

Original Research Article

Analysis of the interactive effectiveness of social media in integrity education among undergraduates at Zhaoqing University

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Abstract: As information technology rapidly advances, social media has become a vital medium for college students to access information and engage in moral learning. Using Zhaoqing University as a case study, this research explores how social media supports and challenges integrity education. Findings show that it expands reach, fosters engagement, and strengthens ethical awareness, yet suffers from shallow content and weak credibility. Integrating traditional approaches, the study highlights educators' limited media literacy and governance gaps. Recommendations include enriching educational content, enhancing teachers' digital competence, and fostering coordinated school–family–society collaboration to sustain effective integrity education.

Keywords: social media; undergraduates; integrity education; interactive dynamics; Zhaoqing University

1. Introduction

With the rapid advancement of information technology, social media has emerged as a pivotal platform for undergraduate information acquisition and social engagement. Its proliferation has fundamentally transformed communication patterns, fostering democratization, personalization, and immediacy. Leveraging social media to enhance integrity education has thus become critical for higher education institutions. As future societal leaders, undergraduates must develop robust integrity consciousness—A cornerstone of contemporary integrity culture with profound social implications^[1]. Zhaoqing University has pioneered initiatives integrating social media into integrity pedagogy, yielding promising outcomes. This study examines social media's role in undergraduate integrity education at Zhaoqing University, analyzing interactive mechanisms and assessing impacts on student integrity awareness. Through literature review, case analysis, and surveys, we construct a theoretical framework explicating social media-integrity education dynamics while evaluating practical achievements and institutional challenges. Our findings aim to inform evidence-based optimization strategies for social media-enhanced integrity education, ultimately strengthening students' ethical values and fostering morally grounded, socially responsible graduates.

2. Concept and features of social media

Social media (We Media) represents a transformative communication paradigm enabling individuals and organizations to create, publish, and disseminate content independently of traditional news institutions. Characterized by accessibility, personalization, immediacy, and interactivity, it democratizes information production while facilitating diverse, audience-tailored content^[2]. Among undergraduates, social media profoundly shapes information consumption and civic engagement. At Zhaoqing University, platforms including WeChat, Weibo, and Douyin have become integral to daily communication, learning, and social participation. Students utilize these channels for real-time news acquisition, topical discourse, and opinion expression, fundamentally reshaping communication patterns and elevating expectations for information literacy. This widespread adoption creates unprecedented opportunities for integrity education, offering dynamic platforms to cultivate ethical awareness and guide students toward sound integrity values through engaging, accessible digital interventions.

3. Status of integrity education among undergraduates at Zhaoqing University

3.1. Institutional practice

Zhaoqing University has implemented integrity education through coursework, themed activities, and campus culture initiatives, integrating traditional and social media to expand reach and enhance interactivity. Despite initial achievements, significant challenges persist: content lacks innovation and diversity, with over-reliance on conventional lectures limiting engagement. Educational approaches insufficiently leverage new media capabilities, failing to connect integrity principles with students' daily experiences or facilitate deep internalization.

3.2. Outcomes and remaining issues

Integrity education has meaningfully elevated student awareness, fostering sound ethical judgment and social responsibility. Students increasingly recognize integrity as both societal necessity and personal virtue, demonstrating enhanced self-discipline^[3]. However, persistent deficiencies undermine effectiveness: homogeneous content delivery emphasizes one-way classroom instruction over interactive, practice-based learning. Educators' limited new media proficiency constrains engagement capacity. Consequently, while theoretical foundations remain strong, practical outcomes and conceptual internalization fall short of objectives, restricting integrity education's influence in the digital era. **Table 1** summarizes current status.

Table 1. Status of integrity education among undergraduates at Zhaoqing University.

Category	Item 1	Item 2	Item 3
Institutional Practice	Integrity courses and lectures	Anti-corruption themed activities	Social media integration with traditional channels
Challenges	Insufficient content innovation and diversity	Limited interactivity	Underutilization of digital platforms
Outcomes	Enhanced integrity awareness	Strengthened ethical values and moral judgment	Increased social responsibility and self-discipline
Outstanding Problems	Over-reliance on conventional pedagogy	Low student engagement	Inadequate educator digital literacy
Summary	Enhance social media-based instruction	Diversify content formats	Strengthen educator media competencies

4. Interactive relationship between social media and integrity education among undergraduates at Zhaoqing University

4.1. Role of social media in integrity education at Zhaoqing University

Social media significantly amplifies integrity education reach and effectiveness. Its broad dissemination capacity enables rapid information delivery to diverse student populations, including demographics traditionally underserved by conventional formats. The platforms' accessibility and personalization empower students to select content aligned with individual interests, enhancing relevance and engagement. Crucially, interactivity transforms passive reception into active participation: students comment, repost, and discuss, deepening involvement. Through Weibo and WeChat Official Accounts, the university disseminates integrity culture efficiently while stimulating sustained student initiative.

4.2. Current state of interaction

Social media has been progressively integrated with traditional integrity education, establishing emergent interaction mechanisms. The university publishes integrity-related materials—Articles, video lectures, case analyses—Via WeChat Official Accounts and campus blogs, facilitating real-time communication and student-generated content creation that strengthens ownership. However, platforms remain underutilized for learning assessment, longitudinal engagement, and multi-dimensional dissemination.

4.3. Effects of interaction

Social media positively influences integrity awareness by guiding ethical value formation through timely, interactive content delivery. Students share perspectives and participate in discussions during integrity activities, reinforcing identification and practice. While credibility concerns exist, appropriate oversight and feedback

mechanisms enhance reliability and educational outcomes. **Table 2** summarizes this interactive relationship.

Table 2. Interactive relationship between social media and integrity education at Zhaoqing University.

Category	Item 1	Item 2	Item 3	Item 4
Role of Social Media	Expand reach to under-served populations	Enable personalized content selection	Disseminate culture via Weibo/WeChat	Sustain innovation momentum
Current Interaction	Publish content via Official Accounts	Facilitate student engagement through comments	Distribute articles, videos, case analyses	Enhance cultural identification
Interaction Effects	Improve awareness and ethical values	Increase engagement through interactivity	Reinforce practice via online sharing	Strengthen long-term outcomes
Platform Interactivity	Enable participation via comments/reposts	Strengthen student agency	Improve feedback mechanisms	Boost instructional effectiveness
Communication Effects	Enhance timeliness and appeal	Increase attractiveness through interaction	Improve reliability via oversight	Diversify educational impact
Limitations	Inadequate assessment capabilities	Underutilized multi-dimensional potential	Credibility concerns	Insufficient depth and participation

5. Influence of social media on integrity education among undergraduates at Zhaoqing University

5.1. Educational influence

Social media delivers substantial educational impact through diverse, real-time content—Articles, videos, cases—Embedded with interactive elements that enhance student engagement. Its immediacy and broad coverage rapidly disseminate integrity messages to large populations, stimulating attention and reflection. By integrating integrity promotion into students' daily routines through modern communication technologies, platforms heighten salience and normative identification, improving both influence and outcomes in increasingly complex social environments.

5.2. Limits on influence

Significant constraints persist. Low entry barriers compromise content authenticity and authority; inadequate producer media literacy introduces distortions that undermine credibility and skew student understanding. Additionally, limited educator social media proficiency reduces instructional potential, as traditional pedagogical paradigms underutilize platform interactivity and diversity.

5.3. Evaluation of outcomes

Social media-based integrity education has elevated topic awareness, yet deeper value internalization requires strengthening. While students appreciate format accessibility, content often lacks depth and systematicity, producing fragmented effects and uneven participation. Attractiveness has not fully translated into sustained critical engagement. Zhaoqing University must refine content planning and interaction design to enhance continuity and effectiveness.

6. Optimization pathways for social media–integrity education interaction at Zhaoqing University

6.1. Improve content quality and diversity

Zhaoqing University must enhance integrity content accuracy and educational value through strengthened creator oversight and training, ensuring authoritative, professional materials. Incorporate expert talks, case analyses, and policy interpretations to elevate credibility. Diversify formats—Combining text, images, video, and interactive Q&A—To boost engagement. Utilize short videos and livestreaming for online lectures, aligning topics with current affairs and student concerns through regularly published themed series that contextualize integrity values, thereby improving effectiveness.

6.2. Build educator media literacy

Faculty require enhanced media literacy and platform proficiency to drive innovation. The university should organize training on platform operations and communication strategies, enabling teachers to integrate social

media with classroom instruction. Instructors should host online discussions, encourage student submissions, and involve learners in content production to improve relevance and participation.

6.3. Construct collaborative education mechanism

Strengthen university-family-society cooperation through social media engagement of parents and community stakeholders via WeChat groups and online forums. Establish platform governance mechanisms—Management rules, regular content audits—To prevent misinformation and safeguard educational integrity. Such collaboration optimizes social media utilization and amplifies overall impact.

7. Conclusion

Social media has proven effective in advancing integrity education at Zhaoqing University by accelerating dissemination, expanding reach, and enhancing engagement. Its immediacy and diversity foster self-directed learning and critical reflection. However, challenges persist regarding content authenticity, authority, and depth, potentially limiting long-term impact. Future initiatives should prioritize high-quality content while strengthening educators' digital literacy. The university must reinforce content oversight, diversify delivery formats, and establish systematic faculty development. Collaboration with families and communities will create a sustainable educational ecosystem. As an emerging tool for cultivating integrity culture, social media can be strategically integrated into students' experiences, supporting development of a generation committed to probity and civic responsibility.

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