Exploration and Practice of New Approaches of Social Practice Work in Universities Based on Students' Needs

Yun-Xiang MA¹,a.*, Yin SUN²,b, Ying FU³,c, Jian-Hui XU¹,d

¹School of Management, Harbin Institute of Technology, China
²School of Management, Harbin Institute of Technology, China
³School of Materials Science and Engineering, Harbin Institute of Technology, China

aguanlixueyuan2005@126.com, bsunyin@hit.edu.cn,
cfuyinghit@hit.edu.cn, dxujianhui@hit.edu.cn

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Abstract. Practice is not only an indispensable part in the process of college students' learning and accepting of the Marxist theory, but also a necessary requirement for the growth rules of college students. Social practice can cultivate students' sense of social responsibility, practical abilities and the abilities to analyze and solve problems, so as to develop their abilities to adapt to and serve the society. This paper, which hinges around the growth needs of college students, makes a concrete analysis of the current situation of their social practice, and finds out the problems demanding prompt solutions in social practice work, and it further offers a positive solution, thus exploring a new mode of social practice work.

Purpose and Significance of Exploring New Approaches of Social Practice

Practice is not only an indispensable part in the process of college students' learning and accepting of the Marxist theory, but also a necessary requirement for the growth rules of college students. For the ideological and political workers, it is to make students realize and gain their own moral value in a great deal of social interaction activities, thus truly achieving the scheduled object of moral education.

The Central Committee of the Communist Party of China and State Council on Further Strengthening and Improving Ideological and Political Education of College Students has pointed out that “social practice is an important part of ideological and political education of college students, which plays an irreplaceable role in helping college students understand the society and national conditions, improve their abilities, contribute to the society, temper their perseverance, cultivate their good virtues, and enhance their sense of social responsibility.”

In order to achieve the educational goals of fostering top creative talents, it is not enough to only depend on classroom education, and the learning outcomes should be tested by practice. This requires universities to both stress the classroom education and focus on guiding college students to go deep into, understand and serve the society. Besides, the talents cultivated are able to not only meet the requirements of social development, but also become qualified builders and reliable successors of the socialist cause with Chinese characteristics. After an investigation of practical work, the author will analyze the problems to be solved urgently in social practice and propose a positive solution, thus exploring a new mode of social practice work.

Perfect Implementation of Groundwork to Protection for Creating A New Approach to Social Practice Work

Improving the Ideology is A Prerequisite for the Efficient Implementation of Social Practice Work. The subject of ideology mentioned here includes both ideological and political workers and students. Education through practice is the only way for universities to train talents, and only based on true understanding of the importance of practical education in the aspect of ideology is it possible
to carry out the work creatively and improve the effectiveness of education through practice. Practice can be carried out more efficiently through improving the ideology of ideological and political workers and strengthening the training of the workers. On the other hand, however, the universities should guide the students to recognize the importance of taking part in social practice. Many students disagree and show indifference to many things, because they have not experienced or encountered the situation that “it is when you are using what you have learned from books that you wish you had read more books than you have” in the society. Through publicity and education, students are led to actively participate in practice and deepen and understand the society, thereby inspiring their enthusiasm of serving the society.

**Perfectly Completing All Guarantee Work is Indispensable Assurance for Developing Social Practice Work.**

*System Guarantee.* The perfect system construction is the powerful guarantee for maintaining the advancement of the members and promoting the social practices steadily and efficiently. As a systematic project, Practical education requires various development resources and the establishment and improvement of various guarantee measures to promote its long-term development. In the past, universities were pretty concerned about students’ safety in the society, making them not have new ideas about work thinking and work forms, which, in the final analysis, is caused by the lack of safety guarantee systems. College students are provided with basic guarantee by establishing and perfecting the Safety Guarantee Systems of Social Practice of College Students and the Safety Guarantee Systems of Voluntary Service of College Students. Guidance and guarantee are offered for all the work by establishing and improving relevant management and training systems.

*Fund Guarantee.* Because practice requires students to go deep into the society for investigation and voluntary services, there are relatively many fund expenditures such as traveling and board and lodging expenses, which limits the participants and coverage of the practice. The vigorous promotion of social practice needs various development resources and adequate fund guarantee. In general, the overall trend in universities across the country is that there are increasing social practice teams, diversified fund sources and adequate fund in general.

*Training Guarantee.* Owing to the lack of depth in the understanding of practice of students, what should be done to make students realize the importance of practice for themselves? Firstly, students cadres at the basic level should be trained to understand the significance of social practice for young students growth, thus driving the branch to carry out practices and more students to participate in practice. The training could involve the links such as the invitation of related teachers for a lecture, the exchange between excellent social practice teams, and practice simulations. It is possible to make students feel the fun and the far-reaching significance of practice effectively.

The students who are willing to participate in social practice do not know how to participate in and how to carry out the work, so that they have the fear of difficulty. Aiming at this fact, student organizations at all levels should conduct practice training in view of specific work. Only when the practical skills of students are improved can the practice be completed better, thus achieving educational effects.

*Cultural Guarantee.* Various kinds of public opinion propaganda are launched to create a good atmosphere for practical education, and to develop a positive and vibrant practical culture. For example, collection activities are carried out to develop the characteristics of social practice and the song (or declaration) of practical services. The students participating in practice are gathered together by virtue of intangible culture.

Various seminars and lectures and other activities of social practice are carried out to strengthen the publicity on social practice activities and raise people’s concern and understanding of social practice. Besides, the effects of model demonstration should be strengthened. Typical students in individual and teams can be selected to carry out deed reports and other activities for infecting and encouraging others.
Exploration of a New Approach to Social Practice by Conducting Survey and Analysis and Practical Illustration

During the exploration of the work mode, the author and his team focus on students' needs and compare students' needs with the current situation of educational work by social practice in universities to search for the direction of efforts, thereby exploring new and effective organization modes.

Increasing the Effective Coverage of Social Practice for Students. In the course of the research, the author issued 500 questionnaires to the students of the School of Management of a certain university in Heilongjiang Province, which realized the coverage of educational backgrounds, grades and subjects, and eventually 442 questionnaires were received, with the rate of 88.4%. The research mainly focuses on the willingness of students to participate in practice, their desired forms of practice, practical areas, formation modes of teams, evaluation methods, and so on.

According to the results of the research, there are 87.68% of the students expecting to participate in social practices. The students participating in social practice in the School of Management of this university have been in a stable state for five years, with the number being about 80. On the other hand, it can be also seen that there is still a certain gap compared with participating needs of students. How to increase the coverage of social practice for students has become the primary problem to be solved by universities.

It is possible to increase the number of social practice teams, enrich the formation modes of teams and expand the coverage of students by the change of declaration forms and feasible modes of application of funds. This university tried to form teams by departments and the independent declaration of students, which achieved good results, with the participants increasing by 40% compared with former years.

It is necessary to increase the participation in social practice needs a lot of expenses such as traveling, board and lodging, and organization expenses. We should be open to new ideas on this issue. Based on the existing support funds, active efforts should be made to seek the sponsorship of enterprises and public institutions so as to provide adequate funds for students’ practice. It has been found in the research that the students pay more attention to exercises in practice and cherish such opportunities, and 64.56% of the students are willing to take part in practice by self-financing. Since 2010, the School of Management of this university has adopted the combining form with the university’s support, the school’s assistance and students’ self-financing, which enriches the sources of funds and broadens the beneficiaries of social practice.

Establishing the Structure of the Social Practice Teams Adapting to the Needs of Students. According to the demand investigation of practical forms in students, it is observed that in comparison, students are more interested in the enterprise field, closely followed by voluntary teaching and researches, and bringing science and technology and health services to the countryside and other forms. In the social practice team structure of the School of Management on summer vacation which is taken as an example, 75% of the teams built are to go to villages for teaching, followed by social investigation, from which it can be seen that there are some contradictions between the forms of the teams built and the actual needs of students.

It can be found out from the students’ needs for practice areas that students are more interested in carrying out social practice in developed areas outside the Northeast China, followed by the western area, Heilongjiang Province and the Northeast China outside Heilongjiang Province. However, all the four practical teams built by the School of Management this year were concentrated in Heilongjiang Province, not going to the developed areas outside the Northeast China. We can see from above-mentioned analysis that there are some contradictions between the areas of social practice services and the needs of students.

The above-mentioned investigation fully reflects the wishes of the students that they urgently want to contact with enterprises and know their operation modes and employment requirements through social practices, so as to lay a foundation for employment and entrepreneurship. In the social practice work, we should increase the number of the teams conducting enterprise investigation, and aiming at
it, it is possible to make use of alumni and employment resources and vigorously develop well-known enterprise as social practice bases to offer students the opportunities to visit the enterprises and make investigations. Besides, each school should be encouraged to form research teams of famous enterprises so as to fulfill students' needs. We will also attempt to expand the social practice work to the developed areas outside the Northeast China, and on the basis of exploiting resources by the college-level and school-level teams, the students can be encouraged to develop new resources in the form of individual practice to meet growth needs.

**Paying Attention to the Linkage Between Social Practice Work and All Work.** It is also required to effectively combine the audiences of social practice work with all the other work while seeking breakthroughs for the social practice work, so that it is possible to provide effective drive and the guarantee of long-term development for the social practice work.

**Combining with the Educational Goals of Universities.** Hinging around the center of the educational goals of universities, the social practice education can be energetically developed. Each teaching sector and functional department shares the same opinion about educational goals and location. Moreover, attention should be paid to the close cooperation with teaching, student work, and employment sector, and all sorts of resources are fully utilized to build an educational platform of students' social practice.

**Combining with Professional Education.** Only carrying out practical education by sticking to professional education can students be allowed to apply what they have learned. Relying on the training advantages of various disciplines, the social practice work is carried out in a creative way to develop a broader platform for practical education.

**Combining with the Growth Characteristics of Students.** During the research, the author also finds that some students have little interest in current activities. Fundamentally speaking, the social practice work of universities should be combined with the growth needs of students so as to meet their growth rules. The concrete platforms will be constructed with the consideration of the growth characteristics of the students at various grades, and according to the needs of students obtained by researches; it is possible to design the practical education systems that students prefer and need.

**Summary**

Depending on the concrete analysis of the current situation of the social practice work of the School of Management of a certain university in Heilongjiang Province, this paper finds out the problems demanding prompt solutions in social practice work, and further offers a positive solution, thus exploring a new mode of social practice work of college students. The author and his team will rely on this platform to cultivate students' sense of social responsibility, practical abilities, and abilities to analyze and solve problems, further developing their abilities to adapt to and serve the society. Furthermore, unremitting endeavor will be made to help universities to cultivate first-class innovative talents, thus making a greater contribution.

**References**

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