

Problems and Countermeasures of Professional Ethics Cultivation of College Teachers in the era of “Internet +”

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Abstract: under the background of the “Internet +” era, on the one hand, it is conducive to the upgrading of China’s education industry, on the other hand, it also highlights some problems existing in the professional ethics cultivation of university teachers in China. This paper first briefly expounds some practical situations faced by university teachers in the “Internet +” era, and then discusses the problems existing in the professional ethics cultivation of university teachers in the “Internet +” era. Finally, this paper explores the corresponding countermeasures.

Keywords: “Internet +”;Professional Ethics Cultivation;Problems and Countermeasures

1. Introduction

“Internet +” is a new type of business, namely “Internet + traditional industry” (liuyuan, Wang Yingang, 2021), which is derived from the combination and upgrading of traditional industries in the process of powerful collision between the information age and technology. The rapid development of the “Internet +” era has impacted the development of all walks of life, and the education industry is no exception. For colleges and universities, on the one hand, students can obtain all kinds of knowledge by using the Internet to expand their knowledge coverage, which puts forward higher requirements for College Teachers’ teaching methods and knowledge reserves. On the other hand, the continuous development of the “Internet +” era, the emergence of the new situation and new business forms of “sharing economy” and “platform economy”, will also continue to affect people’s ideas and core values, warning college teachers to constantly cultivate their professional ethics and set a good example.

In 2020, the Ministry of education put forward the call to “make good use of the Internet platform and stop teaching and school”. This is not only a test and review of College Teachers’ online teaching level, but also a comprehensive test and review of College Teachers’ professional ethics. Fortunately, most college teachers have withstood the test of the state, society and students, but there are also a few college teachers who have some problems. This also reflects from the side that in the “Internet +” era, our college teachers’ professional ethics cultivation is insufficient. We need to further strengthen the construction of College Teachers’ professional ethics cultivation, and implement it in place and to people.

2. Problems existing in the professional ethics of college teachers in the era of “Internet +”

Under the background of “Internet +”, China is carrying out all-round and deep-seated reform. The extended “Internet economy” and “platform economy” will inevitably affect the thoughts and behaviors of university teachers, impact the teaching and educating skills of university teachers, and shake the original intention of University Teachers (Yanyuan, 2020). Therefore, some college teachers’ professional ethics cultivation has the following problems.

2.1 The initial intention of College Teachers in the “Internet +” era is not firm

With the continuous development of the “Internet +” era, there have been “new economy”, “new business forms” and “new jobs”. On the one hand, this provides a new employment direction for the majority of job seekers and further improves the level of China’s economic development; On the other hand, it has led to the phenomenon that some “Internet celebrity anchors can sit at home and earn money”, which has transmitted negative energy and affected the initial intention of college teachers.

For young teachers who have just graduated from colleges and universities and are engaged in the teaching industry, they are faced with housing pressure, traffic pressure, life pressure and teaching pressure, but the salary of university teachers is linked to the level of teaching resources, years and professional titles. In this case, it is difficult for University teachers to achieve their ideal living standard through their own efforts within one or two years. At this time, the distorted values and money concepts transmitted through the Internet can easily lead college teachers to doubt whether the choice of becoming teachers is correct. Some college teachers even start to “take detours”, such as academic fraud, focusing their main energy on other ways of “making money”, and so on. Finally, it violates his original intention of becoming a university teacher (Xiao Rong, 2020; Li Aimei, 2020; Wang Xue and Zhang Xiaolei, 2021).

2.2 College Teachers' lack of innovation consciousness in the “Internet +” era

It takes a transformation process for teachers to transform the knowledge they have learned into the knowledge of teaching and educating people, and it also takes a process for books to be written, submitted and printed, which wastes a lot of time. In these processes, the knowledge information has also been updated several times. The emergence of the Internet enables students to independently learn the

latest professional knowledge and obtain the latest industry information. On the one hand, it is conducive to students' autonomous learning to obtain the latest knowledge. On the other hand, it also puts forward higher requirements for University Teachers' innovative consciousness.

At present, some university teachers in China have a weak sense of innovation, which is mainly reflected in the outdated knowledge reserve of some university teachers and can not keep up with the requirements of the development of the times; Some college teachers' lesson preparation methods are backward, they do not make good use of many conveniences under the background of "Internet +" and still implement the most primitive paper-based lesson preparation methods; Some college teachers' teaching and educating methods are ancient words, and they will not use new media software. These backward knowledge reserves, lesson preparation methods and teaching modes lead to boring and boring teaching classes, and it is difficult for students' attention to concentrate. Even if university teachers feel that they have done their best to complete the responsibility of teaching and educating people, but the teaching effect is not good, it is also equivalent to failing to implement their own responsibilities and obligations of teaching and educating people (likangyu, MI hongqiu 2020; xujinping, 2021).

2.3 Lack of College Teachers' mixed teaching ability in the "Internet +" era

In the process of offline teaching, teachers can use books to prepare lessons and teach through oral and blackboard writing. This method can improve the efficiency of teaching because of face-to-face teaching with students, and it is difficult to show the disadvantages of teaching in a short time. During online teaching, the teaching end and the listening end are located in different places, so it is difficult to guarantee the enthusiasm of college teachers at the teaching end and the students at the listening end. College teachers do not know how the students at the other end of the class complete the task, and students are also inefficient in class due to the lack of online teaching ability of college teachers, such as the unskilled use of software and the inability to use some functions such as roll call, question asking and question answering. This has triggered new thinking among college teachers, such as how to improve online and offline teaching ability; How to guide students to carry out efficient autonomous learning and so on (Tangjin, Yaoyao, 2021; zhouchao, he Longfei, 2022).

2.4 Insufficient communication between teachers and students in Colleges and universities in the "Internet +" era

The traditional communication between teachers and students is mainly concentrated in the offline teaching process. The maintenance of this relationship between teachers and students needs to be maintained by both sides. On the one hand, college teachers need to ask questions in time during the teaching process and actively interact with students. On the other hand, students also need to actively answer questions and actively ask questions during the recess.

With the advent of the "Internet +" era, we habitually maintain various relationships on the Internet, which undoubtedly provides a new channel for the communication between teachers and students in our colleges and universities. However, at present, there are also some problems, that is, it is difficult for university teachers to adapt to when students are not in school or not in the classroom, and also take the initiative to interact with students on the network and answer questions; Secondly, due to the heavy teaching and academic research tasks, college teachers establish QQ groups, wechat groups and other ways to communicate with students, which is actually a heavy burden for them. Although the establishment of group relationship is very convenient for college teachers to timely and in-depth supplement the places and knowledge that are not fully explained in the classroom, Promote students to obtain more sufficient professional knowledge, but for university teachers, this is a kind of management burden. They need to pay close attention to the implementation of students' knowledge, which indirectly leads to insufficient communication between teachers and students in Colleges and universities in the "Internet +" era (Zhang Xiaozhi, 2016, Li Mo, 2021).

3. Countermeasures to strengthen the construction of professional ethics of college teachers in the era of "Internet +"

"Internet +" is the inevitable product of social development. We cannot change its development situation, but we can change ourselves to meet the development needs of today's society and promote the sustainable development of our higher education.

3.1 In the era of "Internet +", college teachers should strengthen their career initiative and standardize themselves

As the vanguard of teaching and educating people, college teachers undertake the mission and responsibility of cultivating builders and successors of the socialist cause. Therefore, on the one hand, college teachers need to further clarify their original intention of teaching and educating people, correct their world outlook, values, and outlook on life, and carefully make career planning. Once they firmly adhere to the path of teaching and educating people, they should be prepared to cultivate people in a down-to-earth manner without seeking sudden wealth. At the same time, they should also strengthen theoretical study, practice the core socialist values, and abandon the concept of money, Bravely say no to impetuous phenomena and behaviors in society (chenjinzhi, zhoudejun, yuanshuwei, 2019); On the other hand, college teachers should further regulate their words and deeds. The concentrated embodiment of College Teachers' professional ethics is their words

and deeds. A college teacher can not ignore the impact of his words and deeds, whether standing on the podium or in life. As the saying goes, “important things in the world must be done in detail, and difficult things in the world must be done in ease”, This shows the important impact of details. Therefore, college teachers also need to regulate themselves in every little thing in daily life, strictly demand themselves, and clarify their responsibilities (liuyuan, liuyingang, 2021).

3.2 College teachers should strengthen innovation consciousness and teaching ability in the era of "Internet +"

Facing the problems of university teachers in knowledge updating, lesson preparation methods, teaching mode and other aspects, we should actively use “Internet +” to solve the above problems, so as to better serve university teachers.

Today’s students not only contact the Internet earlier but also more actively, so they are constantly acquiring new knowledge. College teachers shoulder the mission of teaching and educating people. Their responsibility is not only to teach students the knowledge in books, but also to enlighten their thoughts and stimulate their innovation ability. Therefore, college teachers can cultivate students with innovative thinking only by continuously strengthening their innovation consciousness and innovation ability. Therefore, college teachers should first break their traditional thinking and fixed thinking, actively contact the “Internet +” era, make good use of the Internet platform, update the traditional knowledge and improve the innovative thinking of body shape. Secondly, college teachers also need to actively practice the internet teaching methods and innovate the form of lesson preparation, Let the course teaching be more integrated into the thinking of “Internet +”. Finally, college teachers should also actively use advanced teaching methods to innovate the teaching mode by using many media platforms, various software, and even microblog and wechat public accounts (Zhuhong, yinguibin, cailihua, 2015; Tao Ran, 2021).

3.3 College teachers should actively promote exchanges between teachers and students in the "Internet +" era

A good teacher-student relationship is conducive to students’ future development, students’ good career planning, the promotion of the popularity of the school, and the further expansion of the teaching staff. The traditional maintenance of teacher-student relationship is mainly in the classroom, but there is a phenomenon that teachers cannot be found after class. This relationship only exists during class. Although a few teachers establish wechat groups and QQ groups to maintain teacher-student relationship and ensure teaching quality, teachers’ energy is limited and it is difficult to communicate with more students. And “Internet +” has derived a series of new forms. Xiaohongshu, wechat official account, microblog, etc. have all developed rapidly in the “Internet +” era. Therefore, in the face of the new form, under the premise of strengthening their professional ethics, college teachers can actively use the communication and sharing tools such as xiaohongshu, wechat official account and microblog to transmit knowledge, consolidate knowledge after class and answer questions. This requires that both teachers and students make good use of the convenience provided by the “Internet +” era to carry out one-to-one communication and learning, feedback on teaching content, and even praise, comment, and share lessons to maintain the relationship between teachers and students (Pan, 2018).

4. Summary

The development of “Internet +” is unstoppable. While enjoying the convenience brought by the “Internet +” era, university teachers should pay attention to their own problems, and need to be clear. Although we can not change the development direction of the “Internet +” era, university teachers can strengthen their professional initiative and standardize themselves through self-cultivation of professional ethics, To improve the innovation consciousness and teaching ability, and actively promote the communication between teachers and students, so as to solve the problems existing in the professional ethics cultivation of College Teachers in the “Internet +” era, such as the initial intention is not firm, the innovation consciousness is insufficient, the mixed teaching ability is weak, and the communication between teachers and students is insufficient

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