

Reflection on College Students' Voluntary Service and Countermeasures Against the Background of "Internet Plus"

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ABSTRACT

With the increasing awareness and influence of college students' voluntary service, positive changes have taken place in the content, carrier and concept of college students' voluntary service against the background of "Internet plus", but there are also problems such as the single mode of voluntary service and the imperfect volunteer talent training system. From the perspective of the combination of theory and practice, suggestions are put forward to guide college students' voluntary service in the era of We-Media from the aspects of enriching the ways and contents of voluntary service and giving full play to the core role of party organizations. Then, the ability and level of college students' voluntary service will be improved.

Keywords: "Internet +", College students, Voluntary service.

1. INTRODUCTION

"Voluntary service refers to the public welfare services provided by volunteers, voluntary service organizations and other organizations to the society or others voluntarily and free of charge." [1] Meanwhile, voluntary service is an important symbol of the progress of modern social civilization and an important content of strengthening the construction of spiritual civilization, cultivating and practicing the core socialist values." [2] As a concrete manifestation and action continuation of the excellent traditional culture of the Chinese nation, voluntary service is full of new vigor and vitality in the development of human society. Carrying out college students' voluntary service work well plays a positive role in promoting the construction of socialist spiritual civilization, carrying forward the new socialist fashion, cultivating college students' social practice ability, social communication ability and social ability, and enhancing college students' sense of social responsibility and national cohesion.

2. COLLEGE STUDENTS' VOLUNTARY SERVICE BEHAVIOR AGAINST THE BACKGROUND OF "INTERNET +"

2.1 *The Awareness of Voluntary Service Has Been Continuously Strengthened*

According to the "outline for the implementation of civic morality in the new era" issued by the CPC Central Committee and the State Council in 2019, "it is necessary to carry forward the spirit of Lei Feng and the voluntary spirit of dedication, fraternity, mutual assistance and progress." [3] According to the data provided by China volunteer service network, "as of May 4, 2022, the total number of real-name volunteers in China is 222 million, the total number of volunteer teams is 1.25 million, the total number of volunteer projects is 9.14 million, and the total service time is 3358.28 million (hours). The total number of real-name volunteers in Shandong is 17.11 million, the total number of volunteer teams is 110000, the total number of volunteer projects is 350000, and the total service time is 232.9 million (hours)." [4] Volunteer service projects cover 32 provinces and

autonomous regions, including Beijing, Tianjin, Guangdong and Xinjiang Uygur Autonomous Region; services include community service, emergency rescue, health, volunteer firefighting, etc.; and the service targets include children, women, poor families, patients and other groups. From Beijing Olympic Winter Games and Winter Paralympic Games to the college student volunteer group actively engaging in the front line of anti-epidemic during the closed management of major universities under the normalization of epidemic prevention and control, the new style and responsibility of contemporary young college students in the new era can be seen. In the process of voluntary service, whether it is the training of work content before service, due diligence in service and orderly follow-up after service, the college student volunteer group strictly abides by the norms of voluntary service, carries forward the spirit of hard work and dedication in the process of voluntary service, and highlights the personal life value and social value.

2.2 The Influence of Voluntary Service Has Gradually Expanded

General Secretary Xi Jinping pointed out in a letter to the Second General Assembly of the China Federation of Voluntary Service in July 2019: "I hope that the majority of volunteers, voluntary service organizations and voluntary service workers will base themselves on the new era, show their new role and continue to write the story of Lei Feng in the new era with practical actions." [5] College student volunteers are mostly born in 1995s and 2000s as the main force, and they participate in different types of volunteer work according to their actual situation, considering volunteer work content and interests. On the premise of using non-administrative means, voluntary services not only highlight the characteristics of mutual assistance, public welfare and voluntariness, but also strengthen the functionality of voluntary service as a new carrier of college students' ideological and political education. Through voluntary service, the ideological and political education of college students will move from theory to practice, from being recessive to being explicit, from passive acceptance to active acquisition. In addition, "college students are more willing to participate in voluntary services, but they are more inclined to participate in the types of voluntary services they are familiar with." [6] For college students, voluntary service is not an ambiguous thing to do, nor is it to make their resume "brilliant", but to let

them find the direction of life, realize the great transformation of spiritual realm, theoretical knowledge and family and country feelings, and show the youth responsibility of the new era.

2.3 The Incentive Mechanism of Voluntary Service Is Becoming More and More Perfect

"Incentive mechanism is a way to motivate the interaction between subject and object, and college student volunteer service should be built on the intrinsic needs of individual volunteers, the direction of volunteer efforts advocated and expected by the society, the way of behavior, and the values to be followed, etc." [7] The Chinese Youth Volunteer Action, which began in December 1993, is a starburst of the spirit of Lei Feng, and a vivid embodiment of young college students' dedication to society with love and realization of values with action. The current incentive mechanism includes honorary incentive, material incentive and social rights and interests protection incentive. Through the university students' voluntary service activities with various kinds of incentive mechanisms as the premise of guarantee, it can realize the voluntary service activities with rules to follow and laws to follow, and carry out in an orderly manner. The "Regulations on Voluntary Service" promulgated in September 2017 is the first national legislation in the field of voluntary service. And its promulgation and implementation is of epoch-making significance in promoting the development of voluntary service in the process of national governance modernization, giving full play to the positive role of voluntary service in improving people's livelihood and promoting social civilization and progress. "'Regulations on Voluntary Service' is a key step and a reliable guarantee for taking the road of volunteerism with Chinese characteristics, innovating volunteerism theory with Chinese characteristics, establishing volunteerism system with Chinese characteristics and realizing the cultural value of volunteerism with Chinese characteristics." [8] As a social integrity group, college student volunteers volunteer with distinctive Chinese characteristics, and the "Regulations on Voluntary Service" also points out the direction and provides fundamental guidelines for contemporary young college students to do a good job in voluntary service.

3. PROBLEMS EXISTING IN COLLEGE STUDENTS' VOLUNTARY SERVICE AGAINST THE BACKGROUND OF "INTERNET+"

3.1 The Unitary Method of Voluntary Service

The volunteer service of the university student group is organized by the Youth League Committee, and the volunteer service projects are relatively fixed, with a single approach and method of voluntary service, mainly focusing on offline volunteer service carried out in March every year through the traditional "Volunteer Service Month to Learn Lei Feng". Some of university associations also provide a platform for students to participate in volunteer services. The service is mainly carried out in form of washing clothes and cleaning the courtyard for the elderly in the nursing home. At the same time, publicity points are set in campus at fixed times of the year to donate clothes and goods to students in poor areas. Against the background of "Internet+", if college students ignore the innovation of volunteering methods and service carriers, the process of volunteering will be blurred and the effect of volunteering will be greatly reduced. The single approach and method of volunteering shows that the volunteer organizations and volunteers are not able to plan ahead and lack foresight for the upcoming volunteer services, and lack the correct motivation for volunteering. Besides, the failure to focus on key areas of people's livelihood and the expectations of the masses leads to low service efficiency. Therefore, it is impossible to guide college students to cultivate the qualities of loving the party and the nation, bearing hardships and striving in volunteer service.

3.2 Inadequate Training System for Volunteer Talents

The university student volunteer group is the main force and pioneer of youth volunteers, playing an active role in serving economic and social development, epidemic prevention and control, and large-scale events. At present, the workflow for the recruitment, selection, cultivation and retention of outstanding volunteer talents is not yet standardized, the work foundation is not solid and the scientific cultivation system has not yet been fully established. There is much room for improvement in terms of social recognition of student volunteers,

management and service of university student volunteers, training and exchange of business skills, as well as the promotion of student volunteering by traditional media and We-Media and the creation of a strong atmosphere for volunteering in society. If the volunteer service management department cannot carry out standardized management and scientific training for college students' volunteers, it is difficult for volunteers to accurately grasp and deeply understand the concept, spirit and direction of volunteer service, and can not internalize the concept of volunteer service. If the society does not support college students' voluntary service, it will not be able to cultivate a group of business backbones who recognize the concept of voluntary service and master the knowledge of voluntary service through practice, which "leads to the vague identity of university voluntary organizations to enter the society and carry out voluntary service, directly affects the docking, implementation and effect of service activities and social management to a certain extent." [9]

3.3 The Core Role of Party Organizations Is Not Fully Played

College student volunteers carry out volunteer activities relying on colleges and universities and social volunteer service organizations. If college student volunteers only pay attention to business development in voluntary service, they will ignore the party organization construction within the organization and weaken the leading role of party construction. According to the "basic norms of voluntary service organizations" issued by the National Standards Committee in June 2021, "basic conditions" is the primary index of the evaluation index of voluntary service organizations, which has the secondary index of "institutional setting" and the tertiary index of "setting up party organizations and carrying out party activities as required". Therefore, the party's leadership plays an important guiding role and ideological leading role in the process of voluntary service organizations and voluntary service activities. If voluntary organizations are not guided internally by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and do not study the spirit of the party's plenaries in depth and systematically, they will not be able to grasp the general trend of development in the world and China. Besides, they will not be able to promote the building of the group with the party building or promote voluntary services in depth with the party leading the way. College party organizations of

students tend to focus on the daily work of the party branch and how to do a good job in the ideal and belief education of party members of the branch. There is a lack of publicity and guidance on the content, purpose and significance of volunteer service of college student party members, resulting in a small base of college student party members and low service frequency. Then, it fails to play an exemplary and leading role in the ordinary student group.

4. OPTIMIZATION PATH FOR COLLEGE STUDENTS' VOLUNTARY SERVICE AGAINST THE BACKGROUND OF "INTERNET +"

4.1 Enriching the Ways and Contents of Voluntary Service

As one of the main carriers for college students to participate in social practice during school, the Youth League Committee of colleges and universities and the sub-Youth League Committee (branch of Youth League Committee) of secondary schools should help and guide college student volunteers to clarify the service direction, carry out volunteer services in the fields of helping the elderly, student aid and large-scale social welfare activities, and encourage college student volunteers and volunteer service teams to unite together to create a volunteer service brand and give play to the brand effect. It is known that "brand is an intangible asset. The stronger the competitiveness of the brand, the greater its role and significance to the brand owner." [10] According to the academic background and personal ability advantages of college student volunteers, it is suggested to make full use of the Internet to innovate and optimize volunteer service methods, carry out online volunteer services, and improve service efficiency and social reputation. For example, voluntary activities abroad have been "extended to preschool children's day care, elderly day care, preschool children's after-school activities, protection of women, resettlement of immigrants and refugees, social righteous deeds, civil rights, social justice, culture and art, community development, health and hospitals". [11] It is necessary to implement policies by categories, carry out targeted guidance and service content expansion in terms of service methods and service contents considering college student volunteers of different disciplines, give full play to the professional expertise of volunteers, and

do their best to turn the subjective vision into practical productivity, so that college student volunteers can apply professional theoretical knowledge to social practice and realize the value combination of theory and practice.

4.2 Establishing and Improving the Training System of Volunteer Talents

On April 25, 2022, the eve of May Fourth in 2022, General Secretary Xi Jinping pointed out during his investigation and research at Renmin University of China that the youth should "run hard on the track of youth and strive to run the best performance." [12] To do a good job of voluntary service of college students in the context of "Internet+", the Communist Youth League of universities should improve the working mechanism, refine the service process, expand the service channels, enrich the service content and normalize volunteer service in colleges and universities. Through the official accounts of WeChat of the Communist Youth League of colleges and universities, Tik Tok, Kuaishou and other popular ways, it is suggested to carry out multi-carrier publicity of voluntary services, carry forward the spirit of Lei Feng and the voluntary spirit of dedication, fraternity, mutual assistance and progress, and create a good social atmosphere for the smooth development of voluntary services. Meanwhile, the Communist Youth League organizations at all levels in colleges and universities should guide college students to connect with the society and the times through voluntary service, and "dedicate wealth, knowledge, skills and enthusiasm to vulnerable groups or social welfare undertakings through voluntary means. [13] Finally, colleges and universities should be more scientific and orderly in recruitment, selection, training, management and service. In addition, it is required to keep pace with the times in the connection between supply and demand of volunteer service, innovation of personnel training mechanism, establishment of volunteer service training and exchange mechanism, implementation of volunteer service record system and volunteer service feedback mechanism. Besides, it is suggested to strengthen the dissemination of volunteer service awareness, and gather the selfless-dedication of each college student volunteer.

4.3 Giving Full Play to the Core Role of Party Organizations

"Volunteering is an important force for pooling social resources, stimulating social vitality, expanding social participation, innovating social governance, maintaining social stability and promoting social harmony; it is an effective way to nurture young people of the times to grow their talents, convey social care and promote social civilization; and it is also an important thinking platform for leading core socialist values." [14] To do a good job of volunteering work of college students in the context of "Internet+", it is suggested to adhere to the guidance of Xi Jinping's thought on socialism with Chinese characteristics in the new era, implement the spirit of the 19th Party Congress and the 19th Plenary Session, adhere to the party building as the leader, play the role of the fighting bastion of the grass-roots party organizations of colleges and universities and the pioneering role of student party members, and ensure that the volunteer service of college students is a good one. The volunteer work of university students will be clearly marked and develop in the right direction. Meanwhile, it is required to increase the base number of student party members and volunteers, and let the student party members and volunteers drive the members of the Communist Youth League. The members of the Communist Youth League would affect ordinary students. Based on reality and through practical exploration, it is necessary to establish a number of exemplary college student volunteer service individuals and teams with high social reputation and obvious role. From the activity of "sending warmth and giving love", to the activity of "hand-in-hand", and then to the college student volunteers under the normalization of epidemic prevention and control, "the theoretical, cultural and contemporary nature of volunteerism in education and guidance will be highlighted, and the educational attribute and extensive participation of voluntary service in practice can be seen." [15] Then, a fundamental organizational guarantee for the standardization and normalization of college student voluntary service is provided.

5. CONCLUSION

As General Secretary Xi Jinping said, "it is not easy to find a correct path, and there is still a long way to go to turn the blueprint into reality." [8] Student volunteering should be in line with the national goal of "two hundred years" in the context

of "Internet+". To give full play to the positive role of voluntary service in college students' ideological and political education, it is necessary to do a good job in system design and social atmosphere construction, improve the volunteer talent training system, establish a scientific evaluation system, expand the radius of voluntary service, and make college students' voluntary service return to its original intention and essence.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Fengwei Zhang.

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