

# The Mechanism and Empirical Test of Professionalized University Youth Volunteer Service Participation in Rural Revitalization—Based on Survey Data from Guangdong Province's "Hundreds, Thousands, and Tens of Thousands Project"

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**Abstract:** Against the background of rural revitalization and Guangdong's "Hundreds, Thousands, and Tens of Thousands Project", university youth volunteer service has become an important force in supporting rural development. However, how professionalized participation is transformed into governance effectiveness still lacks systematic explanation. Based on survey data from university youth volunteers in Guangdong Province, this paper integrates embedded governance theory, empowerment theory, and resource dependence theory to construct an analytical framework of "professionalized participation--supply-demand matching--service effectiveness," and tests it using ordered Logistic regression and mediation effect models. The study finds that university youth volunteer service displays the characteristics of "strong motivation, moderate effectiveness, and weak matching." Professional matching is the key factor in improving service effectiveness; training, communication, resource support, and incentives all significantly promote contributions to rural revitalization and can also exert indirect effects by improving professional matching. Regional differences also affect the effect of professionalized participation, with eastern, western, and northern Guangdong facing more pronounced constraints in resource accessibility and cultural adaptation. The findings suggest that a demand-oriented approach should be used to promote effective coupling among youth capabilities, grassroots needs, and organizational resources, while improving training supervision, university-local collaboration, and differentiated implementation mechanisms.

**Keywords:** university youth volunteer service, professionalization, rural revitalization, supply-demand matching, Hundreds, Thousands, and Tens of Thousands Project

## 1. Introduction

Youth are important participants in rural revitalization, and universities are major sites where young talent and professional resources are concentrated. Since the implementation of the rural revitalization strategy, university youth volunteer service has been undergoing a transformation from traditional public-welfare and activity-based participation toward deeper participation that emphasizes professional support, project-based operation, and sustained empowerment. Guangdong's implementation of the "Hundreds, Thousands, and Tens of Thousands Project" has further provided an important institutional platform and practical space for university youth volunteer services to reach counties, towns, subdistricts, and villages<sup>[1]</sup>. Many universities participate in rural industrial development, grassroots governance, educational assistance, cultural communication, and digital support for agriculture through university-local pairing, special practice programs, and resident volunteer service teams, making university youth an external force that empowers rural revitalization.

However, the actual effectiveness of university youth volunteer service in supporting rural revitalization has not grown in step with young people's enthusiasm for participation. On the one hand, university youth possess relatively strong knowledge reserves, professional skills, and innovative

awareness. On the other hand, the demand structure, governance logic, and cultural context of rural society are highly local, and mismatches between supply and demand often arise. Some volunteer service projects suffer from homogenized content, professional mismatch, short-term operation, insufficient resource support, and weak connection with grassroots organizations, making it difficult to translate young people's professional advantages into practical effectiveness in rural governance and rural development. How university youth can participate in rural revitalization in a more professionalized and effective manner has therefore become a core issue deserving attention.

On this basis, this paper takes university youth volunteers participating in Guangdong Province's "Hundreds, Thousands, and Tens of Thousands Project" as the research subjects and constructs an analytical framework of "professionalized participation--supply-demand matching--service effectiveness." It attempts to empirically test the mechanism of professionalized participation using large-sample survey data, thereby providing empirical evidence and policy implications for embedding university youth volunteer service into rural revitalization at a higher level of quality.

## **2. Literature Review and Analytical Framework**

### **2.1 Literature Review**

Existing studies mainly focus on the following dimensions.

#### **2.1.1 Studies on the social functions of university youth volunteer service**

Ziemek (2006) points out that volunteer service is closely linked to economic activity, and that policy can stimulate or suppress volunteering and thereby affect economic development<sup>[2]</sup>. Robinson and White (1997) emphasize the capacity of volunteer service to support public social welfare and alleviate unemployment<sup>[3]</sup>. Youth volunteer service in China has distinct socialist characteristics and is endowed with functions of social governance and social distribution<sup>[4]</sup>, differing from foreign contexts in organizational forms and social relations<sup>[5]</sup>. In all countries, young people's sense of social responsibility forms the foundation of volunteer service, and universities need to design programs carefully to promote the coordinated development of youth volunteer service and social responsibility<sup>[6]</sup>. Nesbit and Brudney (2018) find that young volunteers tend to engage in short-term service and require more supervision<sup>[7]</sup>.

#### **2.1.2 Practical difficulties in university youth volunteer service participation in rural revitalization**

Volunteer service in China has developed from youth to the general public and from cities to rural areas. Although youth volunteer service has grown rapidly and taken on diverse functions, it still faces challenges. College student volunteer service is affected by factors such as resource allocation and returning home during holidays, showing spatial mobility that constrains its sustained development<sup>[4]</sup>. Because college students and rural grassroots communities are connected by "weak ties," it is difficult to find points of cooperation and embeddedness<sup>[8]</sup>. In the context of the "Hundreds, Thousands, and Tens of Thousands Project", college student volunteer service also faces problems such as insufficient endogenous motivation and weak innovation, professionalization, and sustainability<sup>[9]</sup>. Zhang Yu (2023) points out that college student volunteer service commonly suffers from weak subject consciousness, insufficient socialization, formalism, and inadequate professionalization, seriously affecting the performance of its social functions<sup>[10]</sup>.

#### **2.1.3 Studies on pathways through which university youth volunteer service supports rural revitalization**

From the perspective of driving factors, Yin Chenhuan and Zhang Dongli (2024) argue that practical training is the main channel for youth participation, "Internet Plus" is a new driver of youth participation, demand orientation is the key to youth participation, and university-local cooperation is a catalyst for youth participation<sup>[9]</sup>. Universities should leverage their professional advantages, build service platforms, introduce a series of measures, and expand service content to empower rural revitalization<sup>[10]</sup>. However, some studies also point out that as an exogenous force in rural revitalization, university youth volunteer service still faces many difficulties in effectively embedding itself in rural governance under the dual mobility of geographic and social space<sup>[11]</sup>.

In summary, existing studies have accumulated rich findings on the social functions of youth volunteer service, the practical difficulties of college student participation in rural revitalization, and optimization pathways, providing a foundation for understanding the relationship between youth and

rural development. Overall, however, three shortcomings remain. First, discussion of the internal structure and mechanism of professionalized participation is insufficient, and the linkage logic among professional competence, resource support, organizational coordination, and matching with rural needs has not been fully revealed. Second, existing research relies largely on case interpretation and normative analysis, lacking empirical tests based on large-sample survey data. Third, insufficient attention has been paid to regional gradient differences within Guangdong Province between the Pearl River Delta and eastern, western, and northern Guangdong, making it difficult to provide targeted evidence for differentiated policy implementation.

## **2.2 Theoretical Foundations**

This paper mainly draws on embedded governance theory, empowerment theory, and resource dependence theory to construct the analytical framework.

### **2.2.1 Embedded Governance Theory**

Granovetter's (1985) theory of embeddedness emphasizes that economic activities are embedded in social relationship networks, and that individual economic behavior is always constrained and influenced by social relations<sup>[12]</sup>. Applied to volunteer service, whether university youth as an exogenous force can effectively embed their service in rural governance depends on the degree of fit with local social networks, power structures, and cultural norms. This paper proposes a perspective of "policy-cultural dual embeddedness," arguing that volunteer service should be embedded not only in the policy framework of rural revitalization, that is, institutional embeddedness, but also in the relational networks and cultural logic of rural society, that is, cultural embeddedness. The participation of volunteer service organizations in grassroots social governance is essentially a dynamic process from embeddedness to linkage<sup>[13]</sup>.

### **2.2.2 Empowerment Theory**

Zimmerman (1995) states that empowerment is the process through which individuals gain control over their own lives, organizations, and communities<sup>[14]</sup>. In youth volunteer service, empowerment theory provides theoretical support for helping others to help themselves: volunteer service empowers rural revitalization not merely through one-way contribution, but by transmitting knowledge, building capacity, and linking resources to stimulate endogenous rural motivation and achieve sustainable development. From the perspective of the empowerment foundation of embedded governance, the state improves social development through top-down administrative power and resource injection, but it may also suppress the autonomy of grassroots communities. A transformation is therefore needed from all-encompassing management to embedded governance<sup>[15]</sup>.

### **2.2.3 Resource Dependence Theory**

Pfeffer and Salancik (1975) argue that the effectiveness of an organization or project depends on its ability to acquire critical resources<sup>[16]</sup>. In volunteer service, resources include funding, equipment, venues, information, legitimacy, and other elements. Insufficient resources directly constrain the breadth and depth of service. From a resource dependence perspective, Wu Chao (2024) examines the autonomy of non-governmental volunteer organizations and argues that obtaining legitimacy, broadening relationship networks, and strengthening autonomous capacity are key pathways for organizations to overcome developmental difficulties<sup>[17]</sup>.

## **2.3 Theoretical Model and Research Hypotheses**

Based on the above theories, this paper develops a theoretical model of professionalized participation--supply-demand matching--service effectiveness. Professionalized participation by university youth volunteer service is not directly equivalent to improved service effectiveness; the key mediator lies in achieving supply-demand matching. Factors such as training, communication, resources, and incentives constitute important conditions affecting the degree of such matching. Differences in the development environment and rural social foundation between regions such as the Pearl River Delta and eastern, western, and northern Guangdong give the effect of professionalized participation clear regional contextual variation. The model contains three levels and seven core variables. Based on the theoretical analysis, the following core hypotheses are proposed:

**H1a/H1b:** Professional matching positively affects contribution to personal growth (H1a) and contribution to rural revitalization (H1b);

**H2a/H2b:** Training participation positively affects contribution to personal growth (H2a) and contribution to rural revitalization (H2b);

**H3a/H3b:** Resource support positively affects contribution to personal growth (H3a) and contribution to rural revitalization (H3b);

**H4a/H4b:** Communication smoothness positively affects contribution to personal growth (H4a) and contribution to rural revitalization (H4b);

**H5a/H5b:** Incentive intensity positively affects contribution to personal growth (H5a) and contribution to rural revitalization (H5b);

**H6a/H6b/H6c:** Training, resources, and communication indirectly affect contribution to rural revitalization by improving professional matching (mediation effect);

**H7:** Regional type moderates the effect of professionalized participation on service effectiveness.

### 3. Research Design

#### 3.1 Data Sources and Sample Characteristics

The data used in this paper come from a questionnaire survey of university youth volunteers participating in the "Hundreds, Thousands, and Tens of Thousands Project" in Guangdong Province from 2025 to 2026. The survey adopted stratified sampling, selecting samples based on regional distribution and university type. A total of 720 questionnaires were collected. After invalid questionnaires were removed, 664 valid samples remained, for an effective response rate of 92.2%. The basic sample characteristics are shown in Table 1. The distributions of gender, age, and political status are relatively reasonable, and student cadres and Communist Youth League members account for a large proportion, consistent with the reality that university youth volunteer service is mainly undertaken by young backbone members.

*Table 1: Basic Sample Characteristics (N=664)*

Variable	Category	Frequency	Percentage (%)
Gender	Male	180	27.1
	Female	484	72.9
Age	18-20 years	456	68.7
	21-23 years	188	28.3
	24 years and above	20	3.0
Political status	CPC member (including probationary)	55	8.3
	Communist Youth League member	409	61.6
	Non-affiliated	200	30.1
Student cadre	Yes	548	82.5
	No	116	17.5
Major type	Science, engineering, agriculture, and medicine	186	28.0
	Humanities and social sciences	212	31.9

	Art and design	148	22.3
	Other	118	17.8
Regional distribution	Pearl River Delta	436	65.7
	Eastern, western, and northern Guangdong	228	34.3

### 3.2 Operationalization of Variables

1) The dependent variable is contribution to rural revitalization. A subjective evaluation indicator is used, with the item: "Overall, do you think volunteer service makes a substantial contribution to rural revitalization?" (1 = almost no contribution, 5 = very great contribution). This paper also uses contribution to personal growth as an auxiliary indicator.

2) The explanatory variables are variables related to professionalized participation, including professional matching (subjective evaluation), training participation (binary variable), communication smoothness (evaluation of the quality of interaction with grassroots actors), resource support (a multi-item composite measure), and incentive intensity (a multi-item composite measure of incentives received).

3) The moderating variable is regional type, distinguishing the Pearl River Delta region (coded as 1) from eastern, western, and northern Guangdong (coded as 0).

4) In terms of control variables, gender, age, major, student cadre experience, number of participation, and cumulative service hours are selected to exclude interference from other factors.

### 3.3 Reliability and Validity Tests

#### 3.3.1 Reliability Test

This paper conducts internal consistency tests for resource support (Cronbach's  $\alpha=0.732$ ) and incentive intensity (Cronbach's  $\alpha=0.718$ ), both of which are measured with multiple items. According to Nunnally (1978), an alpha value above 0.7 indicates good scale reliability<sup>[18]</sup>. For single-item variables such as professional matching and communication smoothness, Cronbach's  $\alpha$  cannot be calculated. Therefore, following the approach of Bergkvist and Rossiter (2007), this paper adopts single-item measures. Existing studies indicate that when constructs are specific, single, and easy for respondents to understand, single-item measurement has acceptable measurement validity and practical rationality<sup>[19]</sup>.

#### 3.3.2 Validity Test

In terms of content validity, the questionnaire items were refined based on the research team's earlier in-depth interviews with 15 volunteers participating in the "Hundreds, Thousands, and Tens of Thousands Project". Three experts in relevant fields were invited to conduct content review, ensuring that the items comprehensively covered the meanings of the research constructs.

In terms of construct validity, exploratory factor analysis was used to test the core variables. The KMO value was 0.826, and Bartlett's test of sphericity reached a significant level ( $\chi_2 = 1842.37$ ,  $df = 78$ ,  $p < 0.001$ ), indicating that the data were suitable for factor analysis. Principal component analysis was used to extract common factors, and the cumulative variance contribution rate reached 68.42%. The factor loading of all items were above 0.60, indicating good construct validity of the scale.

### 3.4 Analytical Methods

Considering that the dependent variable has ordered categorical characteristics, this paper mainly uses ordered Logistic regression to analyze the effect of professionalized participation on contribution to rural revitalization. It further uses the Bootstrap method to test the mediating effect of professional

matching, and examines contextual differences by introducing regional interaction terms. The analysis is mainly conducted using SPSS 26.0.

To test the effect of the core independent variables on the dependent variable and the moderating role of regional type, this study constructs three levels of regression models:

**Model 1 (baseline model):** only control variables are included to examine the basic effects of gender, age, agriculture-related major, student cadre experience, number of participation, and cumulative service hours on contribution to rural revitalization.

**Model 2 (main-effects model):** based on Model 1, the core independent variables (professional matching, communication smoothness, resource support, incentive intensity, and training participation) are added to test the net effects of each core variable on the dependent variable. The regression equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \sum \gamma_i C_i + \varepsilon$$

Here,  $Y$  denotes contribution to rural revitalization;  $X_1$  denotes professional matching;  $X_2$  denotes communication smoothness;  $X_3$  denotes resource support;  $X_4$  denotes incentive intensity;  $X_5$  denotes training participation; and  $C_i$  denotes control variables.

**Model 3 (moderating-effect model):** based on Model 2, interaction terms between regional type and professional matching (region  $\times$  matching) and between regional type and resource support (region  $\times$  resource support) are added to test the moderating role of regional type. The moderating effect is tested using hierarchical regression, and the interaction terms are included in the model after centering. The regression equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 M + \beta_7 (M \times X_1) + \beta_8 (M \times X_3) + \sum \gamma_i C_i + \varepsilon$$

Here,  $M$  denotes regional type (Pearl River Delta = 1, eastern, western, and northern Guangdong = 0);  $M \times X_1$  denotes the interaction term between regional type and professional matching; and  $M \times X_3$  denotes the interaction term between regional type and resource support.

In the regression analysis, the variance inflation factor (VIF) was used to test multicollinearity. The results show that the VIF values of all variables are below 2.5, far lower than the empirical threshold of 10, indicating the absence of serious multicollinearity. Meanwhile, the Durbin-Watson test was used to examine residual autocorrelation. The DW value was 1.87, falling between 1.5 and 2.5, indicating that the residuals are mutually independent.

## 4. Empirical Results

### 4.1 University Youth Volunteer Service Shows the Coexistence of Strong Motivation, Moderate Effectiveness, and Weak Matching

The survey finds that university youth participation in rural volunteer service is clearly driven by intrinsic motivation. Motivations such as "improving professional skills," "realizing personal value," and "social responsibility and rural attachment" received the highest scores. By contrast, external incentives such as honors and peer influence were relatively less important. In terms of perceived effectiveness, the mean evaluation of contribution to personal growth was 4.20, higher than the mean evaluation of contribution to rural revitalization (4.05). This indicates that volunteer service plays a significant role in young people's own socialized growth, while its effectiveness in supporting rural development still needs to be further explored.

It is worth noting that the mean professional matching score was 3.85, which is positive overall. However, 43.2% of respondents reported the difficulty that "what they learned could not be applied," a proportion clearly higher than cultural maladaptation (39.0%), resource insufficiency (35.2%), and poor coordination (15.1%). This suggests that although professional matching is generally acceptable, certain degrees of professionalization bias and supply-demand mismatch remain. Table 2 presents the distribution of the main difficulties reported by volunteers.

*Table 2: Main Difficulties in University Youth Volunteer Service Supporting Rural Revitalization (Multiple Responses)*

Difficulty type	Frequency	Proportion (%)
Unable to apply learned knowledge (difficulty in professional matching)	287	43.2
Scheduling conflicts	277	41.7
Lack of understanding of local rural culture	259	39.0
Insufficient funds, equipment, and other resources	234	35.2
Lack of incentives for sustained participation	189	28.5
Project design disconnected from rural realities	157	23.6
Poor communication with local grassroots organizations	100	15.1

The results of independent-samples t-tests and chi-square tests also show significant differences between the Pearl River Delta and eastern, western, and northern Guangdong across several key variables. Eastern, western, and northern Guangdong face greater challenges in professional matching, communication smoothness, resource support, and incentive intensity. The difference in resource support is especially evident, with the proportion reporting insufficient resources 12.3 percentage points higher.

#### **4.2 The Effect of Professionalized Participation on Contribution to Rural Revitalization: Multiple Logistic Regression Analysis**

The ordered Logistic regression results show that after controlling for individual variables, the core variables of professionalized participation all significantly promote contribution to rural revitalization. The results are shown in Table 3.

*Table 3: Ordered Logistic Regression Model of University Youth Volunteer Service Contribution to Rural Revitalization (N=664)*

Independent and control variables	Model 1	Model 2	Model 3
<b>Core independent variables</b>			
Professional matching		0.492***(0.056)	0.448***(0.060)
Training participation		0.362*(0.142)	0.348*(0.140)
Communication smoothness		0.276**(0.086)	0.268**(0.085)
Resource support		0.208**(0.072)	0.176*(0.074)
Incentive intensity		0.156*(0.064)	0.148*(0.063)
Interaction and moderating terms			
Regional type (Pearl River Delta = 1)			0.102(0.078)
Region x professional matching			0.198*(0.092)
Region x resource support			-0.186*(0.088)
<b>Control variables</b>			
Gender (male = 1)	-0.042(0.086)	-0.038(0.078)	-0.035(0.077)

Age	0.015(0.024)	0.012(0.022)	0.010(0.021)
Agriculture-related major	0.186*(0.092)	0.152*(0.084)	0.148*(0.083)
Student cadre background	0.174*(0.085)	0.132(0.077)	0.128(0.076)
Number of participations	0.156*(0.068)	0.112(0.062)	0.108(0.061)
Service hours	0.168*(0.072)	0.124*(0.065)	0.120*(0.064)
<b>Model statistics</b>			
R-squared/Delta R-squared	R <sup>2</sup> =0.087	R <sup>2</sup> =0.318, ΔR <sup>2</sup> =0.231	R <sup>2</sup> =0.336, ΔR <sup>2</sup> =0.018
F value	6.28***	17.92***	15.48***

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001. Standard errors are in parentheses.

In the ordered Logistic regression, all Pseudo R-squared values fall within a reasonable range, indicating good model fit. Among the core explanatory variables, professional matching has the most significant positive effect, showing that the degree of fit between young people's professional knowledge and actual rural needs is the core driver of service effectiveness. Training participation, communication smoothness, resource support, and incentive intensity also all have significant positive effects. This result confirms the view of resource dependence theory that resource matching is a key variable determining organizational effectiveness. Among the control variables, having an agriculture-related professional background and longer service hours also have significant positive effects.

#### 4.3 Mediation Mechanism: The Core Hub Role of Supply-Demand Matching

The Bootstrap mediation effect test further reveals the hub role of supply-demand matching. Training participation, resource support, and communication smoothness can not only directly promote contribution to rural revitalization, but also indirectly enhance service effectiveness by improving professional matching. The mediation effect results are shown in Table 4.

Table 4 Mediation Effects of Professional Matching in the Effects of Training, Resources, and Communication on Contribution to Rural Revitalization

Path description	Effect value	Bootstrap 95% confidence interval	Mediation proportion (%)
Training→matching→ rural contribution	0.149	[0.082, 0.223]	41.2
Resources→ matching→ rural contribution	0.112	[0.058, 0.176]	35.7
Communication → matching→rural contribution	0.082	[0.036, 0.138]	28.3

The Bootstrap 95% confidence intervals for all three paths do not include 0, indicating significant mediation effects. This means that training, resource support, and communication all have dual pathways of action: they can independently play an effectiveness-supporting role, and they can also indirectly enhance service effectiveness through "empowering matching," that is, by helping young people better understand rural needs, adapt professional capabilities, and integrate implementation conditions.

#### 4.4 Heterogeneity Analysis: The Influence of Regional and Professional Contexts

The interaction and heterogeneity analyses further reveal differences in the effects of

professionalized participation across contexts. Regression Model 3 shows that the regional interaction terms are significant. The interaction between region and professional matching is significantly positive, indicating that in the Pearl River Delta, where resource support and the collaborative environment are relatively mature, improvements in supply-demand matching are more easily translated into direct outcomes. The interaction between region and resource support is significantly negative, indicating that eastern, western, and northern Guangdong have weaker basic resources and that increasing basic resource support yields higher marginal effectiveness there. This verifies the proposition of embedded governance theory that gradient differences in embedded environments lead to differences in governance effectiveness.

From grouped regressions by major type, the service effectiveness of youth volunteers in science, engineering, agriculture, and medicine is most sensitive to professional matching; art and design students rely more on resource support conditions; and humanities and social science students depend heavily on communication smoothness. This further confirms the necessity of differentiated policy implementation.

## **5. Discussion: From Broad Participation to Effective Empowerment**

The empirical results show that the effectiveness of university youth volunteer service does not arise simply from expanding the scale of participation. The key lies in how to achieve deep integration among young people's professional advantages, rural development needs, and organizational support resources through professionalized approaches. By integrating direct effects, mediation effects, and moderation analysis, this paper summarizes the mechanism through which professionalized participation empowers rural revitalization. Communication and coordination are the starting points for identifying needs and building trust, guiding youth volunteers to understand what should be done. Training empowerment and local supervision are key links in capability transformation, addressing how youth volunteers should act. Resource support and institutional incentives are the material foundation and motivational mechanism for project implementation, affecting youth volunteers' working conditions and continuity. Within this process, professional matching plays a hub role, ensuring that young people's professional knowledge is not blindly imported, but instead becomes localized solutions aimed at real rural problems.

The current problems of partial supply-demand mismatch, cultural adaptation difficulties, and resource constraints in university youth volunteer service essentially reflect insufficient institutional and cultural embeddedness. As an external support force, university youth cannot directly and smoothly translate their professional knowledge into rural development effectiveness. This must pass through demand calibration, capability adaptation, and organized resource integration. Therefore, promoting the high-quality embedding of university youth volunteer service in rural revitalization is not merely a matter of increasing service frequency; rather, it requires taking improved professional supply-demand matching as the core and promoting a shift in the service model from activity-based participation to professionalized embeddedness.

## **6. Conclusions and Recommendations**

### **6.1 Main Conclusions**

Using survey data from 664 university youth volunteers participating in the "Hundreds, Thousands, and Tens of Thousands Project" in Guangdong Province, this paper empirically tests the mechanism through which professionalized participation supports rural revitalization. The main conclusions are as follows.

#### **6.1.1 Current characteristics**

University youth volunteer service currently presents the structural features of strong motivation, moderate effectiveness, and weak matching. Young people have relatively high initiative and responsibility identification, but their professionalized and effective participation is still constrained by multiple factors, mainly reflected in a certain supply-demand mismatch between professional skills and actual rural needs.

#### **6.1.2 Core effects**

Professional matching is the core driver of contribution to rural revitalization and has the most

significant positive explanatory power. Training participation, communication smoothness, resource support, and incentive intensity all significantly enhance service outcomes, verifying the core proposition of resource dependence theory.

### **6.1.3 Hub mechanism**

Professional matching plays a significant mediating hub role in the effects of training, resources, and communication on contribution to rural revitalization, revealing the transmission pathway of professionalized participation.

### **6.1.4 Contextual differences**

Regional development gradients significantly affect professionalization effects. Eastern, western, and northern Guangdong face greater constraints, and increasing resource input there has higher marginal effectiveness. The heterogeneity analysis also supports differentiated policy implementation.

## **6.2 Policy Implications**

Based on the above conclusions, this paper proposes the following recommendations.

### **6.2.1 Establish a demand-oriented, high-level, precise university-local matching mechanism**

Relevant administrative departments should take the lead in working with universities, villages, and towns to build dynamically updated databases of real rural needs and university youth volunteer service capabilities, promoting precise task matching and responsibility-taking.

### **6.2.2 Develop a whole-process empowerment system of "pre-service practical training + local supervision"**

Training should avoid formalism, incorporate case teaching, scenario simulation, and rural culture training, and provide full-process guidance from professional teachers and local backbone personnel.

### **6.2.3 Improve an organized resource platform involving universities, local governments, enterprises, and social organizations**

A special funding pool should be established and tilted toward equipment-dependent projects, while Pearl River Delta resources should be activated to provide paired support for weaker regions, building a long-term resource support network.

### **6.2.4 Build a full life-cycle incentive loop for youth volunteer service**

Volunteer service should be incorporated into credit recognition, internship recommendations, and growth records, while development channels should be opened up to strengthen young people's willingness for sustained embedded participation.

### **6.2.5 Implement refined promotion strategies for different regions and majors**

In response to regional differences, funding and equipment support should be increased for eastern, western, and northern Guangdong, and different professional groups, including art and design, science and engineering, agriculture, and medicine, should be encouraged to provide distinctive services based on their disciplinary attributes.

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