

Investigation and Research on the Cultural Construction of University Students' Associations

Runze Cai ^{1*}, Run Wang ²

¹Beijing Jiaotong University, School of Economics and Management, Beijing, China;

²Shihezi University, School of Economics and Management, Shihezi, China.

* cairz365@foxmail.com

Abstract: To investigate the construction of association culture, this study used a multi-stage sampling survey design, which is a cost- and time-effective probability sampling method. The research sample consisted of 858 Chinese college students who took part in a questionnaire study. The authors innovatively constructed an index system that can objectively evaluate the satisfaction of association construction and used the principal component method to descend to construct the comprehensive indicator of satisfaction. The authors excavate the key influencing factors of association culture construction and finally summarize them into four factors, which are internal construction factor of the association, resource allocation factor of the association, school management factor of the association and instructor factor of association. Finally, regression analysis indicated that the internal and material building of associations be prioritized, and the school authorities should give more financial support and create a relaxed environment for the culture development of associations.

Keywords: Associations; Culture; Factor Analyses; University.

1. Introduction

Culture is the soul of the nation and country. Our country will thrive only if our culture thrives, and our nation will be strong only if our culture is strong. The Fifth Plenary Session of the 19th CPC Central Committee, from the perspective of the overall development of the cause of the Party and the country, made strategic and overall design, and clearly proposed developing a great socialist culture in China by 2035.

Campus culture is an important part of advanced socialist culture, and the construction of campus culture should deeply implement the important discourse of General Secretary Xi Jinping on education. We should pay attention to the culture construction of university associations, and the cultural inheritance of campus culture in the process of university culture construction. As the most active and dynamic cultural construction force on campus, student organizations should give full play to their due value. The vigorous development of the cultural construction of students' association is an important way to improve students' comprehensive quality, guide them to adapt to society and promote their growth and success, which is conducive to the overall development of contemporary college students into comprehensive talents. Therefore, it is particularly important to study the current situation and influencing factors of university students' association culture.

2. Literature References

At present, most of the research results are policy recommendations based on empirical, without scientific inquiry and data analysis. The researchers treat association development issues with the perspective of school administrators ignoring the ideas of students and members. Researchers still retains the superficial idea of "Treating the symptoms and not the disease", and the association is lack of fundamental and systematic guidance the perspective of cultural construction. (Lu Kai 2019)

In terms of research methods, Dai Ni (2010) conducted case analysis on individual schools. Qiu Yuanli (2019) conducted a focus point survey on universities in Chongqing, with a research model of "descriptive statistical analysis - finding problems - proposing solutions". However, the

above-mentioned studies mostly stay in the basic statistical description, with more subjective color, and few do quantitative analysis of association culture, probably because there are many factors affecting the construction of association culture, and it is difficult to collect all the data and build the index system.

Questionnaire is a common research method and means of obtaining research data. Through scientific design and suitable sampling method, it can objectively understand the current situation of student association construction, find out the possible problems of student associations, analyze the problems and causes and propose feasible solution strategies.

The culture of university student associations refers to the values and behaviors that are symbiotically generated, shared and transmitted by association members in the long-term development process of student associations. It is an important practical form of youth culture and an indispensable subculture in university culture. Of course, from different perspectives, community culture will be endowed with different connotations. Dai Huixia (2003) and He Haibing (2002) believed that the culture of university student associations is the sum of the material wealth and spiritual wealth. Luo Chengyi (2003) believes that the culture of university students' associations is a group culture that constitutes campus culture. Long Xihu (2006) believes that the culture of university student associations is a cultural atmosphere on campus.

3. Methods

3.1 Innovation Sampling Design

To calculate the sampling error of each estimated parameter and obtain the reliability of the overall target inference, this sampling survey uses multi-stage probability sampling combined with stratified sampling and cluster sampling. On the one hand, multistage sampling maintains the advantages of cluster sampling, such as sample concentration, convenience for investigation, cost saving, etc. On the other hand, random sampling in cluster unit makes it possible to select more groups with limited budget.

In this survey, according to the public data of the portal website of the Ministry of Education of the People's Republic of China, the author first divided China into seven administrative regions (East China, South China, North China, Central China, Southwest China, Northwest China and Northeast China), and calculated the sample size of each region. According to the sample size, universities in this region were randomly sampled, usually 1-3 universities were selected for centralized distribution of questionnaires. The questionnaire was distributed offline and filled in online to avoid possible errors in the later entry of the paper questionnaire. A total of 858 questionnaires were distributed, and 858 were recovered. The effective questionnaire was 858. The recovery rate and efficiency were 100%. In the following analysis, most of them are based on the respondents who have participated in clubs. After screening, 670 students who have participated in the survey have participated in clubs.

3.2 Defining the comprehensive indicator of satisfaction

The comprehensive satisfaction of the cultural construction of the association seems like a subjective indicator, especially for the respondents to evaluate it directly. It is quite difficult for respondents to objectively express their inner thoughts and finally form a final score. The author designed an evaluation system for the satisfaction of association culture construction. It splits the comprehensive indicator of satisfaction into 17 satisfaction sub indicators in four aspects. And then the principal components method was chosen to calculate the weight of sub indicators. The four components extracted by the principal component analysis explaining 86.28% of the total variance. (Table 1) The component matrix of the seventeen sub-indicators is calculated accordingly to derive their weights in the comprehensive indicator of satisfaction.

Table 1. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.423	78.957	78.957	13.423	78.957	78.957	4.119	24.229	24.229
2	.523	3.077	82.034	.523	3.077	82.034	3.667	21.568	45.797
3	.375	2.206	84.240	.375	2.206	84.240	3.656	21.503	67.300
4	.347	2.043	86.283	.347	2.043	86.283	3.227	18.983	86.283
5	.311	1.830	88.114						
6	.288	1.692	89.805						
7	.256	1.504	91.309						
8	.212	1.250	92.558						
...									

Extraction Method: Principal Component Analysis.

3.3 Regression Analyses Based On Factor Analysis

After measuring the satisfaction of association culture construction in the previous section, it is also necessary to consider the construction related to associations. We designed 20 variables related to association construction from different aspects through literature research and used factor analysis based on maximum variance method of rotation to reduce dimensionality, and finally, based on the results of factor analysis and theoretical knowledge of association culture construction, a total of four factors were extracted. According to Table2 component matrix, each of them was named as internal construction factor of the association(X1), resource allocation factor of the association(X2), school management factor of the association(X2) and instructor factor of the association(X2). The comprehensive indicator of satisfaction was normalized as Y.

Table 2. Rotated Component Matrix^a

	Component			
	1	2	3	4
A3 The cohesiveness of the society	.757	.329	.314	.248
A5 The responsibility of club officers	.756	.378	.250	.227
A4 The concept of club culture construction	.719	.351	.272	.340
A1 System construction of the association	.693	.243	.345	.297
A6 The extent of the association's ideological and cultural construction	.688	.432	.193	.278
A2 The quality of the association's activities (reputation, scale, interest)	.663	.076	.435	.334
A7 Instructor's planning guidance for the construction of association culture	.299	.827	.315	.236
A8 Instructor's philosophy on the construction of club culture	.322	.815	.250	.292
A9 The energy that the instructor devotes to the association	.302	.808	.294	.255
A10 The professionalism of the instructor	.286	.762	.336	.261
A13 Hardware and software facilities of the association	.283	.337	.769	.277
A14 The adequacy of the club's financial resources	.220	.250	.743	.298
A15 Extent of professional resources of the association	.372	.295	.711	.321
A12 Activity venue of the association	.339	.335	.711	.295
A11 Quality of the activities of the association	.447	.360	.617	.260
A20 Public opinion environment for the	.198	.231	.238	.753

construction of club culture				
------------------------------	--	--	--	--

Table 2. Rotated Component Matrix^a (continued)

	Component			
	1	2	3	4
A19 The new media operation of the society's network (Tiktok, Weibo)	.247	.205	.346	.719
A18 The service of student association union	.403	.326	.236	.671
A17 The help for the development of association culture construction by school	.412	.286	.355	.634
A16 Management of association activities by schools	.490	.311	.293	.589

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

To study the influence of the four factors of association culture building on the overall satisfaction, multiple linear regression analyses were performed, using the enter method, with four factors (X1, X2, X3, X4) as the independent variables and Y as the dependent variable. Results of variables selection of backward regression analyses are presented in Table 3.

Table 3. Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	X1	.53	.02	.53	34.97	.00	1.00	1.00
	X3	.47	.02	.47	31.05	.00	1.00	1.00
	X4	.43	.02	.43	28.16	.00	1.00	1.00
	X2	.41	.02	.41	27.27	.00	1.00	1.00

a. Dependent Variable: Zscore(Y)

b. Linear Regression through the Origin

The four factors are the result of factor analysis and are orthogonal to each other. Multicollinearity, normality, and heteroscedasticity of the regression models were diagnosed to verify the reliability of the models. Due to the good statistical properties of the independent variables, there is no violation of the basic assumptions of linear regression. The results for the regression are presented as follows.

$$Y=0.53X1+0.41X2+0.47X3+0.43X4$$

4. Summary

Ranking the coefficients of the linear regression explanatory variables, we can obtain the ranking of the factors affecting the overall satisfaction of association culture construction, i.e., internal construction factor of the association > resource allocation factor of the association > school management factor of the association > instructor factor of the association. At this stage, the internal construction and material resource allocation of associations have the greatest impact on the comprehensive indicator of satisfaction and are the shortcomings of association culture construction. According to Maslow's Hierarchy of Needs theory, people will pursue higher-level needs only when the lower-level needs are satisfied. The internal construction of association infrastructure and material resources of the association are not satisfied, and students are still not satisfied with the basic conditions and are more concerned about whether the basic conditions can be improved, which is reflected in my interviews with other association leaders. This also shows that it is never

too late to invest in the internal construction and hardware of the association, which is the foundation of the culture of the association.

In response to this phenomenon, associations should conduct a statistical survey on the material needs of their associations, and then report to the school management department in charge of the club. The school department and student association union should also visit the club, feel the difficulties encountered by associations. They should meet the reasonable material needs as much as possible, and create a relaxed environment for the association by making the policy appropriately. The associations should also take the time to try to improve the quality of themselves, improve the system construction, train the backbone members, improve the cohesion of the club, and create the club brand activities which can improve the pride of the members.

References

- [1] Lu Kai. Study on culture construction of university student association. Dalian University of Technology, 2019.
- [2] Dai Ni. The role of college society culture in university students' growth. Jiangnan University, 2010.
- [3] Qiu Yuanli. Research on the Cultural Construction of College Students' Association: Taking the Universities of Chongqing as example. Chongqing Normal University, 2019.
- [4] Dai Huixia. He Haibing. A preliminary study on the culture and construction of high school associations. Hubei Social Sciences 2003, (01): 103-104.
- [5] He Haibing. The influence of university association culture on the quality of college students. Hubei Social Sciences 2002, (04): 38-40.
- [6] Luo Chengyi. The moral education function of student association culture in universities. Studies in Ideological Education 2003, (05):30-32
- [7] Long Xihu, Wang Yuhua. The role and development of association culture in the cultivation of talents in universities. Hebei Vocational Education 2006, (13):53