

Research on the Social Coordination Level of College Students Village Officials under the Background of Rural Revitalization

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Abstract: Under the background of rural revitalization, the project of college student village officials has achieved remarkable results, but the obstacles brought by the problem of social coordination level behind the project cannot be ignored. Through case collection and analysis, literature review, and relevant system inquiry and analysis, this paper uses Herzberg's two-factor theory and McGregor's XY theory to make an in-depth analysis of the space needed to improve the level of social coordination behind college student village officials, and proposes solutions accordingly.

Keywords: college student village officials, rural revitalization, behavior institutionalization, goal commonality

Introduction:

Under the background of rural revitalization, the work of "college student village officials", as an important part of talent revitalization, has become a major strategic decision made by the CPC Central Committee. Its implementation and development play an indispensable role in the overall development of rural revitalization, and the level of social coordination hidden behind it is also worthy of in-depth exploration and research.

1. The theoretical basis of the analysis of the social coordination level of college students village officials

1.1 Herzberg's two-factor theory

Two-factor theory is a classic management theory put forward by American psychologist Herzberg. Its core point of view divides the factors that can meet various needs into two types, namely health factors and satisfaction factors. Therefore, the effects and influences brought by these two factors are very different. Although wages, working conditions and welfare benefits as health factors can only bring the most superficial and short-term impact, with limited and difficult to be lasting, if health factors cannot be satisfied, even if the incentive factors are greatly satisfied, it is difficult to mobilize enthusiasm. Therefore, in terms of health factors, the opposite of "dissatisfaction" is no longer "satisfaction". It becomes "no dissatisfaction"; In terms of motivating factors, the motivation factors such as a sense of achievement, responsibility and goal in work can effectively and consistently stimulate enthusiasm. Therefore, in this regard, the opposite of "satisfaction" is "no satisfaction".

However, many theories now hold that Herzberg's two-factor theory has limitations and lacks repeatability and representativeness. Under different social strata and times, the two-factor theory should also change accordingly. For the high-income groups represented by the 200 engineers and accountants studied by Herzberg, the two-factor theory has great applicability. But for low-income people, the health care component of the two-factor theory is relatively more motivating.

However, for college students as village officials, Herzberg's two-factor theory is of great significance. The essential difference between health factors and incentive factors lies in the "equality factor" and the "equity factor", which means that the equality factor is shared, shared and faced by all. In order to solve the problem of the level of social coordination behind college students' village officials, we should focus more on the incentive factors, but at the same time, we should not forget to take into account the impact of health factors.

1.2 McGregor XY Theory

Based on Mac Gregor's assumption of human nature, XY theory summarizes Maslow's demand theory and discusses human behavior rules and their impact on management to a great extent. Macgregor calls the traditional management science "Theory X", in which he thinks selfishness is human nature, and has the same similarity with the Xunzi's "theory of sexual evil". In this theory he puts forward the general content as follows: Most people are naturally lazy, avoid work, avoid responsibility and even prefer to be led by others. Only by

using clear rewards and punishments, carrot and stick can we drive them to work hard. In contrast to "Theory X", "Theory Y" points out that ordinary people are not inherently lazy, but on the contrary, they are diligent, have a strong sense of responsibility, have rich imagination and creativity, have unlimited potential, and can be self-directed and self-actualized in the organization.

But it needs to be understood that Theory X and Theory Y are two extreme theories, so when dealing with the problem of college student village officials, we should dialectically view and use this theory, combine the two, realize the management of XY, and realize people's self-satisfaction while achieving the overall goal.

2. College student village officials' goal commonality

2.1 Personal goals of college student village officials

2.1.1 Improve yourself and make up for your shortcomings

For college student village officials, going deep into the grassroots work and serving the people can exercise and grow in the grassroots practice in rural areas. In the process of solving specific events in rural areas, they can develop a long-term perspective, improve their emergency response ability and strengthen their communication ability. Moreover, such growth does not only exist in the improvement of their own comprehensive ability. It also exists in the deepening of the understanding of the grassroots society and the establishment of deep feelings with the grassroots people, the accumulation of social experience, hone the will, and cultivate their own love and dedication, not afraid of hard work, positive forging ahead of the fine quality.

2.1.2 Promote development and build a new countryside

With the steady development of the rural revitalization program, the social and economic conditions in rural areas of China have gradually improved, but most of the areas where college student village officials are selected are the areas with relatively backward economic development and difficult living conditions. Therefore, whether it is the ambition of college student village officials before they are formally contacted with the selected areas, or ambition through their own efforts to change the poor and backward situation of the region, or for the real contact with the grassroots social picture of college students village officials and the local people to establish a deep feeling, adhere to the rural position, the common purpose of both are to effectively perform their duties, lead the masses to build a new socialist countryside, promote social development.

2.1.3 Apply what you've learned to achieve self-worth

For college student village officials, through understanding and in-depth contact with the selected areas, they can not only convert knowledge, theory and technology into practical support, promote the construction of new countryside in a more scientific and comprehensive way, but also make up for the gap that college classroom knowledge is mainly based on theoretical knowledge and lacks comprehensive cognition of practical operation. In the actual work to find problems, self-examination, self-improvement, to help the masses of farmers to clarify their ideas, accelerate development, mutual promotion, for the construction of the new countryside into fresh blood, in order to better realize self-value.

2.1.4 Know yourself and define your career position

The selected rural area is also a social university for college student village officials, where they can get hard work, accumulate rich social experience, define their career direction, and lay a solid foundation for their future life. At present, the flow of college student village officials can be roughly divided into "five main directions", such as staying in the village to work, applying for civil service, starting their own business, choosing another career, and studying for further study. Therefore, during the process of working in the selected areas, most college student village officials can think carefully and judge their future life path through self-cognition, whether they are up to the burden.

2.2 National and social objectives

2.2.1 Train successors for the cause of the Party and the country

As a party that serves the people wholeheartedly, the Communist Party of China always cares about the people and serves the people. Therefore, the selection and training of Party and government cadres is the top priority and the key point. Selecting college students to serve in the village is conducive to cultivating a group of successors of the national cause rooted in the masses, serving the masses and caring about the masses. We will

ensure that a group of Party members and cadres, especially leading cadres, have deep feelings for the people and devote themselves more wholeheartedly to building a beautiful China.

2.2.2 Strengthen the building of grassroots Party organizations

The selection of college students to serve in the village can not only enable the young students to grow up after various hardships, but also select a group of young backbone for the grass-roots Party organizations, optimize the structure of the rural leading cadres, manage the grass-roots Party organizations with a more scientific attitude, improve the overall quality, and enhance the cohesion and creativity of the rural Party organizations.

2.2.3 Build a new socialist countryside

Employing college students to work in villages can not only enable college students to act as interpreters of national policies and promote the implementation of policies, but also guide local farmers to get rich scientifically and lead them to achieve income increase and economic development. Meanwhile, young students' learning of new knowledge and new ideas can also promote the renewal of rural civilization and enrich people's spiritual world. We will promote the development of new fashions, promote the construction of ecological civilization, comprehensively address rural problems, and build a new socialist countryside.

2.2.4 Help young students realize their aspirations

Recruitment of college students to the village, can give young students to display their talents to the "big stage", the road to success depends on not only theoretical knowledge, more is the support of practice, and in rural areas, hone, is really really cut into the picture of grassroots life, help to form not afraid of hardship, not afraid of fatigue, willing to bear hardships of good quality, Better understanding of self, understanding of society, for the future of life to lay a solid foundation.

2.3 The similarities and differences between personal goals and national goals

Through questionnaire survey, interview and other methods combined with the two-factor theory analysis, it can be found that the goals of students before or after becoming village officials can be divided into the realization of personal value and social value, among which the realization of personal value accounts for a large proportion. In fact, the country and society attach more importance to the realization of social value for the implementation of the project of college student village officials. Therefore, from this perspective, individual goals can be regarded as health factors to some extent, while social goals can represent the motivating factors. Individual goals and social goals are complementary and inseparable, and there is a certain contradiction between them.

2.3.1 Common points of goal commonality

First of all, the biggest common point between them is the realization of the personal value of college student village officials. Students' personal goals are mainly embodied in the hope of improving themselves, making up for their deficiencies and realizing their self-worth through in-depth grassroots work, while the social goals are embodied in the hope of helping young students realize their life aspirations, to better understand themselves, farmers and society, and to create a new big stage for young students to realize their self-worth. Therefore, many reports on college student village officials in mainstream media often emphasize the positive impact of grassroots work exercise on the individual growth and socialization process of college student village officials, and focus on the contribution of college student village officials to rural construction, thus showing that the personal value of college student village officials in their posts has been fully demonstrated and improved. The country wants to provide conditions and environment for the growth of village officials through the "big stage" in rural areas, and college students are often willing to respond to the call of the country to improve themselves and show their value. The two goals coincide with each other and form a common goal to encourage the continuous development of college students' village officials.

Secondly, another common point between the two is the construction of the new countryside. From the perspective of students, I hope to contribute my share to the construction of the new look of rural areas and promote their development. Similarly, from the perspective of the state, one of the original intentions of the college student village officials program is to build a new socialist countryside, lead the masses to get rich, coordinate social conflicts, promote scientific and technological knowledge, and inject vitality and power into the construction of new countryside. Driven by this common goal, college student village officials have the drive for reform and innovation and become the leading reformers in the construction of new countryside. In the past, college student village officials Hu Jiandang and Chen Mo cooperated to establish professional cooperatives and lead villagers out of poverty and get rich. Later, village official Wang Weihua led the villagers

to introduce mushroom cultivation and realize the integration of production and marketing. A series of successful cases all highlight the drive and influence of college student village officials on rural construction.

The discovery of these two common points is the manifestation of the two-factor incentive theory. By making full use of these two points, the enthusiasm and initiative of college student village officials in dealing with rural affairs can be improved.

2.3.2 Obstacles to goal commonality

In general, the goals of the two are sharply contrasted. The goal of students is to show their personal value by realizing social value, while the goal of national society is to better realize social value by showing the personal value of college students' village officials. Therefore, the goal contradiction between the two lies in this point. Students will more or less consider the individual, while the state, as a tool of class rule, will consider the collective environment more, and it is difficult to take individual problems into account. This is one of the biggest difficulties and problems that hinder the commonality of college students as village officials.

Therefore, how to improve the socialization part of college student village officials' individual goals is particularly important, which not only requires college student village officials to further understand the connection between collective interests and individual interests, have higher ideological consciousness, change their tendentious views and motives, correct understanding, and assume social responsibilities from the heart. It also requires the state and society to fully realize the key role played by health factors in solving the problem of college student village officials, making them inseparable, constantly linking collective interests with individual interests, constantly increasing the emphasis on the project of college student village officials, and improving the salary and working conditions of college student village officials. And establish a complete set of material and spiritual dual incentive policies, more suitable for students in the individual part of the goal.

3. College student village officials behavior institutionalization

College student village officials, as a national selection project, is of great significance for promoting rural revitalization. Since the 17th National Congress of the CPC Central Committee, the CPC Central Committee has attached great importance to the work of college student village officials. Therefore, both the state and local governments have formulated a set of effective system norms and policy requirements for the conduct and supervision of college student village officials. A number of policy documents have been issued on the work of college students as village officials. Subsequently, local governments have issued local policies according to the general deployment issued by the central government and constantly adjusted and improved them.

3.1 Policy directives issued by the Central Government

Organization Department of the CPC Central Committee, the Ministry of Education, the Ministry of Finance, and the Ministry of Human Resources and Social Security issued the Notice of "Opinions on the Selection and Employment of College Graduates to Work in Villages (Trial)" on April 10, 2008, which systematically elaborated the number, standards, employment, benefits, management and implementation of the selection and employment of college graduates as village officials. On August 21 of the same year, Organization Department of the CPC Central Committee issued a notice on the Issue of Reply Opinions on Selecting and Hiring College Graduates to Work in Villages, which further explained the number, subsidies, training, management and other aspects of college students as village officials. And in these systematic elaborated through the issuance of documents to continue to policy, standardization of college student village officials project, for example, "on the establishment of the long-term mechanism of recruitment of college graduates to the village work" clearly put forward several requirements (namely the establishment of regular recruitment system, establishment of post training system, establishment of supporting security system, establishment of tracking training system, the establishment of normal flow system, To establish a joint management system), "Opinions on the orderly flow of college students" encouraged college students to stay in the village work, for the selection of township and other Party and government civil servants, support the development of self-employment, guide to choose other jobs put forward a series of document requirements such as hopes and opinions.

3.2 Policy requirements issued by local governments

In terms of policies, local governments are also seeking innovation based on the documents issued by the CPC Central Committee, and have made guiding policies for the work of local college students as village officials according to local conditions. For example, Xinxiang City in Henan Province has decided to pilot the "mentoring system" in 35 townships and 414 administrative villages. Dunhuang, Gansu Province through the "four measures" to help college students grow and become village officials; Yiliang in Yunnan Province

promotes the growth of college students' village officials through the mode of "managing, helping and using". Shanxi Wenxi University promoted the orderly flow of "village officials" through open recruitment, effectively solving the liquidity problem of village officials.

The continuous promulgation and coming into power of the above various policies and systems not only make the work of college student village officials continue to be standardized and institutionalized, but also make the implementation and correction of various work continue to have systems to rely on and feasible, and promote the institutionalized development of college student village officials' behavior.

4. The space to improve the social coordination level of college students village officials and crack the policy

4.1 The social coordination level of college students' village officials needs to be improved

4.1.1 Goal commonality

4.1.1.1 Low subjective willingness and frustrated enthusiasm

First of all, as the post of college student village officials is a "special post of village organization" and a non-civil servant, the relevant expenses for their work, living allowances and security benefits are jointly borne by the central and local finance, so the salaries and welfare benefits of college student village officials selected by different regions are all low and change with different regions. Therefore, from the perspective of the two-factor theory, There is a problem that the health factors of remuneration are not satisfied. Even if the incentive factors given by the state are greatly satisfied, the enthusiasm of the target is easily frustrated, and it is very likely to cause the dissatisfaction of some college students' village officials. In addition, there is no equal access to the welfare benefits caused by regional differences. The lack of equality factor will also lead to psychological differences among the new generation of college student village officials and lower subjective willingness.

Secondly, in the context of rural revitalization, most college student village officials are assigned to carry out construction in remote areas. The simple and un adapted working conditions may be different from the imagination of some college student village officials who are not from rural areas. As time goes by, they will reduce the freshness, lose the sense of pursuing goals, and increase the sense of job burnout, thus causing dissatisfaction. It causes the problem of secondary outflow of rural talents.

4.1.1.2 The policy is unclear and the value is difficult to realize

Due to information blockage and feudal ideology, remote areas often have doubts about and disapprove of newly appointed university student village officials. The particularity and fuzziness of university student village officials undoubtedly aggravate this problem. Local villagers often disobey the discipline and do not listen to the command, which in the two-factor theory makes it difficult for university student village officials to realize their personal values and lose their sense of accomplishment. In addition, it is easy to lose enthusiasm and sense of responsibility in the long run. The loss of incentive factors in this respect is a huge obstacle to the overall good development of the cause of college students as village officials, which requires strong rectification.

4.1.2 Behavior institutionalization

Since the 17th National Congress of the Communist Party of China, college student village officials have been implemented for a short time and involve a narrow scope, so the system needs to be improved. At the same time, due to the vague positioning of college student village officials, the supervision is insufficient, the assessment direction is unclear, there is no clear assessment standard, and the satisfaction of the public is not included in the assessment scope, lacking comprehensiveness and mass. It is easy to make the decision-making system deviate from the will of the people, and also easy to lead to the lack of institutional and normative behavior of college students village officials.

4.2 Crack the policy of social coordination level of college students village officials

4.2.1 Improve the ideological consciousness of college students' village officials and enhance their enthusiasm from the individual

In order to comprehensively improve the ideological consciousness of college students in the project, the first thing is to select college students with high ideological consciousness and improve the entry threshold of college students in the village officials. Secondly, it is necessary to carry out comprehensive and perfect pre-job training, which is mainly based on ideological education, supplemented by relevant understanding of village situation and rural work skills, so as to further improve the ideological level. After entering the company, various standardized trainings will be held from time to time to improve subjective willingness and objective skill, and enhance personal responsibility and service consciousness. Finally, village cadres can be elected to

help college students deal with affairs. While guiding college students to get familiar with and master the affairs and skills of rural work as soon as possible, profound "revolutionary friendship" can be established with them. Deepen the emotional connection between college student village officials and the masses, so as to maximize the socialization of personal goals.

4.2.2 Establish both material and spiritual incentive policies to enhance enthusiasm from the whole

From the material point of view, it is necessary to improve the salary of college student village officials, improve the security system, give corresponding subsidies according to different situations, practice the health factors, and according to the effectiveness of the work of college student village officials, carry out substantial material subsidies and rewards for college student village officials, at the same time, clear the promotion channels, improve the supporting incentive measures, improve the incentive factors; From the spiritual point of view, through the vocational ideological education of contributing to the society, building the countryside and taking root at the grassroots level, the college student village officials are made aware of the value and significance of work, and to a certain extent, the aspirant work of college student village officials is encouraged to further enhance the incentive factors. While integrating personal goals into social goals, the personal part of social goals should be expanded.

4.2.3 Implementation policies and guidelines to clarify the positioning of college students as village officials

Governments at all levels should, based on the instructions of the Central Committee of the CPC, formulate a document system with local characteristics according to the actual conditions of each region, so that each region can promote the implementation and improvement of the system layer by layer, and clearly define the role of college student village officials in rural assistance projects. Local villagers should not only pay attention to the role of college student village officials in promoting rural development. To improve the authority of college student village officials, it is more important to make college student village officials themselves know where they are, what they are doing and what duties to perform, increase sense of purpose of college student village officials, so as to give college student village officials a sense of satisfaction and achievement in completing the village work successfully, and stimulate the enthusiasm of college student village officials more continuously.

4.2.4 Realize system integration and improve supervision and assessment

First of all, the autonomous system of grassroots people is currently being improved as one of the basic political systems of our country, among which the village committee organizations play a huge role in the process of rural affairs. Therefore, we should integrate the highly perfect villager autonomy system with the project of college student village officials, and promote the cooperative work between local village cadres and college student village officials, so as to make up for the defects of villager autonomy and drive scientific governance. At the same time, we should use the good system explored by villager autonomy to drive the institutionalized development of college student village officials.

Secondly, it is necessary for the state and local governments to give university student village officials more space to exercise their projects and resources, reduce their responsibilities and promote their leaders, and establish a whole set of evaluation, evaluation and incentive mechanism, which is mainly based on the evaluation of project completion and supplemented by the satisfaction of villagers, to truly "serve the people and make the people satisfied" and fulfill the commitment of serving the people. At the same time, fairness, fairness and openness in the assessment process should be guaranteed. Finally, rewards and punishments should be implemented based on performance, so as to improve the active initiative of college student village officials in the governance process, motivate them to improve their performance and project completion, and promote the institutionalized development of college student village officials.

It can be seen from the above discussion that the level of social coordination behind college student village officials is constantly improving, but there are still some contradictions and deficiencies. We should take a correct view of these deficiencies, try to correct them, and promote the development of college student village officials through the adjustment and improvement of national policies. The work of college students as village officials can truly help students' personal growth, boost the prosperity and development of the country, build up and revitalize all rural areas, and stride forward together into a bright future in the new century.

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