

The Manifestation, Causes, Countermeasures of “Double-Sided Person” in Current China’s University Teachers from the Perspective of Materialist Philosophy and Psychology

Gao Peng^{1,*}, Zixing Zeng²

¹*School of Marxism, University of Shanghai for Science and Technology, Shanghai, China*

²*School of Marxism, Jiangnan University, Wuxi, Jiangsu, China*

**Corresponding Author.*

Abstract: In current China, there is “double-sided person” in university teachers. This phenomenon is seriously threatening the development of universities and national undertakings. Therefore, this phenomenon must be effectively addressed. Recently, this phenomenon has received some attention from the academic community and become a hot theoretical theme. Meanwhile, many achievements has been achieved regarding this theme. However, further research are needed on it. Thus, the article conducts research on it from the perspective of materialist philosophy and psychology. From the perspective of materialist philosophy and psychology, this article mainly focuses on the main manifestations, causes, and countermeasures of “double-sided person” in current China’s university teachers. It summarizes the specific manifestations of “double-sided person” above-mentioned, analyzes why it formed and exists, and proposes some practical and effective countermeasures for it. Firstly, the main manifestation of “double-sided person” in current China’s university teachers is that a minority of them are verbally consistent with the theories, lines, guidelines, and strategies of China’s top administrative department, but their actual behavior is inconsistent with those above-mentioned. Then, from the perspective of materialist philosophy, the causes of “double-sided person” above-mentioned are as follows. The internal reason is that the thought qualities of a minority of university teachers are not strong enough. The external reason is that the relevant appointment, assessment, and supervision mechanisms of university teachers are not sound. From the

perspective of psychology, the causes are personality distortion caused by cognitive dissonance, personality fission in motivational conflict dilemma, impression manipulation and negative effects of character labels, the accumulation of “mode personality” and the psychological disorder of “marginal individuals”. Last, the main countermeasures are as follows: First, improving the appointment and assessment mechanism of university teachers. Second, strengthening the daily supervision mechanism for university teachers. Third, strengthening the management of university teachers through the legal measures. Fourth, strengthening thought education for university teachers. Fifth, strengthening the governance of cyberspace related to university teachers. Sixth, establishing a unit alliance to address “double-sided person”.

Keywords: Current China’s University Teachers; “Double-Sided Person”; Manifestations; Causes; Countermeasure

1. Introduction

In current China, there is a certain degree of “double-sided person” in university teachers. This phenomenon poses a serious threat to the development of universities and national undertakings. Therefore, this phenomenon must be highly valued and effectively addressed. In recent years, this phenomenon has also received some attention from the academic community and gradually become a popular theoretical topic. At present, the academic community has also achieved many achievements in the research of this theoretical topic. However, further research and expansion are needed on it. In view of this, around this

theoretical theme, the article mainly applies the viewpoints and methods of dialectical materialism, historical materialism, and personality psychology, adhering to the principles of combining theory with practice, linking theory with practice, and unifying logic with history. Through analysis and synthesis, induction, induction, and deduction, it conducts a comprehensive and in-depth study of the phenomenon of “double-sided person” in current China’s university teachers, summarizes the specific manifestations of “double-sided person” in social reality, analyzes why it formed and exists, and proposes some practical and effective countermeasures for it.

2. Overview of the Phenomenon of “Double-sided Person” in Current China’s University Teachers

In current China, the phenomenon of “double-sided person” in university teachers is mainly characterized by “good words and evil deeds”[1]. Specifically, a minority of Chinese university teachers today align their language with the theory, line, principles, and strategies of China’s top administrative department, but their actual behavior is inconsistent with the theory, line, principles, and strategies of China’s top administrative department. Or, on the surface, it may be consistent with the theory, line, principles, and strategies of China’s top administrative department, but behind the scenes, it may be inconsistent with the theory, line, principles, and strategies of China’s top administrative department. In short, it is a set of words and another set of actions; Or, one set in front and another set behind.[2]

3. The Causes of “Double-Sided Person” in Current China’s University Teachers from the Cross Perspective of Materialist Philosophy and Psychology

3.1 The Causes of “Double-Sided Person” in Current China’s University Teachers from the Perspective of Materialist Philosophy

In the perspective of materialist philosophy, contradiction is the driving force behind the development of things. In the process of development, there are different contradictions, and the roles played by different contradictions are also different. Among them, internal and external contradictions play an important role

and influence on the development of things. However, the roles played by these two contradictions are different. Internal contradiction (internal cause) is the basis for the development of things, while external contradiction (external cause) is the condition for the development of things. The development of things is the result of the joint action of internal and external factors. In addition to the development of things, human development is no exception. The causes of “double-sided person” in current China’s university teachers can also be analyzed from two aspects: internal and external factors.

3.1.1 Internal factors: the thought qualities of a minority of university teachers are not strong enough

Materialist philosophy holds that internal factors are the basis for the development of things, and they directly determine the process and outcome of their development. The thought qualities of a minority of university teachers are just one of the main reasons for the formation of “double-sided person” mentioned above. Specifically, these people lack a firm belief in the ideals of China’s path and future, also lacking a correct understanding and recognition of the theory, line, principles, and strategies of China’s top administrative department, and a lack of identification with the leadership of China’s top administrative department, resulting in their language or surface consistency with the line, principles, strategies of China’s top administrative department. However, in actual behavior or behind the scenes, they often violate the theory, line, principles, and strategies of China’s top administrative department.

3.1.2 External factors: the relevant appointment, assessment and supervision mechanisms of university teachers are not sound

In the perspective of materialist philosophy, from an external perspective, the formation of the above-mentioned “double-sided person” is also related to the inadequate appointment, assessment, and supervision mechanisms of the current Chinese university teacher group.[3] Specifically, in current China, the appointment and assessment mechanisms of university teachers mainly focus on the evaluation and assessment of their actual performance in teaching and research, while relatively

neglecting the evaluation and assessment of their thought qualities. In addition, the supervision mechanism also pays more attention to the supervision of their daily work such as teaching and scientific research, while relatively neglecting the supervision of their thought qualities and political behavior. Or rather, in current China, due to the limitations or shortcomings of the relevant appointment, assessment, and supervision mechanisms for university teachers, there is currently no very practical and effective method or mechanism to evaluate and assess the thought qualities of university teachers and supervise their thought behavior. This to some extent also leads to a minority of university teachers often violating the China's top administrative department's theory, line, principles, and strategies in their actual behavior.

3.2 The Causes of “Double-Sided Person” in Current China’s University Teachers from the Perspective of Psychology

In the perspective of psychology, or more precisely, in the perspective of personality psychology, “double-sided person” in current China’s university teachers refers to conscious and autonomous personality split individuals who deviate from their purpose and laws in work and life, have strong selfish motives, are good at disguising and deceiving, and cause functional damage to universities and national institutions.[4]

Based on the judgment that “double-sided person” mentioned above is an autonomous personality disorder, its causes should be analyzed from a multidimensional theoretical perspective of personality psychology.

3.2.1 Personality distortion caused by cognitive dissonance

Human psychology and behavior are governed by their internal cognitive processes. To understand or predict personality structure and direction, it is necessary to delve into this internal cognitive system. Psychologist Leon Festinger’s research suggests that cognition or cognitive system is the sum of an individual’s views, beliefs, knowledge, and attitudes towards the environment, others, and their own behavior. Although different individuals have different ways of encoding or processing information and have unique personal constructions of stimulus situations, each person’s cognitive process is influenced by the

cognitive subject, cognitive object, and specific context. Due to the relative independence of different cognitive elements, cognitive contradictions or imbalances are difficult to avoid. Festinger believed that cognitive imbalance or dysregulation is not an abnormal state of cognitive structure, but a normal state of the cognitive system.[5] Cognitive dissonance states have dynamic significance, leading to individual psychological coordination. However, if the tension between dysregulated cognitive elements is too great to reconcile, it can trigger “two faced” behaviors such as inconsistent knowledge and action, contradictory words and actions, and deceitful words and actions.

3.2.2 Personality fission in motivational conflict dilemma

Human motivation, as a psychological process that triggers, drives, maintains, and regulates individual behavior towards certain goals, is extremely complex. The complexity of motivation is reflected in the fact that human basic motivations are the same, but the ways in which these motivations or needs are met reveal individual and cultural differences; At the same time, it also manifests as a none one-to-one correspondence between individual motivation and behavior. Moreover, as a dynamic process, motivation is continuous and constantly changing, and very few people reach a state of complete satisfaction.[6] Psychologist Kurt Lewin pointed out that the psychological tension caused by this state of dissatisfaction constitutes a system, and when this system is connected to a certain object, it forms a vector that drives behavior towards the goal.[7] He used mathematical concepts of vectors, positive valence, and negative valence to represent the direction and strength of target attractiveness, and analyzed the conflicts caused by vectors in different directions and levels, distinguishing three basic types of conflicts: dual directional conflict, dual avoidance conflict, and dual avoidance conflict.[8] “double-sided person” often fall into a dilemma of multiple motivational conflicts in daily life, balancing gains and losses between positive and negative valences with selfish motives, leading to a state of wavering or even complete fragmentation of personality. A dominant psychological value may suddenly turn to its opposite. For example, a person with a strong desire for power

suddenly becomes very humble and submissive; or a person with an extremely developed personality mask suddenly takes off his mask and becomes a dangerous person. In addition, the satisfaction of needs and the achievement of goals are tests of willpower. In the process of achieving goals, the decline of personal willpower is undoubtedly the crux of the dilemma that “double-sided person” find difficult to extricate themselves from and induce behaviors such as deception, false reporting, and deviation.

3.2.3 Impression manipulation and negative effects of character labels

From the perspective of social role theory, it is not difficult to find that “double-sided person” are all skilled in using impression manipulation techniques in social role-playing. In the perspective of situational identity theory, each social situation has a suitable set of social behavior patterns, and each person in role-playing needs to use certain impression management strategies to strive to demonstrate the most suitable situational identity for themselves. Erving Goffman referred to impression management as “stage performance art” and his research found that there is almost no profession that does not engage in concealment activities. Whether honest performers want to convey the truth or dishonest performers want to convey falsehood, both must use appropriate techniques to make their performances come to life.[9] These skills include dressing up, grooming oneself according to character expectations, wearing a mask to hide one’s true self, and catering to others in social interactions. It should be pointed out that impression management in social role performance itself does not have moral judgment significance, and the key lies in the nature of the behavioral motivation of those who use skills. Speculators with impure motives take advantage of special performance strategies in impression management to deceive the world and steal fame.

Furthermore, in terms of professional roles, a phenomenon worth pondering is that the specific role of a politician seems to be easily labeled as a disguised negative. “Lies are the twin chariots of power, and have repeatedly made great contributions to the acquisition and maintenance of power.”[10]. Political scientist Harold D. Lasswell also pointed out in his book *Power and Personality* that an unpleasant

metaphor is to compare politicians to magicians. The potential psychological negative effect of such role labels is self proclaimed prophecy, making disguise and lies subconscious or hidden rules in political life.[11] To fundamentally overcome this misunderstanding of political figures, while correctly understanding role norms and eliminating role stereotypes, China’s top administrative department members and cadres themselves must strive to shape and maintain an honest and trustworthy personality image. In terms of the negative effects mentioned above, the situation of Chinese university teachers today is somewhat similar to that of political figures, and the former is also prone to negative effects of role labeling to a certain extent.

3.2.4 The accumulation of “mode personality” and the psychological disorder of “marginal individuals”

Firstly, based on historical dimensions, the pursuit of cultural incentives for “double-sided person” is closely related to “modal personality”[12]. Among the multimodal personality traits that give rise to “double-sided person”, the most representative ones are seemingly contradictory self views, and interpersonal interaction patterns that prioritize human relationships and face. It is not difficult to see from the behavioral characteristics of “double-sided person” that, on the one hand, traditional Chinese’s self-evaluation places too much emphasis on the opinions and expectations of others, blindly pursuing the harmony between themselves and the situation, leading to the concealment of their true selves that are not accepted or recognized by others, resulting in self segregation and easy infiltration of “double-sided person” who are difficult to distinguish between true and false. On the other hand, the particularist relationship model that overly emphasizes human feelings, face saving, and is characterized by others is the interpersonal situation that breeds “double-sided person”. When facing the dual pressure of national law and human relationships, many university teachers are held hostage by human relationships and face saving. It seems that human emotions have emerged, but their purpose, ideals, beliefs, and legal discipline have been lost. The difference or double standards of rules in the coordination of work relationships between “double-sided person”

also stem from the interpersonal patterns in the context of particularism.

Secondly, from the practical dimension of cultural shock, “double-sided person” reflect the shadow of “marginal people”. The instability, imbalance, and conflict of “marginal individuals” have deepened the spiritual fission and identity crisis of modern people, leading to unconsciously falling into the “spiritual distress” described by Brown (R.) [13]. Over the past 45 years of reform and opening up, tradition and modernity have overlapped, and local cultural elements and foreign cultural elements have alternated and coexisted. “double-sided person” are also products of personality fission caused by the collision, selection, and conflict between new and old cultures and Chinese and foreign cultures. Facing the entanglement between tradition and modernity, the game between material and spirit, the confrontation between sublimity and vulgarity, and the choice between persistence and conformity can easily lead people to mental distress and disorder caused by psychological conflicts. In an environment where ideals and beliefs are weakened and external constraints are softened, many university teachers’ “ballast stones” are shaken, and the “main switch” begins to loosen. The direct consequence is the spiritual objectification and loss of ideal personality, gradually sliding towards personality atrophy, personality ruffians, and even personality fragmentation.

4. Countermeasures for the Phenomenon of “Double-Sided Person” in Current China’s University Teachers

Based on the current situation of Chinese society and the analysis of the causes of “double-sided person” in current China’s university teachers, the following countermeasures can be proposed.

4.1 Improve the Appointment and Assessment Mechanism for Current China’s University Teachers

Specifically, it is necessary to pay attention to and strengthen the evaluation and assessment of the thought qualities and behaviors of the current Chinese university teacher group in their appointment and assessment mechanisms. In the current appointment process of Chinese university teachers, attention should be paid to

and strengthened evaluation and assessment of the thought qualities and behaviors of candidates or test subjects. According to relevant laws, regulations, and rules, those who have been clearly identified as “double-sided person” and have not yet initiated the appointment process should not be appointed. For those who have already been appointed, the appointment relationship should also be terminated as soon as possible in accordance with relevant laws, regulations, and rules. In the assessment process of the current Chinese university teacher group, once “double-sided person” are found, it should be deemed as unqualified in the assessment, and their job positions and titles should be dismissed as soon as possible. The behavior of “double-sided person” should be recorded in their personnel files, so as to provide reference materials for subsequent relevant units and organizations, facilitate their understanding of the relevant situation, and make judgments and selections.

4.2 Strengthen the Daily Supervision Mechanism for Current China’s University Teachers

Specifically, in the daily supervision mechanism of current China’s university teachers, attention should not only be paid to the supervision of their teaching, scientific research and other daily work, but also to the supervision of their thought qualities and political behavior. In the daily supervision process, once a “double-sided person” is found, their job position, title, or position should be immediately dismissed, and their behavior should be recorded in their personnel files for reference by other employers.

4.3 Strengthening the Management of Current China’s University Teachers Through the Use of Legal Means

Specifically, it is necessary to establish and strictly enforce relevant laws and regulations for the management of university teachers in China today. Especially, it is necessary to improve the relevant laws and regulations for governing the phenomenon of “double-sided person” in current China’s university teachers, and use legal means to punish these “double-sided person”, making the punishment of “double-sided person” legal and normalized.

4.4 Strengthening Thought Education for Current China's University Teachers

Specifically, it is necessary to continuously use the theoretical achievements of Marxism Sinicization and the theory of the China's top administrative department to strengthen the thought education of current China's university teachers, so as to encourage them to firm their ideals and beliefs, form a correct understanding and recognition of the theory, line, principles and strategies of China's top administrative department, and form and enhance a sense of identity with the leadership of China's top administrative department.

4.5 Strengthen the Governance of Cyberspace Related to Current China's University Teachers

From the media reports in recent years in China, it can be seen that the phenomenon of "double-sided person" mentioned above often forms and exists in the online space. Therefore, it is also necessary to strengthen the governance of the cyberspace related to current China's university teachers. Specifically, it is important to be adept at identifying "double-sided person" through comparing and discerning the political language and behavior of Current China's University Teachers in cyberspace and real life, and to promptly punish and deal with them.

4.6 Establish a Unit Alliance to Address the Phenomenon of "Double-Sided Person"

To effectively address the phenomenon of "double-sided person" in current China, it is necessary for organizations of China's top administrative department at all levels and various universities to work together, be good at discovering and punishing "double-sided person" in their own organizational systems and daily work, and exchange information on the discovery and punishment of "double-sided person" and related work experience, sharing resources, and allowing "double-sided person" to lose their living space and development prospects in their units and society. Thus, a strong joint force is formed at the level of organizations of China's top administrative department at all levels and various universities to effectively address the phenomenon of "double-sided person".

5. Conclusions

Firstly, the main manifestation of "double-sided person" in current China's university teachers is that a minority of them are verbally consistent with the theories, lines, guidelines, and strategies of China's top administrative department, but their actual behavior is inconsistent with those above-mentioned. Then, from the perspective of materialist philosophy, the causes of "double-sided person" above-mentioned are as follows. The internal reason is that the thought qualities of a minority of university teachers aren't strong enough. The external reason is that the relevant appointment, assessment, and supervision mechanisms of university teachers are not sound. From the Perspective of Psychology, the causes are personality distortion caused by cognitive dissonance, personality fission in motivational conflict dilemma, impression manipulation and negative effects of character labels, the accumulation of "mode personality" and the psychological disorder of "marginal individuals".

Last, the main countermeasures are as follows. First, improve the appointment and assessment mechanism of university teachers. Second, strengthen the daily supervision mechanism for university teachers. Third, strengthening the management of university teachers through the legal measures. Fourth, strengthening thought education for university teachers. Fifth, strengthen the governance of cyberspace related to university teachers. Sixth, establish a unit alliance to address "double-sided person".

Acknowledgments

This paper is supported by Special Project of Shanghai Philosophy and Social Sciences Planning (No.2024VSJ025) and the 20th "Qiu Xuan Hu Jiang" Postgraduate Science and Technology Cultural Festival Project of University of Shanghai for Science and Technology "Rolling Survey on the Contribution of Members of China's top administrative department (2023)".

References

- [1] Zhengyong Zhao. Resolutely Prevent the Phenomenon of "Double-sided Person". Red Flag Manuscript, 2015, (20):40.
- [2] Wenjia Guo. Focus on the Prevention and Control of "Double-sided Person in Politics". Leadership Science, 2019, (16):65-68.

- [3] Qunhong Yang, Yunqing Guo. The Harm, Causes and Prevention of the Political “double-sided person”. *Academic Journal of Zhongzhou*, 2019, (6):9-14.
- [4] Honglan Ni. Generating Logic and Dispelling Path of “Double-sided Person in Politics”: An interpretation from the perspective of personality psychology. *Journal of Jiangsu Administration Institute*, 2019, (6):73-79.
- [5] Haosheng Ye. *The History and System of Western Psychology*. People’s Education Press, 1998:467-468.
- [6] A.H. Maslow. *Motivation and Personality*. Huaxia Publishing House, 1998:29.
- [7] Yongyu Guo. *Personality Psychology*. China Renmin University Press, 2005:455-456.
- [8] Honglan Ni. Generating Logic and Dispelling Path of “Double-sided Person in Politics”: An interpretation from the perspective of personality psychology. *Journal of Jiangsu Administration Institute*, 2019, (6):73-79.
- [9] Owen Goffman. *Self presentation in daily life*. Zhejiang People’s Publishing House, 1989:62-64.
- [10] Daniel McNeill. *The Face*. China Friendship Publishing Company, 2000:280.
- [11] Harold D. Lasswell. *Power and Personality*. Central Compilation & Translation Press, 2013:2.
- [12] Honglan Ni. Generating Logic and Dispelling Path of “Double-sided Person in Politics”: An interpretation from the perspective of personality psychology. *Journal of Jiangsu Administration Institute*, 2019, (6):73-79.
- [13] Zhou Xiaohong. *Masterpieces of Modern Social Psychology*. Social Science Academic Press (China), 2007: 103.