



Study on the Cultivation Mechanism of Integrity Awareness among Medical Students in Medical Colleges under the Perspective of Micro-video Communication — Taking Promoting the Spirit of Red Medical Workers in the New Era as an Example

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Abstract: This paper explores the mechanisms for cultivating integrity awareness among medical students in medical colleges, specifically through the lens of micro-video communication. By promoting the spirit of Red Medical Workers—a significant part of China’s revolutionary heritage — this research aims to enhance the cultural quality education of medical students. This paper focuses on the integration of micro-video communication in educational practices through a combination of theoretical analysis and empirical research and proposes effective strategies, ultimately contributing to the broader objective of fostering ethical medical professionals in the new era.

Keywords: integrity awareness, red medical spirit, micro-video communication, medical students, cultural quality education

1. Introduction

In the current landscape of medical education in China, there is an increasing need to cultivate integrity awareness among medical students, who are the future custodians of the nation’s healthcare system. The Red Medical Spirit, rooted in the revolutionary history of China, serves as a moral and ethical guide for medical professionals. This spirit encompasses political steadfastness, superior technical skills, and a commitment to humanitarianism, which are vital for the professional development of medical students. The rapid advancement of digital media, particularly the rise of micro-video communication, presents new opportunities and challenges for the dissemination of these values. This paper examines how micro-video communication can be harnessed to enhance the integrity education of medical students, using the promotion of the Red Medical Spirit as a focal point.

2. Research Background

Integrity education is a vital component of cultural development in the new era. The “Opinions of the Ministry of Education on the Comprehensive Implementation of Integrity Education in Primary, Secondary, and Higher Education Institutions”, issued in March 2007, mandated the nationwide implementation of integrity education across all educational levels starting from 2007[1]. The Red Medical Spirit is a cornerstone of China’s medical ethics, deriving its values from the country’s revolutionary period and evolving through its socialist construction. This spirit includes unwavering political commitment, superior technical proficiency, and a revolutionary humanitarianism, which have become guiding principles in China’s healthcare sector[2]. In the new era, the Red Medical Spirit has expanded to encompass a multidimensional spectrum of red values, including political stance, professional ethics, value choices, and work ethics[3]. However, the integrity awareness of medical students is currently being challenged by the dual forces of social transformation and the rapid evolution of digital media. The rise of a profit-driven mentality and the prevalence of corrupt practices in society have exerted negative influences on the ethical perceptions of young students[4]. Concurrently, the rapid development of digital technology has ushered in the era of micro-video communication, characterized by fast-paced, engaging, and emotionally resonant content. This new media environment significantly influences the way medical students think, interact, and live, thereby necessitating a renewed focus on integrity education through innovative platforms like micro-videos. The dissemination of micro-videos has four key characteristics: first, the ease of content creation and distribution. Second, the fragmentation of information structure. Third, the interactive nature that meets communication needs. Fourth, the strong sensory impact of the combined audiovisual experience[5]. The use of micro-video communication in cultivating integrity awareness among medical students represents a significant innovation in medical education. The red medical spirit can be

effectively promoted through this medium.

3. Research Process (Figure 1)

3.1 Theoretical Analysis and Pathway Research

The first stage focused on analysing the characteristics and significance of micro-video communication, particularly its relevance to integrity education. This included exploring the advantages of coupling micro-videos with integrity education and examining how youth ideological education intersects with integrity education to promote the red medical spirit.

3.2 Empirical Research and Model Construction

The second stage involved researching the current state of integrity education among medical students, with a focus on the role of micro-videos. Data was collected and analysed to assess the effectiveness of micro-videos in promoting integrity, leading to the construction of a model tailored to the specific needs of medical students, aligned with the red medical spirit.

3.3 Development of Practical Pathways

The final stage concentrated on practical applications, proposing strategies to strengthen integrity education platforms, introduce innovative measures, and refine the mechanism for cultivating integrity awareness. These pathways aim to make integrity education more engaging and effective, ensuring the red medical spirit is internalised by medical students.

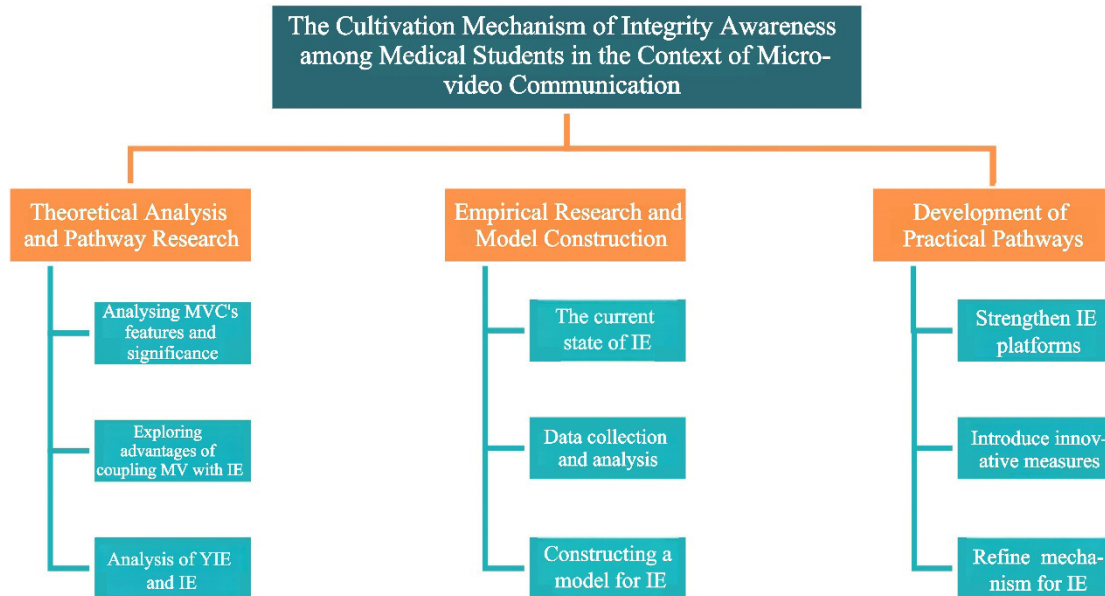


Figure 1. Research process (Abbreviation: Micro-videos, MV; Micro-video communication, MVC; Integrity education, IE; Youth ideological education, YIE)

4. Practical Pathways for Cultivating Integrity Awareness Among Medical Students Through Micro-video Communication

4.1 Strengthening the Integrity Education Platform

Creating an effective platform for integrity education is paramount for instilling ethical values in medical students. The platform should integrate diverse learning tools, including micro-videos, interactive modules, and discussion forums, to provide a multifaceted educational experience. Micro-videos, with their visually engaging and concise format, are particularly effective in conveying the principles of the red medical spirit, enhancing students' understanding and retention of core ethical concepts. To maximise relevance, the content should be tailored specifically to the unique needs and professional challenges faced by medical students.

Collaboration between educational institutions and technology developers is essential in ensuring the platform's pedagogical soundness and technological sophistication. Such partnerships facilitate the incorporation of up-to-date educational strategies and innovations, maintaining the platform's long-term effectiveness. Regular feedback from users

should inform ongoing updates, ensuring the platform continues to meet the evolving needs of its audience.

4.2 Innovating Educational Strategies

The development of compelling micro-video content lies at the heart of the platform's success. Ethical concepts should be presented in a clear, concise manner that resonates with students. By incorporating real-life scenarios and ethical dilemmas, micro-videos can demonstrate the practical application of integrity in medical practice, thus reinforcing the importance of these values. These videos should not only teach but also inspire, connecting the principles of the red medical spirit to students' future roles as healthcare professionals.

Beyond content creation, leveraging social media and online communities can significantly broaden the reach and impact of integrity education. Social media platforms provide an additional avenue for disseminating micro-video content, engaging a wider audience. Furthermore, online communities can foster a sense of camaraderie and shared purpose among students, providing spaces for ongoing discussions and collaborative learning. These forums can also serve as platforms for addressing the ethical challenges that medical professionals encounter, thereby reinforcing the role of integrity in the medical field.

4.3 Enhancing the Cultivation Mechanism

Continuous monitoring and adaptive feedback mechanisms are crucial for the sustained effectiveness of the integrity education platform. Data analytics should be employed to track student engagement and progress, offering insights into the most effective content and areas needing enhancement. By establishing robust feedback loops, educators can ensure that the platform remains responsive to the needs of its users, continually refining both content and delivery methods.

Staying at the forefront of technological advancements is equally important. As educational technologies evolve, the platform must integrate new tools and methods to maintain its relevance. For instance, artificial intelligence could be used to personalise learning experiences, tailoring content delivery to individual student needs. Such innovations not only keep the platform current but also deepen students' understanding and commitment to ethical practices.

5. Conclusion

This paper examines how micro-video communication can enhance integrity awareness among medical students, focusing on the red medical spirit. It demonstrates that micro-videos make integrity education more engaging and accessible. The proposed model offers a structured approach to integrating integrity into students' daily lives, aligning with the red medical spirit and addressing current challenges in integrity education. These insights advance the discussion on educational innovation and provide a basis for future research and practical applications in integrity education.

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