Study on Influencing Factors of Volunteers' Service Motivation in Beijing Winter Olympics: Participatory observation based on S site in Zhangjiakou

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Abstract. During the 2022 Winter Olympics in Beijing, nearly 19,000 Olympics volunteers and more than 200,000 city volunteers participated in the service in three competition areas of Beijing, Yanqing and Zhangjiakou. This paper makes a participatory observation from the perspective of a volunteer in S, Zhangjiakou, and explores the service motivation of volunteers in Beijing Winter Olympics and its influencing factors by means of in-depth interviews and questionnaires. It is found that the factors affecting volunteer service are diversified and complicated. For one thing, volunteers are influenced by service motivation; for another, this service motivation is constantly optimized, and volunteer service embodies the "Beijing Winter Olympics spirit" to a certain extent.

Keywords: Beijing Winter Olympics; Volunteers; Service motivation; Influencing factors.

1. Introduction

On April 8, 2022, General Secretary Xi Jinping delivered an important speech at the commendation meeting of the Beijing Winter Olympics and Paralympics: "The vast number of builders, workers and volunteers of the Winter Olympics bear in mind the great trust of the party and the people. They are full of lofty aspirations to win glory for their country, they sincerely dedicate themselves to their respective posts, they work quietly, and among them there are a large number of advanced collectives and individuals who have made outstanding contributions." International Olympic Committee President Bach also expressed his gratitude to the volunteers of the Beijing Winter Olympics, emphasizing the great contribution made by the volunteers to the great success of the Beijing 2022 Winter Olympics and Paralympics. During the Beijing Winter Olympics, volunteers and participants jointly created the Beijing Winter Olympics spirit of "thinking of the overall situation, being confident and open, facing difficulties, pursuing excellence and creating the future together".

This study adopts qualitative and quantitative research design, and makes preliminary observation and research hypothesis on the service motivation and influencing factors of volunteers in Beijing Winter Olympics during the pre-investigation process. This research adopts the method of participatory observation, integrates into the Winter Olympics from the first perspective, and recalls what had been seen, heard and felt in the process of volunteer service. By using the method of qualitative research and the combination of online and offline, this paper selects 7 female volunteers from site S, Zhangjiakou as the interview objects, and conducts in-depth interviews based on the outline, mainly focusing on volunteers' service motivation, influencing factors, preparatory work, service experience, feeling and so on. The interview contents are all preserved in text materials. By using quantitative research method, this paper rolls collection with the help of online questionnaire tools, takes people with potential service motivation as the specific target, uses pre-survey and repeated test to ensure the reliability and validity of the research.

2. Literature Review and Research Hypotheses

2.1 Beijing Winter Olympics spirit and Olympic volunteers

Summarizing the successful hosting experience of Beijing Winter Olympics, the organizers gave full play to the positive role of volunteers: volunteers are those who do not ask for any remuneration

or other rewards on their own initiative during the Olympic Games, and try their best to fulfill their personal commitment to selfless cooperation. Volunteers with special skills have the necessary professional knowledge reserves, can provide services that meet the requirements of the Winter Olympics, and guarantee the professional standards of the Olympic Games.

The spirit of Beijing Winter Olympics shows the responsibility of "thinking about the overall situation", the great country style of "self-confidence and openness", the spirit of "facing difficulties", the ideal and belief of "pursuing excellence" and the sincere call of "creating the future together" (Sun Baoli et al., 2022), which was generated in the practice of preparing for the Winter Olympics and the Paralympics. Under the strong leadership of the CPC Central Committee, the Chinese government and organizations such as the Beijing Winter Olympics Organizing Committee have joined hands to ensure that the Winter Olympics to be held as scheduled and smoothly. General Secretary Xi Jinping personally planned, deployed and promoted the Beijing Winter Olympics and the Paralympics, and regarded them as "the leaders of the country". The proposal and practice of the spirit of Beijing Winter Olympics enriched the spiritual pedigree of communist party people, reflected the achievements of Chinese modernization in the field of sports in the great practice of the new era, and contributed China wisdom and Chinese strength to the progress of human civilization (Liu Qingbiao et al., 2022).

2.2 Research hypotheses

Based on the above discussion, around the topic of "influencing factors of volunteers' service motivation in Beijing Winter Olympics", this research plans to make some hypotheses and try to explore the core issues in related fields. The influence of gender factors on voluntary service is obvious. The survey found that male and female participants will show different attitudes towards participating in public sports events, especially in the image display of female athletes, which well proves that different genders will have a direct impact on participants' attitudes (Wang Mingfeng, Li Fang & Jin Qiulong, 2022). As for the design of this study, this paper first intends to study gender issues, taking gender as an explanatory variable to understand the relationship between it and the outcome variables. Based on this, this paper intends to verify the following hypotheses:

H1a: Female volunteers are weaker than male volunteers in initial volunteer service motivation.

H1b: Female volunteers are stronger than male volunteers in the process of continuous promotion of volunteer service.

The education level of volunteers is also considered to be directly related to "influencing factors of volunteer service motivation in Beijing Winter Olympics". For example, explaining the volunteer service mechanism of college students from psychological motivation can help to analyze the influence mechanism of subjective norms on volunteer work input of college students (Zhang Baosheng, Li Xin, Li Xinye, Zhang Qingpu, 2022). In the process of pre-investigation, it is found that volunteers with bachelor's degree or above show stronger willingness to volunteer. By studying the education level of the interviewees, this paper tries to explore the internal logic between them and the motivation of voluntary service. Therefore, the following hypotheses are put forward:

H2a: Volunteers with bachelor's degree or above have stronger motivation to volunteer.

H2b: The service motivation of volunteers with education background below bachelor's degree is less affected by difficulties.

The past service experience of volunteers is also related to the "influencing factors of volunteer service motivation in Beijing Winter Olympics". Previous studies have classified the motivation of participating in volunteer service into five aspects: achievement motivation, belonging need, power motivation, self-examination and self-improvement motivation, and entertainment and communication motivation (Yin Xiaochuan and Tian Huifen, 2006). With the accumulation of previous volunteer service experience, volunteers have acquired relevant professional knowledge and service awareness. During the investigation, it is found that the past volunteer service experience leads to different attitudes of volunteers towards the upcoming volunteer activities. Compared with

the group with poor volunteer service experience, the group with richer volunteer experience is more likely to present positive volunteer service motivation. Therefore, it can be assumed that:

H3a: The frequency of past volunteer service experience is positively correlated with volunteer service motivation.

H3b: Those who have past volunteer service experience are less likely to quit halfway.

3. Research Design

This study starts with the analysis of the initiation motivation of Olympic volunteer service, and comprehensively analyzes all aspects of Olympic volunteer management, so as to provide references for the future development of Olympic volunteers. This study takes Beijing 2022 Winter Olympic Games as a typical case, combining with Beijing's social background and institutional background, and analyzes the main factors contributing to the volunteer service motivation of Beijing 2022 Winter Olympic Games, so as to provide some references for the management of Olympic volunteers in the future.

3.1 Participatory observation

In view of the content of this study, this topic adopts the method of participatory observation, and visits the specific managers, main volunteer representatives and potential college students who are motivated to volunteer during the Beijing 2022 Winter Olympics. The interviewees are observed and interviewed by telephone, e-mail and other instant messaging tools.

In this study, a competition venue in site S, Zhangjiakou City, one of the important venues for hosting the Beijing 2022 Winter Olympics, was selected, and the process of all participatory observation was integrated to present the research process comprehensively, sort out the key nodes, and analyze the key influence of key factors on the effect.

3.2 In-depth interview method

In this study, in-depth interviews were conducted with volunteers who participated in the volunteer service of the Beijing Winter Olympics, and a semi-structured interview outline was designed based on this. The seven interviewees were mainly established through interpersonal networks. The first interviewees were students who were studying in Hebei University, and then they continued to spread the information of this interview, eventually forming the current scale. All the interviewees in this study have certain volunteer service experience, including volunteers in Beijing Winter Olympics events, as well as volunteers in Beijing Winter Olympics venues and other volunteer service organizations.

In-depth interviews are mainly completed through online real-time communication tools, for example, WeChat, and the whole interview process conforms to the basic norms of online field investigation. The interviews are mainly completed in Chinese, and face-to-face interviews are supplemented by text communication tools and emails. All interviews were completed from December 2022 to January 2023, and the cumulative interview time was about 10 hours.

3.3 Questionnaire survey method

In this paper, questionnaire survey is used to collect data, and random sampling is used to obtain samples. In this study, questionnaires are distributed to those who have volunteer service experience or potential volunteer service motivation to find out the factors affecting volunteer service motivation. In addition, this study also selected social media such as WeChat, Tik Tok, Xiaohongshu, etc., which gathered volunteer service activities, conducted online research, and learned the main factors affecting volunteer service motivation through observation and interview.

In the process of questionnaire survey, this study takes the conclusion of observation and interview as the content of pre-survey and pays full attention to it. This study attaches importance to the reliability and validity of the survey, and uses the methods of pre-survey and repeated test to ensure

the quality of the survey. As of January, 2023, Hebei Province and Beijing, the host cities of the Winter Olympics, were the main distribution locations in this study. A total of 121 questionnaires were collected, of which 115 were valid, with an effective recovery rate of 95.04%.

4. Research Results

4.1 Observation records

As one of the important methods of social science research, participatory observation requires researchers to observe social activities as "insiders", and at the same time, they can "jump out of the scene" and observe the real life around them. In this study, the participatory observation method was used to experience the process of Beijing Winter Olympics as a volunteer, and the observation contents from January 10 to March 8, 2022 were recorded.

One of the main factors affecting the motivation of college students' volunteer service is the emotional value generated by the competition activities. According to observation records, at 4: 30 in the morning of January 10, 2022, volunteers got up and packed their bags. Despite getting up early to work, most volunteers are still enthusiastic about their work, showing a high enthusiasm for volunteer service. In addition, while Chinese athletes keep winning gold medals, nationalist sentiment also stimulates the promotion of volunteer service enthusiasm.

"I am very happy to be the first batch of volunteers in the school to explore the road in Winter Olympics Village. Before leaving, I took a group photo with more than 10 volunteers from my peers at the school gate. When the bus started, I sent a message to my family. I didn't expect that they replied in a short time and I set off with expectations and blessings. "(Observation record, January 10, 2022)

On the way back to the encampment at night, I chatted with my family members one by one via video, and shared the latest news and new friends I met. It's been a month and a half since I left home, and I've grown a lot along the way. From the beginning, I was a greenhand, and now, I've learned some knowledge that my school can't give me. Repeating life day after day is not boring, but is more challengeable. (Observation record, February 18, 2022)

The Winter Olympics is over!!! It has been a great success!!!

China won 9 gold medals, 4 silver medals and 2 bronze medals, totaling 15 precious medals, ranking the third in the medal list. The number of gold medals and medals reached a record high, which is quite worthy of pride! At the closing ceremony, IOC President Bach said, "I want to tell all the volunteers that the smiles in your eyes have warmed our hearts, and your friendship and goodwill will remain in our hearts forever." Especially when I heard him say "volunteers, thank you" in Chinese, the people in my dormitory became excited instantly, and it was worth the effort! (Observation record, February 20, 2022)

The factors that have a negative correlation with college students' enthusiasm for volunteer service mainly focus on the weakening of intimacy during the epidemic period, especially in the festive environment, volunteers reflect a stronger yearning for "home". In this context, social media and instant messaging tools play an important role in making up for it. Volunteers can use WeChat videos and other means to chat with their family members online and have emotional exchanges, thus alleviating the negative impact of unfavorable factors on college students' enthusiasm for volunteer service.

"I entered the village around noon, and everyone in the bus excitedly picked up their mobile phones to take photos everywhere to share with family and friends. Of course, I did so... Today happened to be the Laba Festival, and I had a big bowl of warm Laba porridge prepared by the

restaurant. After dinner, I went to the uniform center to get the uniform, and finally realized the freedom of Anta! In the evening, I went back to the encampment to chat via video with my parents, showing my "battle shirt" one by one, which also indicates that we are not far from becoming a real winter Olympics volunteer. "(Observation record, January 10, 2022)

Today is the Minor New Year and the 10-day countdown to the Winter Olympics. I feel that the atmosphere of the New Year is coming, and the New Year festive vibe is suddenly strong. Volunteers in many business fields go to the Volunteer Home to play balloons, write blessings and paste Spring Festival couplets when they are not busy, and decorate the "Home" here like their own home. Tonight's meal is inexplicably delicious. I sent the fifth "Moments" here and I am homesick. (Observation record, January 25, 2022)

My mother is right, life is an experience, and it is especially true for a rare volunteer experience in Zhangjiakou. Only after tasting the ups and downs of life will you feel that life is full of flavors. Say good night and look forward to tomorrow! (Observation record, February 6, 2022)

The degree of specialization in the field of division of labor will also significantly affect the enthusiasm of volunteers to participate in the service. For example, volunteers assigned to the field of news propaganda will also encounter some difficulties in the process of using media shooting equipment, and the solution of these difficulties will help to enhance the enthusiasm of volunteer service. In the observation, it is also found that there is a negative correlation between the difficulty of acquiring professional knowledge and the enthusiasm of volunteers, and the enthusiasm of volunteers assigned to complex fields will gradually decline with the increase of the difficulty.

Today, I am officially working in the field of news propaganda. Because I am young, I mainly cooperate with the field manager to complete the work, and I have initially contacted the "Ice and Snow Generation" volunteer diary vlog plan and the volunteer style display series. At the same time, I am also responsible for the school's news propaganda work, established a deeds collection system, and continued to contribute to the "Media Perceiving Hebei University". (Observation record, January 14th, 2022)

Today, together with the photography teacher of Beijing TV Station, I shot a barrier-free exterior with a professional camera and level gauge, and lowered the lens to reproduce the walking route of the disabled. It also gave me, a journalism student, the right to "take the camera" for the first time. (Observation record, January 16, 2022)

After coming, I began to plan and write "From an Olympic Audience to a Winter Olympic Volunteer, the Olympic Fire in My Heart Has Been Burning!" This article was published by Beijing Daily today. Watching my little self taking a photo with my mother in front of the Bird's Nest, the Olympic flame hidden in my heart for a long time seems to be lit again. (Observation record, February 10, 2022)

In addition, peer pressure and other peer influences (Wu Yuxiao & Zhang Fan, 2020) also have a direct impact on volunteers' enthusiasm for participating in service: on the one hand, peer groups will build a powerful interpersonal communication network, which will subtly affect volunteers' attitude towards participating in volunteer service. On the other hand, peer pressure will effectively curb the negative factors such as the withdrawal of volunteer service and the decline of volunteer service enthusiasm. It is found that experienced and exemplary peers can actively influence other volunteers and set an example for them.

I work and commute with an elder graduate sister in our school. Coincidentally, she was my team leader in the early stage of training, which shortened the running-in period and seemed to reduce the age difference ... She just returned from teaching in Qinghai in the summer of 2021. On the way, she told me her unforgettable teaching experience and why she wanted to be a volunteer. She said

that she was honored to participate in the National Volunteer Teaching in the West and become a volunteer in the Winter Olympics. "Volunteer" seems to be engraved in her heart, and she wanted to write the best "paper" on the earth of the motherland. (Observation record, January 14th, 2022)

After reporting with the encampment teacher and the epidemic prevention team leader, I came to the isolation room 280 on the same floor at around 16: 40 pm. The room was bigger than I thought, and it also had a separate bathroom with a bunk bed, and the rest was free space. Time seems to stand still, and occasionally people come to deliver meals and make nucleic acid tests. The time of my roommates also stood still, because they had to wait for my nucleic acid results, so we had still time together... (Observation record, February 6, 2022)

The encampment may be afraid that we are a little depressed, so we go back from work at night to attend the Girls' Day competition as soon as possible. Among the competitions, the elbow plank that can be supported by "persistence only" is done in a trembling way for 4 minutes and 07 seconds, but it is ok, and a rotating pendant that won the Creative Winter Olympics Award is attained. (Observation record, March 8, 2022)

4.2 Interview record

Table 1. List of basic information of interviewees

List of basic information of interviewees					
Number	Name	Gender	Education background	Business field	Interview time
A	LYT	Female	Undergraduate	Field of venue communication center	December 29th 2022
B	ZP	Female	Graduate	Volunteer field	December 30th, 2022
C	LRX	Female	Graduate	Registration field	December 30th, 2022
D	WQ	Female	Graduate	Registration field	January 3rd, 2023
E	CYX	Female	Undergraduate	News propaganda field	January 9th, 2023
F	LRQ	Female	Undergraduate	Volunteer field	January 11th, 2023
G	SWJ	Female	Graduate	Incentive assistant	January 12th, 2023

Compared with other large-scale social activities, the functions of various business fields in the Winter Olympics are professional and normative. Winter Olympics volunteers not only accumulated some professional knowledge in the early training, but also mastered practical experience in practical work. The organic combination of theory and practice makes volunteers familiar with the characteristics of this field and is more conducive to their work. In the interview, it is learned that strictly dividing the work content and work attributes in various fields can ensure the smooth development of the Winter Olympics.

Our field is equivalent to a link, through the hand desk to contact various departments for work report, information transmission, emergency situation, while recording their problems at work, and reflect them to the higher authorities in time. (Interview material, A)

In Winter Olympics Village, I still do my "old job". After I arrived at my post, I took the initiative to quickly familiarize myself with the spatial layout and operational streamline of the village, combined them with the characteristics of volunteer service posts in large-scale games, scientifically refined epidemic prevention knowledge and conducted online and offline training for many times. Every day, I lead a team to inspect the operating spaces such as the two centers, the super-resident service center, and the entrance of the restaurant, and make on-site corrections to the problems such as irregular wearing of protective clothing and irregular storage of medical wastes, timely discover and rectify the risk points of related links, and stick to the "gate" of epidemic prevention and control in Zhangjiakou competition area. (Interview materials, B)

There is a delegation reception center at the entrance of Winter Olympics Village. My main job is to go through the formalities of activating the identity registration card and upgrading the one-day card for athletes and team officials from all over the world who travel to and from Zhangjiakou Division at the "gate". If the registration card has problems or cannot be activated, it is necessary to change the authority or reissue the certificate in time. At the same time, I accept and answer their various inquiries, and contact other departments in time when encountering problems. (Interview materials, D)

The interview found that the strength of volunteers' sense of belonging is also one of the main factors related to their volunteer service performance. Family and friends play a very important role in human social relations, and their companionship and encouragement are often positively related to the service enthusiasm and duration of volunteers. In addition, Beijing Winter Olympics coincides with the Spring Festival in China. With the improvement of China's international influence, more important festivals will also affect other countries. In the special period of the Winter Olympics, the blessings from foreign friends also satisfy the volunteers' sense of belonging.

I have a group of friends who have the same experience as me. From the first time we jointly organized the welcome party, to teaching in Guizhou and Qinghai, and then to the Winter Olympics, we have long been familiar "comrades-in-arms". From a volunteer of the National Volunteer Teaching in the West to a volunteer of the Beijing Winter Olympics, we have changed our identity, but what remains unchanged is this team and our initial mission. Perhaps this is our spirit. (Interview materials, C)

At about 8 o'clock on the morning of New Year's Day, the Japanese team official came to our counter. When we asked him what help he needed, he shook his head and took out his mobile phone to show us his screen. I thought it was because of his poor English that we needed to "read and understand" ourselves, but I didn't expect the translation software on his mobile phone to say, "Thank you for starting work on the first day of the new year, thank you." Seeing this scene, I suddenly felt that my efforts were worthwhile, and I made contributions to make Beijing Winter Olympics shine! (Interview materials, D)

The first time I was not at home for the New Year, I called my family members one by one on New Year's Eve. My family said that although I didn't come back for special reasons this year, don't be sad. I feel at home in your "little home" in Zhangjiakou. (Interview materials, E)

Compared with others, volunteers with achievement motivation in the process of volunteer service have more willingness and ability to finish their work better. Under the influence of this motivation, volunteers can try their best to find solutions to problems and dig the deep meaning of work, so as to obtain material or spiritual achievements and satisfaction. This sense of accomplishment gives volunteers courage and confidence to a certain extent, prompting them to devote themselves to volunteer service with more lasting strength.

After all, it is held every four years, and more importantly, it is held at home this time, which also witnessed the growth of the double Olympic city. Of course, I feel much fulfilled that I can participate in this grand event during my college years. This trip to Zhangjiakou represents not only our school, but also our university, and more importantly, the youth image of China. (Interview materials, A)

On the evening of March 13th, at the closing ceremony of the Winter Paralympic Games, as a volunteer representative, I received the award on stage. When I walked slowly towards the center of the Bird's Nest, I was so excited that I cried, especially when I saw the people at the scene waving

at us, the whole audience was in a frenzy. When I received the flowers from the members of the Paralympic Committee, I felt love and warmth in her smile. (Interview materials, B)

In the nearly three months of volunteer service, I am not only an ordinary volunteer, but also have a more important responsibility as a team leader in my business field, that is, to lead this team well. From the daily necessities of life to the division of labor among team members and communication with business managers about the next work arrangement, everything should be done before others. (Interview materials, C)

The spirit of Beijing Winter Olympics is the precious spiritual wealth contained in Beijing Winter Olympics and Paralympic Winter Games, which embodies the core values of the Olympic spirit. The interview results show that the vast majority of volunteers can take the core concept of Beijing Winter Olympics spirit as the direction and driving force in the service process, and continue to increase the kinetic energy of volunteer service, in order to achieve self-test and self-improvement to the greatest extent (Sun Baoli et al., 2022).

To foreigners, volunteers in blue uniforms represent the national image. Therefore, we should enlarge the pattern and not limit ourselves to personal gains and losses. We should do what we can in our work, and we should know that difficulties are inevitable, we need to just face them positively and solve them. In the new era, we all have a burden to shape the image of Chinese youth and show our spiritual outlook, just as the theme slogan says: “Together to the future”. (Interview materials, A)

Being a volunteer in the Winter Olympics is a once-in-a-lifetime experience and a lifelong memory. I scattered the snow of the Winter Olympics in Zhangjiakou, where the motherland needed it. From Xiaoguozhuang in Gaocheng District of Shijiazhuang City to Winter Olympics Village in Zhangjiakou, no matter where I am, I am always in epidemic prevention. If I had to choose again, I would still choose to stick to it. (Interview materials, B)

Three months’ volunteer service has deeply imprinted the spirit of Beijing Winter Olympics on me. From the head of the youth volunteer service group of the undergraduate years, to the volunteer of the National Volunteer Teaching in the West who went to Guizhou to teach, and then to a volunteer of the Beijing Winter Olympics, hard work and perseverance seem to be synonymous with me. I know that I represent not only an individual, but also a team and a spirit, which is the unique responsibility of Chinese youth. (Interview materials, C)

4.3 Questionnaire survey results

In the stereotype of mass social life, gender differences have a significant impact on the motivation of volunteer service, and female volunteer service participants are often questioned whether they have a stable and sustained enthusiasm for volunteer service. This survey selects gender as the result variable, analyzes the correlation between some explanatory variables related to volunteer service motivation and gender, and uses SPSS software to test Pearson correlation-standard format. It is found that the perceived effectiveness of volunteer activities reflected by "you think it is very helpful for you to participate in various volunteer service activities." and other 2 items have a significant negative correlation with gender. That is, women tend to think that "you think it is very helpful for you to participate in various volunteer service activities.", and “you think the volunteer service experience has a positive impact on your work/study/life”. This shows that there is no significant correlation between the volunteer service behavior and gender, which means gender has little influence on it.

In addition, the level of education, that is, education background, is also one of the main factors affecting volunteer service motivation. In this survey, education level is selected as the result variable, and Pearson correlation-standard format test is used to discuss the correlation between education level factors and volunteer service motivation. It is found that there is a very significant negative correlation between the education level of volunteers and the 2 result variables, such as "you think the motivation of voluntary service is the product of individual's internal needs and external incentives". There is a

significant negative correlation between the motivation of voluntary service and the education level reflected by the three items, such as "you think the motivation of volunteering directly affects volunteering behavior", that is, volunteers with lower level of education are prone to produce the above cognition and behavior. There is a significant positive correlation between "you will continue to participate in volunteer service activities in your future life" and the education level, which means the higher the education level is, the stronger the interest in volunteering in the future is.

Table 2. Correlation analysis between gender factors and motivation of voluntary service

Pearson correlation-standard format	
	Your gender
You think it is very helpful for you to participate in various volunteer service activities.	-0.207*
You will continue to participate in voluntary service activities in your future life.	-0.212*
You will resume the performance of this activity after the activity and improve it next time.	-0.213*
You think the experience of volunteering has a positive impact on your work/study/life.	-0.084
You think you can broaden your horizons, increase your knowledge and improve your comprehensive skills by participating in voluntary service activities.	-0.023
* p<0.05 ** p<0.01	

Table 3. Correlation analysis between education level factors and volunteer service motivation

Pearson correlation-standard format	
	What is your education background? (including in progress)
You think the motivation of voluntary service is the product of individual's internal needs and external incentives.	-0.363**
Are you a member of a volunteer association/institution/organization now?	-0.322**
You think the motivation of volunteering directly affects volunteering behavior.	-0.245*
You think volunteers should accept rewards/gifts from organizations/clients.	-0.225*
You think practical experience is very important in the process of volunteering.	-0.233*
You will continue to participate in voluntary service activities in your future life.	0.256*
* p<0.05 ** p<0.01	

It is generally believed that volunteers can accumulate certain professional knowledge, make friends with volunteers and enhance their willingness and ability to volunteer in the past volunteer service experience, and volunteer service experience has a close correlation with service motivation.

Pearson correlation-standard format test was conducted by SPSS software, and it was found that 16 items such as "Are you a member of a volunteer association/institution/organization now" had a very significant positive correlation with the result variable "Have you participated in volunteer service activities", that is, with the growth of the above explanatory variables, the volunteer service experience will also increase greatly. In addition, there is a significant positive correlation between volunteer service behavior and service motivation reflected by 7 items, such as "you think the motivation of voluntary service is the product of individual's internal needs and external incentives", that is, with the increase of explanatory variables, the result variable "Have you participated in volunteer service activities" will also increase.

Table 4. Correlation analysis between volunteer service experience and volunteer service motivation

Pearson correlation-standard format	
	Have you ever participated in voluntary service activities?
Are you a member of a volunteer association/institution/organization now?	0.371**
You are very willing to join a voluntary organization and participate in voluntary activities at all levels for a long time.	0.285**

You think relevant laws and regulations should be improved to enhance the formality of voluntary service	0.263**
You think voluntary service organizations can strengthen the organization and mobilization of voluntary activities.	0.279**
You think voluntary organizations should increase the diversity of projects to attract more participants.	0.286**
You think voluntary organizations should increase the interest of the project to attract more participants.	0.331**
You think voluntary organizations should innovate voluntary service forms to attract more participants.	0.261**
In voluntary activities, you think voluntary service organizations should buy insurance for volunteers.	0.295**
You think it is necessary to provide various guarantees for volunteers.	0.345**
You think an appropriate incentive mechanism can stimulate the service potential of volunteers.	0.333**
In the process of service, you will fully consider the needs, concepts, emotions and other factors of the clients.	0.270**
You think communicative competence is very important in the process of volunteering.	0.278**
You think service consciousness is very important in the process of volunteering.	0.297**
You think dedication is very important in the process of volunteering.	0.283**
You think practical experience is very important in the process of volunteering.	0.349**
You think relevant departments, voluntary organizations and individuals should form a joint force to ensure the smooth progress of voluntary activities.	0.343**
You think the motivation of voluntary service is the product of individual's internal needs and external incentives.	0.214*
You think volunteers should accept rewards/gifts from organizations/clients.	0.237*
You have a positive and optimistic attitude towards volunteer service.	0.247*
You think the government can optimize the system and mechanism related to volunteering.	0.231*
You think we can strengthen the publicity of volunteer service through posters, banners and other forms.	0.221*
You think an individual's personality affects his voluntary service behavior.	0.230*
You support state organs/enterprises/institutions/schools to give priority to those who have made outstanding achievements in volunteer service activities.	0.232*
* $p<0.05$ ** $p<0.01$	

5. Research Summary

5.1 It is urgent to reconstruct the stereotype of female volunteers

The stereotype of females has a significant impact on the motivation of college students to participate in voluntary service. At present, females' participation in voluntary service exchange and practice is a dynamic performance of pursuing "visibility". In this study, it is found that the deduction of gender discourse and power mechanism contributes to the visibility of females' issues, and the evaluation of voluntary service motivation cannot be separated from the analysis of females' visibility. Before the emergence of new media communication technology, the specific scene with visibility was the public space of the entity. The emergence and popularization of digital technology empowers

ordinary users, especially the weak in society. After being empowered by social media, females become active in the network of power relations.

It is true that female volunteers give themselves visibility by showing themselves, and their words have constructive power. By editing, reviewing and copying their own media images, female volunteers actively show social discourse in two dimensions of gender and emotion, and focus on females' subjective social identity by means of independent communication of digital writing, so that it can be shaped into a power field with social gender significance.

5.2 Appropriate volunteer service training helps to shape the professional ability of volunteers

The visibility of electronic media creation allows us to find a series of problems that may arise when voluntary service participates in social activities, such as the reverse inertia of voluntary service motivation, the inertia of systematization and stratification, the superposition inertia of sociality and public welfare, and the involution inertia of productivity and sustainable development. This study holds that at this stage, it is urgent to transform the unitary model of voluntary service into a diversified collaborative model, so as to eliminate the synergistic inertia of the two. The academic circle in China focused on the relationship, problems and countermeasures between volunteer service motivation and social activities.

This survey found that appropriate volunteer service experience is helpful to give full play to the important role of volunteer service and create a social pattern of co-construction, co-governance and sharing. Voluntary service has played an important and special role in coping with emergencies and improving the efficiency of social governance. In practice, the phenomenon of insufficient motivation for volunteer service is also prominent. Volunteers need professional and systematic training urgently, such as rationalization and standardization of performance evaluation mechanism. Volunteers' enthusiasm for participating in volunteer service should be stimulated by external incentive measures, pre-job training and evaluation rules.

Volunteer service has developed in just a few decades, which is closely related to the social and economic system reform, the disintegration of the unit system, the advancement of socialization, and the increasing demand for volunteer service. As a kind of non-governmental systemic, organizational behavior and service action, volunteer service is realized by non-governmental organizations or individuals using their own skills or wealth through various service actions. From the micro level, volunteer service is realized under the influence of one's own will, motivation and related factors. The volunteer service during the Beijing Winter Olympics discussed in this study is an example. It is found that volunteers who have been trained in systematic volunteer service often have stronger motivation to volunteer. After they have a certain recognition of volunteer service, they participate in volunteer service under the influence of their own willingness motivation and related factors.

5.3 Past experience helps to establish a strong recognition of volunteer service

After years of exploration and continuous efforts, China's volunteer service system has gradually improved, the cause and organizational structure of volunteer service have been continuously perfected, and the field of activities has been continuously expanded. In the process of volunteer service, many specific problems lack relevant legal explanations, which leads to the inefficiency of volunteer organization mechanism, and it is more likely that volunteers are full of enthusiasm, lack of understanding of organizations and institutions, or have no relevant work experience and are incompetent.

At present, China's volunteer organizations lack social recognition, and enterprises lack understanding of the benefits created by volunteers. The identity of party member and student cadres and their experience in the student union are often considered as part of their abilities. Therefore, one of the key elements to realize the orderly promotion of volunteer service is to help volunteers achieve a virtuous circle of volunteer service, establish the motivation of volunteer service, expand their influence and promote the maximization of social benefits.

This survey found that the motivation of voluntary service not only requires volunteers to practice the socialist core values and internalize them into personal beliefs, but also, based on the perspective of governance theory, college student volunteers are the main participants in social governance, and the promotion of spiritual civilization and social security requires the participation of young volunteers. In addition, if we look at young people's volunteer service based on the work of the Communist Youth League, the existing contradictions of passivity, formalization, discreteness and lag need to be improved by strengthening volunteer service identification.

6. Conclusion

In this study, the Beijing 2022 Winter Olympics and Paralympic are selected as research examples to explore the main factors that affect volunteers' service motivation in large-scale volunteer service activities. Nowadays, volunteers actively integrate into society through voluntary service, construct their social discourse system, and devote themselves to social governance and role-playing. At the same time, volunteers' service motivation is standardized, their service experience is enriched, their sense of identity with volunteer service is increased, and their social benefits are maximized. With the continuous development of the times, there will be more and more volunteer service activities, and volunteers still have room to solve existing contradictions and provide more reference for the follow-up activities.

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