

The Construction of the Motivation Mechanism of College Students' Voluntary Service in the New Era

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ABSTRACT. *College student volunteers are the main body of young volunteers in China, the main body of ideological and moral education of college students, and an important part of the construction of socialist core value system. From the perspective of the theory of social roles, this paper takes the series of volunteer activities carried out by vocational schools as the object of study, discusses the motivation of university student volunteers, and studies the composition of the "source" mechanism, "force" mechanism, and "joint force" mechanism. In order to establish the long-term mechanism of college students' voluntary service, form a scientific and standardized management model for college students' voluntary service, and promote the development of college students' voluntary action in China's socialist core value system.*

KEYWORDS: *College students; Volunteers; Motivation mechanism*

1. Introduction

The term "mechanism" was introduced into social science research later. It originated from Greek and originally referred to the construction and action principle of machines. After the introduction of social science research, its meaning refers to the way in which various parts of social organism interact with each other. The dynamic mechanism is an important part of the mechanism and the mechanism system of power composition and operation, which is composed of "power source" mechanism, "force" mechanism, "force combination" (joint force) mechanism. To construct the power mechanism system of socialized service is to encourage, integrate, agglomerate and strengthen all kinds of positive forces, guide and standardize people's needs as reasonable needs, and establish a scientific service power mechanism system of university student volunteers by means of incentive, interest and cultural means. Based on the research results of volunteer service and youth volunteer action, this paper mainly studies from the perspective of College Students' volunteer activities, draws on the research results of others, analyzes the current situation of College Students' volunteer service according to the processing of their own survey data and the collation of interview data, and puts forward some

views on the problems existing in the process of College Students' volunteer service.

2. The “Power Source” Mechanism of Motivation

The development of power source is to stimulate people's needs, guide and shape these needs into reasonable needs, and use incentive means, interest means and cultural means to achieve scientific, fair and reasonable incentive mechanism. The social practice activities of College Students' volunteers fully respect the participation consciousness of college students, advocate the voluntary spirit of “dedication, friendship, mutual assistance and progress”, and reflect the improvement of mutual relationship between people, the harmony between people and society, and the harmonious coexistence between people and nature. The consciousness of participation and motivation is an important factor that influences young students to become volunteers, and it is also the ideological pillar of maintaining volunteers to participate in voluntary activities in voluntary service organizations. In the voluntary service, volunteers work honestly to meet people's needs, so as to stimulate their enthusiasm to participate in the voluntary service, so that this external driving force can be transformed into a kind of power of self hard work, and give full play to people's potential[1].

As the organizer of the vocational school, the Youth League Committee and the academic and engineering office first understand the participation motivation of volunteers through questionnaires, interviews, training and other ways. From the interview, we can see that there are two main motivations for college students to participate in activities: one is social interest motivation, for example, they mentioned “sense of responsibility”, “help others”, “do things beneficial to society”; the other is personal development motivation, for example, they talked about applying the learned professional skills, theoretical research to social practice, and training their own ability. Expand the ability of social interaction. After understanding the motivation of college volunteers to participate in the service, we know what they need, and take effective mobilization and training methods to carry out voluntary service activities. In the whole process of voluntary service, in view of their changing psychological needs, we should adopt corresponding incentive methods to enhance their psychological satisfaction, adopt assessment, evaluation, supervision, rewards and punishments and other means to form a reasonable incentive mechanism, which provides them with a platform for social interaction and interaction between people, and forms intimate communication and care between people. . Through the contact with the service object, university student volunteers build a bridge of mutual love and help between people and social groups, understand the needs of the service object, and understand the social needs more deeply[2].

3. Balance Strength Mechanism

The essence of a harmonious society is the balanced and orderly development of all parts and elements of the whole society. Therefore, equilibrium is a mechanism. From the perspective of social governance, equilibrium is the coordination, overall

planning, adjustment and coordination of various social interactions, and the key is the “degree” of interaction. Therefore, the balanced strength mechanism of a harmonious society means to grasp all kinds of social forces from all levels, especially the interaction between the driving force and the starting force, so as to effectively resolve various contradictions. According to the structure of social development in China, the organization system of College Students' voluntary service relies on the Communist Youth League organization to improve the grass-roots voluntary service organization system. It takes various forms to strengthen the general knowledge and professional knowledge training of College Students' volunteers, enrich personal life experience and life experience, broaden personal life circle, and deeply experience society and life. In the process of participating in voluntary work, college students can not only develop their own skills, but also cultivate their own organizational leadership, learn new knowledge and skills, and feel the satisfaction and success of their work[3].

For the society, this volunteer activity for college students not only brings care to the society, but also conveys love and civilization. This kind of “love” and “civilization” are uploaded from one person to another, which will eventually converge into a strong social warm flow, which is conducive to the establishment of a harmonious society and has a certain positive effect on promoting social progress. For individuals, choosing “to help those in need” is the expectation of college volunteers for their role-playing. By participating in voluntary work, we have the opportunity to contribute to the society, fulfill a citizen's responsibility and obligation, enrich our life experience and provide learning opportunities, and more cultivate our organizational leadership. As for the service object: College Students' voluntary activities receive personalized services. While providing a large number of human resources, they can give full play to the humanized, personalized and comprehensive functions of services, so as to benefit the service object, help college students' volunteers to integrate into society and enhance their sense of belonging. Through the volunteer service of college students, we can effectively help the service objects to enhance their confidence in people and society, and at the same time, build up their self-esteem and self-confidence. Therefore, both for society and for individuals, a balance has been reached[4].

4. The Mechanism of Joint Forces in the Same Direction

According to the system theory, the system elements are the relationship between the whole and the part. Each element interacts with each other to form the system's output information and energy. In order to meet the interests of the largest majority of people, we should combine, agglomerate and encourage all kinds of positive forces in the same direction, and build a driving mechanism for a harmonious society. This practice activity of university student volunteers is just a systematic process of constructing a joint force mechanism. At the same time, according to the system theory of integrity, dynamic, contact point of view, the integration of College Students' voluntary service organization resources, forming a joint force of voluntary service work. In practical education, college students understand social needs and

interact with society by serving social practice. In the social practice, we can appreciate the advanced ideological methods and the pace of modernization, at the same time, we can give feedback on social problems, bring these feedback and problems back to the campus, bring them back to the laboratory, and improve our research methods and results pertinently, thus eliminating the absolute boundary between the campus and the society[5].

5. Inspiration from the Construction of College Students' Volunteer Service Motivation System

5.1 Building the Motive Mechanism System of College Students' Voluntary Service

The social practice activities of College Students' volunteers contain rich and profound ideological and moral education connotation, which not only has the function of “serving others, educating ourselves and optimizing social environment”, but also constructs a scientific and standardized service management mode, realizes a stable voluntary service team, a standardized management system, a distinctive voluntary service brand and a fixed ambition. Willing to serve the system. This volunteer service activity for college students has increased the dual capital of self and society. In terms of motivation of volunteer service, self-interest and altruistic factors are combined. The altruism of College Students' volunteers is reflected in their response to the spirit of volunteerism, that is, to voluntarily reflect their personal love, to promote social development and social harmony and perfection without reward; while self-interest is reflected in their personal interest tendency and to exercise their social practice ability. Therefore, in order to make the long-term development of the volunteer service activities of college students, it is necessary to consider the internal and reasonable needs of college volunteers while persisting in meeting the social needs, so that the two can be organically combined to achieve a win-win situation. In the volunteer activities of college students, the indoctrinated knowledge is transformed into the thought of self perception, so as to realize the ultimate goal of Ideological and moral education, turn ideological and moral education into the sublimation of self quality, and promote the effectiveness of Ideological and moral education[6].

5.2 Make the Social Psychology of College Volunteers More Mature

Under the premise of correctly understanding the law of psychological development, the strength of psychological training for volunteers should be strengthened. The combination of organized centralized training and decentralized training, the combination of general training and individual training, and the vitality of College Students' voluntary service work. Volunteer action is a public welfare cause that is enthusiastic about social services. They adhere to the principle of democracy, respect the objects of assistance, and have certain professional skills. They use their spare time to participate in social voluntary service work free of charge. In fact, their service activities are the combination of personal needs and

opportunities provided by the reality. They are the process of College Students' volunteer experience of the transformation of the role of citizens, and also an effective way of self-development. Volunteers get the opportunity of practical exercise in participating in voluntary service activities, which accelerates the maturity of social psychology[7].

5.3 Strengthen the Socialized Education of College Volunteers

Through the re recognition of socialization, college students' volunteers will realize that the real world is an objective world. When facing some problems that are difficult to communicate, they should have the ability to identify the advantages and disadvantages, choose, draw lessons from and absorb opinions, so as to improve themselves and promote the healthy development of volunteer socialization process. It can be seen that, in the face of College Students' consciousness of voluntary service, which is understood and recognized by the public, with the popularization of College Students' voluntary spirit, the organization and action of College Students' voluntary activities are gradually improved. In the social educational practice of college volunteers, the theory is put into practice, from which we can get sublimation, and then achieve the purpose of Ideological and moral education. As a college student volunteer service organization, we should improve the volunteer service mechanism, strengthen the construction of volunteer service organization system and volunteer team, increase the support of College Students' volunteer service, give full play to social forces, establish a scientific college student volunteer mechanism, build a comprehensive platform for college students' volunteer service, and make college students' volunteer service level. Show your talent on the stage^[8].

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