

RESEARCH ON THE CURRENT SITUATION OF ACADEMIC ETHICS AND STRATEGIES IN THE FIELD OF RESEARCH IN COLLEGES AND UNIVERSITIES

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In recent years, the development of academic ethics is becoming more and more mature, but there are still a lot of cases of breach of trust and academic misconduct in the field of scientific research, college students' knowledge of scientific research and academic behaviour is superficial, and at the time of deepening the comprehensive reform of the field of scientific research, it is urgent to optimize and rationally regulate the academic behaviour in the field of scientific research in colleges and universities. In this paper, we start to analyse the concept of academic ethics, introduce the current situation of scientific research and academic ethics in today's society and the existing problems, comprehend the significance of its development, and finally put forward feasible strategies for the development of academic ethics in the field of scientific research in colleges and universities, so as to provide a solid moral foundation for the healthy development of scientific research.

Keywords: *Institutions of higher learning, research fields, academic ethics, strategic research.*

1. Research status

1.1. Research on academic ethics in scientific research in western countries

The development of academic ethics runs through the development history of western countries. The academic moral ethics of honesty and contract-keeping, practicality and progress guides the operation of social economy and culture [1]. American colleges and universities have established a standardized and systematic operating system for the development of academic ethics education. In terms of training, the Code of Ethics, the Code of Conduct for Chemists, Good Science and Responsible Scientists, and other industry norms developed by American academic associations and academic institutions serve as excellent models for the academic ethics education of students in American colleges and universities and create a research and academic atmosphere through a variety of ways, such as offline lectures, libraries, the Internet, the media, and other ways to regulate and govern academic behaviour while effectively improving the students' research Ability. At the same time, many foreign universities, such as the UK and Canada, have set up research and academic management institutions and regulations [2], and the UK provides new students with academic ethics documents at the beginning of their enrolment to prevent all kinds of academic misconduct. All these provide a reference for the academic ethics in research field.

1.2. Chinese research on academic ethics in the field of scientific research

China's research on academic ethics in the field of scientific research is gradually emerging, and the 2019 Government Work Report mentions «strengthening the construction of scientific research ethics and academic style, punishing academic misconduct, and trying to prevent the wind of impatience». To strengthen the management of academic ethics and morale. As early as 2006,

the Ministry of Science and Technology issued the Measures for Handling Scientific Research Misconduct in the Implementation of National Science and Technology Programmes (for Trial Implementation); the following year, the Chinese Academy of Sciences (CAS) formulated the Opinions on Strengthening the Construction of the Code of Conduct for Scientific Research (for Trial Implementation), which clearly defined academic misconduct while regulating scientific research ethics. In addition, the Ministry of Education, the Chinese Academy of Sciences, the National Natural Science Foundation of China and other relevant regulations issued by the Ministry of Education also contains the content of academic misconduct, but there are still many cases of breach of trust in the field of scientific research and academic misconduct phenomenon, college students on the cognition of scientific research and academic behaviour on the surface, comprehensively deepen the comprehensive reform of the field of scientific research at the time of the scientific research field in the field of college research academic behaviour urgently needs to be optimized and reasonable norms [3].

2. The current situation and problems of academic ethics in the field of scientific research in colleges and universities

2.1 Connotation of academic ethics

Academic ethics, also known as academic ethics. It refers to the moral norms and behavioural norms that researchers should abide by when carrying out academic activities, and it is an important guideline for maintaining academic order and ensuring the fairness and equity of academic activities.

It requires those engaged in academics to shoulder social responsibility, follow the principle of fairness and impartiality, respect the work of others, and safeguard academic freedom. These norms are the foundation and guarantee of academic activities, and play a vital role in maintaining the fairness and truth of academics [4].

The construction of academic ethics should not only rationalize all kinds of social relations under the subject of academic behaviour and build a reasonable academic system, but also build the ethical system itself to ensure its practicality; it is also necessary to closely link the subject of ethical construction with the norms of academic ethics, so as to make the benign development of the construction of academic ethics perfect, and to lay the foundation for cultivating the fertile soil of high-quality academic research.

2.2. The current situation of academic ethics in the field of scientific research in colleges and universities

As the key training base for scientific and technological talents, the scientific research ability of colleges and universities largely determines the quality of talent training. This requires colleges and universities to grasp the cornerstone of promoting the benign development of scientific research - a standardized academic ethics system. Colleges and universities have long advocated that researchers should pursue the truth and conduct scientific research

in a realistic and pragmatic manner. Projects in the field of scientific research require the presentation of truthful and accurate data, and if they are not properly researched and scrutinized, they are likely to violate ethical principles. In response to the current situation, universities and relevant departments are currently taking measures to rectify the problem, including severe punishment for academic misconduct and strengthening education on research ethics. Through these measures, the academic quality of university researchers is being improved and the healthy development of the research field is being maintained. At the same time, all sectors of society are also cooperating with universities to promote the construction of academic ethics in the field of scientific research [5].

2.3. Academic ethics in the field of university research

2.3.1. Academic morale is not correct

The improper academic atmosphere in colleges and universities is a particularly obvious problem in the construction of academic ethics, in which the phenomenon of plagiarism and forgery is more serious. Wang Enge, a famous Chinese physicist, said: «In the education and scientific research activities in colleges and universities, there are some problems of quick success, moral inaccuracy and misconduct. These behaviours and phenomena, if left unchecked, will seriously undermine the academic culture of teaching and educating people». Researchers face a high-pressure scientific research environment in creating scientific research results, and due to the influence of poor ideological awareness, time constraints and other causative factors, some researchers put the cart before the horse in writing their thesis, superficial, focusing only on the correctness of the thesis format, while the content is written in a flimsy manner, and even choosing to forge and tamper with the experimental data in order to obtain the desired results of the study [6]. What's more, some even speculate in the dissertation writing process, copying others' articles or plagiarizing others' ideas to satisfy their vanity.

Meanwhile, with regard to the achievement of scientific research results, some researchers have pursued personal interests to the neglect of scientific research ethics, leading to falsification in the declaration of projects and the use of funds. They sacrifice the authenticity of scientific research results by exaggerating the importance of the research results and the contribution of the research to obtain more financial support or academic status enhancement. Such behaviour not only seriously affects the credibility of scientific research results, but also damages the reputation of the entire academic community.

2.3.2. Scarcity of Academic Moral Thought Education

The cultivation of academic ethics needs a good academic cultural environment as support. Colleges and universities should actively cultivate and advocate the positive values of academic research and promote the norms and development of academic ethics. However, many colleges and universities lack systematic academic education for the cultivation of academic thinking, mainly relying on regular intermittent guidance such as conferences, and there is no

systematic and comprehensive education programme; in the actual teaching process, due to the pressure of results, academic ethics tends to pay more attention to the presentation of skills, while neglecting the guidance and education of academic thinking, resulting in insufficient theoretical qualities of the students, and their academic horizons and abilities are restricted.

2.3.3. Lack of academic ethics system

In the current academic evaluation system of colleges and universities, numerical evaluation is over-represented. For example, the dominant journal impact factor, H-index and other hard indicators, but these indicators can not fully reflect the academic level and quality of scholars, but instead make some researchers too much pursuit of these numerical indicators, ignoring the essence of scientific research. This reduces the quality and value of scientific research results and affects the progress of scientific research. At the same time, the inspection and treatment mechanism for academic misconduct is not perfect, and the treatment of some academic misconduct is not strong enough, which makes some researchers hold a sense of fluke.

In addition, academic ethics is not only carried out by scholars, but also by the public. The lack of public participation and social supervision also makes the implementation of the academic ethics system much less effective. The lack of public participation and social supervision mechanism makes some academic research results can not be effectively disseminated, limiting academic progress and innovation. Some academic research is disconnected from social practice, which affects the ability of academics to accurately interpret and respond to social problems, and thus fails to truly solve social problems.

3. The significance of the development of academic ethics in the field of scientific research in colleges and universities

3.1. Guaranteeing the research level and talent cultivation in colleges and universities

Academic ethics in the field of university research plays an important role in guaranteeing the level of university research and talent cultivation. The development of academic ethics contributes to the improvement of scientific research level in colleges and universities, and academics need to define the legitimacy and credibility of scientific research by virtue of ethical standards, and following academic ethics can avoid the occurrence of false, plagiarized, tampered with and other misconduct, and improve the quality and influence of scientific research results. This requires excellent research results to be based on openness, transparency, honesty and trustworthiness, and to be traceable and scientific.

The promotion of academic ethics can correctly guide students and cultivate their good scientific research quality and moral character. It makes students understand the importance of ethics for scientific research and personal development. This helps to cultivate students' self-discipline, teamwork spirit and innovation ability, so that they can become excellent researchers with academic

ethics.

3.2. Promote the academic reputation of colleges and universities and international exchanges

With the deepening of the scientific research field of universities and the continuous promotion of the construction of "double first-class", the norms of academic ethics have become more and more in-depth for the development of the academic reputation of universities and international exchanges. When teachers and students in universities strictly abide by academic ethics in scientific research activities, and produce high-quality innovative achievements, their research results will be concerned about and recognized by all walks of life, which will bring new opportunities for breakthroughs in the academic field of the university, and make the academic standard of universities higher, thus enhancing the academic reputation of universities.

The development of academic ethics is conducive to the expansion of international exchanges and co-operation of universities. Substantial cooperation and exchanges with overseas universities can promote the interoperability of academic concepts, methods and technologies, enhance the depth and breadth of international exchanges, absorb overseas talents, effectively improve the international competitiveness of China's higher education and the right to speak, and bring a qualitative leap in the development of the comprehensive capacity of universities. International exchanges also need to be based on mutual respect, integrity and fairness. If university researchers can adhere to academic ethics, they can not only win the recognition of domestic counterparts, but also increase the trust and willingness to cooperate with international partners. In addition, the development of academic ethics will also help promote the "going out" of cutting-edge research projects of Chinese universities, bring issues with a high degree of contribution to global scientific and technological progress, and further enhance the level of international exchanges and cooperation.

3.3. Maintaining academic moral order in colleges and universities

China has always attached great importance to promoting the spirit of scientists and strengthening the construction of academic ethics. Strengthening academic ethics in the field of scientific research in colleges and universities is conducive to maintaining a fair and just academic moral order in colleges and universities, which is crucial to guaranteeing the quality of higher education, further stimulating the vitality of scientific and technological innovation, and promoting the healthy development of scientific research.

In today's society, colleges and universities play an important role in cultivating talents, innovating science and technology and promoting social development, and their flexibility helps to develop integrity as the cornerstone of academic research and the core of scientific spirit. In the scientific research endeavour of universities, teachers and researchers should advocate adherence to the principle of integrity, conduct scientific research objectively and impartially, and actively uphold the red line of academic ethics. This will build a good

academic image, establish a foundation of trust for scientific research cooperation, and maintain the order of academic ethics in colleges and universities.

4. Strategies for the development of academic ethics in the field of scientific research in colleges and universities

4.1. Carry out education and guidance for academic ethics

Education and guidance can make researchers deeply understand the importance and connotation of academic ethics, and enhance their moral consciousness and sense of responsibility. In the process of education and guidance, the education of academic ethics should be closely integrated with the education of the concept of honor and shame, and at the same time, it should be combined with the construction of campus innovation culture [7].

Colleges and universities can cultivate their academic moral literacy by opening academic ethics courses, so that college and university personnel can systematically learn academic ethics, academic norms and other related knowledge. The academic ethics course needs to set up a clear goal, that is, to cultivate students' correct academic values, enhance the awareness of academic integrity, and regulate students' academic behaviour. Teaching needs to adopt both theoretical and practical methods, covering concepts related to academic integrity, the law of academic ethics, and the exploration of academic communication practices.

Special lectures and seminars are also an indispensable part of academic ethics education and guidance. By inviting senior scholars and experts to share their academic experiences and views, researchers can gain a deeper and more intuitive understanding and appreciation of academic ethics. Through in-depth study, researchers should consciously regulate themselves with academic ethics, be conscientious, establish integrity, focus on honesty, be faithful to the truth, and conduct academic research with a rigorous and solid academic style.

4.2. Optimize the normative system and set up a supervisory department

At present, the academic ethics system in the field of university research has been established, but it has not formed a systematic, mature and standardized system, which is not able to guide the research behaviour of universities in a comprehensive manner. The establishment of academic ethics regulatory departments, such as the "academic style construction committee" is responsible for monitoring and managing university research activities to ensure that they comply with the norms. Through these departments, a series of specific rules and regulations have been formulated to clarify the codes of conduct that researchers should abide by in all aspects of research, including research ethics, academic integrity, data processing and publication, etc. These rules and regulations can help to regulate the research behaviour of universities and improve the level of academic ethics. The department should establish a close cooperative relationship with universities, encourage universities to establish a sound research management mechanism, strengthen the guidance and supervision of researchers, and jointly promote the cultivation and education of academic ethics, so as to

promote the standardization and professional development of scientific research [8].

4.3. Establishment of Academic Ethics Supervision and Evaluation System in the Field of Scientific Research

In addition to the normative role of offline departments, a corresponding academic ethics monitoring and evaluation system should also be set up online. The system should include on-campus supervision, home-school supervision, individual self-assessment supervision, and off-campus public supervision, etc., so as to keep the public's participation in the university's scientific research normative system high and open and transparent. At the same time, the system should include an academic assessment mechanism, which can serve as a guarantee for the above education and guidance, and seriously deal with the violation of academic ethics in order to strengthen the binding force of academic ethics. These educational and guidance measures can effectively promote the development of academic ethics in the field of scientific research in universities, improve the level of academic ethics of researchers, and provide a solid foundation for the healthy development of scientific research.

Conclusion

Academic ethics, as the core ethical norms for university research activities and scientific and technological workers, guides the orderly conduct of research activities and advances the development of academic ethics. Therefore, establishing the awareness of academic integrity and clarifying ethical standards is the cornerstone of engaging in scientific research [9]. Bearing in mind the moral cornerstone, drawing on foreign development ideas, relying on the advantages of national policy, put forward optimization strategies for academic ethics in the field of university scientific research, through the development of education and guidance for academic ethics, optimization of the normative system, the establishment of regulatory departments, the establishment of the monitoring and evaluation system of academic ethics in the field of scientific research, and other measures to enhance and improve the level of scientific researchers' academic ethics, and effectively promote the development of academic ethics in the field of university scientific research and promote the development of academic reputation and international exchange. It can effectively promote the development of academic ethics in the field of university research, promote the academic reputation of universities and international exchanges, and contribute to the development of the national scientific research endeavour.

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