



# Research on the Integrated Development of Social Governance and Voluntary Service in the New Era

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**Abstract.** The continuous deepening of reformation and opening enterprise propelled Chinese social progress. Original monocentric governance that governance monopolizes political, economic and social affairs is gradually being broken down. Multi-governing becomes a necessary way to promote the reform of the governance system. In addition, volunteerism occupies an increasingly considerable position in social governance, which can combine social governance with promoting policy reforms, moral values progress, governance effectiveness and overall social progress. Therefore, the integration of volunteerism and social governance is supposed to follow the practice of civilization in the new era, enhance citizens' awareness of volunteerism, follow the trend of the times, and improve guarantee mechanisms and incentive policies.

**Keywords:** social governance · volunteer service · the practice of new era

## 1 Introduction

Governments, markets and non-profit organizations are the three main bodies in the modern social service supply system. With the sustainable development of market economy and non-profit organizations, the power of them is also growing. Though the three independent systems of states, markets and society have not yet been formed, the functions and benefits of the latter two are becoming more and more significant. The volunteer service teams are located at the grass-roots level and go deep into it. Therefore, volunteers and volunteer service organizations are irreplaceable and an important force of participation and collaboration in the new era. They can become significant force in the multiple subjects of social governance, promote the development of a new pattern of grass-roots social governance to jointly build, govern and share, and constantly boost people's sense of participation in social governance and happiness in social life. Therefore, it is necessary to explore a way of the integration of voluntary service and social governance.

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Xiaojie Gong conceived the idea of the study. Tingting Liu reviewed literature and wrote the paper.

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## **2 Literature Review**

### **2.1 Discussion on the Concept of Social Governance**

The World Bank first put forward the concept of Governance Crisis in 1989. After that, the concept of Governance has been widely discussed and applied in lots of disciplines in the West. Social Governance includes the concepts of limited government, public participation, democracy and social justice. The government, private sector, civil society and other social subjects participate and cooperate together to improve the efficiency and quality of the whole social management on the basis of social justice. Stoke and Garry proposed a new concept of Collaborative Governance, which holds that multiple stakeholders including the government gather in common forums with the fuzzy boundaries between the public and private sectors, and achieve consensus and make decisions by negotiation together [1].

### **2.2 Discussion on the Concept of Voluntary Service**

Voluntary service is an altruistic behavior. United Nations Education Scientific and Cultural Organization defines it as people's voluntary and free contribution of their time and expertise on a formal occasion and within a certain period of time. The general consensus of the academic circles on the concept of voluntary service is that people do not seek material returns, just contribute their time and energy, and provide services to solve social problems and promote social development [2]. Modern voluntary service widely exists in various organizations or groups such as government, enterprises and non-profit organizations in the form of activities or projects [3].

## **3 The Possibility of the Combination of Voluntary Service and Social Governance**

### **3.1 Voluntary Service Is Interlinked with the Value Concept of Social Governance**

The value concept of voluntary service includes dedication, fraternity, mutual assistance and progress, it not only contains the Chinese traditional virtues of helping others, but also is guided by the socialist core values. However, social governance always takes people-oriented as the concept and regards service as the guide. Volunteerism is also a source of value and identity by serving others. Therefore, we should put governance in service and integrate governance and service, deeply understand the real needs of the public, and find potential social contradictions and problems, so as to better meet the needs of the people.

### **3.2 Voluntary Service Helps to Improve the Efficiency of Social Governance**

#### **3.2.1 Flexible Social Mobilization**

Voluntary service is a novel mode of social mobilization. Voluntary service focuses on the form of bottom-up social mobilization, and mobilizes volunteers to participate in social

governance and public services in a socialized way [4]. Compared with the top-down social management form, voluntary service participates in social governance is a more flexible way. Unlike other services that only pursue instrumental rationality, voluntary service emphasizes the perceptual interaction with the served person. It also realizes reconciling empirical rationality and instrumental rationality in action. Its governance means are closer to the grass-roots people and have humanistic care, because it pay attention to the current situation and problems at the micro level of society easily. Besides, it can meet the complex, diversified and personalized service requirements of the citizens in modern society, especially the difficult ones [5].

### **3.2.2 Reduce Governance Costs**

Volunteer service teams not only provide rich human resources, but also have the ability to integrate information and resources. On the one hand, voluntary service improves people's social participation, widens the paths and channels for public participation in social governance, and contributes to the co-governance of society at a lower cost [6]. On the other hand, it integrates social information and knowledge in a faster way and mobilizes material and human resources more effectively.

## **3.3 Voluntary Service Promotes the Overall Development of Society**

### **3.3.1 Improve Social Climate**

The volunteer spirit has huge power to create a good social atmosphere. The Secretary General of the United Nations believes that the core of the spirit of volunteerism is service, the ideal of unity and the common belief in making the world a better place. The spirit of voluntary service is the highest manifestation of the humanistic spirit. The spirit of dedication, fraternity, mutual assistance and progress presented by volunteers can infect the people around them and other social members. Every participant in voluntary service can convey positive social energy and spread correct values [7]. In the modern society, impetuous marketism makes people have a psychological and moral crisis in modern life. Many people lose their value in the pursuit of wealth, authority and status, and even indulge in the nipple pleasure of consumerism and hedonism. Therefore, the spirit of voluntary service can establish a reasonable value order in modern society, help to remove the ideological confusion caused by utilitarianism and instrumental rationality in market life, and improve the overall moral level of society.

### **3.3.2 Promote Social Integration**

The relationship between a volunteer and other volunteers in the volunteer service team, even and recipients is more like a weak relationship rather than a strong relationship. The weak relationships break the blood, geographic and industry predestined relations and obtain heterogeneous support from outside the circle of acquaintances, which is not only conducive to promoting interpersonal communication and trust, but also helpful to improve social cohesion and strengthen social integration [8].

### **3.3.3 Influence Government Policy-making**

Most of the recipients of voluntary service are relatively vulnerable groups. Volunteers can sensitively find the difficulties of these groups, listen to their interest demands, and find the potential trouble and contradictions in society. Different from other services, voluntary service is good at capturing social pain points, following up and tracking some social problems, and then influencing government decision-making through reporting, publicity and initiatives [9, 10]. So then alleviate social conflicts or social contradictions, improve people's sense of happiness and gain, and promote the orderly development of society.

## **4 The Path of Voluntary Service Participating in Social Governance in the New Era**

### **4.1 Follow the Practice of Civilization in the New Era**

Voluntary service is the main way to implement the practice of civilization in the new era. At present, the pilot work of civilization practice centers in the new era has been launched in many places across the country. According to the local conditions and specific work plans of provinces, cities and counties, a three-level vertical network system of service centers, stations and offices has been established preliminarily. In order to cover all the content of civilized practice as much as possible, some provinces and cities adopt horizontal construction of voluntary service systems in addition to the vertical service systems of service centers, stations and offices mentioned above. The horizontal voluntary service system spans many fields, such as policy theory, culture, art, science, technology, sports, health, ecological civilization, medical and health care, so as to improve the efficiency of voluntary service and promote the level of social governance.

In addition, it is supposed to build a mature volunteer service information management service platform around various service centers, service stations and service offices in provinces, cities and counties. Integrate the information and resources of volunteer services into vertical administrative units and horizontal fields, so as to realize the precise docking of volunteer services, and provide accurate and powerful data support for social governance.

### **4.2 Integrate into the Development Trend of the Times**

In the 21st century, today's innovation has been regarded as a revival experimental process which creates a citizen-centered social governance structure. Today's society is an information-based and networked society. Everything is inseparable from the Internet. Promote the integrated development of voluntary service and the Internet, make good use of special application software for voluntary service such as Volunteer China, and continuously integrate the service system of voluntary service into the trend of informationization and networking, and then a benign ecosystem of voluntary service can be built. Relying on the social media such as WeChat, Weibo and Tiktok, actively conveys

the voice of volunteering service to the outside world, publicize volunteer service activities and service effectiveness, attract more people's attention and joining in voluntary service teams.

Besides, it is supposed to attract more young people to join volunteer service teams. As American psychologist Eriksson said, young people always means the most striking and noisy part of all ethnic groups at any time. Youth groups have a special significance of the times, and have greater potential energy and remarkable creativity. Voluntary service is the main way for youth groups to participate in social governance. Youth groups, as the main force of voluntary service participation, should be given more attention to. It is necessary to mobilize their enthusiasm to participate in voluntary service and explore their originality. The Communist Youth League should actively publicize voluntary service activities, attract young talents to participate in public services and social construction, and encourage young people to share light and warmth.

### **4.3 Improve Relevant Guarantee and Incentive Mechanisms**

#### **4.3.1 Establishing Perfect Voluntary System**

Voluntary organizations participating in social governance rely on the guarantee of relevant systems and the perfection of procedures. It is supposed to guide and guarantee voluntary organizations participating in social governance through the rule of law. Besides, ensure the dominant position of voluntary organizations in social governance according to law, and strengthen their responsibility and legalize the participating procedures.

#### **4.3.2 Strengthen Resource Integration**

Voluntary organizations are located at the grass-roots level, which have the advantages of being closer to the grass-roots situation and tapping resources. At the macro level, an orderly integration and coordination mechanism of volunteer service resources ought to be established. Volunteer service stations or service centers can be established by relying on the existing community service centers, schools, libraries, parks and other public resources in various regions, and then get full coverage. It is necessary to strengthen the contact with superior departments and other voluntary service organizations, realize the sharing of multiple resources and the exchange of all kinds of information, and improve the efficiency of voluntary service.

#### **4.3.3 Establish Social Credit System**

The combination of voluntary service and social credit systems should be promoted. The incentive mechanism of integrating voluntary service into the social credit system is not only conducive to standardizing the service behavior of volunteers and preventing the emergence of deviant behavior, but also helps to stimulate the enthusiasm and initiative of volunteer service. Besides, it can also establish a social credit information sharing platform, implement a blacklisting system and punish against bad-faith acts or dishonest conduct. Create a credit score system which accumulates integrity behaviors and excellent deeds like providing voluntary service, and establish a credit exchange system such as residents' credit points being used to exchange for daily necessities.

## 5 Conclusion

Voluntary service can be an active force in social governance and constantly bring new blood and inspiration to social governance. There is still a long way to go for the integration of voluntary service and social governance in the future. Therefore, integration and coordination between voluntary service and social governance must closely focus on two aspects: keeping pace with the government and focusing on the improvement of people's livelihoods. The new era is full of opportunities and risks, and the studies about the integration of voluntary service and social governance will be a potential direction in the future, so we must persevere and explore the road of social harmony and people's happiness constantly.

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