On Strengthening the Effectiveness of Moral Education in Medical Colleges in the “Internet Plus” Era

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Abstract. Medicine is a discipline that combines science, thoughts and practices; medical students are desired to be equipped with moral and technical skills. Medical colleges and universities, as the base and cradle for training excellent medical professionals, play an important role in moral education. This article explores the ways to enhance the effectiveness of moral education in Medical Colleges and to cultivate well-rounded medical and health personnel, particularly in the “internet plus” era.

Introduction

With the deepening of the reform in education and health care system, as well as the advent of new media (e.g., “internet plus” technology), students gain access to information more widely than ever, leading to profound changes in their ways of thinking, social value orientation, moral concept, and career expectations. In light of the tendency toward increased diversity and complexity of students’ moral values, moral education in colleges, especially in medical colleges, has been vastly challenged. Therefore, medical colleges should not only provide professional education, but also responsibly take on the challenges to cultivate today’s students with medical ethics. In the study, we identified several key challenges in the moral education, and presented a series of solutions to different cases.

Moral Education and Its Effectiveness

Moral education is the ideological and moral education, together with physical education, aesthetic education of colleges and universities constitute the main content of morality education. The actual effect of moral education determines the effect of education institutions, and the effectiveness of moral education in colleges and universities should be further improved. How to improve college students' moral accomplishment? The author thinks that colleges and universities should emphasize professional ethics education which proceeds from professional characteristics, and carry out systematic and coherent moral education in accordance with grades, without which everything would be impossible. So, medical colleges and universities should organize students to carry out various activities of moral education with substantial content, specified as medical ethics education. In doing so, it will not only help to improve the students' professional quality, but also create preconditions for easing the tensions in the relationship between doctors and patients.

To pay attention to and strengthen moral education and the construction of medical education system in the “internet plus” age, enables students to establish occupation ideal, and cultivates their noble moral quality and professional quality, which play an important role in further strengthening medical and health industry and the whole social spiritual civilization construction. From the point of view of the present situation of the doctor-patient relationship, medical colleges and universities students lack dedication spirit and service consciousness in various levels, some of whom after graduation cannot become the most genuine doctors. In order to fill the gap in medical ethics education, greatly enhance the moral education effectiveness and attractiveness, in-depth thinking of medical students’ moral education effectiveness in the “internet plus” era has practical significance.
Ways to Enhance the Effectiveness of Medical Students’ Moral Education

Emphasis on the Education of Professional Ideal, Concise Content of Medical Ethics Education

In order to make students firmly believe in their doctors' career, medical colleges and universities should attach great importance to professional ideal education, set up a team to concise freshmen education content, cultivate students with the sense of care for the patients, reverence for life and dedication spirit in medical ethics. In the traditional medical ethics “Medicine is Humanity” is common sense in terms of ethics education in medicine; the idea is full of typical characteristics of the social function of medicine and medical workers’ professional ethics. The Hippocratic Oath, Sun Simiao’s “an excellent doctor has perfect skill and absolute sincerity” and various medical associations’ declarations of physicians are the classics of medical ethics of different ages, which should also be the classics of medical ethics education. The Chinese medicine and health industries always pay attention to medical ethics education, and guide students with traditional medical ethics theories such as “medicine is humanity” and “an excellent doctor has perfect skill and absolute sincerity”.

An In-depth Understanding of “Medicine Is Humanity” and “An Excellent Doctor Has Perfect Skill and Absolute Sincerity”

Whether it is the originator of Western medicine Hippocrates's classic statement about the role of physicians and medical ethics, or the remark of Sun Simiao, “the king of medicine” in ancient China, in Da Yi Jing Cheng “an excellent doctor treats his patients with tranquilized mind, no desire for himself, great sympathy and a merciful spirit”, or the thoughts of Dean Yu Zhouwei, national model worker, “either virtue no skill or skill no virtue of the doctor endangers the patients, only with both virtue and skill can the patients be saved”, show that medical workers should be wise, benevolent, noble, and kindhearted people with excellent skills and virtue. For the medical colleges and universities, guide students to profoundly understand “medicine is humanity” and “an excellent doctor has perfect skill and absolute sincerity” through interpretation of the classics of medical ethics such as Hippocratic Oath and Da Yi Jing Cheng.

Innovative Medical Ethics Education Platform and Collaborative Construction of Medical Ethics Education System

Medical ethics education is a comprehensive, long-term and systematic work. To make the medical students become medical talents with all-round development, the training of medical ethics and medical skill should be combined in the process of medical education. In reality, the medical disputes and the disharmonious relationship between doctors and patients caused by the lack of morality warn people the essentiality of medical ethics education. In order to improve the comprehensive quality of medical students, medical colleges should use the advanced information technology in the “internet plus” era such as micro blogging, Wechat, QQ group etc. as the medical ethics education platform and a new path of an innovative construction of moral education; meanwhile, they can also adopt the construction of school-hospital-community-family system to create a whole-process, all-aspects, three-dimension medical ethics education system and make efforts to enhance the medical ethics of medical students.

Establishment of Internal and External Moral Education Bases

Xi'an Medical College is a typical example in attaching importance to medical ethics education from a practical point of view. The school focuses on the goal of training applied talents, and pays more attention to the education of medical ethics, explores the essence of traditional medicine. Proceeding from the actual situation of the Shaanxi province and the students, the school established the Tongchuan Yaowang Mountain off Campus Practice Teaching Base and “Hongde Museum”, the college’s medical ethics moral education base, both the on and off campus teaching sites carried out a series of education and teaching activities. Hongde Museum displays numerous limb specimens of
the “silent mentors”, donation agreements and last words; the Hippocratic Oath is hanging on the wall, engraved on the wall are Medical Students Oath of the People’s Republic of China. These “things” display secrecy and solemnness not only of the body of volunteers to donate their admiration, but also the respect of life and the noble pursuit of medical career. The off campus teaching base has been playing its role actively since its inception in moral education especially professional ethics education for medical students and has been recognized as a good place for medical ethics education by experts inside and outside the college.

**Strengthening the Medical Ethics Practice and Expanding the Teaching Carrier**

As well known, medicine is a highly practical and applied discipline. The formation of medical students’ good medical ethics relies on family, and more the melting pot of social practice. Medical colleges should continually strengthen medical ethics practice, strive to develop education carrier and broaden the education channel. Xi’an Medical College organizes students to make use of their vacations to carry out scientific, cultural and medical services in rural areas, such as the “Medical Cares Along Your Way”. The college encourages students go deeply into the countryside with medical and teaching assistance and free clinics. Moreover, teachers send students to the Tongchuan Yaowang Mountain off Campus Practice Teaching Base for on-the-spot medical ethics teaching, which benefits the students enormously.

Compared with other universities, medical colleges must pay more attention to the teaching of practical skills and continuously expanding the moral education channels. A combination of in-class and out-of-class, online and off line, off and on campus is required to adopt to the needs of students in an “internet plus” era. In truth, internship and clinical clerkship are regarded as the golden stage for education on medical ethics for medical students before graduation. However, the practical problem is that fragmented residence distribution hinders the implement of the contents and the standardized procedures of medical ethics education in hospitals during the internship. What’s more, clinical skills and medical knowledge become the focus during this period in some hospitals, and medical ethics education is often ignored as a result.

The medical colleges shoulder the responsibility of training and providing medical talents for the medicine and health industry. Therefore, in the “internet plus” age, it becomes utterly important to provide concise content of medical ethics education, to explore new ways of medical ethics education and practice, to expand medical ethics education channels. Therefore, improving medical college students’ moral quality cannot be separated from the brilliant education content, medical ethics, new teaching platform, diversified teaching channels, and effective practice are the keys to strengthening medical college students’ moral education effectiveness.

**Summary**

In the “internet plus” age, it becomes utterly important to provide concise content of medical ethics education, to explore new ways of medical ethics education and practice, to expand medical ethics education channels. Focusing on the actual effect of moral education in medical colleges. Training students to have good medical ethics that can meet the needs of medical workers put forward Internet plus times and new changes.

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