



Research on Internet Use and Dissemination of Chinese Public Welfare Organizations

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ABSTRACT

According to the fifth survey about the situation of internet technology and diffusion ability in 531 public welfare organizations in China, the digital media application gap assuredly exists between Chinese public welfare organizations. There are small gaps in the use and dissemination of the internet, including industry information sharing, agencies publicity, public welfare concepts advocating and public credibility improving. The gap exists in the internet application of public welfare organizations, including the access to internet resources, knowledge and information management, data online analysis, and internet collaboration. At the age of the internet, the development situation of public welfare organizations will depend on whether the public welfare organization can actively catch the opportunity and challenge of internet technology to get the digital application ability. The reduction of internet technology will assuredly improve communication strategy of public welfare organization.

Key words: public welfare organizations; internet technology and diffusion ability; digital divide

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INTRODUCTION

"Internet plus" has become a new technology model that has been developed by all industries in recent years, and it has reintegrated the resources of traditional industries. The innovative nature of internet has made public welfare more abundant and diversified. Combination between Internet and public welfare has played a huge role in the public welfare area.

Under the background of "Internet plus", public welfare organizations have characteristics including the broaden financing channels, the multiplex social channels, transparent and cross-border cooperation, resources sharing, interactive response, diversified donors and recipients and so on. Second, the style of public participation in public welfare has changed, and public no longer receive information passively but become disseminators of information. In the virtual social network, the public welfare circle forms a large and decentralized network structure, which embodies more public welfare forces. Running a walk, reading a book, taking a picture, even a chess game could be the ways for passing love. A public culture is gradually formed. Finally, the Internet has provided technical support and platforms for public welfare

organizations because internet is transparent, open, crowdsourcing, sharing, collaboration, decentralized and self-organizing. As a member of the most important public service sector in China, "Internet plus" offers more opportunities to grassroots organizations. "Internet plus" provides more virtual channels for public welfare projects, so that the public can participate and understand the public service timely.

In western academia, public organizations outside governments and markets are defined as NGOs, non-profit organizations or the third sectors. Chinese scholars believe that public welfare organizations are a kind of social organization which appear in the discourse system of modern society. Zhu (2012) defines public welfare organizations as professional nonprofit organizations, including commonweal organization directly engaged in public welfare, all kinds of support public welfare organizations, foundations, capacity building institutions, etc. Wang (2013) put forward the concept of "public service organization", referring to public service-oriented social organizations which protect environmental, relieve poverty, serve community, or provide all kinds of public welfare services and public resource. In this paper, the author defines public welfare organizations as legal public welfare intermediary organizations to help the government to solve all kinds of social problems whose managers are non-government officials but volunteers. The nature of public welfare organizations does not have party character, and their projects are non-profit.

The digital divide is also known as the "information gap", which is the gap between information richer and information poor. Specifically, in the process of information dissemination, there is a huge gap between the information audience and the knowledge gained due to the different social and economic status. That is knowledge gap or knowledge gap theory. Because of the national economic system arrangement or reason of individual motivation, interest and ability and other aspects of reasons, information technology tend to have different diffusion speed between social classes or groups. Different individuals, groups and social classes often differ in their close use, use and adoption of information communication technology. Since the 1990s, the digital divide has become an important object of academic research.

At present, scholars generally believe that the Internet has played a positive and positive role in public welfare organizations, especially playing an important role in recruiting resources, recruiting volunteers and publicizing reports of public organizations. With the help of the Internet, the public welfare organizations can be spread far more. Kristen Lovejoy et al investigated the 100 largest non-profit organizations using Twitter. They found that compared to the traditional website, non-profit organizations are more adept at communicating with their stakeholders about strategic dialogue and community construction using Twitter, providing a new paradigm for public participation. Seungah Nah et al considered that social media could bring new possibilities and opportunities to public communication and participation no matter the capability and scale of NPO. They also believe that the operational strategies, operational capabilities, management concepts and surrounding environment of non-profit organizations play a key role in the development of social media, helping non-profit organizations operate effectively and maximize the utilization of resources.

Li Kexin found that the Internet could provide a good tool platform for public welfare. Everyone can win resources and vitality by an excellent idea, and then activate an ecological chain [2]. Zhou Runan believes that the visualization of public information is more likely to be accepted by the public than the traditional text information. Micro-blog, WeChat as Web3.0 new media have the potential in the public charity information disclosure. On the other hand, a specific strategy [3] is proposed for the better use of the Internet for public welfare

organizations. Zhou Qianxian believes that the rise of Social Web sites has brought new changes for public welfare organizations to use the network for public welfare communication. They also discussed how public organizations used social media to communicate.

The digital divide has attracted the attention of scholars and experts from all over the world, including experts in the fields of economy, culture, information, communication, society, politics, psychology and so on. In 1995, the United States NTIA issued a U.S. urban and rural information poor investigation report which defined the digital divide as the differences of media digital life opportunities and ability, including differences in hardware access (the hardware differences) and application of new technology on the ability of (software difference). Aparna Raman believes that information and communication technology (ICT) is not only helpful to NGO founder and management personnel to effectively manage organization, but also contribute to the social mission. He analyzed the positive results of cloud computing (SMAC) and other new ICT to organizational effectiveness and digital divide.

Chinese scholars devote themselves to study the digital divide. Wang EnHai believes that the hardware gap in the digital divide is gradually shrinking, and the difference of network technology ability is expanding the digital divide. Zhong Zhijin and Li Yanhong believe that the hardware divide is not significant while there is an obvious gap of digital application in Internet function application in China grassroots NGO. The digital divide caused by the difference within services, service objects and regions also show a different gap. Cheng Yan shown the digital divide in the dissemination process of the public organization through the specific analysis of the "sweet angel fund" WeChat public account. Zou Zhaobin analyzed the relationship between the development of new media and the digital gap in China from the aspects of smart phone and Internet.

RESEARCH METHOD

Sponsored by NGO2.0, the Knowledge Management Institute of University of Science & Technology China and NGO2.0 conducted the fifth research about Internet use and dissemination capacity in the Chinese commonweal organization, which focused on the Internet communication ability of public welfare organizations. A total of 600 organizations were collected in this survey. A total of 531 Chinese grass-roots public welfare organizations are the object of this data analysis removing parts of incomplete data.

This research collected the sample information by internet. Micro-blog, QQ, WeChat and other channels have been used to spread research information. Through a number of industry websites such as China Development bulletin, public welfare charitable forum, public service network, public welfare China Network and other network platforms to publish the questionnaire, the information to more public organizations.

The experts of the NGO2.0 project group are mainly composed of scholars who have studied public welfare organization Internet in Colleges and universities at home and abroad, many public welfare organization leaders, and some public welfare Technology supporters and public service practitioners. They designed questionnaires for public welfare organizations to use Internet technology, information dissemination and management capabilities, difficulties encountered and urgent need to improve. The problem of the use of Internet communication ability for public welfare organizations is put forward. According to the frequency of the related problems, the first level and two level indexes are set up, and the corresponding weights are given. The setting of these indicators and weights can more truly reflect the current situation of public organizations using the Internet at present.

RESULTS AND DISCUSSION

According to the problems related to the use and dissemination of the Internet of grassroots public welfare organizations in this survey, the research group investigates the current situation of the communication management of public welfare organizations in infrastructure and Internet basic functions from the following aspects.

Generally speaking, the difference between the developed areas and the poor areas will directly lead to the formation of the digital hardware gap of the public welfare organizations in the area. However, the actual research shows that this hardware difference is not showing in different regions and different types of public interest organizations. According to the two research and comparison of the research group, only 12.62% of the public welfare organizations (office sites, computers, mobile devices) which lack hardware have doubled the proportion of the fourth surveys conducted two years ago (lack of hardware 24.13%). This shows that in China's grass-roots public welfare organizations, with the popularity of computers and the Internet, the "digital hardware gap" is not obvious. The digital gap brought by computer hardware is decreasing with the development of society and the popularity of Internet.

In the application of some basic functions of the Internet, such as WeChat, micro-blog, QQ group / WeChat group, public service industry information website and other platforms to understand the industry information, the difference between public welfare organizations is not significant. 97.93% of the public welfare organizations paid attention to the company's WeChat public number, 96.42% of the organizations joined the QQ/ WeChat group of public welfare organizations, and 82.3% of the public service organizations visited the public service information website. 76.84% of the organizations have paid attention to the public welfare institutions on micro-blog, and 62.34% of the public welfare organizations subscribe to the peer's electronic bulletin; the WeChat public number, QQ group / WeChat group, public service industry information website, micro-blog, electronic bulletin and other platforms have become an important channel for the transmission of information in the public welfare circle.

According to the regional division of the East and the west, there is little difference between organizations in different regions. Compared with the data from the fourth surveys, the digital divide between different regions is getting smaller and smaller.

Table 1 Access to industry information from organizations in different regions

Channels to Industry Information	Different regions		
	Central areas	Western areas	Eastern areas
Information website for public welfare industry	72.09%	88%	83.17%
Electronic bulletin of public welfare organizations	53.49%	64%	66.34%
Public organization's WeChat Official Accounts	97.67%	99.5%	96.53%
Public organization's weibo	73.64%	79.5%	76.24%
Public organization's QQ group / WeChat group	99.22%	97%	94.06%

According to the survey results, the proportion of grassroots public welfare organizations through websites, micro-blog, QQ, WeChat public and other channels of publicity organizations

is 93.4%. In large public welfare activities, organizers use WeChat, QQ, micro-blog and other social media to promote public participation in the proportion of 89.45%. But public organizations are using only 51.6% of the publicity function of Micro Internet, micro video, live broadcast and other emerging Internet functions.

From the perspective of regional division in the East and the west, there is little difference between the organizations in different regions. The digital divide between different regions is less.

Table 2 Detailed information on campaign of organizations in different regions

Propagandist Channels	Different regions		
	Central areas	Western areas	Eastern areas
Websites, QQ, WeChat, micro-blog and other tools	95.35%	93.5%	92.08%
Microfilm or Microvideo	51.94%	45%	57.92%
large activities to guide public participation	91.47%	89.5%	88.12%

In the application of Internet to improve the transparency and credibility of public welfare organizations, the popularity rate of social networks in public welfare organizations is very high, and the difference of digital divide between public welfare organizations is not significant. Most organizations publish project activities and progress through social networking (91.15%). Through the Internet, the working objectives and mission declarations of open organizations reach 84.56%. 63.09% of the organizations include fixed media partners including newspapers, TV and Internet. 60.45% of the organizations publish annual institutional financial status through online channels.

From the perspective of regional division between the central and eastern regions, there is little difference in enhancing credibility between organizations in different regions. The number gap between organizations in different regions is increasing.

Table 3 Detailed information about the promotion of credibility in different regions

The way to promote credibility	Different regions		
	Central areas	Western areas	Eastern areas
Publishing financial situation through online channels	62.02%	62%	57.92%
Publishing the work target through the Internet	83.72%	87.5%	82.18%
Announcing the project progress through websites, WeChat, micro-blog and other media.	86.82%	93.5%	91.58%
A fixed media partner	72.09%	56.5%	63.86%

With the popularization and development of Internet technology, the digital hardware gap between public welfare organizations is not significant, but through the investigation and empirical analysis, it is found that there is a clear "gap" in the application of some new or more difficult Internet tools or technology in China, that is, the digital application gap.

So what grass-roots commonweal organizations are lagging behind in the Internet applications? What are the difficulties and needs of public welfare organizations in Internet

use? In order to answer this question, this research takes the Internet new technology of public welfare organization as the research object. The public welfare organization obtains the resources, knowledge and information management through the Internet, the data analysis, the Internet cooperation, the restriction factors of the use of the Internet, and the use of the Internet's maximum demand as the first level index, which is the first level index.

The proportion of public welfare organizations that participated in government and enterprise sponsored offline exhibitions and resource meetings is 67.42%. Less than half of the organizations that participate in government or foundation online bidding projects (47.27%). Only 42.56% of the public organizations of enterprises, foundations or NGO projects can be found through NGO2.0 maps or industry portal websites. There is a lower level of public project competition and new cooperation opportunities through the network (37.66%). This shows that the ability of public welfare organizations to acquire resources is poor. Among them, many organizations have not launched a public organization, and have not launched a public interest organization 35.47%. Launched 2 projects to raise public organization to occupy 15.47%; launched 3-5 projects to raise public organizations accounted for 18.87%.

From the perspective of regional division, there is little difference between organizations in different regions. The digital divide between regions is getting smaller and smaller.

Table 4 Details of the resource acquisition of organizations in different regions

Access to resources	Different regions		
	Central areas	Western areas	Eastern areas
Participating in the industry exchange activities	40.31%	42.50%	44.06%
Participating in the contest of public welfare projects	37.21%	34.50%	41.09%
Searching businesses, foundations or NGO projects through industry websites	41.86%	43%	42.57%
New cooperation opportunities through the industry Web site	27.91%	28%	33.17%

In terms of knowledge and information management capabilities, 50.47% of organizations share public data on the Internet. But the organization that used online volunteer management system is only 38.23%. The employees who have received professional information technology training share 35.97% in the organization. Only 21.85% of the organization used the case management system of the service object. The organization of the project management and the use of the donor's management system using project management tools is less than 18.83% and 18.46%, respectively. This shows that public organizations are weak in using Internet to manage knowledge and information.

From the perspective of regional division, the difference of knowledge management in different regions is not too large. The digital gap between knowledge management is relatively small among different regions.

Table 5 knowledge management details from organizations in different regions

The model of knowledge management	Different regions		
	Central areas	Western areas	Eastern areas
Shared by professional information technology employees	31.78%	40%	34.65%
Using online volunteer management system	34.11%	38.5%	40.59%
Management system using a service object	20.93%	16.5%	27.72%
Using the donor's management system	13.18%	14.5%	25.74%
Using the Internet to share information at cloud end	46.51%	46%	57.43%
Using project management tools	17.83%	17.5%	20.79%

Nearly half of (51.79%) organizations use analysis tools to analyze the amount of access to the published content, which indicates that the public organization has a certain demand for data analysis, but the organization is not familiar with the various analytical tools. For example, there are a lot of organizations that analyze WeChat browsing data. Only 20.90% of the official micro-blog organizations are analyzed. Only 19.02% of the official website visits of the organization are analyzed. This means that public institutions have much room for improvement in understanding and using more analytical tools and understanding their online communication effects. For example, the contact management tool, the background data of various platforms, the data of the micro-blog and WeChat platforms of public welfare organizations, many organizations have not studied and used the data too seriously.

From the perspective of regional division in the East and the west, the difference between the eastern and western parts is slightly higher than that of the central part, but the difference is not significant. The digital gap between organizations in different regions is not obvious, and there is still much room for improvement.

Table 6 Details of data analysis from organizations in different regions

Analysis tool	different regions		
	Central areas	Western areas	Eastern areas
Online analysis tools (such as Baidu access, etc.)	15.5%	18%	22.28%
Micro-blog analysis tools (such as knowledge micro, etc.)	18.6%	19.5%	23.76%
Artificial analysis of the access of WeChat articles	44.96%	54%	53.96%

In the field of Internet collaborative applications, the organization of online calendar scheduling is 24.11%. When network meetings are opened, only 16.95% organizations use screen sharing (such as Skype, joinme, TeamViewer) and other tools for network collaboration, which means that there is still a lot of space to improve the efficiency of collaboration through network tools. This is also a major predicament and demand faced by public welfare organizations.

From the central part of the East and the west, the network cooperation of public welfare organizations in different regions is seen. When the network meetings are opened, screen sharing tools are used to organize network collaboration. The eastern part is slightly higher

than the middle and West, respectively: 20.3%, 11.63% and 17%. In the daily schedule of using online daily arrangements, the proportion of East, middle and West is respectively: 26.24%, 24.03%, 22%, the difference is not great. The number gap between organizations in different regions is small in Internet collaboration.

All of these indicators indicate that quite a few organizations are lagging behind in the application of new Internet technologies. Especially in the application of new tools. The factors that cause this situation and the main needs of public welfare organizations are as follows.

More than half of the public welfare organizations (61.58%) believe that the main reason that they are restricted by Internet technology in the process of operation and management is the lack of professional Internet technical personnel or the lack of volunteer services for the relevant professional and technical personnel in the organization. They have higher educational background and professional level. They don't think Internet technology is a factor that hinders the development of organizations. The contents of other options include no funds, no full-time staff, financial difficulties and insufficient funds. The proportion is only 3.39%. It can be seen that the Internet Professionals of public welfare organizations will affect the Internet use of the organization. It is no longer limited to past hardware facilities, network skills, and the importance of Internet usage.

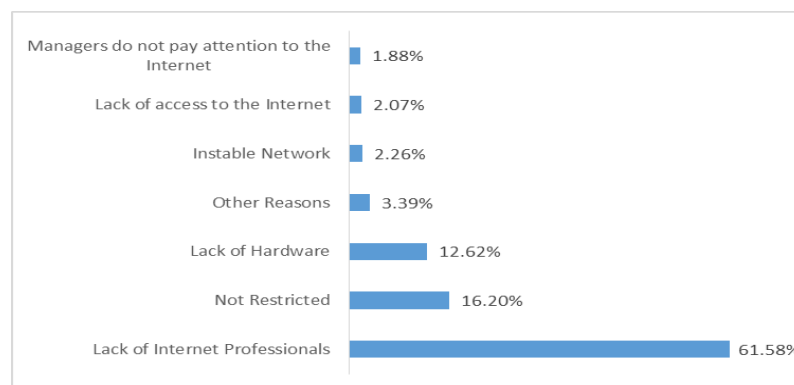


Figure 1 Constraints on the use of the Internet

According to the current research situation, the public welfare organizations need to learn from the new social platform technology organizations such as WeChat and micro-blog, master these new media and other Internet communication strategies. Secondly, we need to master the construction of the portal and the development of the data management system; finally, some commonly used computer software. Use technology. Compared with the previous research data, the demand for "Internet communication strategy training" increased significantly from 37.43% to 53.86%. This shows that most of the public organizations have low communication ability, so it is urgent to strengthen training in the Internet communication strategy and enhance the organization's ability of Internet operation and dissemination.

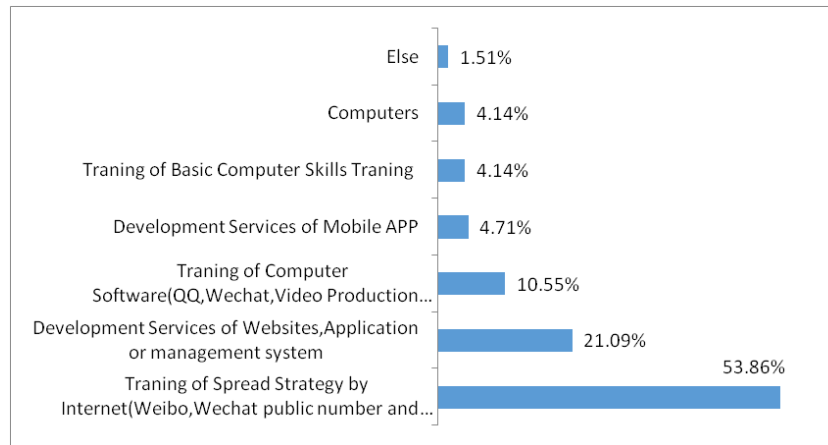


Figure 2: The greatest demand for Internet and computer usage

CONCLUSION

The overall findings of this study are on the basic functions of the Internet, such as through the WeChat, QQ group / WeChat group, public welfare industry information website and other platforms to understand the industry information, propaganda organizations, advocating public welfare ideas, promoting organizational credibility, the diversity of the digital gap between public welfare organizations is not significant. The digital divide, brought by the hardware, is decreasing with the popularity of the network, and the digital gap in the network application and communication capability management (software) is expanding. It is mainly manifested in the differences in the application of Internet new technologies, such as access to resources through the Internet, knowledge and information management of organizations, data analysis and promotion of organization, and the use of Internet collaboration.

With the "Internet plus" era, the Internet and mobile Internet will be more and more great effect on bridging the digital divide. Public welfare organizations should make more use of the advantages of the openness and grassroots of the Internet, carry out more publicity and dissemination for public welfare organizations, fully mobilize the enthusiasm of citizens to participate in public welfare projects, provide technical support services for public welfare organizations, and improve and improve the communication strategies of the organization. There are some suggestions as follows.

"The new situation Internet plus public development will continue to face challenges, grassroots organization needs to keep up with the pace of the times, learning and mastering advanced technology, bring new breakthrough for public welfare undertakings, in order to bridge the digital divide application, so as to enhance the communication strategy. Secondly, public welfare organizations need to analyze their target audience, choose different Internet media and platforms to carry out accurate communication according to the situation of the audience, integrate the Internet resources, integrate development and develop public welfare undertakings. Finally, public welfare organizations need to master certain communication strategies, use the new Internet thinking, and use appropriate Internet media to transmit information. We also need to evaluate the information we need to pass to the target audience.

In addition, social credibility is the "first life" of grass roots public welfare organizations. Implementing information openness and transparency is the foundation for public organizations to create credibility. Public welfare organizations must be equipped with specialized teams to monitor the flow of donations, the details of expenditure, and make public projects implementation and development process openly and honestly.

First, improve the legal system related to the Internet. At present, the current situation of micro-blog, social network, WeChat's circle of friends and rumor misconduct urgently needs the state to formulate relevant laws to punish these actions. Through legislation, the organization structure, operation mode and financial management of the Internet public welfare projects are clearly defined to speed up the use and management of good funds for public welfare organizations, so as to ensure the normalization of the flow of fund-raising. Second, guide the standardization and normalization of Internet public welfare projects. Let Internet public welfare projects be open and transparent on the public platform, open the flow of funds voluntarily, inform the public and feedback in time. Internet public welfare project is low in entry threshold, though certified, but the level is uneven. For organizations involving public welfare activities, the government should raise the threshold of access, establish an authoritative Internet public platform, promote the healthy development of public welfare, and enhance the credibility of the public on the online public welfare projects. The state needs to strengthen support for grass-roots public welfare organizations, and give support to the offline public activities. Finally, the government should encourage universities and scientific research institutes to strengthen professional ability construction in public service, project marketing, fund raising and management, especially for the cultivation of Internet professional technicians, and provide financial support, which can be supported by third party organizations in the form of projects.

"Practice Internet plus public welfare", rely on to offer more training services to support public welfare organizations can assist the weak grassroots public welfare organizations, learning the application of Internet technology, the spread of strategic planning, capacity building, brand promotion, dissemination and information disclosure, cultivate their ability of Internet applications, bridging the digital application Wide gap。 For example, the support of public welfare organizations to the grassroots public organizations related to the Internet new communication technology training, the public welfare to promote and correct guidance, and play the role of supervision and management. For public welfare organizations, mastering Internet technology is the key factor to practice public welfare activities in the new situation.

In the various forms of Internet public welfare activities, the platform provided by Internet companies has become an important element. In the process of promoting public welfare and public welfare, it plays an important link role in promoting the convenient use of public welfare platform and technology, bridging the digital divide and enabling the public welfare organizations.

First, the Internet or large data enterprises should provide technical support for public welfare institutions, and promote the sharing of relevant information and data of public welfare projects, which will help the construction of transparent system in the public welfare industry and eliminate public doubts about the public welfare industry. Secondly, we should integrate different enterprises' public interest force, and use different platform attributes to accurately link different public welfare projects. Such as "Tencent public welfare" network fund-raising platform, Alibaba "public welfare baby" and ant gold clothing platform, "Baidu seeking" public platform and Baidu wallet charitable donations and other platforms. Let the expression of more kindness be achieved through the Internet platform. Internet technology can not only attract public participation, but also help public organizations improve their operational efficiency.

The Internet is a platform technology is a tool, "Internet plus" technology can let everyone through the Internet and technology, to participate in public welfare activities. In this process, we need to integrate social resources and develop new public welfare models. We should make

use of new Internet technology in different areas and different industries to make the public benefit more selective and better carry out the communication and management of public welfare organizations, so as to bridge the digital divide.

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