

Research on Model Innovation of "Internet Plus Campus Crowdfunding Platform"

-- Take Universities in Anhui Province as An Example

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Abstract

College students' poverty alleviation is a key content in college management, and it is also the fundamental guarantee to promote the healthy growth of poor college students. Especially under the background of the Internet, if the advantages of Internet technology are fully used in the work of helping the poor and supporting the volunteers of college students, it will certainly bring many conveniences to the accurate work of helping the poor and supporting the volunteers of college students. Meanwhile, Crowdfunding has gradually developed into an important form of internet finance since it landed in China in 2011, which has the characteristics of low threshold, diversity, and relying on the power of the masses. The core of crowdfunding is the foundation of credit and trust. However, the current poverty alleviation model in colleges and universities is unified, single and stepped, and the evidence collection is vague and lacks rigor. As well as the model gap which is quite different from the accuracy of distance according to individual needs and the public's humanistic requirements for poverty alleviation in colleges and universities to show the new era of openness, sunshine and justice, we have found and confirmed the purpose of this research-trying to find a new poverty alleviation model in colleges and universities through research and exploration, which has solved the current poverty alleviation problems in colleges and universities. And cater to the main contradiction of China's current national conditions as much as possible-to meet the "people's growing needs for a better life" and to solve the "contradiction between unbalanced and insufficient development".

Keywords

Internet Plus; Crowdfunding; Poverty Alleviation in Universities; Innovation.

1. The Development Trend of Various Industries under the Background of Internet

1.1. The Internet Involves Various Fields : "Internet Plus" New Model

Nowadays, science and technology are developing at a high speed, and everything in development cannot be separated from information network. After decades of development, the Internet space has gradually taken shape. By March 2020, China's network users have reached 904 million, and the network coverage rate has reached 64.5%. The trial of 5G technology is already underway, and a new 5G era is coming. Under the background of Internet, all walks of life have shown great vitality.

1.2. "Internet Plus" Model of Development Advantages

1.2.1. The Internet Has Unique Openness and Inclusiveness

Information is like a vast ocean, from which anyone can scoop or add a scoop of water. The information it carries is infinite, and it is received and disseminated all the time. Using web crawler technology, we can search and store the desired information in a very short time, which cannot be achieved by other traditional media, and it is also a technology that contemporary college students are expected to explore.

1.2.2. Internet Is Easy to Search

When people browse the Internet, they need to find the target information directly. At this time, the Internet will filter out the invalid information according to the conditions, and select the target information for reference.

1.2.3. The Internet Is Interactive

The Internet audience is also the leader of information dissemination, and can express their views and give them back to the discriminators through forums, Weibo and other information exchange tools, which is the most prominent advantage of online media.

1.2.4. The Internet Breaks the Geographical Boundaries and Spreads Widely and Indiscriminately

The Internet world has become a "global village". No matter which country you come from, as long as you know the IP address or domain name, you can access any computer connected to the Internet, no matter how far apart or whether there is time difference. The trans-regional nature of the Internet is also an incomparable advantage of other media.

1.2.5. The Internet Is Both Synchronous and Asynchronous in Information Dissemination

It is not necessary to publish and consult information on the Internet at the same time. We can not only see the information left by our predecessors, but also leave questions for future generations to discuss. The Internet can also carry out synchronous information dissemination in a variety of ways, such as online live broadcast or online conference, which ensures the timeliness of information. Such characteristics make information dissemination not only meet the requirements of different forms of dissemination, but also free both parties from the limitations of time.

2. The Overall Thinking and Specific Scheme of This Study

2.1. The Overall Summary

As for the basic understanding of the three major elements of this study-"internet plus", "Crowdfunding" platform and the current situation of poverty alleviation in colleges and universities, the team took poverty alleviation in colleges and universities as the object, and explored a new innovative model of poverty alleviation in colleges and universities through the organic combination of "internet plus" and "Crowdfunding".

2.1.1. Analyze the Target Object

Poverty alleviation model in colleges and universities. First of all, these six words should be simply divided into three parts: "University", "Poverty Alleviation" and "Mode", with the former two as the core. First, this research team will roughly clarify the deep understanding of their relationship and characteristics.

2.1.1.1 The Poverty Alleviation Model of Colleges and Universities in the Traditional Sense of the Country

As far as poverty alleviation in the traditional sense of the country is concerned, based on China's social system and national conditions, China is still in a stage where the per capita consumption level is unbalanced and the gap between the rich and the poor is large. Without exception, the solidification of global social class also appears in China's colleges and universities, while the proportion of public-run colleges and universities in China is high. This has led to the fact that most of the ordinary working-class families are the students in China, and some of the poorer students are composed of middle-class or petty-bourgeois students and poor students. This general trend has determined many drawbacks of poverty alleviation programs in traditional colleges and universities in China. The four participants of the team are all working-class college students studying in Chinese ordinary universities. According to the actual investigation and interview of the team, their own experiences and related news reports, the fuzziness of class consciousness exists in the poverty alleviation model set by the state, which is manifested in the simple and rude collection of the applicant's family background information and the vacancy of the review information mechanism. The solidification of conditions, such as the fixed number of students with special hardship and ordinary poverty in each class, does not take into account the fact that "poverty" itself does not carry the principle of distribution according to collective proportion, and poverty alleviation without scientific basis will result in partial surplus or partial shortage of project funds. Or the threshold of some poor students is too high because some state aid-the-poor grants need certain achievement requirements or achievements, or a student needs continuous subsidy within one year due to some special reasons, but the state subsidy is only once every six months or once a year and the period of fund distribution is long, etc. As well as the later information disclosure, there is no detailed and reasonable setting plan. Such institutional defects are prone to some unfair social problems: for example, a student in a certain class of a university has a well-to-do family, and there is no change in his family, and he has won the state aid-the-poor grant by using simple proof and his own subjective textual explanation. However, another class in this university happens to have more poor students and the existing fixed quotas are allocated according to their degree of difficulty. However, due to the shortage of quotas, one or two students also need the aid of this aid fund.

2.1.1.2 The Simplification of Poverty Alleviation in Colleges and Universities

With the first point, the traditional model and mechanism of poverty alleviation in colleges and universities have been solidified and rudimentary, the significance of poverty alleviation by the state to college education should be given a deeper meaning. We should pay more attention to the poverty alleviation of talents in colleges and universities, which is not only to help the poor, but also to have considerable obligations and extra models to help the volunteers and help the source. Focus on improving the "material" of college students in China, and compare most ordinary poor students to trees grown on barren ground, or their normal growth is affected by financial poverty, physical reasons, family and other reasons. Besides their self-cultivation awareness, poverty alleviation projects can also be supported from them. In addition to economic support, spiritual assistance, psychological support and information resources are more diversified than the traditional poverty alleviation model.

2.1.2. Audit under the Poverty Alleviation Mechanism of Internet Plus Crowdfunding Platform Colleges and Universities

Compared with crowdfunding, the biggest advantage of internet plus's traditional poverty alleviation model is that it relies on the visualization, transparency and timeliness of big data and information, and fully meets the needs of people's material or spiritual and information resources. When the two are applied to the operation mode of poverty alleviation in colleges and universities, there will be brilliant sparks. Under the operating mode of this platform, poverty alleviation projects can not only carry out public welfare for the grantees through the concept of crowdfunding according to the voluntary choice of all people (the public welfare

here is based on the above-mentioned "poverty alleviation" and "supporting volunteers"), but also the grantees can log on to the platform to provide various certificates. After the double review of manpower and network is approved, fill in your aided needs and corresponding expectations. This operation will be provided to the personnel of big data and related majors and the participating crowdfunding amateurs for tripartite supervision review. When the expectations are approved for platform-wide crowdfunding, Once the sponsor meets the expectation of the demand, it will inform all participants of the unit project. After that, the system tracks the relevant progress and the achieved effect of the project, and releases the platform in time. The grantee and all crowdfunding people are eligible to participate in the non-scoring project on the premise of not violating the minimum moral standards and illegal regulations formulated by the platform. Realize the feedback mechanism of the platform itself, and put an end to corruption or personal and subjective assumptions of a certain group. Under this mechanism, big data can integrate relevant information, collect opinions in time, convey feedback, form benign iterative update, and maintain a clear platform ecological environment. On the other hand, the related data can be displayed intuitively, Reflect the objectivity and fairness under this poverty alleviation model, and make the masses convinced-even if the charity giver only donated a penny, he can clearly know its value, so as to achieve accurate poverty alleviation, give full play to the advantages of "everyone gathers firewood with high flame" and open, transparent and rapid information in the era of big data and internet, and realize "amateur micro poverty alleviation". Accurate poverty alleviation, people believe in poverty alleviation ".

2.1.3. Assumption of the Realization Process

The team stops at the theoretical level in the innovation of this poverty alleviation model in colleges and universities, and there is no professional technology for building the platform. Based on this project, the starting point is a university in Anhui Province as an example. In this case, if the initial implementation scope of the platform is located in Anhui Province, it can actually gather the strengths of various universities, for example: This theory and project was put forward by Anhui University of Finance and Economics, and Anhui universities which are related to computer majors who are good at the construction and operation and maintenance of Internet platform, are responsible for its implementation. After that, the financial problems of big data processing and related financial and accounting audits are handed over to the students of counterpart majors such as information management, finance and accounting, which can greatly reduce the cost of platform operation. It can also give full play to what college students have learned, and realize the situation of maximizing benefits, win-win and even win-win.

2.2. Their Own Summary

2.2.1. Consideration at All Levels

This exploration of the new model of poverty alleviation in colleges and universities takes the most traditional countries for poverty alleviation in colleges and universities as the contrast object, and putting aside the integration of this project into the national project, it is because the project is only at a superficial level, and from the national perspective, it can timely change some solidified measures for poverty alleviation projects in colleges and universities. At the university level, if this theoretical research is applied, It is necessary to communicate with universities and create a friendly communication environment. At the social level, relevant enterprises or individuals can participate in funding activities after formal certification, which is conducive to the current development of public welfare undertakings in China; From the perspective of participants, we should strengthen our moral cultivation and integrity, fairness and friendliness.

2.2.2. Reflection and Shortcomings

How to apply the innovative results of this study to practice, truly combine "internet plus" with "crowdfunding", build a practical platform for poverty alleviation in colleges and universities, give full play to the advantages of "all people gather firewood with high flame" and open, transparent and rapid information in the era of big data and Internet, and realize the original intention of "helping the poor with simple people, helping the poor with precision and wisdom, and all people believing in poverty alleviation". Let the funder and the grantee build the platform to realize the win-win advantage of both parties-the funder receives accurate financial assistance in a humanized and instant manner through transparent and reliable information of the platform; And those who are willing to support can do good voluntarily through this model. These visualizations, The implementable process can not only protect the recipients' privacy and self-esteem, but also show them to the general public in a reasonable and fair way to convince people, so as to attract more people to join them, and realize a positive feedback situation that follows the lure of "goodness", which can not be achieved only by this preliminary theoretical research. As the saying goes, "If workers want to do their job well, they must sharpen their tools first." This innovative training program-the organic combination of "internet plus" and "crowdfunding" platform-is an attempt to explore a new road of poverty alleviation, but it is by no means a superficial taste in this road. The process of transforming theory into reality, thus, the friction between theory and practice and the actual unpredictable obstacles are still in-depth but need to be further studied in this study.

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