

Digital Bridge: The Role and Function of Youth Social Organizations in the Construction of Digital Villages

Qi Wang¹, Huizhong Li²

¹ Jiangnan University School of Artificial Intelligence, China

² Jiangnan University School of Foreign Languages, China

Abstract: Against the background of the continuous advancement of global informatization, the construction of digital villages has become an important strategy to promote rural revitalization and agricultural modernization. This paper explores the roles and functions of youth social organizations in the construction of digital villages through discursive and documentary analysis methods, focusing on how these organizations can play a key role in influencing the process of rural digitization through their dynamism, innovative capacity, and commitment to the public interest. The aim of this paper is to assess the roles and contributions of youth social organizations and explore how to optimize their role in this field.

Keywords: Youth social organizations, Digital village construction, Roles and contributions.

1. Introduction

With the rapid development of information technology, the construction of digital villages has become a key path to promote the rural revitalization strategy. As an important force of social innovation, youth social organizations play a crucial role in digital village construction. The purpose of this paper is to deeply analyze the role positioning and functioning of youth social organizations in digital village construction, as well as their roles and strategies in promoting the digital transformation of the countryside. Youth social organizations have innovative, flexible and public welfare characteristics in the construction of digital villages, and they can effectively promote the in-depth development of digital village construction by building digital bridges, broadening the sources of funding, improving the governance system, strengthening the construction of digital platforms, activating the power of talents, and developing the digital agricultural industry and other paths. This paper focuses on the specific role of youth social organizations in digital village construction and their development potential.

2. Literature Review Review and Commentary

In the context of the digital era, digital village construction has become a key way to promote rural revitalization strategy. Youth social organizations, as an important force for social innovation and rural development, have received increasing attention for their roles and functions in digital village construction.

2.1. Motivation and Challenges of Youth Social Organizations' Participation in Rural Governance

Since the reform and opening up, all kinds of social organizations have played a positive role in promoting the process of modernization of rural governance, but in practice there are still many difficulties and problems, mainly manifested in the following: firstly, the role of social organizations is not sufficient, and secondly, the phenomenon of violation of laws and regulations by some social

organizations occurs from time to time. The government's lack of guidance for social organizations to participate in rural revitalization has led to smaller social organizations not understanding the difficulties that exist in rural revitalization, which in turn makes it difficult for them to participate in rural revitalization and form a synergy to help rural revitalization. [1] Due to the constraints of role positioning, system supply, available resources and their own power of action, the mobility and enthusiasm of social organizations to participate in rural governance are not sufficiently brought into play. [2]

2.2. Application of Digital Technology in Rural Construction

The wide application and promotion of digital technology helps enterprises, social organizations, villagers and other subjects gradually integrate into the rural governance system. [3] With the widespread use of instant messaging software and digital governance platforms in rural grassroots governance, the advantages of its data interconnection and sharing so that villagers can access relevant information in the first time, breaking the information barriers that have long been stretched between the grassroots government and the villagers. [4] The construction of digital villages in virtual space requires the support of digital technology talents, and cultural social organizations can keep in touch with rural residents through universities, research institutes and other institutions to realize the synergistic development of industry-university-research and the targeted cultivation of specialists who master digital technology for the villages [5].

2.3. Youth Social Organizations to Participate in The Promotion Strategy of Digital Village Construction

The participation of youth social organizations in social governance in the new era must be combined with the changes in the main contradictions of society, the changes in the needs of the public, and be oriented to effectiveness, and take the resolution of social problems, the increase in public interests, and public satisfaction as a measure of effective governance. [6] As a purchaser, the government should be oriented to the needs of the public, and carry out demand surveys of the

public through public consultation, symposiums, collection of networked information, commissioning professional organizations to investigate, and constructing participatory governance. [7] At the same time, it is necessary to improve the corresponding laws and regulations, clarify the responsibilities, obligations, and mechanisms of social organizations in rural digital governance, and build a rural digital government information disclosure system to ensure that the government's decision-making process and results in rural digital governance are open and transparent. [8] From the external view of social organizations, actively expand the external resource input channels for the development of rural social organizations. Build a resource docking platform between rural social organizations and the government, society, and enterprises, introduce funds, technology and other elements of governance, and break the constraints of resources and systems [9].

In summary, the existing literature has extensively explored the roles and functions of youth social organizations in the construction of digital villages, revealing their motivations for participation, the challenges they face, and their importance in promoting the digital transformation of villages. However, there are still some shortcomings in the research. For example, (1) in terms of participation motives and challenges. Although the study points out the motivations and challenges for youth social organizations to participate in digital village construction, further research is needed to see how to overcome these challenges through specific strategies and measures. (2) In terms of digital technology application. Existing studies have not sufficiently analyzed the long-term effects, sustainability, and far-reaching impacts on the social structure of the countryside of technology application. (3) In terms of promotion strategies. Although some promotion strategies have been proposed, such as organizational capacity building, multi-party cooperation and technological innovation, these strategies often lack specific implementation details and evaluation mechanisms.

3. Role Positioning of Youth Social Organizations

Before deeply understanding the role played by youth social organizations in the construction of digital villages, it is necessary to explore their basic positioning in the field. As a link between technology and rural development, the role of youth social organizations is not only a disseminator of technology, but also a promoter and practitioner of rural digital transformation. Through various forms of participation and involvement, they are gradually changing the traditional face of the countryside and bringing new vitality and development opportunities to the countryside.

3.1. Innovation Promoter

Youth social organizations promote the development of smart agriculture by introducing and experimenting with new digital technologies, such as the Internet of Things and big data analysis. For example, a youth organization called “Green Pioneer” has promoted the use of sensors to monitor soil moisture and air quality in a rural area of Jiangsu Province, significantly improving crop yields and quality.

In addition, the establishment of e-commerce platforms is also a major contribution of youth social organizations. For example, the “e-shopping in the countryside” program helps farmers sell their products directly to urban consumers,

increasing farmers' income and enriching the consumption choices of urban residents.

3.2. Bridges and Links

These organizations effectively connect the government, enterprises and rural communities, facilitating the effective integration of resources and the flow of information. For example, the “Smart Village Services” program improves the transparency and efficiency of government services by creating an online platform that allows villagers to easily access information about government services.

In addition, youth social organizations have assisted in the formulation of policies and measures that meet actual local needs. For example, the “Sunshine Project” project helped optimize the allocation of local education resources by providing detailed policy proposals to the local government through researching the actual needs of villagers.

3.3. Service Provider

Providing digital services is another important function of youth social organizations. For example, the “Health Guard” project provides remote medical services to villagers in remote areas, solving the problem that it is difficult for them to seek medical treatment due to transportation inconvenience.

In addition, these organizations have conducted various training courses to enhance the digital literacy of villagers. For example, the “Skills Upgrading” program organizes training courses to teach villagers how to use smartphones and the Internet to conduct daily business and access information.

3.4. Participants in Social Governance

Participation in digital governance in villages is also an important contribution of youth social organizations. For example, the “Transparent Village Affairs” program enhances the transparency and credibility of public management by establishing an online monitoring platform that enables villagers to monitor village expenditures and decision-making processes in real time.

In addition, these organizations also encourage villagers to participate in social governance to enhance policy transparency and public satisfaction. For example, the “Public Opinion Through Train” project effectively promotes policy improvement and refinement by regularly collecting villagers' opinions and feeding them back to the relevant departments.

4. The Role of Youth Social Organizations in The Construction of Digital Villages

4.1. Innovative Role

With their keen insight and innovative spirit, youth social organizations play a key innovative role in the construction of digital villages. They are constantly exploring and experimenting to find digital solutions that best suit the realities of the countryside. These solutions may include the use of mobile apps to improve the intelligence of agricultural production, or the development of cloud-based service platforms to optimize the allocation and management of rural resources.

In terms of promoting rural economic development, youth social organizations help open up wider markets for local agricultural products by introducing e-commerce and online marketing strategies. They also promote rural tourism through

digital means, such as virtual reality and augmented reality technology, to attract more tourists, thus driving the growth of the local economy.

4.2. Flexibility

The flexibility of youth social organizations is reflected in their ability to respond quickly to market changes and policy adjustments, and provide timely and effective services and support for villages. These organizations usually have a flat structure and quick decision-making, and are able to adjust the content and mode of service according to the actual needs of rural residents and the specific conditions of rural development.

In the field of agricultural production, youth social organizations may provide farmers with new planting techniques and market information in a timely manner in accordance with changes in climate change and market demand. In the area of rural governance, they can quickly adapt to policy changes and help villages establish more efficient and transparent management systems.

The flexibility of youth social organizations is also demonstrated by their ability to flexibly use various resources and technologies to provide customized services to villages. For example, they may cooperate with technology companies to develop specific applications for villages, or cooperate with educational institutions to provide customized online courses for village schools.

4.3. Public Interest Role

The public interest role of youth social organizations is an integral part of their role in building digital villages. These organizations have always insisted on serving the countryside and improving the lives of rural residents, and solving the problems encountered by the countryside in the process of digital development by providing high-quality digital services.

In providing digital services, youth social organizations may carry out a variety of public welfare activities, such as providing free Internet access to rural residents or donating computers and teaching equipment to rural schools. They may also organize teams of volunteers to provide rural residents with digital skills training to help them better integrate into the digital society.

5. Strategies for Promoting the Participation of Youth Social Organizations in Digital Village Construction

In order to more effectively promote the participation of youth social organizations in the construction of digital villages, a series of strategies are needed to optimize the allocation of resources, improve the quality of services, enhance the application of technology, and promote the overall development of villages.

5.1. Broaden Funding Channels

One of the main challenges facing youth social organizations in digital village construction is the stability and sustainability of funding. In order to solve this problem, organizations can broaden the channels of funding sources in many ways. First, it can raise funds through cooperation with government departments, enterprises and non-profit organizations to support the implementation of digital village construction projects. Second, donations and sponsorships

from all sectors of the community can be actively sought, including through online crowdfunding platforms and public service fundraising campaigns to attract more financial support. In addition, cooperation with financial institutions can be explored to obtain preferential loans or investments to meet the financial needs of digital village construction. Through these diversified funding methods, a more stable and sufficient financial guarantee can be provided for digital village construction.

5.2. Improve the Governance System

The digital transformation of rural governance is the key to improving governance efficiency and service level. Youth social organizations can optimize the rural governance process and improve the science and transparency of decision-making by introducing modern information technology, such as big data analysis, cloud computing and artificial intelligence. In addition, the organizations can assist rural governments in establishing e-government platforms to realize the openness of government information and the convenience of online services, so that rural residents can more easily access government services and participate in rural governance. Through these measures, youth social organizations can not only promote the modernization of the rural governance system, but also enhance the satisfaction and happiness of rural residents.

5.3. Strengthen the Construction of Digital Sharing Platform

Building a public platform for rural economic development is an important way to promote the informatization of agricultural production and rural economic and social development. Youth social organizations can make use of their own technical advantages and innovation capabilities to develop and maintain these sharing platforms. These platforms can include agricultural product e-commerce platforms, rural tourism information platforms, and rural resource management platforms. Through these platforms, they can not only help farmers broaden their sales channels and increase their income, but also promote the development of rural tourism resources and the effective management of rural resources. In addition, through these platforms, youth social organizations can also provide agricultural technology consulting, market information analysis and other services to help farmers better respond to market changes and improve the efficiency and effectiveness of agricultural production.

5.4. Activate the Power of Talents

Talent is the core resource of rural digital transformation. Youth social organizations can improve the digital skills and literacy of rural residents by holding various training courses and workshops. These trainings can include basic computer operations, Internet applications, e-commerce operations, and so on. At the same time, the organizations can also cooperate with universities and enterprises to provide internships and practice opportunities for rural youth, so that they can learn and master digital skills in actual work. In addition, youth social organizations can encourage rural youth to participate in the construction of digital villages and give full play to their innovative spirit and entrepreneurial ability by establishing incentive mechanisms, such as scholarships and entrepreneurial funds. Through these measures, the talent power of the countryside can be effectively activated to provide strong human support for the construction of digital

countryside.

5.5. Developing Digital Agricultural Industry

The application and promotion of digital technology in the agricultural industry is the key to promoting the sustainable development of the agricultural industry. Youth social organizations can pay attention to and participate in the development of digital agricultural industries such as smart agriculture and precision agriculture. By introducing advanced agricultural Internet of Things (IoT) technology, remote sensing monitoring technology, and big data analysis technology, they can help farmers realize precision planting and breeding, and improve the efficiency and quality of agricultural production. At the same time, the organization can also assist farmers in establishing a traceability system for agricultural products to improve their safety and market competitiveness. In addition, youth social organizations can provide farmers with agricultural technology and market information through digital means, such as online education and remote consulting, to help them better cope with challenges in agricultural production. Through these efforts, youth social organizations can effectively promote the development of the digital agricultural industry and contribute to the sustainable development of rural economies.

6. Conclusion

In the process of digital village construction, youth social organizations play a crucial role. As intermediaries between technology and rural development, they have promoted the application of information technology in agricultural production, governance, education and healthcare, and accelerated the digital transformation of the countryside. In the future, in order to further promote the in-depth development of the digital countryside, it is necessary to strengthen the synergy and cooperation between youth social organizations, the government, enterprises and other parties to optimize the allocation of resources and enhance the effectiveness of services. At the same time, youth social organizations need to strengthen their own capacity to adapt to the new trend of digital countryside construction, and provide sustainable impetus for the implementation of the rural revitalization strategy.

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