Study on the Way and Effectiveness of College Students' Integrity Education

Changqing Du
Sichuan University of Science & Engineering, Sichuan Zigong 641300, China

Abstract
College students are the successors to building a prosperous China and the socialism with distinctive Chinese characteristics, and they will be a leading force in various sectors and fields when they start their careers and enter the society in the future. Therefore, it is important to strengthen the education of integrity to improve the awareness of college students against corruption. This paper expounds the main factors affecting the integrity education of college students, deeply studies the key points that makes integrity education more effective, analyzes the effective ways to implement college students' integrity education in a hope to help students establish the excellent moral concept of integrity and law-abiding for college students.

Keywords
College Students; Integrity Education; Ways; Effectiveness.

1. Introduction
At present, corruption presents new characteristics, of which the most prominent one is that the it goes younger and more highly-educated. Many college students in the leadership position, failed to adhere to the moral and legal bottom line, and become corrupted and end up as outlaws. As the hope of building the motherland and revitalizing the nation, the college students, once fall into corruption, will hinder the course of socialism building in our country, the cost will be unimaginable. Therefore, it is imperative to fully implement the high-efficiency integrity education of college students, which is related to whether college students can hold firmly the their moral sense, stay true to their original aspiration, adhere to the bottom line of integrity.

2. Major Factors Affecting the Integrity Education of College Students
(1) Lack of understanding of the connotation of integrity education
College students argue that corruption should only take place in staff or leaders of government administrative department or state-own sectors, and that college students are just ordinary civilians, it would be unnecessary to accept integrity education. While some others think that honesty means being not greedy for money, so it will be no pressure for them to be clean and honesty. However, clean spirit, in its essence, should also include honesty, honoring one's commitment, treating people alike and not abusing power for personal gains, etc. Due to the lack of understanding of the connotation of integrity education among college students, the ideal result of honest education is yet to be met.

(2) The negative impact of complex cultural factors
In the new era of internet and globalization, there have been numerous collisions and integration of different values, ideas and cultures at home and abroad. College students have a strong curiosity, and are often willing to try new ideas and cultures. If the students' moral sense, attitude to life and values do not mature at this time, it will be difficult for them to control and adjust themselves in the face of unhealthy ideas. Sometimes college students know it's wrong to act on some ideas or cultures, but they still can't stand the temptation, the most typical wrong
values are the western hedonism, money worship, which destroy college students clean spirit and their aspiration to fight for a better future.

3. **The Key to Improve the Effectiveness of College Students' Integrity Education**

(1) Set clear goals
In order to implement the integrity of college students effectively, we must first improve the students' integrity awareness through integrity education. For example, we should let them know the dangers of corruption and its causes, and make them understand what kind of integrity values should be followed in the path of building distinctive socialism. Secondly, we must guide college students to accept the clean behavior with the sense of identity, if students do not attach importance to integrity education, they will not have a firm belief and strong mind. In this regard, it is necessary to take the typical moral people and their story in the society to strengthen the infection of integrity education, enhance the belief of college students to abide by clean behavior. Therefore, by strengthening cognition and stimulating the recognition of the goal of integrity education, we can ensure the efficient implementation of integrity education.

(2) Walk the talk.
To improve the effectiveness of college students' integrity education, we need to follow the principle of walking the talk. Some college students receive only shallow integrity education with extremely thorough theoretical learning but light the practical action. Thus, integrity education must be delivered by integrating both the theory and practice process. Integrity education is not a castle in the sky that can collapses at any time without stable foundations. Besides, we can not focus too much on practice. Without the guiding of theory, it would be hard for students to come up with solution once they meet difficulties and problems in the course of practice. Therefore, in integrity education, theory and practice are indispensable, only when we can walk the talk can we improve the quality of integrity education for college students.

(3) Combination of education resources
Integrity education is not only the responsibility of university, the society, internet and other factors also have something to do with the building of clean spirit of college students. Therefore the integrity education not only depends on the school, but also needs to make use of other social resources to make up for the loopholes of integrity education as far as possible. Therefore, it is necessary to strengthen the effectiveness of college students’ integrity education through the combination of other resources. Society, schools, families and other parties should work together, actively communicate with each other to make a good plan for education. In doing so, we will be able to correct some college students when they are misled about the values of integrity, and pave the way for effective implementation of integrity education.

4. **The Ways of Efficient Implementation of College Students' Integrity Education**

(1) The ways of in-school education
School is the major environment for college students to receive education. An excellent school environment for learning, teaching would be a great help for students and will achieve a better learning result. Especially for the implementation of integrity education, we can carry out excellent demonstration through the Students’ Union, regiment branch, party branch and other important organizations to set a selfless, dedicated learning example. We can also make it from the perspective of teachers, require teacher to set good examples that focuses less on reputation and interest but on clean in teaching with other excellent professional ethics. In terms of teaching evaluation, we should also be impartial, and take the achievements and quality as the
primary factor of evaluation other than private relationship. Thus, the concept of college students' integrity will be well shaped gradually.

(2) The ways of internet education

Internet has become an indispensable part of college students' work, study, communication and life. But the internet environment is often quite complicated, it is easy for students' value to be subjected to bad ideology and culture. Therefore, the integrity education of college students must involve the internet approach. Schools can set up special educational websites, public account as the main battleground to guide the public opinion of integrity education. If there is something on the internet that is not conducive to integrity education, we should quickly publish refuted articles on websites and in the public account to correct those negative comments in a timely manner.

(3) The ways of social education

A good social education environment plays an important role in guiding the concept of integrity of college students, and our social environment, from a macro perspective, includes politics, economy, legal system, science and technology, culture and other factors. For college students, social influence mainly come from domestic side. Therefore, schools need to seek the help of the government, set strict rules, live up to the expectations of the people, and resolutely combat corruption in society. These efforts will inject positive energy to what college students see and learn in their daily life, so that college students can learn and grow in a healthy social environment.

5. Conclusion

Only through education can we spread moral truth and shape the pure soul for college students. We must put "integrity education" into the important position of national plan in order to complete the great mission of great national renewal. We should help college students to build a firm and clean will against the lure of corruption in the internet, society and position. This is an important task that requires long time efforts and the unswerving implementation of every educators. We must cut off corruption from the root of students resolutely to ensure that college students can match towards a better future with a healthy, ingenious, positive mentality.

References

