study and rest, and students spend an average of one-third of their time in the dormitory every day. Student apartments have become part of the educational environment. As early as 2004, the State Council issued ' opinions on further strengthening and improving the ideological and political education of college students ', proposing to strengthen the cultural construction of student apartments, promote the ideological and political work in colleges and universities, and closely coordinate the cultural construction of student apartments with classroom content and extracurricular practical activities to become one of the ideological positions in colleges and universities. In 2015, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the ' Opinions on Further Strengthening and Improving the Propaganda and Ideological Work in Colleges and Universities under the New Situation ', which pointed out : ' As the forefront of ideological work, colleges and universities shoulder the important task of learning, researching and promoting Marxism, cultivating and promoting socialist core values, and providing talent guarantee and intellectual support for the realization of the Chinese dream of the great rejuvenation of the Chinese nation. In December 2016, General Secretary Xi Jinping pointed out in the speech of the National Conference on Ideological and Political Work in Colleges and Universities : ' Ideological and political work in colleges and universities should adhere to the moral education as the central link, the ideological and political work throughout the whole process of education and teaching, realize the whole process of education and all-round education. 'From 2017 to 2021, the Ministry of Education has always regarded the effectiveness of moral education as the fundamental standard for testing all work in schools. Focusing on the core point of comprehensively improving the ability of personnel training, it promotes all courses in all schools to shoulder the responsibility of educating

people, and constructs a comprehensive pattern of educating people throughout the whole process.

Through the above analysis, it can be seen that since the 21st century, with the accelerated pace of socialist construction, the government has also paid more attention to the ideological education in colleges and universities. In order to strengthen the ideological and political construction in colleges and universities and cultivate new people of the times, college students' apartments, as one of the places for moral education and campus cultural life, have been paid more attention to, and relevant scholars have also made research on this. Wu Xiaocan (2021) has made the explicit elaboration to the university student apartment culture construction significance, explained the university apartment culture construction necessity and the importance; Yi Xiaojun (2021) stressed to strengthen the party building work into the apartment, play the guiding role of party members on college students' ideological and moral; Zhuge Fumin et al. (2022) proposed solutions from material, institutional and behavioral aspects. However, at present, the research time in this field is short and quantitative analysis is rarely used to analyze the influencing factors except for master's and doctoral papers, and there is a lack of on-the-spot investigation. Therefore, this paper adopts the method of data analysis, based on the data of students in Jiangxi University of Finance and Economics, to supplement the shortcomings of quantitative analysis.[2-4]

2. The Research Status and Index Sources of University Apartment Culture

Data collection needs to examine the relevant indicators and design appropriate questionnaires. Therefore, the research group obtains the index source of the questionnaire by sorting out the relevant research on the construction of apartment culture at the present stage. Jiang (2015) obtained through data analysis that individual characteristics such as gender, age and major will affect the guiding role of apartment culture on students. Song Jia (2018) lists four focus points of apartment culture construction in college students' ideological and political education: material culture, system culture, behavior culture and spiritual culture. The above two literatures provide five first-level indicators for the questionnaire design. Yang Xiaofei (2019) pointed out the importance of material culture to apartment culture, and based on Maslow's demand theory, it provided suggestions for the internal and external environment, material demand and structural design of student apartments, and provided secondary indicators related to apartment infrastructure construction such as 'whether there is air conditioning' under the first level index of 'material conditions' for the questionnaire design. Fan Xiujuan (2019) discusses the importance of academic atmosphere construction and cultural atmosphere in the ideological construction of university apartments and the current shortcomings. Yang Yanbo (2020) points out the opportunities and challenges of network development for the cultural construction of university apartments and the ideological construction of students, and the measures to strengthen the cultural construction of apartments in this environment. The above two literatures provide secondary indicators related to the spiritual and cultural construction of apartments such as 'academic performance', 'dormitory learning atmosphere' and 'network circle' under the first-level indicators of 'learning performance'; Rong Jing (2021) discusses the influence of the evaluation system of moral education in colleges and universities on students' ideological and moral education and the existing problems and countermeasures. Qiu Tiexin (2022) proposed to improve the ideological and political theory course in colleges and universities, and better play its effectiveness on students' thoughts. The above two literatures provide the secondary indicators of ideological and moral cultivation under the index of 'political attitude', such as 'moral education score', 'ideological and political course score' and 'party class learning'; Zhu and Sun (2022) explained the guiding role of Party branches and Party members and cadres in college students; Lin Jianhua (2022) provides a reference for the construction of a good quality education position by investigating the apartment management system of three universities. The above two literatures provide secondary indicators related to apartment system culture such as 'excellent dormitory selection system', 'access control system' and 'apartment party building system' under the first level index of 'management system'[5-13].

3. Influential Factors of Educational Function of University Apartments

3.1 Questionnaire Design

Based on the above literature, the research group takes the students of Jiangxi University of Finance and Economics as the research object, and designs 48 research questions, covering five first-level indicators of individual characteristics, material conditions, management system, learning performance and political attitude, and 36 second-level indicators of specialty, health status, evaluation system, award winning situation and party course learning situation. Finally, a total of 233 questionnaires were collected and distributed in various disciplines and grades to ensure the validity of the data. Based on the following regression analysis model, using SPSS as statistical tools, descriptive statistical analysis and influencing factors analysis.

Logistic model : the influence factor of apartment culture construction on students ' ideological and moral cultivation is $X = \{x_1, x_2, x_3 \dots, x_n\}$ and Y are 0 and 1, respectively, representing no influence and influence. Therefore, the model expression is :

$$P(Y = 1|x) = \frac{\exp(g(x))}{1 + \exp(g(x))}$$

(1) where $g(x)$ is :

$$g(x) = w_0 + w_1x_1 + w_2x_2 + \dots + w_nx_n + b$$

(2) x_i is the independent variable, namely the influencing factor. w_i is the effect of different influencing factors, constant. Counter (1) Calculate logarithmic probability :

$$\log \frac{P(Y = 1|x)}{1 - P(Y = 1|x)} = w * x$$

(3) The closer the value of $w*x$ is to positive infinity, the closer the probability of $Y = 1$ is to 1, and the greater the impact is. The closer the value of $w*x$ is to negative infinity, the closer the probability of $Y = 1$ is to 0, and the smaller the impact is.

3.2 Descriptive Statistics and Status Analysis

3.2.1 Basic Characteristics of Samples

Table 1 Basic Characteristics Of Samples

Type	Option	Frequency	Percentage%
Gender	male	97	41.65
	female	136	58.37
Grade	freshman	41	17.59
	sophomore	89	38.20
	junior year	60	25.75
	senior class	33	13.73
political complexion	mass	19	8.15
	communist youth league member	122	52.36
	party-joining activist	63	27.04
	communist party members	29	12.45
profession	Legal	26	11.16
	management	42	18.03
	economics	84	36.05
	science and engineering	16	6.87
	literature and history	50	21.56
	Art	15	6.44
Comprehensive test of moral education achievements	qualification	30	12.88
	good	119	51.07
	excellent	77	33.05
	below proof	7	3.04

It can be seen from Table 1. In terms of gender structure, the ratio of men to women is almost 1 : 1 ; in terms of grade, sophomore and junior accounted for 38.20 % and 25.75 % respectively. In the political situation, the largest number of members is 52.36 %, and the largest number is 12.45 %. From the perspective of professional category, the proportion of economic category is the highest of 36.05 %, followed by 30 % of literature and history category, 22.6 % of management category, and only 11.16 % of jurisprudence category. Art and engineering accounted for less than 10 % ; in terms of the comprehensive test results of moral education, 51.07 % are rated as good, 33.05 % are rated as excellent, and 12.88 % are rated as qualified.

3.2.2 Material Service of College Student Apartments

Table 2 Indoor Equipment of College Student Apartments

Indoor equipment of university student apartment	Frequency	Percentage
Is there air conditioning	10.41%	24
Is there a water heater	37.89%	88
Is there a washing machine	6.43%	17
Is there an electric fan	43.16%	100
other	2.11%	4

As show in table The humanized service facilities in college students ' apartments are relatively complete, 43.16 % of the apartments are equipped with electric fans, and 37.89 % of the apartments are equipped with water heaters. But less than 10 % equipped with washing machines, equipped with air conditioning accounted for only 10.41 %. To some extent, this shows that the material conditions of colleges and universities need to be further improved, and the apartment facilities need to be further improved. Humanized service can make the living atmosphere of student apartments more strong, and further reflect the “ people-oriented “ thought.



Fig.1 Analysis on the Satisfaction of University Living Environment

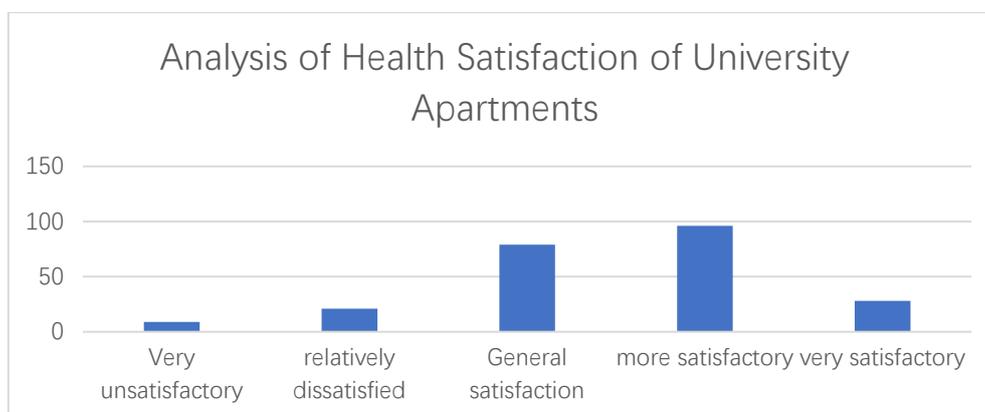


Fig.2 Analysis of Health Satisfaction of University Apartments

Figure 1 shows that students ' satisfaction with the living environment of apartments is relatively high, of which 39.91 % are satisfied and 34.76 % are generally satisfied. Although the proportion of unsatisfactory and very unsatisfactory is less than 10 %, it shows that there are still some problems. In addition, the figure 2 shows that the students ' satisfaction with the residential health status of

colleges and universities is higher, of which 41.2 % are satisfied and 33.9 % are generally satisfied. Students' satisfaction with the living environment and health status of colleges and universities also plays an important role in students' ideological and moral cultivation. Combining service, management and education in a good apartment environment will make it easier for college students to accept service and management psychologically and emotionally, so as to achieve the purpose of educating people.

3.2.3 Cultural Environment Education of College Student Apartment

As shown in table 3. Through education, inspiration and mobilization, people's thoughts and behaviors are guided in the right direction. Through the humanized service, scientific management and cultural environment of the apartment, the members of the apartment are enlightened, and the thoughts and behaviors of the members of the apartment are guided.

Table 3 Shows the Frequency of Notification Reading Columns

	Read every day	Read frequently	Read occasionally	Never read	Footing
The frequency of notice the apartment door	20	118	88	7	233
Frequency of reading newspapers near the apartment	7	47	137	42	233

Apartment door notice, 50.64 % of the students often see, 8.5 % every day, never see only 3 %. The proportion of students who occasionally and frequently see the newspaper column near the apartment is 58.79 % and 20.17 %, respectively, and only 18.03 % never see it, which means that the notice and newspaper column around the apartment have a behavior orientation for students' information acquisition. Schools should adjust the update frequency and play a guiding role in the reading column.

Table 4 Influence of Cultural Environment of University Apartments

	Very agreeable	Comparative identity	General identity	Not very agreeable	Not agreed
The overall style of study in the apartment It has a great influence on my study	23.3	48.7	24.7	2.3	0.9
Our behavior hobbies Impact on other members of the same apartment	9.8	39.8	36.7	11.6	2.1
Apartment members will influence my judgment on things	8.2	40.8	38	10.7	2.1
The harmony of members in the apartment will make my life comfortable.	37.1	43.8	16.6	1.3	1.2
Apartment culture will influence my outlook on life, world and values	19.6	45.5	26.6	6.2	2.1

It can be seen from Table 4 that the overall style of study of identity apartments has a great impact on college students' learning, and the proportion of identity apartment members affected by other members of the same apartment is 96.7 %. The proportion of identity apartment members affected by other members of the same apartment is 86.2 %. The proportion of identity apartment members' thoughts, behaviors and personal hobbies will have an impact on themselves is 87 %. More specifically, 97.5 % of the members of the apartment agree that the relationship atmosphere created by the common identity will affect the emotions of personal life, and a harmonious relationship can make the members' apartment life more comfortable. Apartment culture will also imperceptibly affect the outlook on life, world outlook and values of apartment members, accounting for 91.6 %.

Table 5 Study Styles And Academic Achievements of Apartment Members

		The atmosphere is very strong	Strong atmosphere	General atmosphere	Poor atmosphere	The atmosphere is bad	footing
Academic performance of apartment members	Overall high performance	10	34	14	2	0	60
	Overall low performance	3	6	12	7	3	31
	Overall mid-achievement	3	23	57	6	2	91
	Different grades are mixed	5	18	21	4	3	51
	footing	21	81	104	19	8	233

It can be seen from table 5 that the learning style of apartments is closely related to the academic performance of apartment members. It is considered that the apartments with strong academic atmosphere and the overall performance of the apartment members are higher than those with poor and very poor academic atmosphere. It can be seen that the learning style of the apartment has a certain influence on the overall academic performance of the members. Good apartment learning style can let the members of the apartment help each other and make progress together. When interviewing students, the same conclusion can be drawn :

Student A : 'I think the style of study in the apartment has a very important relationship with learning. After all, the near-Zhu people are close to the near-Mo people. This principle is known to all. For example, I have a roommate who is particularly good in both learning and living habits. Every time I see her learning, we will also learn subconsciously. Excellent students play a leading role in the dormitory, will influence us imperceptibly. '

Student B : 'The influence of learning style is still great for us, everyone will be affected by the environment. For example, when I see roommates playing games, I also want to play, there is a sense of following. When the whole dormitory people like to stay up late, your early sleep is easily disturbed. Therefore, the environment is very important for a person 's habit.

3.3 Analysis on the Influencing Factors of University Apartment Education

Table 6 Correlation Test Between Personal Characteristics and Educational Function of College Apartments

		Gender	Grade	Profession	political complexion	satisfaction on residential surroundings
educational function of the student apartment	Pearson correlation test	-0.02	-0.12	-0.05	-0.02	0.21
	significance	0.67	0	0.16	0.89	0
	N	233	233	233	232	232

It can be seen from Table 6 that in personal characteristics, age, grade, and satisfaction with the living environment of the apartment at 0.05 level have significant negative correlations with the function of the apartment. The older the age, the higher the grade, do not support the apartment management, the weaker the apartment function ; there is a negative correlation between personal specialty and apartment function, that is, compared with science and engineering, literature and history, economics and management, agriculture, forestry and art, the function of apartment is weaker ; satisfaction with living conditions is positively correlated with apartment function at the 0.01 level, that is, the more satisfied with the living conditions of the apartment, the stronger the function of the apartment. Colleges and universities can start from improving the living environment of student apartments to lay the foundation for further improving the ideological and moral cultivation of students.

Table 7 Correlation Test Between Apartment System Construction and College Apartment Education

		Method of generating bedroom chiefs	Health arrangements	the approach of handling contradictions	Study Style of Apartment	Willingness to study	subgroup phenomena
educational function of the student apartment	Pearson correlation test	-0.089	-0.071	-0.08	0.129	-0.088	-0.06
	significance	0.075	0.263	0.095	0.077	0.81	0.235
	N	233	233	233	232	232	232

Table 7 shows that in the cultural characteristics of apartments, the study style of university apartments is positively correlated with the function of apartments. That is to say, the stronger the learning atmosphere of the apartment is, the stronger the educational effect of the apartment is. Excellent students play a leading and exemplary role in promoting common progress ; good style of study is conducive to students to develop good learning habits ; whether there is an unwritten provision in the apartment is negatively correlated with the educational function of the apartment. The unwritten provisions to some extent limit the behavior of students, and treat the relevant provisions in a passive compliance state, rather than active implementation, to a certain extent, affect the educational function of the apartment. The phenomenon of small groups will affect the unity of the members of the apartment, thus affecting the overall atmosphere of the apartment.

When interviewing students, we can also draw a similar conclusion :

Student C : Dormitory hygiene arrangements have a great impact on the dormitory environment. When the dormitory director does not take the lead in cleaning the dormitory hygiene, there will be no one willing to clean the situation, similar to the ' tragedy of the commons ', and finally affect the dormitory environment. But orderly hygiene arrangements help keep the dormitory clean. '

Student D: Dormitory small group phenomenon is very affect dormitory unity, affect interpersonal relationships, cause psychological harm to students. Dormitory contradiction is inevitable, but by isolating others cold treatment is not desirable, is not conducive to the cultivation of students ' ideological and moral.

Table 8 Correlation Test of Apartment Material Conditions and College Apartment Education

		lodging expenses	air conditioning	water heater	washer	computer	sanitary conditions
educational function of the student apartment	Pearson correlation test	-0.15	0.05	0.06	0.02	-0.11	0.13
	significance	0.02	0.56	0.37	0.74	0.05	0.05
	N	233	233	233	233	233	233

It can be seen from table 8 that whether there is air conditioning, washing machine and dormitory hygiene are positively correlated with the educational function of the apartment. The improvement of dormitory living facilities brings convenience to students ' life and is conducive to students ' faster and better investment in learning. However, computer equipment is negatively correlated with the educational function of apartments. With the popularity of games, students who lack self-control are easy to indulge in online games, which is not conducive to the cultivation of their own good habits and the formation of a good style of study in dormitory. The higher the cost of accommodation is, the higher the cost of students ' living is, and the more difficult it is for the apartment to play its educational function. The better the health environment, the more conducive to the cultivation of good habits, is conducive to the apartment education function.

Student E : Dormitory material conditions are important factors affecting student comfort. The use of air conditioning, water heaters, washing machines and other equipment can effectively reduce the time of personal life arrangement, increase life comfort, and maintain mood pleasure, so as to better invest in learning.

Student F : The use of computers has advantages and disadvantages, but in male dormitory, the disadvantages are generally greater than the advantages. Due to the popularity of games and the

weak self-control ability of boys, the use of computers in games takes far more time than learning, and even often stays up all night, thus affecting the learning state of the next day.

4. Existing Problems in University Apartment Construction

4.1 The Material Conditions of the Apartment Remain to Be Improved

With the rapid development of China ' s reform and opening up for decades, the construction of university apartments has been continuously improved. At present, the internal facilities of university student apartments can basically meet the needs of life. However, considering many factors such as the occupied area, in order to achieve high spatial utilization rate, student apartments often adopt the opposite-door type rather than the one-sided type, and each dormitory will face a period of negative time each year. It is particularly troublesome to dry clothes in the dormitory that cannot shine in the sun in winter. In addition, there are some apartment front doors and back doors are not in the same horizontal line, resulting in long-term exposure to the sun on the first floor, indoor mildew, not suitable for living ; apart from the structural problems, the internal conditions of the apartment are constantly improving, but still need to be improved :

4.1.1 Inadequate Public Conditions

Public conditions include sanitary and material conditions (such as public laundry, public water dispensers, etc.) in public areas outside the dormitory. Public area services are required when there are no facilities in the dormitory to meet the needs. The conditions of public areas will also affect the students ' mood and the role of apartment education.

4.1.1.1 Health Issues

First, garbage disposal. In the interview, some students said that the untimely cleaning of the public waste bin on the apartment floor often emits odor, which has a great influence on the dormitory near the waste bin. Especially in rainy days, the indoor floor is narrow and unventilated, and the taste is greater. The health of public areas needs the joint maintenance of staff and students. The staff should regularly check the status of garbage bins every day. In view of the widespread phenomenon of school takeaway, the soup in the fast food box is directly thrown into the garbage box without treatment. The school should also arrange corresponding staff to supervise or formulate reward and punishment measures to guide everyone to love the public environment.

Second, health cleaning. Some students reflect that the rain apartment floor sewage and not often clean up, not only easy to fall but also dirty dormitory. Secondly, the environmental hygiene of public laundry rooms on some floors of some apartments is not up to standard, so students need to use laundry rooms around the distance. In this regard, the staff should strengthen their service awareness, and the ground sewage should be cleaned up to a certain extent during the peak period of human flow. The public health of different buildings should also be treated equally. At the same time, the warning signs and other methods are used to restrict the students ' uncivilized behavior, such as the problem of not flushing after the use of public toilets, and arouse the responsibility and obligation of each student to consciously maintain the public space environment.

4.1.1.2 Water Problem

Student apartment water supply is a huge project, so there are often problems, but more important is the need for timely maintenance. The relevant dormitory group reflects that the normal operation time of water heaters and water drinkers is broken, and the maintenance time is a few hours, many days, which brings inconvenience to life. Apartment management personnel should report to the logistics department in time after receiving the request. At the same time, they should take the initiative to provide students with maintenance progress, strengthen communication, reduce anxiety, and achieve the purpose of teaching and quality education with good attitude.

4.1.2 Inadequate Dormitory Material Conditions

With the rapid development of China ' s economy, China ' s main contradiction has been

transformed into ' the growing needs of the people for a better life and the contradiction between unbalanced and inadequate development ', people 's requirements for living conditions rise, which is also applicable to college students. Nowadays, apartment conditions are also one of the standards for many students to choose schools. As a place for students to live for a long time, the quality of apartment conditions also greatly affects the quality of students ' daily learning and life.

4.1.2.1 Inadequate and Unbalanced Material

Many universities in different campuses and even the same campus north and south, the quality of student apartments vary, such as Jiangxi University of Finance and Economics, Jilin University. In addition, the University Dormitories generally do not meet the Ministry of Education issued in 2001 ' several opinions on the construction standards of university students ' apartments ' proposed ' four undergraduate students, two graduate students, one doctoral student ' goal. For example, Jiangcai graduate dormitory for four people, did not meet this standard. At present, due to the renovation of buildings as a unit, there are obvious environmental differences in different buildings of the same apartment in Jiangcai. There are differences in material conditions in different dormitory of the same building (if some dorms have no washing machine). The north-south structure makes the convenience of life in different apartments different. During the outbreak, due to the inability to cross-district, students in some regions have some difficulties in eating and purchasing daily necessities.

4.1.2.2 Logistics Maintenance is Not Timely

According to the results of questionnaires and interviews, students are highly satisfied with the logistics maintenance service of the school, but there are still some problems. Especially in the period of freshmen entering school, ' they may need to report several times and wait for a month to report the repair ', and there are also frequent damage to some items in the dormitory.

4.2 The Apartment Management System Remains to Be Improved

The apartment management system is the guarantee and standard to maintain the reasonable operation of the apartment and the compliance of the students. Existing apartment system problems, will have a negative impact on students ' ideological and moral education, resulting in students do not cooperate, not discipline. The improvement of the apartment system requires the joint efforts of schools and apartment managers.

4.2.1 Unclear Evaluation System for Apartments

In an interview with a ' Yingshan Red Dormitory, ' dormitory members said they did not know the ' Yingshan Red Dormitory ' selection criteria, awards like ' suddenly issued ', the dormitory did not register to participate in the relevant selection activities. Relevant documents show that the selection of the award is based on the comprehensive evaluation of the usual check-up performance, and subsequent publicity documents are also provided. However, the evaluation system is indeed ambiguous, and more perfect evaluation standard documents and publicity are needed to encourage more dormitory to move closer to the excellent dormitory.

4.2.2 Ignoring the Educational Role of Promotional Panels

Publicity boards exist in almost every apartment, but are often ignored by managers and students. The questionnaire showed that 42.06 % of the students said ' occasional update ', 9.87 % of the students said ' no update ', 31.76 % of the students said ' no attention ', only 16.31 % of the students said ' frequent update ', and the frequently updated content was the relevant notice of bedroom use. The propaganda on the ideological and political aspects was almost blank. Some apartments had paste ' bilingual American ', but the update was also very slow, and according to the statistical results. Most students often pay attention to the information given by the publicity column.

4.2.3 Weak Awareness of Communication, Services and Oversight

There is generally little communication between students and administrators of apartments.

Some administrators of apartments often greet students. If they talk, they are also very kind, but basically limited to this. In addition, the students are responsible for the dormitory check, and the time for the apartment administrator to contact with the students is less, which leads to the decrease in the closeness of the connection between the students and the apartment. The supervision efficiency of the management personnel on the students is weakened, and the demand for the students is also not well understood. Only through the reporting of specific personnel, the efficiency is reduced, which is detrimental to the construction of a good living environment.

4.3 Apartment Cultural Activities Need to Be Improved

Apartment culture relies on a series of activities carried out in the apartment, and it is also affected by the apartment environment and the apartment system. A strong cultural atmosphere of the apartment is conducive to cultivating students' good moral quality and behavior habits, and strengthening the connection between dormitory members. However, at present, most apartments have no unique cultural atmosphere.

4.3.1 Less Dormitory Campus Activities

In universities, in addition to some fixed activities, in order to innovate, many activities need to be planned and reported by themselves. The student apartment from bottom to top includes several units, such as dormitory, class, specialty and college. If the activities are well organized, the apartment culture can be spread step by step in a wider range. But at present, students have less innovation in related activities and fewer activities, even if there are activities, the number of dormitory is not much. The activity does not have the professional, the school characteristic, the student participation enthusiasm is not high, the apartment culture development channel will also reduce. During the epidemic period, some colleges launched activities to design their dormitory door signs, which may be further integrated into professional characteristics and even dormitory characteristics. In addition, more innovations should be made to enhance the links between roommates and dormitory, and cultivate cultural atmosphere.

4.3.2 College Students' Weak Subjective Consciousness

As the main body of college student apartments, college students lack enthusiasm and creativity in organizing collective activities. The current credit system weakens the links between dormitory members, between dormitory and dormitory, and even between dormitory and class. Students pay more attention to their own development than the overall development of the dormitory, which is more obvious with the increase of grade. 14.59 % of the students said that they did not have a deep interaction with roommates, and 29.61 % of them learned from each other. It shows that under the mode of more utilitarian focus on self, students tend to ignore their identity as the main body of apartment culture creation, and the cultivation of apartment culture on thought, and the connection between people and people, people and society. Second, the impact of the network makes roommate communication may be reduced. When the outbreak of school closure, online classes, there is no other thing, a day to speak may not be more than ten ', nearly half of the students said and roommates do not or do not know whether there is a common network circle, causing everyone indulged in their own world, for the construction of apartment culture more negligence. According to the above statistical results, we also come to the conclusion that ' computer equipment is negatively correlated with the educational function of the apartment '. Students are addicted to the network, which is not conducive to the construction of a good style of study and the cultural atmosphere of the apartment.

To sum up, there are some problems in the construction of college apartments in terms of material, institutional and spiritual aspects. First of all, it is necessary to solve the problems in the construction of college apartments by improving the conditions, perfecting the system and creating activities, so as to better exert the influence of college apartments on the spirit of college students and realize the " ideological position " effect of college apartments on students' ideological, moral and political accomplishment.

5. Strategies of University Apartment Culture Construction

5.1 Strengthening Personal Accomplishment

The construction of apartment culture is inseparable from the 'human' factors. Strengthening personal quality and cultivation is conducive to shaping a good apartment culture. The formation of a good apartment culture can also feed back the improvement of personal ideological and moral cultivation in the apartment.

Building a good apartment culture requires individuals to learn from advanced people and improve personal accomplishment. Advanced people can be great people who make great contributions to the development of the country, or can be students with good conduct around us. The survey results show that good moral education and ideological and political course scores have a positive driving effect on the internal environment of the dormitory. The purpose of college students' ideological and moral cultivation is to learn how to do people and do things, so as to cultivate noble sentiment. College students are in the formation period of outlook on life, world outlook and values. How to form a correct and healthy thought is particularly important for later integration into society and the social value brought about by it. If college students can take advanced figures as models and find their own gaps by comparing with them, they will continue to encourage themselves to climb to a higher level of ideological environment, see big from small, drive the whole with individual, and have a virtuous circle, so as to achieve the purpose of educating people in a good apartment cultural environment.

5.2 Strengthening the Construction of Apartment Conditions

American educators Berke and Smith pointed out that a successful school should be famous for its culture, 'Everything here is not set at will.'

Strengthen the construction of apartment infrastructure. Attach great importance to the improvement of the internal and external physical environment of the apartment, starting from the subtle. According to the principle of safety, convenience, rationality and durability, the newly-built student standard apartment is equipped with facilities to timely reconstruct, maintain, update and optimize the students' learning and living environment, so as to form a good external atmosphere.

Pay attention to the cultural infrastructure construction of apartment. "Environment determines the nature of language, religion, culture, habits, ideology and behavior," Owen said. Doing a good job of greening, building, road facilities construction in the apartment community and properly setting up publicity windows and board newspapers in the student apartment community, setting up symbol sculptures in the garden, and properly adding community fitness equipment to the posters of warm words will restrict students to pay attention to their words and deeds to some extent. At the same time, we should give full consideration to the overall layout and emphasize the artistic sense of each subtle place so as to create the environmental beauty of 'happy body and mind everywhere' and create a satisfactory apartment environment for college students, in order to maximize the enthusiasm and initiative of college students, realize the ideological transformation of students through the environment, promote the development of good physical and mental health, and achieve the purpose of 'self education'. This requires schools to strengthen this attention and funding.

5.3 Improving the Apartment Management System

It is ultimately up to people to complete all tasks of ideological and political education for college students. Apartment managers, apartment counselors become the common subject of ideological and political education. In order to promote ideological and political education into apartments, it is necessary to strengthen the construction of apartment management team, especially the team of apartment counselors. First of all, to speed up the development of professional apartment counselor team. In the selection of apartment counselors, we should follow the principles of science, competition and preference, comprehensively and strictly evaluate the ideological quality, professional background, practical experience, relevant psychological knowledge and communication ability, and require that 'learning is a teacher and being a model' in education. Secondly, to establish a multi-level, all-round apartment counselor training system, increase training

funding. The professional training of apartment counselors in the form of theoretical discussion, experience exchange and thematic training should be carried out regularly to promote the continuous improvement of the knowledge structure, theoretical understanding and professional quality of apartment counselors, and encourage them to take some qualification certificates such as psychological consultants and career planners. Pay attention to the cultivation of practical work ability, and improve the practical work ability of apartment counselors through social practice, out-of-town investigation and hanging exercise. Again, to strengthen the apartment counselor team stability guarantee.

At present, the management system and evaluation mechanism that match the ideological and political education work in colleges and universities have not been fundamentally solved. The effective use of incentive mechanism in colleges and universities helps to improve the stability and enthusiasm of ideological and political team work and maintain the combat effectiveness of apartment management team. Of course, the ideological education team of apartments is not only the apartment management personnel and counselors, but also the teachers of the whole school should undertake the ideological education work. In colleges and universities, we should give full play to the role of various departments, such as the “Concern for the Next Generation Working Committee”. We can also contact retired teachers, form a group of activities, carry out mutual help and guidance, and guide students to develop in a positive and healthy direction through verbal and personal teaching.

Most importantly, in the university apartment management, should let the university student become the apartment owner, displays its subjective initiative, the creativity, encourages them to the apartment culture construction to propose the reasonable suggestion, promotes the apartment culture construction.

5.4 Strengthening the Spiritual and Cultural Construction of Apartments

To do a good job in ideological, political and cultural work in colleges and universities, we should make things happen, make progress according to the times, and innovate according to the situation. We should pay more attention to educating people with culture, widely carry out the creation of civilized campus, and carry out various forms, healthy and elegant campus cultural activities. If the campus cultural activities are not good, it will become a 'water lesson' that students have to participate in order to obtain performance points. The proportion of apartment cultural activities is small, and its success is closely related to the effectiveness of college apartment cultural construction on students' spiritual education. In addition to the necessary ice breaking activities in the dormitory, it can also increase the friendship activities of different professional dormitory, realize multidisciplinary communication and multi-thinking interaction, so as to examine and think about their own ideological behavior, which is beneficial to students to think about problems from more angles, expand their horizons, and also promote the rich and perfect opportunities of three views. The dormitory with the same major or college can learn from the first-class universities such as Fudan University from their own majors, pay attention to the historical development of schools and disciplines, and create a dormitory group with disciplinary characteristics. On the whole, the 'Cultural Festival' is regularly carried out in the apartment as a unit to achieve discipline integration and create characteristic apartments. In the participation of the main body to students, but the apartment management personnel can also be appropriate to join, which can not only close the distance with the students, improve the management effect, but also through the interaction to achieve teaching, promote the ideological and moral construction.

6. Conclusion

Ideological and moral construction of college students into student apartments, not only can imperceptibly promote college students to form a good outlook on life, world outlook and values, but also do a good job in environmental education, service education, management education objective needs. Strengthening the construction of apartment culture in colleges and universities and giving full play to the guiding role of apartment culture in the ideological and moral cultivation of

college students are important ways to cultivate socialist successors with high quality in the new era.

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