The Construction and Management of New Type of Social Capital —
Take a Virtual Community-‘QQ Group’ for Example

Chun-jie YU
Harbin Normal University, Harbin, China

Keywords: Social capital, Virtual community, Management of qq group of owners.

Abstract. In recent years, social capital theory has become a valuable interpretive framework in Urban Community management study; this paper concerns the development of the Chinese community at the perspective of theory of social capital and puts forward a new type of social capital through the analysis in depth of commercial residential community in Harbin. It discusses the production, the role and the problems of the property owners’ qq group, which constitutes the basis of real capital community, while a necessary supplement to. This paper also puts forward a new social capital Construction mode.

Introduction

Since the introduction of China’s social capital theory, social scientists have been gradually attention and become valuable interpretive framework of Urban Community research. These theories focus on the relationship between the resources, trust, networks of people and social development influence. Among researches recent years the famous American sociologist Robert. D. Putnam's research is particularly prominent in his "Bowling alone—the collapse and revival of American community" elaborates on the resulting decline of the social capital of the United States and why did this happen; also proposed to maintain the participation of citizens, stimulate the American democracy, rebuilding the community of American democracy. Community Development in China started as the reform and opening, there is need to draw on the experience and practice. And in recent years, the emergence of virtual community development, is a community of interests of all residents, in here they have common interests, needs and objectives and the same living quality and living environment and, community members even have roughly the same socio-economic status (Xia Jianzhong urban sociology), such that rapid warming of the community development. Current owners after the purchase of real estate form a community of interests, which was established through the network platform and many informal organizations, including the owners of the BBS Forum, qq group and so on. These virtual communities, although the real estate community and the reality is quite different, are the basis for real community. And a new type of social capital is built up, which is thought-provoking. This article take one of the qq group (on-line) of the real estate community (off-line) in contact with the author for example and take the social capital theory as a framework to discussion the impact of this new model for community development.

The Profile of a Property Owners’ QQ Group

British scholar Gerd Laisi first proposed a "virtual community" concept, and define it as: "a group of major computer networks communicate with each other by the people, have some degree of understanding of each other, share a certain degree of knowledge and information a considerable extent, to treat his friends as caring as the formation of the group.” QQ Group of the H district is built on real social relations on the basis of a virtual community. It combines the characteristics of both virtual and real communities. QQ Group of the H district was founded on September 11, 2012, whose founder was a residential building N1 owner. Property owners created entirely by the spontaneous and the management is strict, other than the h community owners to mark their identity, into the group after the owner must also be located in the building number, floor marked even on the
net, or they will be kicked out of the group. Established less than a month has quickly grown into has 492 members, of the big groups.

**The Role of Social Capital of the Owners' QQ Group**

Many social capital theorists have discussed the usefulness and function of social capital. They believe that social capital makes an organization or any cooperative group looks more like a whole, not just some piece together fragmented individuals. Social capital is a bridge link between people, his specific elements and manifestations, including high degree of confidence, feeling strong interpersonal networks, vibrant community, and a common understanding of equal participation for the common cause of all these elements allows individuals can be combined into a complete group, promote cooperation and cultivate devotion, bringing the utility for the entire organization. [4] In the case of H qq group view, the role of the following exist:

**Access to Information Resources**

Putnam believes the three main elements of social capital is trust, norms and networks. The relationship between the network create a solution to social problems valuable resources, and to provide members of the collective capital, it can reduce the time and effort to obtain information on the members, to help reach a broad source of information, improve information quality, practicality and aging. Social capital of the H qq group can get it shared a lot of information resources, which are evident in its share files, space photo album, and chat messages. Sharing files reached 68 within three months since the group established, mainly related to real estate-related information, including information on home improvements, such as home improvement, home buyers step, after receiving the notice of the house can check in, water and electricity transformation, handing over process; Owner's equity related policy, the owners' committee set up the conditions and procedures such as documents and materials, also includes some other aspects of information, entertainment, social aspects, such as wanda cinema coupons, etc. The following is a part of the shared file list:

<table>
<thead>
<tr>
<th>FILE TYPE</th>
<th>DOWNLOAD TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing regulations and policies</td>
<td>67</td>
</tr>
<tr>
<td>Property management regulations and policies</td>
<td>81</td>
</tr>
<tr>
<td>Decoration files</td>
<td>187</td>
</tr>
</tbody>
</table>

From the download times can be seen that the members of the participation is high, more sources of information and exchange of information is relatively full, the owners through the sharing of these resources, reduce their search information of time and devotion, and after a lot of information which are members of the refining process, then the sound source information based on the results of supplementary information of higher quality, more practical.

**Increase the Amount of Social Interaction**

In Putnam's view, is in itself to social interaction as the carrier of social capital, it was born and reflected in people's communication network, and at the same time, social capital can break through the limitation of blood, emotional, and geographical conditions and restriction, implementation is based on the modern standard of a reasonable social relations and communication activities, can contact the society different organizations and groups, extend the wide of interaction within the group. In qq group H district often can see this announcement: H district's neighborhood party notice

- **Date:** March 5, the specific time to be determined;
- **Content:** sharing dinner;
- **Location:** To be determined (the hotel collection, the members of the group can be recommended)
- **AA form:** the cash, no credit card and use the check;
- **Cost:** 70 yuan, is expected to bring your own change, will not change;
Basically, the group can guarantee a month for a party, party participants might reach one over ten of the group members. Although the quantity is not too much, but this kind of party, makes the owners come from all walks of life together, they increase the amount of social contact, had the face to face contact, this kind of communication is not only a relationship between individuals, as well as different groups, different classes, different subculture of a kind of communication.

To Reduce the Cost of Living

Social capital in community level and give full play to the role of the public goods, formed to promote information sharing, directly through the network access to resources it has, thus reducing the cost of living, the transaction costs. In terms of A community, group members through their relationship together provide the owner into the door after facing each other decorate the reduction of cost of raw materials and artificial cost, and so on, such as discount information, organize group activities such as the implementation of the effective ways. Such as within the group issued: "group purchase information: on December 18, on Saturday, 13:00, haicheng on the second floor, a bulk of nanshan central heating, the original price: 130 yuan, the group: 110 yuan, on time, group buying directly, 50% deposit, call contact you no longer, delivery problem to directly negotiate with the boss."

Network of relationships to create a solution to the problem of the valuable resources of social and All the members of the collective capital, even without direct contact with the members such capital can be obtained through the use of the capital, members of the lower cost of living, living convenience enhanced mutual trust and further increase.

In Group Activities and Rights Protection

Tight network can broaden the participants' self-consciousness, to develop "I" to "we", or ascend the participants for the interests of the collective "interest", triggering the participants to maintain the interests of the collective. In the H qq group has been a very planned, step-by-step rights protection activities. Because the plots were sold before they were built up, when into the door, the owner found community property fee charged by the very high, and the standards of fee are not up to standard. Some owners in the group of relevant property standards issued some regulations and standards into the homes of some information, as soon as this is about all the problem of owner's equity has caused heated discussion, under the initiative of individual owners, most of the owners decided to conduct a rights protection activities. First they spontaneously formed a leading group. The second step, the rights protection, they contact the media to join, timely exposure, at the same time, the activity of online synchronization carry on, post, send video, safeguarding rights about this community had ranked first in baidu search. The third step, find a lawyer, discuss legal details. Visible in this community of group activities build a whole atmosphere, frequent interaction, through online group decisions quickly to form, and because of the common interests of reality, the collective action also is able to practice.

Some Countermeasures for Constructing the New Type of Social Capital

The current network of community development in our country present prosperity gradually, with the increase of network community number and participation, as well as associated with the user's high attention and dependence, and one of the communicative approach is based on reality of real-name network. Data shows that 53.3% of users are using this service, said 36.0% of the users want to use. [3], the author believes that the Chinese community social capital for the construction of the first embarks from the virtual community in line with the Chinese character trait of implicative inside collect, more powerful to promote the formation of citizens' social capital in our country, is a unique form of difference in the western world, but how to make people more quickly from virtual to real capital is more important.

From the perspective of the development of qq group of H community, the build process can be summarized as below:
Social capital needs of new construction through several processes: first, real estate developers need to have a party to the relevant pages in real estate registration, the owner will be the appropriate forum for the formation, but this time the owners just an empty framework of the Forum, in order to really form also there depends on the size and district participation of its members; followed by the lead group number created to provide qq group, the same group to really form qq needs some activists (often later become the administrator group) and to join and organize more people to join the call, thereby establishing a larger group. Finally, based on real networking is not and can last into reality, from the members of the group qq experience gained in the group a sense of accomplishment with others, build trust, and in the group benefits provided by the virtual nature of social capital are key factors to reality.

To build a new type of social capital, the author also has a few ideas: First, to promote institutionalized management of the community. qq group should establish the corresponding specification, but this specification is relatively loose, namely make members feel the existence of the organization, a sense of belonging, and let the members have no too big pressure is relatively easy. Second, actively support to foster activists. Community building need guidance, true, participation improvement is the ultimate indicator of building social capital, but it will take the lead of part of the pioneer and promote. Looked from the internal structure of owners qq group, the activists more comes from the middle class, such as teachers, low-level civil servants, etc., for they have a certain amount of time and leisure, and more importantly, they also have the corresponding professional knowledge and quality, at the same time they also have a passion and enthusiasm to participate in community construction. Third, the structure is diversified. To make it play a role of persistent effect we have to form a diversified structure so as to meet people's diversified needs. Hobbies are demand of enduring, may establish in the owner of a small club group, such as movement, keeping fit, or family cooking classes, so that members can often still keep in close contact, improve member participation.

Acknowledgement

This research was financially supported by the National Social Science Foundation of China (Grant Nos; 15BGL157) and Harbin Normal University Social Science Foundation (sxp2012-15).

References