College students' "Internet +" public welfare preference and cause analysis——Take Shahe Higher Education Community as an example

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*Abstract:*In this paper, a total of 208 college students from 5 colleges and universities in the Shahe Higher Education Community in Changping District, Beijing are collected through a questionnaire to participate in "Internet +" public welfare preferences, and analyzed with statistical software.

"Internet + public welfare" refers to online public welfare, which refers to a new type of public welfare that relies on the Internet platform to break away from the traditional path and is characterized by "off-the-spot intervention" in the era of enhanced informatization [1].

In recent years, there has been a lot of research on offline traditional public welfare in China, and less research on online public welfare. The topics related to "Internet + public welfare" mainly include overall research on Internet public welfare, the model of "Internet + public welfare" [5] [6], communication and "Internet + public welfare", Internet public welfare related laws, etc. In general, the current domestic research on "Internet + public welfare" is mostly theoretical and less empirical.

1. Research and design

1.1 Research objects

Within the Shahe Higher Education Park, Changping District, Beijing, there are undergraduate students from China University of Mining and Technology (Beijing), China Foreign Affairs University, Beijing University of Aeronautics and Astronautics, Beijing University of Posts and Telecommunications, and Central University of Finance and Economics.

The research team is a student from the Shahe campus of China University of Mining and Technology (Beijing) and has a better understanding of the volunteer situation of higher education park universities. The geographical location of Shahe Higher Education Park is relatively remote, and it can be basically considered that the results are only related to college students' preference for "Internet +" public welfare.

Distribution ratio of survey subjects. 208 questionnaires were collected from the online questionnaire survey, covering students in four grades of five colleges and universities, and no questionnaires were invalidated. Among them, there are 92 boys and 116 girls, the ratio is about 4:5, which is more in line with the general ratio of men to women in the survey and research.

1.2 Research methods

Questionnaire surveys belong to the scope of quantitative research, which are based on sample data for investigation and analysis. The team used the questionnaire star software to publish the questionnaire online, and analyzed the data to study the behavior of the sample and infer the selection tendency.

2. Statistics and analysis of survey samples

2.1 Analysis of a sample of college students who have participated in the "Internet +" charity

2.1.1 Basic situation.

A total of 119 students have participated in the "Internet +" charity, accounting for 57.21% of the total sample. Among them, 48 are boys and 61 are girls. The overall ratio of participating and not participating in the "Internet +" charity is about 4:3.

2.1.2 College students' preference for participation in "Internet +" public welfare

Method preference. Check-in and material donations are the two most popular public welfare participation modes of college students. The forms of participation are flexible and diverse, and the methods are simple, fast and convenient. College students prefer convenient and fast online public welfare projects, but at the same time they will also rationally take into account their own abilities.
The preference of project sponsors. The proportion of choosing large public welfare institutions is 55.46%, which is greater than the sum of the proportions choosing government departments and school voluntary organizations. The public welfare projects of government departments are usually in response to the call of higher authorities. The recruitment of members has the characteristics of internal digestion, and the functions are limited to the government and cannot have true independence. However, projects initiated by large organizations are usually open to the general public, and information dissemination channels are diverse, making it easier for college students to understand.
Participate in public welfare projects and assume role preference. Most college students want to take on the role of volunteers in online public welfare projects, and about 35% of college students want to take on management or even project initiation tasks. This proves that college students have certain expectations and requirements for their own abilities and positioning. If conditions permit, they are willing to choose a volunteer project that is more difficult to exercise.

2.1.3 Considerations for college students who have participated in "Internet + Public Welfare"

The content of the project, whether it can effectively help others, and the project organizer are the first three influencing factors for college students to consider. College students have higher requirements for the quality and implementation of the project, and they are more rational in thinking. These can be regarded as volunteers' supervision and feedback to the charity sponsor.

3. Theoretical explanation of college students' "Internet +" public welfare behavior preference theory

The above survey explored the role willingness and method preferences of college students to participate in "Internet + Public Welfare". The preference of influencing factors will eventually be

reflected in the way of behavior. Here, a more in-depth theoretical study and explanation of the preference of behavior types will be carried out.

3.1 Checking in

"Checking in" is a behavior with repetitive content and simple operation. The public welfare contribution of this type of behavior is quantifiable and visible to users, and has a strong sense of immediate satisfaction. Participants get mental satisfaction and motivation to punch cards every day.

This kind of public welfare conforms to the social exchange theory in social economics, which means that the smallest cost is exchanged for the largest return. Human society takes mutual help and mutual assistance as the principle and pursuit of benefits as the goal. Simple and feasible check-in behavior makes online charity also have a real sense of participation.

3.2 Material donation

Donation refers to a charitable act of giving, and its target object can be a charity organization, or it can be someone other than family members. Here, the object of donation refers specifically to material categories, such as money, clothes, organs, etc., and does not involve conceptual behaviors such as step donation.

Zheng Xunan's research found that trust and empathy are key factors that affect individuals' willingness to donate. Based on Liu Liping's discussion on micro-public welfare in the field of communication [7] and Jiang Jing's donation decision-making model, the team extracted the core content related to donation behavior and established a donation mobilization model to visually illustrate the logical relationship. From the questionnaire survey data, it can be seen that the information sources for college students to participate in public welfare are mainly acquaintance circles and schools. Under the conditions of trust in the source, "empathy" plays an important role in the generation of donation behavior.

3.3 Publicity and promotion

"Publicity and promotion" refers to an individual's behavioral mode of expanding the influence of the project or attracting others to participate in the project by means of forwarding and likes. In the field of online public welfare, it usually manifests itself in the situation where the project itself or a certain link in it requires to be forwarded to social media. Zheng Xunan's research shows that trust is positively correlated with the individual's willingness to forward, while empathy has no significant relationship with forwarding behavior. "Trust" is one of the important factors that affect this type of behavior. The essence of forwarding, liking and other behaviors is to use their own influence and credibility to spread information under the premise of approving the content.

4. Discussion

Based on the research content of this article, the following conclusions or suggestions can be drawn: Most people are more willing to choose "large public welfare organizations" as project initiators, and the selection ratio is greater than the sum of "government departments" and "school organizations". Approximately 35% of college students hope to become executives or initiators, which proves that college students have certain expectations and requirements for their own abilities and positioning. The role of executor (management) or promoter not only meets the needs of college students for self-realization, but also can gain spiritual satisfaction while exercising themselves. In terms of project selection considerations, college students are most concerned about

the content of the project and whether the project can actually help others. College students have higher requirements for the content and quality of public welfare projects, and their thinking methods are more rational. Based on the actual actions of college students participating in public welfare, the research divided the behavior types into four types: "check-in type", "material donation type", "propaganda type" and "use professional knowledge and personal ability for public welfare":

The shortcomings of this study are that the sample of research objects is small, the richness is insufficient; the research perspective is narrow and the research foundation is weak. This is also the direction to continue in the future.

The sample of research subjects is small, and the conclusions are limited. The 208 students cannot represent the Shahe Higher Education Community or even the greater participation of college students in the "Internet +" charity situation. The research perspective is narrow and the theory is weak. The knowledge reserve and analytical ability at the undergraduate level are insufficient, and the persuasiveness is weak.

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