

# Research on the path of improving college teachers' professional ethics in the era of Internet + big data

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**Abstract:** under the background of the Internet + big data era, the phenomenon of College Teachers' immorality occurs frequently, which puts forward new challenges and requirements to the education industry and teachers. As the main undertaker of teaching and educating people, college teachers urgently need to improve their personal professional ethics in order to better do their own work and educate students. By analyzing the connotation of Internet + big data and professional ethics of higher education, this paper summarizes the challenges and problems faced by the professional ethics of contemporary higher education, and puts forward the path to improve the professional ethics of College Teachers in combination with the development of Internet and big data, so as to provide some reference for the development of China's education and the construction of an education power.

**Key words:** Internet +; Big data; College teachers; Professional ethics cultivation; Promotion path

## 1 introduction

With the advent of the era of the Internet and big data, its influence has penetrated into all sectors of society, putting forward higher requirements for the professional ethics of higher education. Colleges and universities are also facing new challenges in intelligent teaching and management. College teachers shoulder the important task of teaching and educating people, which has a direct impact on students. In addition to ensuring the improvement of personal professional skills, college teachers also need to constantly adapt to the changes of the times, To improve personal professional ethics cultivation, on the one hand, through good professional ethics cultivation, it can influence students imperceptibly; on the other hand, it can cultivate students to develop good morality. In the era of rapid development of science and technology, higher requirements are put forward for teachers' moral education. It is imperative that college teachers use Internet technology and big data technology to assist teaching, improve college teachers' informatization ability, and reasonably use big data resources to complete teaching work more efficiently and comprehensively.

## 2 Related theoretical research

### 2.1 Internet + big data

"Internet +" refers to the integration with other industries or fields based on information technology and Internet platform, and the use of Internet related technologies to serve other industries, realize innovation in the industry and promote social and economic development. It has the characteristics of boundlessness, openness, promoting innovation, and promoting the optimization of industrial structure. It is easy to integrate and innovate with other industries, and has obvious advantages. Big data means that with the rapid development of information technology, Internet technology and other technologies, a variety of massive data have been generated. These data hide all kinds of information and are closely related to our study and life. How to extract useful information from massive data to serve all walks of life is its characteristics and role. For example, by analyzing the relevant data of university teachers, Monitor or evaluate the teaching work and professional ethics of university teachers. In the era of Internet + big data, it is very important to make full use of Internet technology and big data technology to serve colleges and universities, realize the innovative development of the education industry, and promote the innovation of education concepts and models.

### 2.2 Connotation of College Teachers' professional ethics

The cultivation of College Teachers' professional ethics includes Tao and morality, which refers to teachers' professional and technical ability; Virtue refers to teachers' morality. Teachers' professional ethics is an externalized and unquantifiable ideology, which has an impact on students and others through personal long-term accumulation of professional quality and ideological morality. Teachers are the key to talent cultivation. We should strive to be teachers with ideals and beliefs, moral integrity, solid knowledge and benevolence. College Teachers' professional ethics determines the quality of talent training and the development of education. Only by constantly improving their personal cultivation can college teachers become an example of students and better serve the education cause.

## 3 Problems faced by college teachers' professional ethics in the era of Internet + big data

### 3.1 Networking of teacher-student communication in the era of Internet + big data

With the development of Internet information technology and the application of smart classroom, the main body of higher education

has shifted from educators to educated, giving more prominence to the transmission of educational thinking and methods, rather than just preaching and teaching; In addition, the communication and interaction between university teachers and students are also more convenient and intelligent. For example, in the classroom, teachers basically use the learning platform to carry out classroom interaction, assign homework, etc., and students can also view all the teacher's operations. On the one hand, the convenience of teaching has been submitted, making teaching networked and information-based. On the other hand, many information on the network will also expose more problems, Individuals are unable to control the development trend of information, which has potential adverse effects on universities and teachers. Therefore, college teachers need to improve their moral cultivation, while students' moral cultivation needs to be constrained. If teachers and students can not correctly use the convenience brought by technology, it will have a negative impact on both sides and hinder the process of information teaching.

### **3.2 Teachers' professional ethics are vulnerable in the era of Internet + big data**

With the development of Internet + big data, teachers' professional ethics cultivation is more likely to expose many problems. Internet technology has brought convenience to teachers, but also potential risks. It has two sides. On the one hand, teachers with high moral cultivation will use the convenience brought by the network to optimize teaching, and on the other hand, it also provides a few teachers with "convenience" that saves trouble, induces a few teachers to make mistakes, and avoids negative impact on society, The impact of Internet + big data technology should be viewed dialectically.

### **3.3 The supervision mechanism of College Teachers' professional ethics is not perfect**

The advent of the Internet + big data era has made all sectors of society pay more attention to efficiency and speak in terms of data. The changes brought about by this technology will have a certain impact on everyone's production and lifestyle. Everyone's cognition will also be refreshed and their outlook on life will more or less change accordingly. For university teachers, they need to learn new knowledge of the times, Their three outlooks have a direct impact on students. However, the supervision mechanism for teachers' professional quality in China's higher education is not perfect. Most of the students are managed directly by teachers with relatively free authority. For master and doctoral students, their tutors have the right to comprehensively manage students. It can be said that their tutors determine the development of students, this is not conducive to the improvement of teachers' professional ethics, and may even be a serious anomie.

### **3.4 Unreasonable structure of University Teachers' selection criteria**

Most colleges and universities pay more attention to teachers' professional and technical ability and scientific research ability when recruiting teachers in the discipline construction, and weaken the examination of teachers' morality and style. Basically, they can only pass the psychological evaluation, and do not set relevant indicators to measure and examine teachers' professional ethics; secondly, in practical work, college teachers lack a platform for self-management and improvement, and pay more attention to scientific research than professional ethics. In addition to the training of young teachers' professional ethics and ethics, most colleges and universities do not pay enough attention to the subsequent cultivation of teachers' ethics and ethics, and the selection criteria need to be optimized. In addition, with the development of the Internet, big data and other technologies, people are surrounded by a variety of information. Once they are not firm enough and lack the correct guidance of moral cultivation, it is easy to make mistakes, resulting in failure to adhere to the final bottom line of College Teachers' professional ethics cultivation, and it is too late to repent.

### **3.5 Challenges of improving college teachers' professional skills in the era of Internet + big data**

The development of Internet + big data has made the access to information more diversified. Students can learn relevant knowledge by themselves, which undoubtedly puts forward higher requirements for teachers' professional skills. Most teachers are still adapting to the stage of information teaching, learning how to use information technology and smart classroom to teach. In the context of Internet + big data, The knowledge that teachers need to learn will be more, wider and more complex. On the one hand, they should ensure the depth and accuracy of the course, and on the other hand, they should ensure the breadth of knowledge. Otherwise, they can not meet the students' thirst for knowledge and can not teach students' knowledge comprehensively and accurately. Once they are not fully prepared, they are likely to be questioned and refuted by students. Therefore, in addition to mastering their own professional knowledge, We also need to understand the political, economic, cultural and technological aspects. "Only a full pot can teach a half pot". College teachers can speak well every 45 minutes only by continuous learning.

## **4 Path of improving college teachers' professional ethics in the era of Internet + big data**

### **4.1 Building the Internet + big data network moral system**

Colleges and universities should do a good job in relevant network management, build an Internet + big data network ethics system, actively play a leading role in the network, and guide teachers and students to correctly use Internet information; College teachers should set a good example in the complex network world. On the one hand, they should learn and teach students how to correctly use network

information and distinguish effective, reasonable and positive energy information; On the other hand, improve the understanding and application of network information; Finally, we should also guide students to correctly view negative information, not affected by it, correct students' undesirable thoughts or psychology in time, and give more psychological guidance. While improving personal professional skills and ethics, we should guide students to have the correct three outlooks, improve students' moral cultivation, and ensure students' healthy growth.

## **4.2 Strengthening the moral cultivation of College Teachers**

In the era of Internet + big data, enterprises and institutions rely on information technology to develop and progress, which has a great impact and impact on the whole society. Based on this background, college teachers are also facing the collision between traditional ideas and practical development, and need to make progress in the contradiction, find a breakthrough in the contradiction, and constantly learn and optimize to improve their personal professional ethics. Colleges and universities should strengthen the cultivation and improvement of teachers' moral education, and organize teachers to participate in and learn from relevant documents such as teachers' ethics and professional ethics. On the one hand, teachers should keep professional ethics in mind, teach according to law, and stick to the moral bottom line. On the other hand, they can carry out more selection activities of excellent teachers' examples of professional ethics, and carry out publicity and learning. Make full use of Internet platforms and social platforms to broadcast and give full play to the advantages of technology; In addition, various competitions of teachers' morality and style can be held to actively mobilize teachers' enthusiasm and attention to professional ethics.

## **4.3 Improving the supervision mechanism of College Teachers' professional ethics**

In order to better assist teachers to improve their professional ethics, colleges and universities should formulate reasonable assessment standards for teachers' moral cultivation, conduct digital supervision on college teachers, improve relevant incentive policies, and optimize the management of teachers' professional ethics cultivation through a sound supervision mechanism. On the one hand, we can quantify the evaluation indicators of moral cultivation and teachers' ethics as the basis of year-end assessment; On the other hand, the school can set up moral education managers in colleges or teaching and research sections to supervise and urge the cultivation and improvement of teachers' moral education; Finally, the excellent teachers of moral education should be given corresponding rewards, and the teachers who corrupt their morality and style should be punished, so as to ensure the long-term development of the supervision mechanism of moral education.

## **4.4 Optimizing the selection criteria of University Teachers**

When selecting teachers, colleges and universities should follow the requirements of China's higher education development, optimize the structure of higher education, and adhere to the goal of cultivating talents. At the same time, when selecting teachers, colleges and universities can make full use of the advantages of Internet + big data technology to review teachers' data, comprehensively understand teachers' information and their personal experience, and analyze and judge the information, Review the professional ethics of teachers. In this way, we can obtain information efficiently and quickly, help leaders make decisions, help the reliability of teacher selection, and help the growth and development of teachers; In addition, during the review, attention should be paid to both teaching, scientific research and professional ethics cultivation, and the rationalization of selection criteria is also more in line with the needs of higher education to cultivate talents.

## **4.5 College teachers strengthen their own learning**

On the one hand, college teachers should pay attention to improving their personal professional ethics, actively study the relevant documents such as teachers' ethics and professional ethics, strengthen the theoretical knowledge of moral education, appropriately integrate the ideological and political elements of the course, make good use of modern technology to update relevant knowledge in real time, constantly reflect, think and learn, and gradually improve their moral cultivation, Actively participate in the current politics related competitions of the course, and improve the level of Ideological and political education. On the other hand, to correctly understand the challenges brought by the Internet + big data era, college teachers should correct their thinking, clarify their thinking, establish a life-long learning philosophy, face up to new technologies and ideas, make full use of network resources and Internet platforms, strengthen online and offline learning, actively treat new knowledge and technology, and integrate new knowledge with disciplines, Improve personal vocational skills.

## **5 conclusion**

In the era of Internet + big data, college teachers' professional ethics cultivation is facing many challenges and problems, but the new era has new opportunities. College teachers should correctly view the progress and development of the times, actively learn new knowledge and technology, and reasonably use modern technology to improve personal professional skills and professional ethics cultivation. Through the elaboration of relevant theories, this paper analyzes the problems faced by college teachers' professional ethics cultivation, and puts forward feasible ways to improve professional ethics cultivation, so as to help the stable development of higher education.

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