

Survey Research on the Factors Influencing the Communication of New Media Public Welfare

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Abstract: On the basis of studying the status of new media public welfare and charity communication, this article conducted statistical analysis on 200 effective survey questionnaires. The results indicate that the credibility of the dissemination subjects in new media public welfare charity communication is insufficient, the homogenization of dissemination content is severe, and there are limitations in dissemination forms. Therefore, it is necessary to strengthen the screening and supervision of information released by dissemination subjects, strengthen innovation in dissemination content and enrich the expression forms of content, strengthen the systematic construction of dissemination forms and carry out cooperative promotion.

Keywords: Public Welfare and Charity; New Media; Communication.

1. Introduction

In recent years, the trend of "Internet plus" has swept, and the micro era of media communication has just arrived. New media, as a highly distinctive communication channel in the new era, is highly favored by all sectors of society. Public welfare and charity are also keeping up with the trend of the times, attempting to spread through new media and ushering in a new era of public welfare and charity communication. However, how can public welfare charity in the digital age find the right fit with new media communication, seamlessly connect the two, and achieve "new" integration? The academic community has conducted some research on this, but due to the short development time of new media public welfare charity, there are still many shortcomings. Therefore, this article adopts a questionnaire survey method to grasp the status of new media public welfare and charity communication, and analyzes the problems of new media public welfare and charity communication in depth based on survey data, providing strategic guidance for new media public welfare and charity communication.

2. Research Design

2.1. Research Ideas

This study will mainly investigate the communication subject, content, and form of new media public welfare charity communication. It will design a survey questionnaire and conduct a survey. Based on the survey data, it will deeply analyze the problems of the communication subject, content, and form of new media public welfare charity communication, and propose corresponding countermeasures according to the problems and reasons of each part to improve the effectiveness of new media public welfare charity communication.

2.2. Data Source

After distributing the survey questionnaire, a total of 236 questionnaires were collected in this study. In the initial data processing, some questionnaires with missing information and obvious errors that could not be corrected were deleted,

and 200 valid questionnaires were finally obtained for statistical analysis.

3. Survey on New Media Public Welfare and Charity Communication

3.1. Distribute Questionnaires

In order to deeply analyze the status of new media public welfare and charity communication, this study used a questionnaire survey method to investigate the current situation of new media public welfare and charity communication. A total of 236 questionnaires were collected, 36 invalid questionnaires were removed, and 200 valid questionnaires were finally obtained, with an effective rate of about 84.75%.

3.2. Survey Data Statistics

3.2.1. Basic Information Statistics of the Research Object

68% of the survey respondents are between the ages of 18 and 25, with the least number of respondents aged 50 and above, accounting for only 3.5% of the total. The number of survey respondents in other age groups is relatively small, all between 5% and 10%. among the survey participants, 71% were middle school students, 11.5% were employees of enterprises or companies, only 5.5% were civil servants, public institutions, and self-employed individuals, and 3% were teachers. Another 7% of the survey respondents are self-employed individuals, and 2% of the survey respondents engage in other professions.

3.2.2. Research and Statistics on New Media Public Welfare and Charity Communication Entities

From Table 1, it can be seen that the usage rates of platforms such as Waterdrop chip, Ant Forest, Sports Donation, Easily raise, and Tencent Public Welfare are relatively high. Among them, Waterdrop chip platform has a usage rate of 91%, Ant Forest platform has a usage rate of 75.5%, and Easily raise platform has a usage rate of 55%.

Table 1. Statistics on the use of new media public welfare and charity platforms by survey subjects

Platform name	Subtotal	Ratio
One Fund	80	40.0%
Ant Forest (Ant Farm)	151	75.5%
Sports donation	103	51.5%
Waterdrop chip	182	91.0%
Easily raise	110	55.0%
Taobao Crowdfunding	40	20.0%
Tencent Public Welfare	68	34.0%
Sina Weibo Micro Public Welfare	50	25.0%
Other	2	1%

Among the survey respondents, 63.5% expressed willingness to participate in new media public welfare and charity activities published on the platform, but 36.5% of the survey respondents indicated that it would depend on the situation or directly expressed unwillingness to participate.

3.2.3. Survey and Statistics on the Types of Public Welfare and Charity Communication in New Media

Table 2. Statistics on the types of new media public welfare and charity communication that the survey subjects have been exposed to

Type	Subtotal	Ratio
Emergency rescue	51	25.5%
Disease relief (such as water drop fundraising and easy fundraising)	161	80.5%
Education/Student Assistance	101	50.5%
Environmental Protection/Animal Protection (such as Ant Forest)	100	50.0%
Helping the elderly and disabled	35	17.5%
Legal aid	20	10.0%
Online registration for non-profit organizations providing volunteer services	31	15.5%
Other	3	1.5%

From Table 2, it can be seen that the dissemination content published by the main body is mainly focused on donation and material donation activities, and there are also many environmental protection dissemination content such as Ant Forest. Other types of dissemination content are generally insufficient.

3.2.4. Research and Statistics on the Dissemination Channels of New Media Public Welfare and Charity Information

Table 3. Statistics on the new media public welfare and charity communication channels that the survey subjects have been exposed to

Platform name	Subtotal	Ratio
Social media platforms (such as QQ, WeChat, Weibo, etc.)	178	89.0%
Public welfare organization official account	94	47.0%
News media coverage	91	45.5%
Using search engines to actively search (such as Baidu, Google, etc.)	27	13.5%
Others informed	75	37.5%
School organization	37	18.5%
School organization	75	37.5%
Other	3	1.5%

It can be seen from Table 3 that the main way for respondents to contact new media public charity communication is social platforms, and they also have more contacts from official account, news reports and other channels. But very few survey subjects will actively search.

3.2.5. Investigation and Statistics on the Problems in the Dissemination of New Media Public Welfare and Charity

Table 4. Statistics on the problems that survey respondents believe exist in new media public welfare and charity platforms

Existing problems	Subtotal	Ratio
Personal dishonesty of the initiator	121	61.5%
Incomplete platform audit system	141	70.5%
Lack of emphasis on authenticity by donors	133	66.5%
Incomplete relevant laws and regulations	137	68.5%
Lack of third-party supervision	134	67.0%
Other	5	2.5%

From Table 4, it can be seen that the main reasons for the problems on the new media public welfare charity platform are the imperfect platform review system and incomplete relevant laws and regulations.

4. The Problems in the Dissemination of Public Welfare and Charity through New Media

Through a questionnaire survey, we have identified the problems in the dissemination of new media public welfare charity. This article analyzes the problems in the dissemination of new media public welfare charity from three aspects: the dissemination subject, the dissemination content, and the dissemination form.

4.1. Insufficient Credibility of the Communication Subject

At present, the main disseminators of new media public welfare and charity communication are the people who publish public welfare and charity information on the platform, which means that the majority of the disseminators are ordinary people. This new model of public welfare and charity communication has broken the previous model of only official organizations organizing charity activities, but at the same time, it has brought new problems, that is, the credibility of the dissemination subject is insufficient, and the platform only serves as a carrier for the dissemination subject to release and disseminate information, and it also lacks credibility.

4.2. The Homogenization of Communication Content is Severe

Choosing the "Waterdrop chip" platform and viewing its donation information on its homepage, it can be found that the dissemination content on the platform is mostly the same type of text template. This phenomenon not only occurs on this platform, but also on many platforms. Spreading content with the same expression will make the content boring and unappealing to users. Through the analysis of three new media public welfare and charity platforms, namely Water Drop, Ant Forest, and Easy Fund, it is found that their

dissemination content is mostly fundraising information. In addition to severe homogenization in the form of expression, there is also a serious phenomenon of homogenization in the specific dissemination content published by the dissemination subject.

4.3. There are Limitations in the Form of Dissemination

The form of dissemination refers to the channels through which information released by the dissemination subject can be disseminated on a larger scale. For example, the dissemination form of Ant Forest (Ant Farm) platform is to share with friends to participate in charity activities together; The dissemination forms of Waterdrop chip platform include forwarding, commenting, etc. The current form of public welfare and charity communication is the dissemination of content by the dissemination subject within the dissemination carrier, that is, sharing, reposting and other dissemination behaviors within the platform. Therefore, the dissemination form is limited by the dissemination characteristics of the platform and has certain limitations.

5. New Media Public Welfare Charity Communication Strategy

In response to the problems existing in the three aspects of communication subject, content, and form, the following communication strategies are proposed:

5.1. Strengthen the Screening and Supervision of Information Released by Disseminators

In response to the problem of insufficient credibility of the dissemination subject, based on the characteristics of the dissemination subject, the platform should formulate corresponding measures to constrain and manage it. The platform should carefully and strictly screen the information published by the disseminators, ensure the transparency and authenticity of the information, and improve the credibility of the disseminators. At the same time, the platform needs to establish strict regulatory systems, strengthen the supervision of the information and dissemination process released by the dissemination subject, and improve the credibility of the dissemination subject.

5.2. Strengthen Innovation in the Dissemination of Content and Enrich the Expression Forms of Content

The communication subject must enrich their own communication content in a targeted manner, actively try new ways of expression, such as through filming videos, telling stories, etc., instead of always using single written expressions from the past. In addition, the platform should also support this innovative way of expression by pushing it to the homepage, so that more communication subjects are willing to try new ways of expressing communication content.

The dissemination subject also needs to pay attention to innovative thinking in the dissemination content, that is, not only believe that donations are charity activities, but also develop more new dissemination content, such as online tree planting environmental charity, adopting small animals, love boxes and other activities. This innovative communication content can not only solve the problem of severe homogenization of communication content, but also attract users to participate in charitable activities.

5.3. Strengthen the Systematic Construction of Communication Forms and Carry out Collaborative Promotion

The dissemination content published by the dissemination subject can be synchronized to various charity platforms for coordinated promotion, so that the dissemination content can be shared, forming an integrated form of dissemination. Do not limit the dissemination behavior to likes, comments, and shares on one platform. Collaborating and promoting the content of communication subjects on various platforms, strengthening the systematic construction of communication platform integration, is an effective measure to address the limitations of communication forms.

6. Conclusion

Based on a survey and research on the dissemination of new media public welfare charity, this study deeply analyzes the problems that exist in the process of new media public welfare charity dissemination, and proposes corresponding strategies for each part of the problems. We not only need to have a deep understanding of the current problems, but also to grasp the development laws of public welfare and charity in new media. Based on accepting the supervision of new media platforms, communication subjects should innovate communication content and expression methods according to the characteristics of different charity activities, and attract more people to participate in charity activities. At the same time, the dissemination subject cannot be confined to a single platform, and it is necessary to share content and information across multiple platforms, so that the form of new media public welfare and charity dissemination is not limited.

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