The New Exploration to Internet+ Work Model of College Communist Youth League Based on Voices of Youth Platform

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Abstract. Recognizing and holding the deep impact on CYL's work brought by the Internet and actively exploring Internet+ work model of College CYL based on Voices of Youth contributes to integration of Voices of Youth and College Communist Youth League’s work, provides the last-mile and one-stop youth service, which are beneficial explorations and attempts to establish Internet thinking and close relation with youth, strategic moves to stimulate the four dimensional pattern of the CYL's work and enhance attraction, cohesion and effective coverage of work of the CYL organizations, the important breakthrough to deepen the reform of CYL and the deepening move and innovation strategy to further and fully implement General Secretary Xi Jinping’s important requirements.

1. Introduction

Voices of Youth is a social interaction platform established by the Communist Youth League (hereinafter CYL) Central Committee that directly contacts, serves and guides the youth. The platform, based on the use of Internet thinking and technology, holds "reflect the voice of young people, respond to their aspirations, safeguard their rights and serve their growth" as its purposes[1], explores new channels for direct contact between CYL and youth and creates a new pattern of youth mass work with organic integration of online and offline platforms. Now the platform has become the largest youth-exclusive network platform, the most active youth interactive social channels, and the most promising youth work brand[2].

Recognizing and holding the deep impact on CYL's work brought by the Internet and actively exploring Internet+ work model of College CYL based on Voices of Youth contributes to build an all-round "CYL online", youth' "CYL Around" and free space for youth' communication, integrates the Voices of Youth with College CYL's work, provides the last-mile and one-stop youth service, which are beneficial explorations and attempts to establish Internet thinking and close relation with youth, strategic moves to stimulate the four dimensional pattern of the CYL's work and enhance attraction, cohesion and effective coverage of work of the CYL organizations, the important breakthrough to deepen the reform of CYL and the deepening move and innovation strategy to further and fully implement General Secretary Xi Jinping’s important requirements.

2. By discarding old ways in favor of the new, Voices of Youth helps the College CYL to vitalize their innovative work model

Voices of Youth is not only an interactive social platform, but also a multi-dimensional, all-round revolutionary new platform that covers the CYL's function, idea, content, connotation, ways and so on. Thus, by discarding old ways in favor of the new, Voices of Youth help the College CYL to vitalize their innovative work model. The rapid development of Voices of Youth will surely promote the important transition of the College CYL's work: the first aspect is the relationship between the CYL and youth, which changed from "the CYL look for the youth" to "the youth look for the CYL". Where there is youth, there is the CYL and its work. Nowadays, youth are cyber citizens. So, the work of the CYL must keep pace with the times and get online. With Voices of Youth come online, it helps the CYL realize the hope of "the youth look for the CYL". The second aspect is about work concept, which changed from "supply-oriented" to "demand-oriented". In the
past, the CYL also had websites, micro-blog, WeChat and other network positions and carriers. However, basically all of them were “the CYL talking to the youth”. "What to say" and "how to say" were mainly based on typical supply-oriented official settings which had few on-demand choices and poor interactivity. The Voices of Youth, based on the existing website, micro-blog, WeChat and other carriers, changes the concept from "supply-oriented" to "demand-oriented", advocates "the youth speak to the League" and "the League does what the youth speak" in order to realize "supply-side structural reform". The third about is about work model, which changed from "single-line operation" to "two-line integration". The traditional work model of the CYL relies mainly on the hierarchical conduction like meetings and dispatching of documents and other offline methods which consume a lot of time, energy, material and financial resources and are inefficient and ineffective. The Voices of Youth carries out the work of the CYL with the thinking of "Internet +". It is a brand new model for the grass-roots mass-league works, which helps the CYL to have online portals, platforms, voices and activities, helps its members to have their online accounts, links, attitudes, and performance, and enables work signals pass to the grassroots level in the first time. It is welcomed by young people and also improves work efficiency. The all-round construction of the "online CYL" and the building of a "CYL around" need this new platform of Voices of Youth. At the same time, the development of the Voices of Youth platform needs close integration with the CYL's work. The online services shall be provided at anytime and anywhere and the offline services shall be seeable and touchable in order to enable the seamless joint between online and offline channels, change "single-line operation" to "two-line integration", and inject vitality into the gorgeous turn of the CYL's work model[2].

3. By insisting the people-oriented concept, Voices of Youth helps the College CYL to build bridges and ties that closely connect with the youth.

The CYL is a mass organization of advanced youth led by the Party and the aide and reserve force of the Party. Its root, blood and power come from youth. So, the close connection with youth has always been the responsibility and value of the CYL. However, with the changes of the times and environment, the CYL and CYL cadres have exposed some areas for improvement in their own construction. The most prominent problem is that they are isolated from young people. The 17th National Congress of the CYL particularly emphasized that the CYL shall firmly grasp the basic requirement of "always adhering to the people-oriented approach and fitting in with the youth" [3]. In Xi Jinping's collective talk with members of the new leadership of the CYL Central Committee, he also made clear demands on strengthening the CYL cadre team building and emphasized that CYL cadres should be friends with young people instead of being their officials[4]. The "Internet +" has brought about entirely new opportunities and challenges for the reform of the CYL. The CYL in colleges should firmly grasp the core of being closely connected with youth and do a great job on the Voices of Youth. With people-oriented spirit, distinctive interface, optimized full-featured sections and varied and colorful contents, Voices of Youth platform integrates 12 links including China CYL's website (www.gqt.org.cn), China Youth Network's mobile version and China Youth Network's e-mail for easier login of young people, attracting them to gather in the Voices of Youth platform, so that they can feel the real existence of the CYL. The Voices of Youth platform has taken a successful step toward breaking barriers between CYL and youth by being more getting closer to public life and the young people's "heart". This approach has achieved initial results and has helped the CYL in colleges to build bridges and ties to closely connect with the youth. Since it came online, millions of questions and comments and hundreds of millions of visits on the Voices of Youth have been the best evidence, which fully demonstrated its great advantage of closely connecting with the youth and improving relations between CYL and young people.
4. By answering whatever is asked, Voices of Youth helps the College CYL to create a dialog mechanism to respond to young people's demands.

"Your voice, my responsibility", as long as there is a demand, Voices of Youth will offer a response. The Voices of Youth platform has given play to the openness, promptness and delayering of new media on the Internet to help the College CYL create a dialog mechanism that responds to young people's demands. Any questions and demands on the platform will be classified and answered one by one. From small issues like water and electricity costs, speeding of electric vehicles, canteen food prices, apartment health and re-examination time arrangements to big issues like disciplinary training programs, career planning and so on. As long as it is an issue related to young people, it will be the focus of everyone's attention and discussion. There is no small issue when concerning to young people's interests. Many colleges and universities have found out the systems of "timely report", "timely reply" and "summarized report every two weeks", work procedure of "online acceptance of young people's demand--offline quick problem solving--online respond--feedback and evaluation of young people", work model of "Online requirements collection, offline work communication and implementation, tracking and guidance in the whole process and the result feedback on the platform", and diversified, refined and professional service mode of "the CYL help the youth, the expert help the youth, the youth help the youth and the society help the youth" in order to listen to the voices of young people, respond to their demands, answer their doubts, address their difficulties and promote their development. In order to ensure maximum response to the problems posed by the youth, many university integrated personnel of relevant departments such as the publicity department, the CYL, the academic affairs department, the study affairs department, logistics department and security department to join in the Voices of Youth and continuously improved the platform's ability and level to respond to youth issues. Wherever there are the demands and voices of youth, there will be attention and service from the Voices of Youth. The platform continuously extends its service, deepens the comprehensive integration with the work of the CYL, narrows the distance between the youth and the CYL and march forward to the goal of "answer whatever is asked".

5. By crowdfunding and sharing, Voices of Youth helps the College CYL to gather extensive resources to serve the youth.

Serving the youth is the starting point, ultimate goal as well as the most important lifeline of CYL's work. With Voices of Youth come online, it helps CYL find the youth and understand their needs. But if the CYL cannot serve them or offer poor service, it will lose youth too. To guide youth and unite them ultimately depends on providing effective services to young people. In a sense, service capability is the foundation of the Voices of Youth. Therefore, to promote the Voices of Youth to a new level, we must take the service capability improvement as the key for platform building. Based on the cloud computing, the Voices of Youth run massive big data every moment, and majority of producers of the data are college students. It is far from enough to rely solely on the staff of the CYL to analyze the data, summarize them and provide services\[^5\]. Faced with this situation, based on the new "crowdfunding" thinking and "cross-border" concept of Internet+, a ten-service system covering "Eight Service Unions of Growth, Employment, Entrepreneurship, Volunteering, Rights and Health, Psychology and studies of Chinese ancient civilization together with Marriage and Love Service Commission and Love Passing Fund" came into being. Through the ten-service system, Voices of Youth shares the expertise of all fields and trans-regional expertise, strives for the party and government resources, widely bring in social resources and digs deep into resources in the league, so as to help CYL of colleges and universities bring together a wide range of resources for serving the growth of young people. As a platform to serve the youth, Voices of Youth, shall pay attention to peer-to-peer case assistance and targeted service work. Moreover, efforts shall be made to break the silence of the youth and encourage them to express what they are not willing to say at ordinary time through this platform, provide warmhearted service for those young people who keep silent for a long time and need help and make the Voices of Youth become a warm social platform.
for the interaction of young people. Extending online Voices of Youth helps the offline “Home of Youth” to keep an eye on the needs of the youth, focus on helping the youth to solve the most concerned, direct and realistic issues related to interests and the most difficult, worrisome and concerning practical issues, and provide superior service to promote the establishment of Voices of Youth in universities and colleges and facilitate it to yield positive results.

6. By influencing imperceptibly, Voices of Youth helps the College CYL to open up new fields of thought guidance

Thought guidance is the fundamental mission and soul of the CYL. Good online thought guidance is the challenge of the Internet has brought to the CYL in this era. How does online thought guidance influence imperceptibly? Central Committee of the CYL of China has clearly pointed out, “Voices of Youth enables young people to inspire each other and influence them imperceptibly through mutual communication and multi-dimensional exchanges”[5]. It can be seen that the Voices of Youth is both service-oriented and political. The construction of Voices of Youth does not merely serve for the sake of service, but mix thought guidance into the service activities imperceptibly. We should be vigilant to the "entertainment" and "vulgarization" tendencies in thought guidance, find out the pulse of youth, avoid blindly catering to the preferences of young people, and do not be their tails. We should find the balance between “meaningful” and "interesting". Voices of Youth helps the College CYL open up new fields of thought guidance. For example, featured with rich sense of participation and experience, “Volunteering of the Youth”, “The Dedication of Youth is the Most Beautiful” and other series program launched in “Face to Face” by Voices of the Youth are popular among young people. These programs are successful not only in activity guidance, but also in content guidance, so as to carry forward the theme and spread positive energy. Hot topics are set on the “Topic Wall” to attract young people to participate in the interactive discussion. During the discussion, even negative viewpoints such as gossip, prejudice and hostility are also often clarified and reversed along with spontaneous, directional responses and comments by just-minded youth, which makes adverse comments become the opposite case. Such activity help improve young students’ network literacy and ability to correctly select, understand, question and respond to network information during the interaction and collision of ideas[6]. With “Pay Homage to the Martyrs Online, and Forge the Chinese Soul Together” activity, “Solution from Youth” section carries out patriotism network publication and education, encourage young people to inherit martyrs behest, carry forward the revolutionary tradition and strive for to the rejuvenation of China. “Cultivate and Practice the Socialist Core Values” section makes “Ke Ke & Xiao Ai Public Service Advertising Drama”. It uses cartoon as a form to help socialism with Chinese characteristics to take root in youths’ heart, brings together the youths’ positive energy to builders and successors of the cause of socialism with Chinese characteristics, leads the youth to hold high the banner, walk with the Party and work hard to realize the Chinese dream.

Voices of Youth is a breakthrough for CYL in deepening its reform and is a new carrier of the Internet transformation. As long as we follow General Secretary Xi Jinping’s important instructions concerning the CYL’s work on online new media, Document No. 4 of the Central Committee and the spirit of the Party Central Committee's Mass Organization Work Conference, pay more attention, strengthen our leadership, carry out scientific implementation, pay attention to actual effect, improve publication and supervise effectively, we will further bring the work of the College CYL to the Voices of Youth, promote the full integration of Voices of Youth and the work of the College CYL, realize the deep transformation of "Internet+ College CYL", and make all-round upgrade of College CYL’s work and construction come true.

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References


