Preliminary exploration of system construction for "Internet Plus Youth Affairs Social Work"

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Abstract: Under new historical conditions, if youth affairs social work is to achieve new development, it must proactively adapt to the new situation of "Internet Plus". The advent of the "Internet Plus" era has not only provided valuable opportunities for the transformation and development of the economy and society but also opened up broad prospects for the innovative development of youth affairs social work. Currently, many industries regard "Internet Plus" as the key to transformation and upgrading. Similarly, "Internet Plus" should become the breakthrough for the innovation and development of youth affairs social work. As a new phenomenon, "Internet Plus Youth Affairs Social Work" requires systematic planning and scientific design. In light of this, the author has conducted a preliminary discussion on the system construction of "Internet Plus Youth Affairs Social Work" and has put forward some opinions and suggestions from aspects such as top-level design, integration models, professional institutions, and team building.

Keywords: "Internet Plus", Youth Affairs Social Work, System Construction

1. Introduction

Youth affairs social work is an essential component of social work. With the rapid development of China's economy and society, youth affairs social work is also facing new difficulties and issues. In March 2015, the Third Session of the Twelfth National People's Congress was held in Beijing. Premier Li Keqiang clearly proposed the concept of "Internet Plus" in the "Government Work Report," marking the entry of China's economic and social development into a brand-new era. In July 2015, the State Council issued the "Guiding Opinions on Actively Promoting the 'Internet Plus ' Action," clearly proposing to use "Internet Plus" as an important driving force for innovation and development of the economy and society. It can be seen that if youth affairs social work wants to achieve new development, it must actively adapt to the new situation of "Internet Plus," firmly establish the new thinking of "Internet Plus," give full play to the role of "Internet Plus," and actively promote the deep integration of "Internet Plus" with youth affairs social work. To this end, exploring and constructing a system of "Internet Plus Youth Affairs Social Work" that adapts to the requirements of the era's development has become an urgent practical issue that we need to study and resolve at present.

2. "Internet Plus Youth" era traits

"Internet Plus" is about deeply integrating the innovative achievements of the internet with various fields of the economy and society, promoting technological progress, improving efficiency, and fostering organizational change, thereby enhancing the innovation and productivity of the real economy and forming a new form of economic and social development that takes the internet as infrastructure and an element of innovation. In the era of "Internet Plus," the internet has transcended an industrial category, infiltrating like the wind in the night, silently nourishing all things, and cultivating many emerging industries and business forms, which will become the innovation and efficiency engine for national economic and social development.

So-called youth affairs social work refers to a service activity and service process guided by professional values, using professional theories, methods, and skills based on the physical and mental characteristics,

motives, needs, and interests of young people to help them solve problems, overcome difficulties, restore functions, and achieve comprehensive development. [1] At present, high technologies represented by mobile Internet, big data, cloud computing, and intelligence are profoundly changing the economy and society and affecting young people. The internet is increasingly becoming an important way for young people to learn, live, gather, and contact, an important space for interaction and exchange, and has brought about tremendous changes in the way of life, organization, and consciousness of young people, broadly and profoundly influencing the ideological concepts and values of contemporary young people.

Unlike traditional media, the internet has characteristics such as openness, interactivity, and sharing. The full application of internet technology can provide strong technical support for the scientific and modern development of youth affairs social work. For example: seeking cases through the internet can help more young people to "help others and help themselves"; the application of internet technology can make youth affairs social work achieve online office work, provide a contact platform for youth affairs social work, and achieve online education for youth affairs social workers, etc. At the same time, against the backdrop of the "Internet Plus" era, high technologies such as cloud computing, big data, mobile Internet, and the Internet of Things will transform traditional industries and trigger a new industrial revolution. From a social perspective, this "transformation" is reflected in: compressing the social connection levels, establishing new and convenient social connection relationships, and strengthening the social connection effects. It can be predicted that the connection between humans and the internet will become more and more close, and the real society is not so "real", and the virtual society is not completely "virtual". The so-called virtual society is actually an extension of the real society in the network space, and this "extension" will inevitably lead to the deep integration of the virtual society and the real society.

3. "Internet Plus Youth" has vast potential

The advent of the "Internet Plus" era is not only a reflection of innovation and development in new-generation information technology, but also provides new opportunities for the transformation and development of the economy and society. Therefore, adapting to the new situation of "Internet Plus," establishing new thinking around "Internet Plus," and building a new pattern of "Internet Plus" youth affairs social work can further promote the reform and development of youth affairs social work, thereby better serving the healthy growth and comprehensive development of the youth.

3.1. "Internet Plus Youth" expands service scope

Human society has evolved from primitive societies, through agricultural and industrial societies, into the information society. A key characteristic of the information society is the use of computers and the development of the internet. According to the 37th Statistical Report on Internet Development in China released by the China Internet Network Information Center (CNNIC), as of December 2015, the scale of China's netizens had reached 688 million, with those aged 10 to 29 accounting for 51.3%. This indicates that adolescents are the main user group on the internet, and the internet has a broad and profound influence on them. Their horizons for obtaining information have been greatly expanded, their perspectives on life have become more open, their enjoyment of life has become richer, and they have new platforms and modern tools for growth and talent development. The internet is both a tool for adolescents to connect with the outside world and an important field for their growth and development. [2] Like the real world, in the virtual world of the internet, adolescents also have service needs such as learning and talent development, employment and entrepreneurship, physical and mental health, and friendships and dating. With the rapid development of computer technology, mobile communication technology, and the continuous improvement of new infrastructure such as the Internet of Things and cloud computing, the application of youth affairs social work on the internet will be richer, more diverse, and more closely integrated.

3.2. "Internet Plus Youth" boosts service impact

At present, the "Internet Plus" model most commonly used in traditional service areas is the O2O (Online to Offline) model, which combines offline business opportunities with the internet, making the internet a platform for offline transactions. This allows consumers to enjoy the preferential online prices while also

benefiting from the personalized services of offline consumption. If youth affairs social work leverages the O2O model, treating young people as consumers and social work agencies and youth affairs social workers as suppliers, and uses "Internet Plus" as an information carrier and technical platform, it can promote the integration of "online assistance" and "offline services," solving the problem of supply and demand connection. It can achieve the combination of "looking outward" and "looking inward," addressing the shortage of resources. It can also foster the integration of "the first mile" and "the last mile," resolving the issue of service implementation, thereby greatly improving work efficiency and comprehensively enhancing the service effects of youth affairs social work.

3.3. "Internet Plus Youth Affairs" team will be stronger

Currently, in the construction of youth affairs social work teams, there are still many difficulties and problems, such as the overall shortage of numbers, unbalanced development, and low social recognition. In August 2014, the National Youth Affairs Social Work Professional Talents Team Construction Promotion Conference was held in Beijing. Qin Yi Zhi, the first secretary of the Central Committee of the Communist Youth League, emphasized the need to strengthen the construction of professional talents in youth affairs social work and continuously improve the professional service level of youth affairs social work. Gong Pu Guang, the vice minister of civil affairs, clearly pointed out the need to grow the talent pool of youth affairs social workers and improve the service network of youth affairs social work. To strengthen the service team of youth affairs social work and improve the overall quality of the youth affairs social work team, it is necessary to integrate "Internet Plus" into the selection, training, management, and use of each link of the youth affairs social work team. [3] Especially in the current new situation of reform and innovation of mass group work, we should make full use of the open, transparent, and shared characteristics of "Internet Plus" to link a wider range of potential working forces such as group cadres, volunteers, and professional social workers. We should carry out online learning and online training more deeply and systematically, thereby greatly improving the scale and quality of the youth affairs social work team.

3.4. "Internet Plus Youth Affairs" services will have more resources

In the era of "Internet Plus," information technology, communication technology, and logistics technology are deeply integrated, which can effectively improve the working environment of youth affairs, rapidly integrate various work resources, and thus better assist the growth and development of young people. For youth affairs social workers, they can update service forms, improve service methods, and enrich service vehicles by "Internet Plus"-izing the original traditional work methods such as case analysis, group counseling, community service, and psychological counseling, to further enhance the youth's ability to solve problems. At the same time, they can mobilize all kinds of resources in the environment and improve the environment to promote a positive interaction between young people and the social environment. At that time, the youth affairs social work of "Internet Plus" will form a unified pattern nationwide. Through the networking of services and the networking of work, information sharing, resource sharing, and achievement sharing of youth services will be realized, social resources will be integrated and fully utilized, and corresponding services will be provided for the youth group, thus promoting young people to become useful and pillar talents for society.

4. "Internet Plus Youth" system development

As previously mentioned, the Internet has the characteristics of openness, interactivity, and sharing, and "Internet Plus Youth Affairs Social Work" has a very broad development prospect. At the forefront of "Internet Plus," all traditional industries regard "Internet Plus" as the key to transformation and upgrading, and the integration of the Internet with youth affairs social work is receiving more and more attention and emphasis. However, "Internet Plus Youth Affairs Social Work" is still in its infancy at present. As the saying goes, "Forewarned is forearmed; unprepared is destitute." As a new phenomenon, "Internet Plus Youth Affairs Social Work" requires scientific prediction, planning, and design. To this end, the author puts forward the following ideas for the system construction of "Internet Plus Youth Affairs Social Work."

4.1. Overall planning and top-level design

Against the backdrop of the "Internet Plus" era, it is even more important to focus on the professionalization and vocational development of youth affairs social work. Grasping the top-level design of "Internet Plus Youth Affairs Social Work" is of great significance in order to fully exert the positive role of youth social workers in social governance. Top-level design was originally an engineering concept, the essence of which is to stand at a holistic height and aim to fundamentally solve problems. Formulating a scientifically sound and rational top-level design for "Internet Plus Youth Affairs Social Work" is a prerequisite for doing a good job in youth affairs social work. To grasp the top-level design of "Internet Plus Youth Affairs Social Work," it is necessary to predict and analyze the various levels and elements such as policies and regulations, rules and regulations, organizational structures, professional talents, material funds, and operating mechanisms related to "Internet Plus Youth Affairs Social Work." This will aim to form a joint force that is connected from top to bottom and interlocking at every step, providing guidance and assurance for doing a good job in "Internet Plus Youth Affairs Social Work."

4.2. Actively explore integration models

"Internet Plus" is a new business model that arises from the integrated development of the internet with traditional industries. Under current market economy conditions, it has the role of integrating, optimizing, and allocating production factors such as labor and means of production. With the rapid development of the economy and society, the Third Plenary Session of the 18th Central Committee of the Communist Party of China made strategic deployments to advance the modernization of the national governance system and governance capability, and to innovate the social governance system. It pointed out the need to stimulate the vitality of social organizations and properly handle the relationship between the government and society, which has opened up broad prospects and put forward higher requirements for the development of social work in our country. As a modern social service industry, youth affairs social work can draw on the operating models of "Internet Plus Healthcare" or "Internet Plus Education," and create public service platforms for youth affairs such as "Youth Social Worker Alliance" and "Youth Home" on mobile and PC terminals, thereby providing services to young clients more efficiently and conveniently, with the aim of achieving seamless connection between service providers, service information data, and service recipients. [4]

4.3. Reasonably establish professional institutions

"Internet Plus Youth Affairs Social Work" is not a simple superposition of the Internet and youth affairs social work, but a deep integration of the two. Against the backdrop of the "Internet Plus" era, the rapid development and interpenetration of Internet technology, information communication technology, and logistics technology will inevitably lead to a high degree of integration and mixed development between people, between people and things, and between things. Various information data, service data, and technical data will expand exponentially. Therefore, effectively controlling and making full use of these big data plays a fundamental role in doing a good job in "Internet Plus Youth Affairs Social Work." Based on this, departments that generate data, provide technology, and conduct comprehensive analysis should be established, or existing social work institutions should be "transformed" according to the standards of data generation, technology provision, and comprehensive analysis. At the same time, the ability of each social work institution to collect, analyze, and judge big data should be improved accordingly, to further enhance the professional level of "Internet Plus Youth Affairs Social Work."

4.4. Continuously strengthen team building

Due to the deep integration of the Internet with youth affairs social work, doing a good job in youth affairs social work cannot rely solely on individual efforts; what is more needed is the concerted collaboration of youth league cadres, social workers, and volunteers. Therefore, strengthening the construction of the youth affairs social work team and improving the capabilities and quality of the "Internet Plus" youth affairs social work service team is urgently needed. In view of this, we must increase research efforts on the training system, mechanism, content, and model of youth affairs social work talent to pay particular attention to the integration of "Internet Plus" elements in the training of youth affairs social work

professionals. On the one hand, "Internet Plus" should be integrated into the quality assessment indicators of youth affairs social work professionals to achieve a linkage between colleges and universities and social work institutions, and to strengthen pre- and post-employment integrated training. On the other hand, experts and scholars in the fields of computer science and new media, as well as front-line social workers, can be expanded into the part-time and full-time teaching staff, offering courses such as "Big Data Analysis" and "New Media Application" that incorporate "Internet Plus," in order to enhance the knowledge reserve and skills of youth affairs social workers. [5]

4.5. Give full play to the hub role

As an important part of mass organizations and a bridge and bond connecting young people with the Party and the government, the Youth League should fully exert its hub-like role in the construction of the "Internet Plus Youth Affairs Social Work" system. It should effectively carry out process control, resource mobilization, policy influence, and professional research, and other specific tasks. It is necessary to effectively control the process of youth affairs social work, coordinate, arrange, and manage resources and information in a timely manner; to widely contact party and government departments, enterprises and institutions, and the general public, actively seek work support, and strive to mobilize work resources; to actively participate in reforms and take the initiative to propose policy recommendations to government departments; to strengthen theoretical learning and research on social work to continuously improve the professional level of youth affairs social work. In short, in the construction of the "Internet Plus Youth Affairs Social Work" system, the Youth League should take the initiative to undertake the corresponding responsibilities of "process manager," "resource mobilizer," "policy influencer," and "professional researcher," and play its due positive role.

The construction of the "Internet Plus Youth Affairs Social Work" system is a long-term, systematic, and complex project with extremely broad development prospects, arduous work tasks, and a long way to go. To effectively carry out the "Internet Plus Youth Affairs Social Work," it is indispensable to have the high attention of the Party and government, the extensive participation of the general public, the active role of the Youth League, and the hard work of the majority of social workers. It requires our long-term struggle, joint efforts, and meticulous work to strive to create a new situation in youth affairs social work.

5. Conclusion

This paper discusses the innovative development of "Internet Plus Youth Affairs Social Work," emphasizing the need for youth affairs social work to actively adapt to and integrate into the new model of "Internet Plus" against the backdrop of the new era. The article points out that with the rapid development of information technology, especially the widespread application of emerging technologies such as mobile internet, big data, and cloud computing, youth affairs social work should actively build a new system that is deeply integrated with the internet.

Firstly, the article outlines the concept of "Internet Plus" and its importance to economic and social development, then discusses the challenges and opportunities faced by youth affairs social work under this new situation. The author suggests that to achieve innovative development in youth affairs social work, systematic planning and scientific design are necessary, including top-level design, exploration of integration models, professional institution establishment, and team building. In terms of top-level design, the article emphasizes the importance of developing scientific and rational policies and regulations to ensure orderly progress. In exploring integration models, the article proposes learning from successful experiences in other industries, such as "Internet Plus Healthcare" and "Internet Plus Education," to build a service platform suitable for youth affairs. Regarding the establishment of professional institutions, the discussion includes how to enhance the utilization of big data through the creation of technology and data analysis departments. In terms of team building, the article stresses the necessity of cultivating professionals with "Internet Plus" skills and proposes specific measures to strengthen teamwork and professional quality.

In conclusion, the article points out that the Communist Youth League should play a pivotal role in the construction of this system, including process control, resource mobilization, policy influence, and professional research. It emphasizes that building the "Internet Plus Youth Affairs Social Work" system is a long-term, complex, and challenging task that requires the high attention of the Party and government, the

extensive participation of the general public, and the unremitting efforts of social workers. The paper provides comprehensive and profound insights into the future development of "Internet Plus Youth Affairs Social Work" and calls for joint efforts to achieve innovation and breakthroughs in youth affairs social work.

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