

The Research of Construction of Old Book Donation Model in the Digital Background

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Abstract: With the continuous development of digital technology and the rise of digital economy, big data platform has become an important part of various public welfare projects. This paper analyzes linear measures of public welfare project, using the “Internet +” to build a combination of online second-hand books change hands platform, for children in poor areas of intellectual support, spiritual enlightenment, let the children feel the warmth of love, give full play to the role of college students in the national poverty to be completed.

Key words: digital economy; old book donation; volunteer service spirit of college student

With the continuous improvement of the national education level, educational public welfare undertakings have gradually developed vigorously, but there is still a serious shortage of educational resources in some poor areas. After investigation, it is found that most charitable donation organizations focus on the donation of clothing or daily necessities, and there are still many drawbacks in the donation of commonly used books. Therefore, under the background of the rise of digital technology, it is necessary to build an online and offline donation platform for used books.

1. Analysis and problems of the current situation

At present, there are “92 recycling”, “White whale”, “flying ants” and other old material donation organizations in China. “92 Recycling” alone has helped more than 500 poor mountainous areas, benefiting more than 27,000 people. On May 21, 2020, the China Children’s Foundation, together with the Shaanxi Federation of Returned Overseas Chinese, the Shaanxi Provincial Committee of the Communist Youth League, and the Shaanxi Women’s Federation, launched a book donation campaign to schools in poor areas of our province, and the first batch of 150,000 copies of the Sinology series were donated to Shangluo, Hanzhong, Ankang and other places. On the “World Book Day” in 2023, the KFC Small Migratory Bird Fund of China Children’s Foundation launched a new public welfare model of “Waiting for a Book - Book Donation Bar for ‘Small Migratory Birds’ in faraway places”. The first batch of book donation corners in 20 designated KFC restaurants in 19 cities in 15 provinces including Shanghai, Guangzhou, Beijing, Gansu and Hainan have been opened. To accept donations of second-hand children’s books from the public. Despite this, there are still many problems with books commonly used by students in poor areas in China, which are mainly reflected in the following three aspects.

1. Children in some poor areas are short of reading books. According to the survey, 18 percent of about 6,000 primary school students in 16 counties in Jiangxi, Guizhou and Shaanxi have no access to extracurricular books, 26 percent of schools have no library, and 72 percent of students’ families have no or less than 10 extracurricular books. On the contrary, urban children, accounting for about 30 percent of the total number of children in China, buy 80 percent of the children’s books published every year (People.com.cn), with an average of about 50 children’s books per urban family (China Urban Children’s Reading Survey Report).

2. There are fewer specialized recycling agencies for old books. The survey found that only the Beijing Second-hand Book Trading Market, public welfare organizations such as the Red Cross Society and the Blind People’s Association, and platforms such as Dangdang, Jingdong and Taobao have used book recycling and trading modules. However, there are very few specialized used book recycling organizations in other parts of China, and most of the existing charitable donation organizations recycle clothes or daily necessities.

3. Lack of training in book management. The few old book recycling agencies lack training in book management, and instead of cleaning and sorting the books they collect, they ship them directly to poor donor areas, which generates a lot of carbon emissions. Due to the unclear classification of books, there are “useless”, “wrong goods”, “uneven drought and flood” and other situations, resulting in some unreasonable and useless book donations, and this “inaccurate” donation mode leads to the secondary abandonment or landfill treatment of books.

In view of the above problems, with the advantage of “Internet +”, a new online and offline combination of old book donation model is built.

2. Model construction

1. Set up a public welfare workstation

Organize undergraduates of different majors to set up public welfare workstations. Provide refined and daily book recycling and donation activities that combine online and offline. Focusing on the main body of poor children, we actively carry out activities such as assistance and psychological counseling for students with difficulties.

2. Platform building

Establish an online wechat mini program for old book donation. The mini program will input students’ personal information when they register and log in so as to make accurate book recommendation. After entering the mini program, students can choose from several categories: “Book donation”, “Book exchange”, “Book recycling”, “Become a volunteer”, “subject book Q&A”, “Book printing, feeding

their hometown". The mini program also has relevant columns on the demand side, such as age, gender, region, and the type of books needed.

3. Promotion of activities

(1) Build partnerships: Build partnerships with libraries, schools, community organizations and charities to expand the reach of the donation campaign.

(2) Social media publicity: online use of social media platforms (such as Facebook, Twitter, Instagram, etc.) to carry out publicity activities. Publish donation stories, donation information and thank-you letters from recipients, etc., to increase attention and participation.

(3) Make promotional materials: make promotional posters, flyers, brochures and other materials offline, and distribute them to schools, libraries, community centers and related events and exhibitions. These promotional materials include information about the donation project, the donation method, and the needs of the recipients.

(4) Participation in community activities: Participate in local community activities, such as bazaar, cultural festival, charity activities, etc.

3. Recycle old books

Through the donation of recycling, in the campus to the dormitory building as a unit, in the nearby community to the building as a unit, in the downstairs set up old book recycling, and in the recycling point of the use of old books, regularly go downstairs to recycle old books to the book classification volunteers. Other books are processed through Internet media, and their spare books are sent to us by express delivery and online file sharing. Then we sort them and donate them.

4. Sorting old books

In view of the classification of physical books, volunteers are gathered in the school to classify books according to different subjects and types; For the classification of online books, gather time-rich students online and sort books online. After the books are classified into textbooks, extra-curricular materials, classics, magazines, picture books, science fiction and other types, the textbooks and extra-curricular materials will be accurately classified into special subjects by students who are familiar with the major. The books that can be used directly will be classified and donated directly; For the books that are too damaged to be used directly, they will be sold, and the proceeds of sale will be used to buy school supplies, and the school supplies will be donated to children in poor areas.

5. Old books for donation

1. Online donation: This type of donation is for donations between college students. Volunteers input professional textbooks and learning materials into the platform to achieve extensive and convenient resource sharing. Children in remote areas can also pay attention to the APP platform and wechat public accounts to study, and college students can also feed their hometown, using the platform to help poor children in their hometown learn knowledge and broaden their horizons.

2. Offline donation: This kind of donation is targeted at the close-distance poverty-stricken areas. For the nearby poverty-stricken areas, volunteers will be organized to deliver books to children, and short-term teaching activities will be carried out in cooperation with local volunteer teaching activities to actively participate in promoting education activities in poverty-stricken areas.

In addition to book donations, offline will also prepare certain school supplies, school classmates handwritten messages to children and scenery photos or postcards from all over the country to poor children, with love to encourage them on the road to life. With practical actions to practice the goal of "the prosperity of youth, the prosperity of the country", in the strategy of "poverty alleviation, intellectual support, support ambition" play an active role in college students.

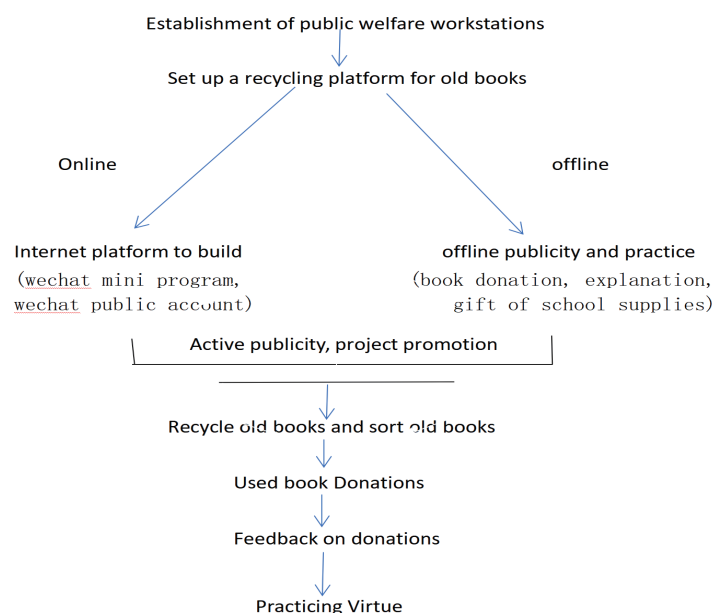
6. Donation feedback

1. On the platform, a feedback system is established. When recipients encounter difficult problems in reading books, they can ask questions, and the public can anonymously answer the questions raised on the platform; It can also feedback the demand for other books on the platform.

2. Regularly ask volunteers to visit and investigate the use of books in the donated areas, and summarize the damage and consumption of books so as to facilitate subsequent book donations.

Through the above feedback methods, donation service projects can better interact with donors and prepare for further optimization of donation projects in the later stage.

The specific flow chart of used book donation is shown in Figure 1.



(Figure 1: Old book donation flow chart)

7. Significance of old book donation model construction

1. Since college students and students facing graduation have many unused non-destructive and slightly damaged old books, which can not be disposed of well, the construction of old book donation model can make secondary use of old books and save educational resources.

2. The use of second-hand books can reduce the use of paper products and increase the recycling of waste paper, which can produce huge economic and environmental benefits in reducing pollution, improving the environment, saving native fiber resources and energy, and protecting forest resources.

3. Old books donated to children in poor areas can improve children's intellectual "poverty", help them understand more about the outside world, strengthen the belief that children in poor areas study hard and hone their strong will, and enhance the spiritual outlook of poor areas.

4. Well shape the sense of ownership of college students, cultivate their responsibility, mission and responsibility, and actively give play to the educational value of college students' spirit of poverty alleviation, so that young college students can become promoters of The Times to help poor children develop comprehensively and thrive.

Concluding Remarks

In the digital age, when poor areas face the challenge of digital divide and lack of educational resources, old book donation can be used as a way in which it provides opportunities for children in poor areas to acquire knowledge and broaden their horizons. By analyzing the current situation and existing problems of old book donation, this study plans a new model of old book donation by combining online and offline with the advantage of "Internet +". It is expected to better promote educational equity and knowledge sharing through the construction of used book donation model under the digital background. Future studies can further explore the use of digital technology to improve the efficiency and sustainability of used book donation services, so as to meet the educational needs of residents in poor areas and promote the sustainable development of social welfare undertakings.

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