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# A Probe into the Education Path of Network Fraud Prevention for College Students in the “Internet plus” Era

Yiqi Chen, Shixun Liu

Changsha Normal University, Changsha, Hunan 410100

**Abstract:** The advent of the Internet era has provided great convenience for people’s daily production, life and study. At the same time, in the context of “Internet plus”, the problem of online fraud has become more and more serious, especially the types and ways of online fraud are also increasing. In addition, college students themselves lack awareness of network security protection, which is likely to be used by criminals, which has caused great harm to the harmony and stability of the whole society, and has also caused a great negative impact on college students’ families. In this case, if we want to minimize the incidence of campus network fraud accidents, we need to make effective use of the prevention and education of network fraud organized by the school security office, create a stable, harmonious and safe campus environment for college students, let all college students have a correct understanding of the Internet world, and strengthen college students’ awareness of network fraud prevention.

**Keywords:** “Internet+”; College student; Online fraud; Preventive education; Route

## Introduction

In recent years, there have been frequent cases of online fraud among college students, which has attracted widespread attention from all sectors of society. Although every university will take certain measures to prevent this situation from happening again, college students are still cheated from time to time, which shows that in the "Internet plus" era, the traditional offline publicity and education methods of colleges and universities can no longer play the largest role, and colleges and universities must open up a new way to enhance the ability of college students to prevent online fraud, so as to reduce the risk of college students suffering from online fraud.

### 1. The significance of online fraud prevention education for college students

In today's online information society, as a group of people who keep up with the trend of the times, college students' daily lives are generally inseparable from the internet. But there are still the vast majority of college students who lack vigilance, and if they don't pay attention, they will fall into the trap of online scammers. So, one of the important prerequisites for online fraud prevention education is to understand and master the characteristics of online fraud. Internet fraud is based on the purpose of illegal possession, through the Internet, by using virtual facts or concealing facts, so that the deceived person falls into a wrong understanding, and under the guidance of this wrong understanding to deal with their own property, so as to be defrauded of a huge amount of property. The most common forms of fraud among them are online shopping fraud, phishing website fraud, and part-time job fraud. The prevalence of these types of fraud often makes college students unknowingly become victims of scams.

### 2. The Problems in Preventing Online Fraud Education for College Students

#### 2.1 Insufficient education on online fraud and inadequate prevention measures for students

Insufficient prevention education on online fraud in universities has led to a lack of self-protection awareness and ability among college students towards online fraud. On the one hand, schools can provide students with an elective course to prevent online fraud, but this does not cover the entire school. Some schools also use offline knowledge competitions, special reports, and other methods to complete fraud prevention education, but the results are minimal. On the other hand, although schools have launched various online teaching activities to raise students' awareness of online fraud, overall, the overall effect is not ideal due to insufficient attention from students.

#### 2.2 Various forms of online fraud emerge, making it difficult for students to prevent

With the development of the "Internet plus" era, the means of online fraud has become more and more. For college students, there are currently several common ways of fraud:

### 2.2.1 Fishing fraud

Criminals use fake URLs or exploit vulnerabilities in the backend servers of real web pages to insert illegal HTML code, in order to obtain personal privacy information such as bank accounts and passwords from internet users.

### 2.2.2 Online shopping fraud

In China, the main body of online shopping is college students. Some scammers will use the excuse of not receiving payment to guide them to transfer funds multiple times, or lure college students to transfer the money originally intended for purchasing items to the other party's account through discounts and promotions.

### 2.2.3 Pyramid scheme fraud

This type of fraud is like a real-life pyramid scheme, where criminal gangs first ask college students to register and then develop members online. In the process, they also charge a certain membership fee and registration fee. This fraud gives full play to the convenience of the Internet. It is involved in many places and involves many people. Compared with traditional offline marketing, its negative impact is greater and more harmful<sup>[1]</sup>.

### 2.2.4 Telecommunications fraud

Telecom fraud mainly refers to the use of mobile phones, networks, and telephones to disseminate false information to society, deceive college students, and defraud them of money. Due to the fact that scammers in this type of fraud do not have direct contact with the victims, it also brings great difficulties to the investigation of the case. College students, due to their limited social experience and low level of social awareness, are highly susceptible to becoming targets of telecommunications fraud.

### 2.2.5 Online loans

With the government cracking down on "campus loans", many banks may not lend to students on the surface, but in reality, they will provide loans to college students through various means, such as renting mobile phones, computers, etc., to cover up online lending.

### 2.2.6 False opportunity fraud

The main methods of this kind of fraud are issuing fake lottery tickets to college students, finding jobs, and defrauding money. For example, online scams such as brushing orders and finding job deposits have become more common among college students in recent years, and these are all illegal activities that are not protected by law.

## 3. The Path of Online Fraud Prevention Education for College Students

### 3.1 Create a secure campus network operating environment and cultivate students' safe internet habits

As the main organization for school safety education and management, the Security Department should take on new responsibilities and missions in the new era, establish a safe campus network operating environment for college students, and ensure that they can receive good protection in both online and offline environments. Colleges and universities should fully recognize the importance of network fraud prevention and security education, put network security education on the school's agenda, establish a scientific network security education and management system, and continuously promote the safe and stable development of the school.

Through media such as school broadcasting, self media, and school newspapers, we will strengthen the construction of a safety culture in schools, enhance the importance and awareness of students' safe internet use, enable all students to develop a good habit of safe internet use, enhance college students' awareness of preventing online fraud, and thus strengthen their ability to prevent online fraud.

### 3.2 Scientifically constructing an online prevention education platform to solidify the foundation of prevention education

Although many universities now recognize the importance of cybersecurity education and have begun to systematically organize students to participate in various prevention education activities in their daily campus teaching, most of them are conducted offline and are intermittent and temporary. Many college students regard these educational activities as a form of entertainment and do not give sufficient attention in their thinking, which directly affects the effectiveness and efficiency of preventing online fraud education in universities. Universities should fully utilize online teaching methods to establish a long-term education platform for college students to prevent online fraud, laying a solid foundation for the development of online fraud prevention education. Universities can also effectively apply WeChat and Weibo to the creation of online platforms, regularly transmitting information about online fraud to students. This method is highly interactive, convenient, sensitive, and efficient, which is conducive to enhancing the effectiveness of college students' prevention of online fraud.

### 3.3 Innovative methods for online fraud prevention education to enhance students' ability to prevent fraud

To enhance college students' awareness of preventing online fraud, various forms of preventive measures should be taken. Preventing

online fraud is a long-term task, and the school security department and other relevant departments should regularly provide online security education to college students. For example, security lectures on preventing online fraud can be held, and theatrical performances related to online security can be organized. In particular, college students should be guided to organize their own programs or make short movies, which can be broadcasted through the school's portal website. The security knowledge of online fraud can be conveyed to all students in the school, so that they understand the types, manifestations, and hazards of online fraud and learn how to prevent various types of online fraud. Collaborate with school clubs and student unions to organize practical activities such as debates and knowledge competitions on cybersecurity. When participating in such preventive education activities, students can collect and organize relevant information on their own to enhance their security awareness and improve their prevention of online fraud.

In addition, universities should actively carry out internship teaching on preventing online fraud, teaching students skills, methods, and experiences related to preventing online fraud. To enhance the awareness of online fraud among college students, it is necessary to cultivate their understanding of online fraud behavior and effectively prevent it. So, the school security department and other departments responsible for safety education should provide systematic training to all students, so that they truly realize that there is no such thing as a free lunch in the world. In this situation, any good thing can bring great danger. For phishing scams, teachers should remind students to be vigilant and carefully check website information before making transfers when browsing web pages and requesting personal privacy information.

#### **4. Conclusion**

To sum up, the advent of the "Internet plus" era has made it more difficult to prevent online fraud. Colleges and universities should also strengthen online fraud prevention education in a timely manner in combination with the characteristics of the times, so as to enhance students' awareness of fraud prevention and safeguard their property and life safety.

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