

A survey on public welfare cognition of college students in 2023

-- Based on samples from Zhejiang Province

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Abstract: This paper describes the situation of public welfare volunteerism, and conducted a survey in Zhejiang Province. According to the existing data, a survey method was designed, and a comparative study was carried out in the form of multi-stage sampling, simple random sampling and unequal probability sampling. In addition, a questionnaire was set up according to the existing data, and we also conducted a study on sample quality control. For example, the unqualified samples are discarded, and the final conclusion is that most people have a strong purpose to participate in public welfare, while the appeal and credibility of public welfare itself are almost ignored.

Keywords: Public welfare; College students; Multi-stage sampling; Simple random sampling; Questionnaire; Sample.

1. Problem raising

1.1. Research significance

Public welfare behavior helps broaden the theoretical horizon of college students' research on public welfare behavior. Through literature review, it can be found that the current research theory and practice of college students' public welfare [1] behavior are still insufficient. Through an in-depth investigation into the orientation of college students' public welfare behaviors, this research provides suggestions for the construction of public welfare platforms and the development of public welfare undertakings, and provides convenience for college students to better participate in public welfare

1.2. Background investigation

Public welfare concerns the public interest and people's well-being.

In 2022, the Party's 20 Major Report [2] stressed that we should improve people's livelihood, improve the quality of life of the people, improve the basic public service system, improve the level of public services, and make solid progress in common prosperity. In the future, China's public welfare undertakings will be an important component of the realization of common prosperity and Chinese-style modernization.

1.3. Literature review

1.3.1. An analysis of the concepts related to college students' micro-public welfare participation

Public welfare refers to the well-being and interests of the public. Public welfare is the sum total of all non-governmental, non-profit and non-compulsory public welfare activities, which are of both rescue and contribution nature [3].

Literally, micro philanthropy is "micro +" philanthropy, which refers to a kind of public welfare action under the background of the Internet, which uses new media to integrate its care into the whole society, and achieves public welfare

goals with the help of network micro channels.

Compared with micro public welfare, college students' micro public welfare is initiated and organized by college students with the help of network platforms and network tools and technologies

1.3.2. Public welfare, micro public welfare and college student's micro public welfare

Public welfare refers to the well-being and interests of the public. Public welfare is the sum total of all non-governmental, [4] non-profit and non-compulsory public welfare activities, which are of both rescue and contribution nature. Scholar Liu Jitong holds a specific and comprehensive view that public welfare undertakings are born in modern society, based on love and being [5] loved, focused on the vulnerable and disadvantaged groups, with professional and non-professional service personnel, the scope of service is a variety of social care, and the goal is to realize social care. The differences and similarities between public interest and public interest are as follows: when public interest organizations provide [6] services within the scope they should and according to their responsibilities, they will be held accountable by group members if they do not provide services, and they will be subject to the supervision of group members after providing services, then public interest is not equal to public interest. If it is outside [7] the scope of one's own should, voluntarily and obligatory to provide public interests, then the interests are of the nature of social welfare.

Literally, micro philanthropy is "micro +" philanthropy, which refers to a kind of public welfare action under the background of the Internet, which uses new media to integrate its care into the whole society, and achieves public welfare goals with the help of network micro channels. It pursues the concept of public [8] welfare, and strives to realize the popularization, popularization and normalization of public welfare. The proposal of the "Internet Plus" strategy further links the virtual world with the real world and provides a new platform support for converting online traffic into offline energy. "Virtual" refers to the [9] use of the Internet to launch and call for online public welfare, while "real" refers to the

implementation of offline public welfare. Each online participant can match his or her offline role. Compared with micro public welfare, college [10] students' micro public welfare defines the participants, that is, college students initiate and organize micro public welfare by means of network platforms (QQ, Douban, email group, Weibo, wechat and other platforms) and use network tools and technologies, and complete the specific [11] implementation process of micro public welfare activities in real life, and finally realize the concern for others. Compared with micro public welfare, college students' micro public welfare has obvious group characteristics of college students.

1.3.3. Research status at home and abroad

In the process of CNKI retrieval, by December 2022, a total of 49 articles and 779 articles were retrieved from Peking University core journals [12] and CSSCI journals under the heading of "College Students' Public Welfare". Letki applied a hierarchical model to data from 38 countries and tested explanatory factors for individuals, communities [13] and structures. The results [14] show that individual characteristics, economic status, religious belief, living environment [15], life cycle and other factors will have an impact on individual charitable behavior

1.3.4. Research on factors affecting college students' participation in public welfare activities

At present, charity research mainly focuses on consumers, students, special groups and [16] so on. Studies on the factors affecting their participation in public welfare activities mainly focus on the subject motivation, group classification, external factors, etc. First, the study of the subject's internal motivation. Xu Guowei and Lu Dong (2010) found through a series of empirical investigations that consumers' participation in public welfare activities is closely related to their motivation. For example, corporate social responsibility, social norms and perceived effectiveness have a positive impact on consumers' participation in public welfare activities, while their cost has a negative impact. Fang Hui [17] (2016) took students from 100 universities in Guangdong Province as the object of empirical research and argued that contemporary college students pay more attention to the humanistic care of projects and the spiritual rewards they get when participating in public welfare activities. Second, research on the classification of public welfare groups. LAN Tianxiang (2011) took modern businessmen as his research object and believed that modern businessmen participated in a lot of charitable undertakings, such as relief of famine, establishment of newspaper offices and establishment of schools, etc. Qiyang Wang and Jianghui Gong (2008) took Beijing residents as research objects and believed that many of them loved voluntary street cleaning, caring for nursing homes, taking the initiative to collect donations for disaster areas, donating blood and other public welfare activities. Third, the influence of various internal and external factors on their participation in public welfare activities. Chen Ming and Lin Zhiwan (2004) explained why the elderly did not become the main body to participate in voluntary services. The reason is that the voluntary structure of the elderly remained at the level of "senior elite" due to the influence of economic resources, time resources and other major factors. He Xuejiao (2017) believes that college students' enthusiasm in public welfare activities is not high, mainly due to the lack of strong awareness of participation, less time for participation, insufficient publicity for college students' public welfare activities, narrow information sources and channels of participation, insufficient support

from the government and society, and imperfect incentive mechanism.

1.3.5. Research on the connotation of college students' public welfare activities

At present, the research on the connotation of college students' public welfare activities mainly focuses on "what is public welfare activities" and the important value and basic characteristics of college students' public welfare activities. First, the research on "What are public welfare activities". Chen Wen (2020) believes that public welfare activities are a new way of subjectized education and a new way of concealed education, which is also the moral practice that college students like most and sincerely accept. Jiang Jing (2017) believes that public welfare activities are a kind of selfless moral behavior to give back to the society, whose subjects can include individuals or organizations. Second, research on the practical value of college students engaging in public welfare activities. Fan Zezhou and Tang Xiongwei (2009) believe that social welfare activities can play a transitional role for college students to enter the society; It is an important aspect for college students to develop a sense of social responsibility. Public welfare activities themselves are the sublimation of human morality, which is of great help to the moral education of students. Finally, public welfare activities can help students form a sense of society and teamwork, which plays an important role in promoting the harmonious development of society. Third, the basic characteristics of college students engaged in public welfare activities. He Xuejiao (2017) believes that the basic characteristics of college students engaged in public welfare activities include public welfare, service, volunteer and openness. Yin Yuli (2017) took Love Home, a public welfare organization of Taiyuan University of Technology, as the research object, and believed that college students' participation in public welfare activities has its enthusiasm, universality and initiative.

2. Survey plan and questionnaire preparation

2.1. Purpose of investigation

Through this survey, it is hoped to understand college students' cognition and attitude towards public welfare and their participation in public welfare activities, as well as their expected gains and achievements in public welfare activities.

2.2. Investigation content

- 1). Investigate college students' cognition and attitude towards public welfare, and understand the basic situation of their participation in different types of public welfare activities
- 2). Investigate the main types of public welfare activities that contribute time and energy, and analyze college students' preferences and reasons for participating in different types of activities
- 3). Summarize the main factors affecting college students' participation in public welfare activities

2.3. Investigation methods and methods

2.3.1. Brainstorming method

Brainstorming is a method of expert group interview, in which group members communicate with relevant experts, group members speak in a certain order, and the later members put forward their own opinions on the discussed

issues based on the views of the previous members, and carry out several rounds of discussion, and so on until all members and experts have no additional views to add. In this survey, the team members had an in-depth communication with two expert professors of education, and had a more thorough understanding of the topic of this survey.

2.3.2. Questionnaire survey

In the formal investigation, we mainly adopted the online Tencent questionnaire survey. Questionnaire survey is a popular survey method at present because it can obtain a large amount of information and effectively protect the privacy of respondents. At the same time, the questionnaire can contain hierarchical and logical question design, which can help the investigators obtain the required data better. In the sampling process, we distributed online questionnaires to students of target universities according to the procedures and rules previously stipulated.

2.3.3. Copywriting research method

As a supplementary survey method to questionnaire survey, copywriting survey is mainly used in the preliminary stage of large-scale questionnaire survey to analyze and study the contents of the survey, and to consult relevant literature and news reports by means of Internet data and other resources. By referring to news reports and relevant data about the current situation and existing problems of college students' participation in public welfare, I have a preliminary understanding of the subject under investigation, which is convenient for qualitative analysis of the investigation project in the early stage of the investigation.

2.4. Questionnaire design

The literature on public welfare among college students at home and abroad was reviewed, and five dimensions were determined, namely, public welfare cognition, public welfare participation preference, public welfare participation preference for [18] contributions of time and energy, and motivational and benefit-based influencing factors. Six to eight declarative sentences reflecting the nature of the five dimensions were compiled respectively, and 37 questions were obtained by summarizing and sorting out the statements compiled in each dimension.

3. Formal investigation

3.1. Data analysis method

After preliminary processing of the collected data by computer, we carried out multi-factor logistic regression analysis. Multi-factor logistic regression analysis is commonly used to balance the influence of factors on variables through significance level. Make correlation between each independent variable and [19] dependent variable to see whether there is a linear relationship and analyze the meaningful independent variable.

3.2. Result analysis

A total of 426 questionnaires were sent out to college students in this survey, and 233 questionnaires were recovered with a recovery rate of 54.69%. After excluding 6 invalid questionnaires, a total of 227 effective questionnaires with an effective recovery rate of 53.29% were obtained. Among 227 college students surveyed, there are 73 male students, accounting for 32.2% of the total sample, and 154 female students, accounting for 67.8% of the total sample. In terms of regions, 134 people live in towns, accounting for 59%

of the total sample, and 94 people live in rural areas, accounting for 41% of the total sample. From the perspective of educational background, 41 people are junior college students, accounting for 18.1% of the total sample; 113 people are bachelor students, accounting for 49.8% of the total sample; 71 people are master students, accounting for 31.3% of the total sample; 2 people are doctor students, accounting for 0.9% of the total sample.

3.2.1. College students' cognition and attitude towards public welfare

In response to the question "Do you feel obligated to participate in public service activities?" When this issue was investigated, the statistical data of the collected questionnaires showed that more than 90% of the respondents chose the range from 3 to 5 (optional scores ranged from 0 to 5), indicating that the vast majority of college students regard doing public welfare as their duty, which is a transmission of social responsibility and obligation.

3.2.2. The motivation and social function of college students participating in various public welfare activities

Motivation is the psychological motivation of individual behavior, the logical starting point of behavior and the embodiment of demand. Motivation can be divided into intrinsic motivation and extrinsic motivation according to different mechanisms.

Public welfare activities and voluntary services not only have the same starting point and purpose, but also play an equally important social role. Some values and methods in voluntary service activities are also the learning and transformation goals of social entrepreneurship.

3.3. Analyze the reasons and put forward countermeasure

We should guide college students to form correct values and enhance their sense of social responsibility by cultivating their sense of public welfare. Hold some lectures in the school to strengthen the public awareness of college students, promote the optimization of college student's youth personality.

4. Conclusion

We will improve rules and regulations and strengthen oversight of public welfare

The motivation dimension has the greatest influence on college students' participation in public welfare. Therefore, relevant government departments or management departments of university public welfare organizations should, under the implementation framework of the Charity Law and based on the actual [20] development of the local economy or school, formulate more perfect management regulations for public welfare and promote the public, including college students, to actively participate in public welfare.

Acknowledgment

We thank Sun yu. This work was supported in part by a grant from questionnaire.

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