

Study on Social Service Transformation of New Established Undergraduate Institutions in China: Based on Text Analysis on News on Official Website

YanJun Liu^{1,2}

1. Research Center on Universities of Applied Science of Huanghuai University, Zhumadian, Henan, 463000, China

2. Institute of Education Sciences of Wuhan University, Wuhan, Hubei, 430072, China

Abstract: The transformation of social services is one of the key tasks for the undergraduate university changing to be an applied university. This article made a text analysis on the news about social service from the column of "university events". It shows that the social service of newly-building undergraduate university has distinctive features and has an orientation of "localness, application, openness", which is a natural advantage. It also has the following problems: too many plans lacking systematicness, core competence and sense of participation, lower service level, out-of-date philosophy and so on. It is suggested that newly-building undergraduate university make an inner-driven transformation, with direct and active service to others.

Keywords: Newly-Building undergraduate university; Social service; Application; Transformation and development

DOI: <http://dx.doi.org/10.26549/jetm.v1i1.386>

The newly established universities constitute the main body of local universities and occupy half of higher education in China. In order to guide the healthy development of ordinary undergraduate institutions, the Ministry of Education, National Development and Reform Commission and Ministry of Finance jointly printed and issued the guidance about guiding transformation from local ordinary undergraduate institutions to application-oriented ones in October 2015, which sets forth explicitly "transforming the educational thinking of university to serving local economy and social development, to integration of production and education, cooperation between the university and enterprise, training the application-oriented technical and skilled talents, and enhancing the employability and entrepreneurial ability of students really through promoting the transformation to improve the ability to serve the regional economy, social development and development driven by innovation of the university comprehensively". The author selected 7 representative newly established undergraduate institutions to investigate the news in the column of "School News" on official website for one year, picked out the news about "social services" to conduct text analysis on them, so that we can explore and grasp the problems existing in the development of social service transformation of newly established undergraduate institutions, and propose the improvement ways and recommendations.

1. Sample Institutions and Their Profiles of Social Services

The author selected Heilongjiang Institute of Technology, Baoding University, Huanghuai University, Changshu Institute of Technology, Guangdong Baiyun University, Chongqing University of Science & Technology, Xi'an Eurasia University and other universities from more than 400 new established undergraduate institutions as the sample institutions. The reasons for selecting these 7 institutions are not only the status and influence in the new established undergraduate institutions, but also considerations of location, nature of university, subject characteristics, history of university and other factors of these institutions, and we strive to know by a handful the whole sack for the new established undergraduate institutions. For the profile of sample institutions, please refer to Table 1.

1.1 Profile of Social Services of Sample Institutions

The author conducted the investigation, determination and analysis on the news in the column of School News on the official websites of 7 universities for one year (July 27, 2015 - July 26, 2016) based on the study structure of contents of social services of universities and the definition of social services of universities in the above text, and picked out the news about "social services". Where, for almost a year, Heilongjiang Institute of Technology has total 248 pieces of "school news", including 41 pieces of news

Table 1. Profile of Sample Institutions of Investigation on Current Situation of Social Services of New Established Undergraduate Institutions

Unit	Province	Region	City	Nature of university	Subject characteristics	Date of admission	Total number of news	Number of news about social services	Proportion of news about social services
Heilongjiang Institute of Technology	Heilongjiang	North-east China	Harbin	Staterun	Science and Engineering	2000	248	41	16.53%
Baoding University	Hebei	North China	Baoding	Staterun	Arts and Sciences	2007	153	56	36.60%
Huanghuai University	Henna	Central China	Zhumadian	Staterun	Comprehensive	2004	363	85	23.42%
Changshu Institute of Technology	Jiangsu	East China	Changshu	Staterun	Comprehensive	2004	644	156	24.22%
Guangdong Baiyun University	Guangdong	South China	Guangzhou	Staterun	Arts and Sciences	2005	353	100	28.33%
Chongqing University of Science & Technology	Chongqing	South-west China	Chongqing	Staterun	Science and Engineering	2004	507	143	28.21%
Xi'an Eurasia University	Shanxi	North-west China	Xi'an	Private	Finance and economics	2005	512	112	21.88%
Total							2780	693	24.93%

about social services, accounting for 16.53%; Baoding University has total 153 pieces of news, including 56 pieces of news about social services, accounting for 36.60%; Huanghuai University has total 363 pieces of "school news", including 85 pieces of news about social services, accounting for 23.42%; Changshu Institute of Technology has total 644 "school news", including 156 pieces of news about social services, accounting for 24.22%; Guangdong Baiyun University has total 353 pieces of "school news", including 100 pieces of news about social services, accounting for 28.33%; Chongqing University of Science & Technology has total 507 "school news", including 143 pieces of news about social services, accounting for 28.21%; Xi'an Eurasia University has total 512 pieces of "school news", including 112 pieces of news about social services, accounting for 21.88%; the proportion of news about social services of these seven universities accounting for total news is 24.93%. Please refer to Table 1 for details.

2. Text Analysis on Social Services of Sample Institutions

2.1 Construction of Text Analysis Framework

Based on the research on contents and form of social service by the predecessors, combined with the actual situations of social services of universities, add two dimensions of service subject and service object, and build the four-dimensional system model for social services of universities as the framework of text analysis on the news about "social services" of sample universities.

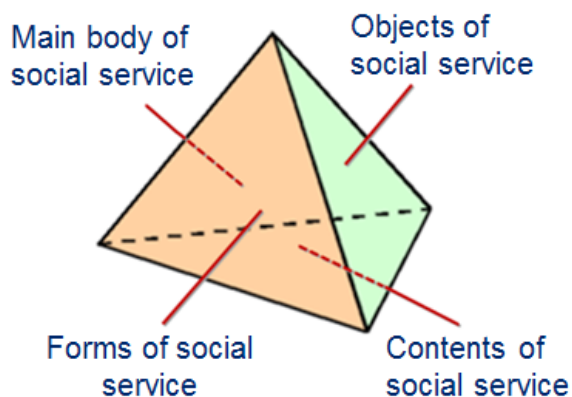


Figure 1. Four-dimensional system model for social services of universities

2.2 Analysis on Contents of Social Services of Sample Institutions

We conducted the analysis, classification and statistics on the news about social services of sample institutions in the aspect of contents, the results show that these 7 universi-

ties have total 217 pieces of news about service contents involved in the talents (teaching), accounting for 25.53% of total news; 115 pieces of news involved in scientific research services, accounting for 13.53%; 59 pieces of news involved in cultural services, accounting for 6.94%; 343 pieces of news involved in resource services, accounting for 40.35%; 116 pieces of news involved in public relations, accounting for 13.65%. According to the order from the high to low proportion, they are resource services, talent (teaching) services, public relationship, scientific research services, cultural services in turn. In addition, the author uses the "integration rate" (total number of news about service contents/social services) to reflect the degree of news involving with contents of social services, and it is 122.66%. Please refer to Table 2 for details.

Through deep analysis on resource services in the aspect of overall sample, according to the frequency from high to low, they are exchange and reference of school-running experience (49.27%), undertaking conferences/events/activities (29.15%), education and training (11.95%), platform construction (5.83%), others (3.79%) in turn; through deep analysis on talent (teaching) services, according to the frequency from high to low, they are supply of application talents (33.18%), education cooperation (26.73%), education and training (18.89%), volunteer services (12.90%), production, study and research cooperation (8.29%) in turn; through deep analysis on public relationship, according to the frequency from high to low, they are visit activities (62.07%), others (21.55%), outgoing activities (16.38%) in turn; through deep analysis on scientific research services, according to the frequency of occurrence, they are academic exchange (26.02%), construction of scientific research and cooperation of production, study and research (23.58%), expert services and government services (21.95%), achievement transformation and technology services (12.20%), technology research and development (10.57%), others (5.69%) in turn; through deep analysis on cultural services, according to the frequency of occurrence, they are modern culture construction (38.98%), heritage of traditional culture (35.59%), cross-cultural integration (15.25%), literary and artistic creation (10.17%) in turn.

2.3 Analysis on Form of Social Services of Sample Institutions

From the overall sample, the news involved in the form of cooperation completion accounts for 38.87%, the news participating in completion accounts for 21.13%, the independent completion news accounts for 23.97%, and the mutual completion news accounts for 16.03%. For the details, please refer to Table 3.

Table 2. Analysis on Contents of Social Services of Sample Institutions

Name of university	Contents of social services												Integration rate
	Talent service		Scientific and research service		Culture service		Resource service		Public relationship		Number of items		
	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion			
Heilongjiang Institute of Technology	24	46.15%	5	9.62%	3	5.77%	14	26.92%	6	11.54%	52	126.83%	
Baoding University	27	31.40%	12	13.95%	18	20.93%	26	30.23%	3	3.49%	86	153.57%	
Huanghua University	14	13.59%	16	15.53%	8	7.77%	55	53.40%	10	9.71%	103	121.18%	
Changshu Institute of Technology	35	19.66%	15	8.43%	9	5.06%	82	46.07%	37	20.79%	178	114.10%	
Guangdong Baiyun University	40	33.06%	12	9.92%	11	9.09%	41	33.88%	17	14.05%	121	121.00%	
Chongqing University of Science & Technology	39	21.55%	32	17.68%	5	2.76%	85	46.96%	20	11.05%	181	126.57%	
Xi'an Eurasia University	38	29.46%	23	17.83%	5	3.88%	40	31.01%	23	17.83%	129	115.18%	
Total	217	25.53%	115	13.53%	59	6.94%	343	40.35%	116	13.65%	850	122.66%	

2.4 Analysis on Main Body of Social Services of Sample Institutions

From the overall sample, the main universities providing social services account for 62.52%, the secondary departments account for 30.47%, the students (schoolmate) account for 3.29%, and the teachers account for 3.72%. Please refer to Table 4.

2.5 Analysis on Object of Social Services of Sample Institutions

From the overall sample, the universities (research institutions) as the social service object account for 35.11%, the enterprises account for 21.81%, the local (community) areas account for 18.22%, the industries (association) account for 12.23%, the government accounts for 7.31%, and others account for 5.32%. Please refer to Table 5.

3. Main Problems Existing in Social Services of New Establish Undergraduate Institutions

3.1 The Social Service is Lack of Planning, and the Planning and Systematicity are not Strong

During investigating the social service conditions of the undergraduate institutions, the author found that although the social service direction of each university was clear and they have strong consciousness, the social service activities had obvious randomness and independence, the planning, systematicity and overall situation were not strong, there were no special planning for social services, and the overall plan and other relevant special plans of university only involved with it.

3.2 The Core Competence of Social Service is not Strong, and the Level of Service is Lower

The above survey results show that the contents of social services of new established undergraduate institutions are dominated by the resource services (40.35%), while the proportion of talent services, scientific research service and cultural service is less, and total proportion of these three aspects does not exceed the half (46.00%), especially the proportion of scientific research services and cultural services is less, and this reflects that the core competence of social services of new established undergraduate institutions is not strong.

Through deep analysis on the contents of social services of new established undergraduate institutions, we find that the service level is not high, and the service effect is limited relatively. For example, in the aspect of talent services, the education cooperation proportion in the low level of talent services is too high (26.73%), while the education training, production (18.89%), study and

research cooperation (8.29%) showing the depth of talent services account for lower proportion; in the aspect of scientific services, the technology research and development (10.57%), achievement transformation and scientific research services (12.20%) and others (5.69%) reflect the less contents about the core competence and level of scientific research services of universities; in the aspect of resource service, the exchange and reference of experience among peer institutions account for nearly half (49.27%), while the implementation of education training (11.95%), collaborative construction of shared platform (5.83%) and other deep resource services account for less relatively.

In addition, the analysis results on the objects of social services of new established undergraduate institutions also show that the universities (research institutions and scholars) become the primary service object (35.11), while the enterprises and local areas (community) with urgent service demands of universities get the less social services relatively (21.81%, 18.22%).

3.3 The Concept of Social Services is Lagged, and the Services are not Active Enough

Through deep analysis on the contents and form of contents of social services of the new established undergraduate institutions, we find that the new established undergraduate institutions tend to take the form of "cooperation" to conduct the social services (38.87%), this kind of service form has the more clear mutually beneficial supplier, the universities can get a certain return from the partner while providing services, and this also meets the reality that the new established undergraduate institutions hope improve the cultivation of application talents, scientific research and other aspects depending on the force of the government and enterprise. This tendency also reflects that the service concept of new established undergraduate institutions still remains in the "self-centred" stage, and has not yet reached the level of "taking others as the center".

In addition, the deep research on public relationship also shows the lagged social service concept of newly established undergraduate institutions. The research data show that the outside activities (16.38%) and other two-way communication activities (21.01) of new established undergraduate institutions through moving out the campus, entering the enterprise industry, government department and local areas (community) are less, while the visit and receipt activities waiting for others are more (62.07%), and this reflects that the new established undergraduate institutions are still not active in the aspect of construction

Table 3. Analysis on Form of Social Services of Sample Institutions

Name of university	Form of social services								
	Completion through cooperation		Completion through participation		Independent completion		Mutual completion		Number of items
	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	
Heilongjiang Institute of Technology	24	57.14%	8	19.05%	4	9.52%	6	14.29%	42
Baoding University	28	49.12%	19	33.33%	6	10.53%	4	7.02%	57
Huanghuai University	26	29.89%	23	26.44%	25	28.74%	13	14.94%	87
Changshu Institute of Technology	46	29.30%	24	15.29%	53	33.76%	34	21.66%	157
Guangdong Baiyun University	51	49.04%	12	12.00%	23	23.00%	18	18.00%	104
Chongqing University of Science & Technology	45	31.47%	39	27.27%	42	29.37%	17	11.89%	143
Xi'an Eurasia University	54	46.96%	24	20.87%	16	13.91%	21	18.26%	115
Total	274	38.87%	149	21.13%	169	23.97%	113	16.03%	705

of public relationship, meanwhile this situation also affects the formation of high-quality public relationship.

3.4 The Awareness of Participation in Social Services is not Enough, and the Enthusiasm of the Secondary Sectors and Teachers are not Stimulated

The above survey results show that, the service principle of social services of new established undergraduate institutions are dominated by the level of school (62.52%), the proportion of carrying out the social service activities of the secondary sector is less (30.47%), the proportion of social services participated by the teachers or the proportion of concern of student on participating in social service by the teachers are very low (3.29%), this shows that the concept of social service is not penetrated in the grassroots or the universities can not stimulate the enthusiasm of the secondary sectors and teachers participating in the social services through the reform of institutional mechanisms.

4. Path and Recommendations on Transformation of Social Services of New Established Undergraduate Institutions

4.1 Transformation From Indirect Services-Oriented to Direct Service-Oriented

For a long period of time before emergence of social service function of universities, the universities engage in the spreading of knowledge and production activities according to the inherent logic of knowledge development and personal interests of teachers, keep away from the social production and life at the edge of society. Since the 20th century, with the spreading of "Wisconsin Idea" and establishment of social service function of university, especially after putting forward the Triple Helix Theory and receiving recognition generally, the universities walked to the center of society from the edge of society gradually. However, due to the lagged awareness, a large number of new established undergraduate institutions did not pay full attention to the social services and establish the direct

Table 4. Analysis on Main Body of Social Services of Sample Institutions

Name of university	Main body of social services								
	University level		Secondary department		Teacher		Students (school-mate)		Number of items
	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	
Heilongjiang Institute of Technology	31	73.81%	9	21.43%	2	4.76%	0	0.00%	42
Baoding University	38	66.67%	7	12.28%	5	8.77%	7	12.28%	57
Huanghuai University	67	77.91%	14	16.28%	2	2.33%	3	3.49%	86
Changshu Institute of Technology	113	71.97%	38	24.20%	4	2.55%	2	1.27%	157
Guangdong Baiyun University	58	58.00%	39	39.00%	0	0.00%	3	3.00%	100
Chongqing University of Science & Technology	99	69.23%	36	25.17%	1	0.70%	7	4.90%	143
Xi'an Eurasia University	31	27.19%	70	61.40%	9	7.89%	4	3.51%	114
Total	437	62.52%	213	30.47%	23	3.29%	26	3.72%	699

relationship with the government, enterprise and industry, local areas (community) and so on, but they serve the society through output of "semi-finished graduates" and "primary scientific research achievements". The so-called semi-finished graduates refer to that the universities ignore the practice teaching and practice training due to use of too much theoretical teaching and academic training to cause that the graduates need the pre-post training and vocational learning for a long time to adapt to the job after graduating and entering the society. The so-called "primary scientific research achievements" refer to the research achievements in the form of paper, project closure report, unconverted patent, laboratory report, investigation report and so on, and such achievements can be converted to the actual productivity with a lot of work. The new established undergraduate institutions should be positioned as the application type and should serve the society directly, such as paying attention to the practice teaching, strengthening the intensity of practice, and training the high-quality technical and skilled talents, after completing the "pri-

mary scientific research achievements", completing the "small test", "pilot" and other work related to conversion of achievements, and providing the mature and supporting technology for the society.

4.2 From Spontaneous Service-Oriented to Conscious Service-Oriented

From the moment, the social service of many newly established undergraduate institutions is still in the spontaneous stage, and the social service activities are lack of planning, coordination, systematicness, overall situation, entire personnel, etc. They urgently need strategic planning and development planning for social services from the spontaneity to consciousness. The planning of social service is to formulate the scientific medium and long term plan, five-years plan and annual plan and guide implementation of social service work according to the needs of national and local economic and social development combined with the advantages, disadvantages and potential of the universities; the coordination of social service refers to guid-

Table 5. Analysis on Objects of Social Services of Sample Institutions

Name of university	Objects of social service												Number of items
	Government		Enterprise		Industry (association)		Local (community)		University		Others		
	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	Number of items	Proportion	
Heilongjiang Institute of Technology	4	8.00%	17	34.00%	6	12.00%	3	6.00%	17	34.00%	3	6.00%	50
Baoding University	14	19.44%	12	16.67%	12	16.67%	24	33.33%	10	13.89%	0	0.00%	72
Huanghuai University	12	12.37%	18	18.56%	12	12.37%	24	24.74%	28	28.87%	3	3.09%	97
Changshu Institute of Technology	8	4.76%	24	14.29%	18	10.71%	42	25.00%	68	40.48%	8	4.76%	168
Guangdong Baiyun University	8	7.84%	25	24.51%	6	5.88%	9	8.82%	45	44.12%	9	8.82%	102
Chongqing University of Science & Technology	6	4.14%	31	21.38%	20	13.79%	13	8.97%	69	47.59%	6	4.14%	145
Xi'an Eurasia University	3	2.54%	37	31.36%	18	15.25%	22	18.64%	27	22.88%	11	9.32%	118
Total	55	7.31%	164	21.81%	92	12.23%	137	18.22%	264	35.11%	40	5.32%	752

ance, coordination of social service activities of various sectors of university to achieve "choose wisely what to do and stop doing" and focus on solving the major problems which should be solved urgently for the economic society rather than hitting out in all directions and "Lord Ye loving dragon"; the systemic social services refer to serving society is not for "treating only where the pain is", but providing the overall solution for the other party; the overall social service refers to the social service is included in the positioning of running university and school work really, plan and develop the social services in the aspect of school; the entire personnel of social service refers to that the universities, secondary sectors not only the main body of social service, but also each teacher and each student are the main body of social service, and they should have the awareness and actions of social services.

4.3 Transformation From "Self-Centred" to "Taking Others as the Center"

The newly established undergraduate institutions have the common problems of short history, weak foundation, weak economic basis, less funds and other problems, so some of new established undergraduate institutions hope to strengthen the practice teaching, enhance the practice training and training the application talents depending on cooperation between university and enterprise, and improve its own level of teaching and scientific research relying on the power of enterprise, while they have difficulty providing a large number of high-quality services for the enterprise, and this kind of "self-centred" service concept causes that the willing and power of enterprise to cooperate are not strong and enough. Therefore, the newly established undergraduate institutions should change the concept and strategy and establish the service concept of "taking others as the center". Firstly, identify the problems to be solved urgently by the enterprise industry, local areas (community), etc., and then integrate the resources in university, concentrate the labor, materials and spirit to solve the major problems in the actual production and life for the enterprise industry, local areas (community) and so on, while improving the quality and efficiency of social service, improve its own teaching and scientific research level, accumulate the strength for serving the society better.

4.4 Transformation From "Demand-Oriented" to "Endogenous Factors-Oriented"

At present, the newly established undergraduate institutions tend to "waiting for enterprise coming to seek help" and the social service is dominated by "demand-oriented" due to lack of thinking inertia, construction of connotation, insufficient accumulation of application and other reasons. This kind of service mode not only causes the

small social service scale, but also forms the vicious cycle easily, and then the enterprise industry and local areas will not recognize and pay more attention to that. Therefore, the newly established undergraduate institutions should "train internal strength hardly", carry out social services based on the cultivation of talents and scientific research, expand to the society from application talents, scientific and technological achievements driven by endogenous development, rather than "waiting" for lower social service capacity, and seek cooperation around even without the ability of social service.

4.5 Transformation From "Extensive Services" to "Precision Services"

The newly established undergraduate institutions tend to "seeking large scale and improvement" during the process of development, and they are positioned on serving the country and major local decisions in the aspect of social service. It seems that the service range is wide and the stage is large, but they always lost themselves and overestimate the ability of social service, causing the poor actual service effect. Therefore, the newly established undergraduate institutions must be based on the local areas, enterprise industry, situations of universities, precision positioning, and choose wisely what to do or not to do to improve the service ability and service efficiency.

References

- [1] Shijian Chen, Lina Zhen. History development, main forms and basic characteristics of social services of universities in the United States[J]. Comparative Education Research, 2006 (12). (in Chinese)
- [2] Hongjuan Lu. Research on social service function of local ordinary universities[D]. Tianjin University, 2005. (in Chinese)
- [3] Xudong Wang. Discussion on expansion of function of social service of local universities[J]. Chinese Higher Education Research, 2007(8). (in Chinese)
- [4] Chunai Zhang. Discussion on social service function of local universities of China[M]. Jinan: Shandong Normal University, 2008. (in Chinese)
- [5] Guiwu Chen. Social service mission and its realization path of universities in the United States[J]. Higher Education Research, 2012 (9). (in Chinese)
- [6] Yanjun Liu. Analysis on generalization relationship of application technology universities[J]. Vocational & Technical Education Forum, 2015 (20). (in Chinese)
- [7] Yanjun Liu. Research on transformation development mode of local undergraduate institutions[J]. Chinese Higher Education Research, 2015 (10). (in Chinese)