

Research on Hot Topics of Building and Developing Student Organizations

—CiteSpace Based Visual Analysis

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Abstract

[Background] The youth organization is a group organization of advanced youth led by our government, a school for the majority of youth to learn socialism with Chinese characteristics in practice, an assistant and reserve army of the organization, and a leadership core of the nation's youth. The construction and work of student organizations is related to the stable development of society and the future development of the nation's youth. [Objective] To systematically grasp the development trend of academic research on the construction and development of student organizations in China, to form the main framework of research on the construction and development of youth organizations, and to provide an important reference for the subsequent research work on the construction and development of youth organization groups. [Methods] Using the corresponding analysis function of the bibliometric visualization tool CiteSpace, we present an overview of the research on the construction and development of student organizations in China, clarify the research network and research hotspots formed by the research results of different scholars, and propose the direction of further development of the research on the construction and development of student organizations in the future. [Conclusion] In the past hundred years, the theme of research on the construction and development of student organizations has been mainly at the two levels of organization and construction, and the research on the construction and development of future youth organizations has helped to promote theoretical innovation with scientific research methods; future student organizations must implement the leadership ideology of the state, adhere to the leadership of the government, do a good job in the ideological, organizational and political construction of Chinese youth organizations, and make full use of the emerging media to actively promote the wisdom of the work of group building.

Keywords

Chinese Student Organizations, Student Organization Construction and Development, Knowledge Mapping, Cluster Analysis, CiteSpace

1. Introduction

Over the past hundred years, student organizations have always been at the forefront of the revolutionary struggle, growing and developing, cultivating and delivering a large number of new forces and working backbone for student organizations (Youth Exploration, 2022). In the history of the Chinese revolution, student organisations have always been one of the important forces. From the Xinhai Revolution to the New Democratic Revolution, student organisations have always been at the forefront of the revolutionary struggle and have made indelible contributions to national independence, people's liberation and social progress. Over the course of a century, student organisations in China have grown and developed, gradually becoming a nationwide network of organisations. Student organisations have not only provided a platform for students to communicate, learn, exercise and grow, but have also nurtured many new recruits and workhorses for the country and society. At the same time, student organisations also have a rich variety of activities and contents, such as initiating campaigns, organising protests and carrying out voluntary services, which are well received and supported by students and society at large. Student organisations have an important significance and role to play in promoting social progress, national unity and achieving people's happiness. It can be said that student organisations have left an important page in the history of China's revolution and social development, and they have made a great contribution to the cause of China's revolution, construction and development.

Based on the importance of student organizations, this paper uses scientific econometric analysis to systematically grasp the development trend of academic research on the construction and development of student organizations in China, to form the main framework of research on the construction and development of youth organizations, and to provide an important reference for the subsequent research work on the construction and development of youth organizations. The research on the construction and development of student organizations includes Yao Jun's "Research on Student Organizations in Colleges and Universities to Promote College Students' Employment and Entrepreneurship", Yuan Min's "On the Opportunities and Challenges of Student Organizations in the New Media Era", and Wei Guomin's "Wisdom Group Construction: Transformation and Development of Student Organizations under Internet Thinking" by Wei Min, and "A Brief Exploration of the Construction of 'Hub-type' Social Organizations of Student Organizations" by Feng Zhiming in Thought Education Research. At the same time, there are also some distinguished scholars in

related fields, such as Zheng Changzhong, Liu Jia, Hu Xianzhong and Lu Shizhen, who have laid the theoretical foundation for subsequent studies on the construction and development of student organisations and provided important references for the construction and development of student organisations. This paper uses CiteSpace software tools and bibliometric methods to carry out scientific and quantitative research, collate the relevant academic results over the past century, map the knowledge of student organisation construction and development research, and present its interpretative history and research dimensions.

2. Data Sources and Research Methodology

2.1. Data Samples and Pre-Processing

Based on the rigour and authority of papers from CSSCI, SCI, EI, CSCD and Peking University core journals, this study conducted a literature search using the China Knowledge Network (CNKI) master database, with a limited time frame of January 1922 to August 2022. The search was further conducted by entering “(TI = student organisation) AND (TI = construction OR TI = development OR TI = work)” through the professional search, and a total of 412 papers were retrieved. They were exported in Reworks format according to the software formatting requirements.

2.2. Research Tools and Research Process

This study focuses on the visualisation and analysis of the mapping of the exported literature information in the Reworks format using the knowledge mapping analysis software Citespace 6.1.R3. CiteSpace is a bibliometric modelling software. It supports many types of bibliometric research, including institutional co-citation analysis, author collaboration network analysis and visualisation of subject and domain co-occurrence, using a scientific mapping process to help visualise and analyse research on the structure, dynamic patterns and trends in the field, enabling researchers to visually identify the evolutionary paths of disciplinary frontiers and the classic foundational literature for subsequent scholars studying brand experiences.

The bibliometric approach used in this paper is a method of educational research that draws on the quantity of various features of the literature and uses mathematical and statistical methods to describe, evaluate and predict the current status and trends in science and technology in a definitive analytical way, so as to properly explore the issues to be studied.

3. Bibliometric Analysis of Student Organisation Building and Development Research

3.1. Annual Analysis of the Literature

The annual temporal distribution of the volume of literature in a particular research area provides a more visual representation of the current state of the research area and further highlights overall trends. The 412 pieces of student orga-

nisation research literature published between 1992 and 2022 are counted by year, as shown in **Figure 1**.

From **Figure 1**, we can see that the literature on the construction and development of student organisations was nil before 1992 and reached a small peak in 1992, when the number of journals reached 24. From 2011 to 2020, there was a slow decline, with the number of articles stabilising at around 10 in the last three years. The trend in the number of articles on the construction and development of student organisations is related to the particular time period and the demands of the times made in the National People's Congress.

3.2. Number of Publications in Core Journals

The analysis of the source and number of journals in the literature can provide a reference for future researchers in this field and is important for identifying the hotspots in this research area. In this regard, this paper collates journal information and finds that 375 of the 412 publications are from core journals, accounting for 60.58% of the total, 242 are from CSSCI, accounting for 39.10% of the total, and only 2 are from EI.

From **Figure 2**, we can clearly see that “China Youth Research” is the main publishing platform for student organization construction and development research, with 135 articles, accounting for about 32.77% of the total. The top seven are China Youth Studies (32.77%), Journal of the Chinese Academy of Youth Politics (11.41%), School Student Organization and Thought Education (6.55%), Chinese Youth Social Science (6.31%), Youth Exploration (4.37%) and Secondary School Political Teaching Reference, and these excellent journals play an important role in research on the construction and development of student organizations. These excellent journals play an important role in research on the construction and development of student organizations. The Journal of the Chinese Academy of Youth Politics was later renamed Chinese Youth Social Science

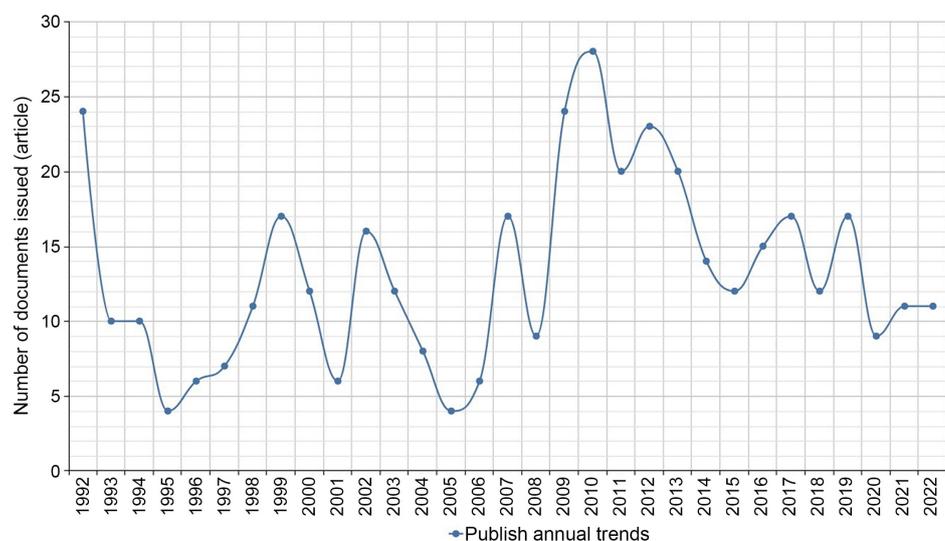


Figure 1. Annual trends in research literature.

sis of the authors of the 412 documents retrieved shows that 14 of them have published more than three articles (see **Table 1**), while the top three scholars have published no more than ten papers, indicating that there are no real core authors in the field of student organisation construction and development research, and most of the authors are student organisation cadres, such as Lu Shizhen, Hu Xianzhong and other outstanding scholars working in Most of the authors are cadres of student organisations, for example, Lu Shizhen and Hu Xianzhong, who work at the China Youth Politics Academy (Central League School).

3.3.2. Analysis of Research Institutions and Collaborations

A statistical analysis of the authors of 412 articles reveals that 16 institutions have published more than four articles on the construction and development of student organisations (see **Table 2**), among which the China Youth Politics Institute and the China Youth Research Centre have published a relatively large number of articles on the construction and development of student organisations, indicating the importance of these two institutions in this area of research. The China Youth Politics Institute, also known as the Central Youth League School, is one of the first national research and training bases of the Youth Marxist Training Project of the Central Committee of the Communist Party of China and a co-constitutor of the Research Base for the Training of Youth Political Talents of the Central Compilation and Compilation Bureau, and has also nurtured it has also cultivated a number of academic brands such as the Central Youth League School Youth Forum and the China Youth Literature Library. In addition, we can see that the research institutions in the field of student organization construction and development mainly focus on key universities and local student union organizations, and the more prominent ones are the key universities (including the Central League School) and local student union organizations in economically developed regions.

Table 1. Authors with 3 or more articles published 1922-2022.

Serial number	Author	Number of articles issued	Serial number	Author	Number of articles issued
1	Changzhong Zheng	7	8	Haichun Liu	3
2	Shizhen Lu	5	9	Hua Zhang	3
3	Xianzhong Hu	4	10	Liangtan Zhang	3
4	Summit Xu	4	11	Chi Kin Wong	3
5	Peng Sun	4	12	Jia Liu	3
6	Chao Xue	4	13	Li Xu	3
7	Guoliang Shi	3	14	Qingling Dong	3

Table 2. Institutions with 4 or more published articles 1922-2022.

Serial number	Institutions	Number	Serial number	Institutions	Number
1	China Youth Politics Academy	23	9	Student Organization Guangzhou Committee	6
2	China Youth Research Centre	16	10	Student Organization Central Youth Movement History Archive	6
3	Shanghai Committee of Student Organizations	11	11	Tsinghua University	5
4	Fudan University	10	12	Renmin University of China	5
5	Wuhan University	9	13	Central Working Committee of Student Organizations for Enterprises	4
6	Beijing University	8	14	Beijing Committee of Student Organizations	4
7	Student Organisation Central Group School	7	15	Student Organization Guangdong Committee	4
8	Central Secretariat of Student Organizations	7	16	China University of Geosciences	4

Analysis of the mapping of institutional cooperation in student organisation building and development research from 1922-2022 (see **Figure 4**) shows that the scattered distribution of most research institutions, with the exception of a little nodal linkage between China Youth Politics Institute and Fudan University, also indicates the predominance of independent research in student organisation building and development research institutions, and the lack of cooperation and communication between research institutions, which is direction for future research efforts on student organisation proposals and development.

4. Research Hotspots

4.1. Keyword Co-Occurrence Analysis

Keywords are the essence and core of a piece of literature, a highly condensed and summarised version of the topic of the article, and an important indicator of bibliometric research (Han, 2017). If a keyword is used several times, it indicates that the subject matter has become a hot topic in its research theme. High frequency keywords in the statistical literature help us to grasp the hot topics in student organisation building and development research. In CiteSpace, the analysis item was set to Keyword and the time was set to 1922-2022 for keyword co-occurrence mapping analysis (**Figure 5**).



Figure 5. Keyword co-occurrence mapping for student organisation building and development research.

As shown in **Figure 5**, high-frequency words with a mediating centrality greater than 0.1 play a larger role in the network of relationships as liaisons and transitions. And the more frequently they appear and the larger the nodes are, the hotspots of research on the construction and development of student organizations. From **Figure 5**, we can see that the keywords with larger nodes are student organization, youth, university, league cadres, new media, innovation, youth work, university students, new era, Student Work Committee, socialism, new situation, new pattern, mass, market economy, Xi Jinping, socialization, microblog, group construction, reform and opening up, work innovation, development, thought leadership, youth association, youth organization, etc. These areas are interrelated and together form a complex and diverse network map.

4.2. Keyword Clustering Analysis

By comparing the co-occurrence analysis of its keywords, cluster analysis allows for multivariate statistics on influencing factors such as people and objects based on the characteristics and patterns of data in the literature, and brings together closely linked keywords to form a category. It is often used to systematically summarise research themes and to reveal the evolutionary path of themes in a particular research area. In this regard, based on the keyword co-occurrence analysis, the LLR algorithm was used to generate a keyword clustering map 1.0 for student organisation building and development (**Figure 6**).

Since the topic was considered to be student organisations the category #0 Student Organisations was removed after clustering to finally obtain the Student Organisation Construction and Development Keyword Clustering Atlas 2.0 (**Figure 7**), making the variability between each of its categories increase and better study the evolutionary path of its topic.

homogeneity of the clusters. When $Q > 0.3$ and $S \geq 0.5$ (where $S > 0.7$, the clustering is efficient and convincing), the clustering results are reasonable, credible and scientific, and have some research value. In this study, the Q value of the clustering profile = 0.685, S value = 0.949, Harmonic Mean (Q, S) = 0.7957, indicating its high confidence level.

The co-occurrence clustering of keywords is based on the homogeneity of keywords as the clustering criterion, therefore, the focus of the study can be analyzed by the clustering combination of keywords. In the keyword co-occurrence clustering map of the student organisation study, the nine clusters (#1 league organisation, #2 university, #3 youth work, #7 mass, #8 league building work, #9 work innovation, #11 youth organisation, #14 self-building, #15 social governance) were coded and grouped according to two dimensions: organisation and building (see [Table 3](#)).

4.2.1. Organization

Organizational Studies of Student Organizations (#1 Corps Organizations, #2 Colleges and Universities, #11 Youth Organizations). Firstly, in the sense of the noun, a youth organisation is a group organisation of advanced youth led by an organisation. In a narrow sense, a Chinese student organization can be considered as a group organization with a specific form ([Chai & Wang, 2021](#)). Secondly, as a special form of student organization organization, university student organization has both the attributes of a group of student organizations and the function of educating people in universities, “so that the logic of the work of school student organizations reflects both the general requirements of youth mass work of student organizations and the special nature of facing intellectual youth, specifically the two core functions of ideological leadership and organizational education” ([Liu, 2020](#)).

4.2.2. Construction

Research on the construction of student organizations (#3 Youth Work, #7 Mass, #8 League Building Work, #9 Work Innovation, #14 Self Construction, #15 Social Governance). For student organisations, the most important manifestation of falling into action is to deepen the reform of student organisations under the guidance of Xi Jinping’s Thought on Socialism with Chinese Characteristics for a New Era, so that they can really give better play to their organisational functions and vitality ([New Industry and Economics, 2018](#)). Therefore, we can see the importance that General Secretary Xi attaches to youth work.

4.3. Analysis of Mutation Words

Words that appear with a sudden increase in frequency in certain years are mutations, which are often used to analyse changes in the subject matter of a research area. In order to understand the evolution of research hotspots in student organisation building and development over time, the authors have drawn up a view of Strongest Citation Bursts ([Figure 8](#)).

Table 3. Grouping of keywords after clustering.

Dimensionality	Coding	Clustering results
Organization	#A Student Organization Organization Study	#1 league organisation, #2 college, #11 youth organisation
Construction	#B Student Organization Building Study	#3 youth work, #7 mass, #8 league building work, #8 #9 Innovation at work, #14 Self-building, #15 Social governance

Top 5 Keywords with the Strongest Citation Bursts



Figure 8. Burst mapping of keywords for student organisation building and development.

The Student Organisation Building and Development Keyword Burst Mapping shows sudden increases or decreases in the frequency of citations to the literature over a period of time. These time points reflect shifts in research hotspots during this period. In this paper, we used the Burstness function in Citespace software to detect the burstiness of keywords and obtained five bursty keywords: student organisations, youth, student leaders, universities and new media. We can divide the evolution of student organisation construction and development research hotspots into three stages according to the five emergent words: firstly, “student organisations” and “young students” started to be prominent in the period of 1992-2006, with the intensity of prominence of “student organisations” and “young students”. In this phase, the prominence of “student organizations” and “young students” started in 1992-2006, with an intensity of 9.99 and 7.1, while the prominence of “student leaders” started in 1992-1999, with an intensity of 3.66. The core journals related to the construction and development of student organizations had just appeared, accompanied by a small peak in the number of related literature, and the related studies were all in the initial stage, with a higher focus on the basic student organizations, youth and student cadres of student organizations. Secondly, the time period when “universities” began to gain prominence was 2005-2010, with a prominence intensity of 3.84. During this period, a national conference on the construction of student organisations’ youth centres was held, a conference on the care and service of students in difficulty was held in Beijing by student organisations, and a conference on the work of the whole league to strengthen the care and service of students in difficulty was held in Beijing. College students work conference, the whole league to strengthen and improve the ideological and political education of college students work conference and student organizations work conference

and other meetings. In the meeting pointed out that we should promote the cause of youth education and strengthen the ideological and political work of young people in depth. The hotspots of student organization research at this stage correspond to the policies advocated and studied by the league, and are biased in the direction of university and college student education. Finally, the time period when “new media” began to gain prominence was 2013-2018, with a prominence intensity of 4.4. During this period, China was implementing a comprehensive deepening of reform, and with the rapid development of the economy and the rise of new media, the keyword “new media” became more prominent. The keyword “new media” became a hot topic during this period.

4.4. Overall Summary

Overall, in terms of quantity, the research results on student organization construction and development are relatively few, and they have attracted less attention. Since 1992, an average of about 10 articles in related fields have been included in core journals each year, and as of August 2022, a total of 412 pieces of literature in the field of student organization construction and development have been included in core journals, which is not a large total, and its development trend has tended to be stable in recent years.

In terms of researchers on student organisation building and development, research scholars are relatively scattered, and individual research results are relatively weak. There are no real core authors in the field of student organisation building and development, which to a certain extent indicates that the building of a talented team in this field is still relatively weak and lacks leading figures. And research on multidisciplinary perspectives is generally weak and needs to be further strengthened. Cross-unit and interdisciplinary cooperation still needs to be strengthened.

The sources of research on the construction and development of student organisations are scattered, with the two most prominent research institutions being the China Institute of Youth Politics and the China Youth Research Centre, and the overall quality of the literature needs to be improved. The research on the construction and development of student organisations has received relatively little funding, and there is a need to strengthen the support for the research on the construction and development of student organisations through multiple channels.

The hotspots on the construction and development of student organizations are mainly focused on league organizations, universities, youth work, youth organizations, mass, league building work, work innovation, self-construction, social governance and other aspects. In general, the hotspots of research are more concentrated, highlighting the “student organizations”, but the research is not cutting-edge enough and not systematic enough. From the perspective of research methods, there is less theoretical research, and the breadth of research is greater, but the depth is lacking.

5. Looking Ahead

On the basis of the results of previous research on the construction and development of student organisations, the authors combine the hotspots and shortcomings of previous research, draw out research spaces and innovative points worthy of deeper exploration and expansion in future research, and conclude the direction of future student organisation development.

5.1. Innovations in the Study of the Construction and Development of Future Student Organisations

Strengthen the innovation of research methods to help promote theoretical innovation. With the continuous development of theory and practice, research methods such as historical research methods, normative research methods and literature research methods have gradually failed to meet the realistic needs of deepening theoretical research and guiding practice. The research posture of the construction and development of student organisations requires the introduction and promotion of modern scientific methods. On the basis of actively exploring the use of modern scientific and technological methods, empirical and qualitative research needs to be strengthened. Empirical research can collect vivid research materials and a large amount of first-hand data from the rich and colourful perceptual world, enhancing the problem-oriented, theoretical interpretation and practical guidance of research on student organisation construction and development; quantitative research can quantify the processing, testing and analysis of information, further enhancing the objectivity, standardisation and practicality of research on student organisation construction and development. In short, the use of modern scientific methods and the strengthening of empirical and quantitative research will provide strong methodological support for theoretical innovation and practical development.

5.2. Future Directions of Student Organisations.

5.2.1. Learn from History and Adhere to the Right Leadership

The year 2022 marks the 100th anniversary of the founding of the Chinese Students' Organisation. The 100-year history of China's student organisations is a history of following the struggle of student organisations for national rejuvenation and of being the helpers and reserve army of the organisation. Standing at the historical node of the centenary of the establishment of student organizations, based on the historical orientation of the new era of socialism with Chinese characteristics and the new journey to achieve the second century of struggle, we celebrate the centenary of Chinese student organizations, seriously review the history of student organizations for a century, retrace the century-long practice of student organizations and youth work, and summarize the laws and experiences of the centenary struggle of student organizations, which are essential to better adhere to the leadership of the organization and it is of great practical significance and contemporary value to forge a modern youth political

group organization, cultivate promising youth and achieve national rejuvenation (Wang, 2022). At the same time, General Secretary Xi Jinping pointed out that “we should strengthen the study of the Chinese youth movement since the May Fourth Movement and profoundly grasp the laws of development of the contemporary Chinese youth movement” (Current Affairs Report, 2019). From the century-long history of student organisations, we conclude adhere to the leadership of the organisation. Adherence to the leadership of the organisation is the foundation of student organisations. This is a valuable piece of historical experience formed by student organisations over the past century, and an important guideline for student organisations to follow in order to face the future and make new achievements (Yang & Zhao, 2022). In the future, student organizations need to stick to the organization’s assistant and reserve forces and always adhere to the organization’s leadership.

5.2.2. Strengthen Ideological Construction and Adhere to Xi Jinping’s Thought of Socialism with Chinese Characteristics.

In his speech, General Secretary Xi Jinping said that student organisations “should insist on educating people for the country and always become a political school leading the ideological progress of China’s youth” (New Generation, 2022). “Helping young people to establish correct ideals and firm beliefs should be the primary task of the league” (Central Literature Publishing House, 2017), and strengthening ideological construction is also a top priority for student organisations. General Secretary Xi Jinping pointed out that “ideals guide the direction of life, and beliefs determine the success or failure of a career. Without ideals and beliefs, there will be a ‘lack of calcium’ in the spirit” (Central Literature Publishing House, 2014). The moral standard and spirituality of a generation of young people largely reflect the civilization of a nation. At the same time, socialist core values are in line with the characteristics and requirements of the new era, especially the social situation and spiritual needs of China at this stage, and will play a leading role in the formation of the world view, outlook on life, values and ideals and beliefs of young people. The youth of the new era should implement the principles of “wealth and strength”, “democracy”, “civilisation”, “harmony”, “freedom” and “equality”. “Freedom”, “equality”, “justice”, “rule of law”, “patriotism”, “dedication”, “honesty”, “friendliness” and other values, criticise and discard wrong values, establish correct values, and implement Xi Jinping Socialism with Chinese Characteristics in the New Era.

The Opinions on Strengthening and Improving the Ideological and Political Work of Student Organizations in Colleges and Universities under the New Situation, jointly issued by student organizations and the Ministry of Education, clearly states that “participating in good ideological and political work in colleges and universities is the core mission task of student organizations in colleges and universities” (New Situation: CJYF, 2017). Student organizations in colleges and universities should first adhere to the ideological establishment of the group, by strengthening the ideological and theoretical armament of college students to

stimulate the endogenous motivation of students to fight and strive for excellence in youth (Li & Liang, 2011). The first thing you need to do is to strengthen your theoretical studies, strengthen your ideals and beliefs, and consciously cultivate and practice your core socialist values. The student organizations of colleges and universities should hold high the great banner of Xi Jinping's thought of socialism with Chinese characteristics in the new era, thoroughly implement the education policy of the organization, closely focus on the central work of talent cultivation in their colleges and universities, uphold the concept of student development, face the actual needs of the growth and success of college students, combine the characteristics of their colleges and universities, build a rich and flexible second classroom practice education carrier platform, guide college students in the programme aims to enhance the overall quality of students and enrich their life after school through quality development, social practice, voluntary services and self-management services.

5.2.3. Strengthen the Organization and Adhere to Strict Governance of the League

The significance of the mass organization of youth is that the organization of the league is the organization of the masses, and the league should occur in the majority of the youth masses to influence (Li, 2022). Strengthening the organization of the league is the basic work of the student organization, and the effectiveness of its concern is ultimately reflected in the overall improvement of the basic quality of hundreds of millions of young people and the building of the organization team.

General Secretary Xi Jinping pointed out that “student organisations should enhance their leadership, organisational power and service power, and unite and lead youth members to grow into good youth of the new era who have ideals, dare to take charge, can bear hardships and are willing to struggle” (People's Daily, 2022). Only when the youth have faith, the country has strength and the nation has hope, and the youth are the most vibrant and dynamic group in social development. The times demand that the youth of China continue to work hard and struggle to achieve the great rejuvenation of the Chinese nation. Therefore, the work of student organisations in the new era should “adhere to the requirements of being youth-oriented, deeply rooted in youth, fully relying on youth, and doing everything for youth”, so as to reach out to youth groups, solve their problems and inspire them to strive for the comprehensive construction of a modern socialist country (Cai & Wang, 2011). At the same time, Chinese student organisations need to lead young people with the youth of the times and mobilise them in an effective way to build their work for national rejuvenation and realise their values in life (Hu, 2020).

In January 2015, the third plenary session of the seventeenth session of the student organization pointed out: “to implement the requirements of the overall strict management of the organization, vigorously promote the strict governance of the league”. June 2018, General Secretary Xi Jinping in a group conversation

with the new student organization leadership team members. In June 2018, General Secretary Xi Jinping, in a group conversation with members of the new leadership team of student organizations, clearly requested that student organizations should effectively implement strict governance of the league, so as to “be strict politically”, “the cadre of the league should be strict”, and the league membership should also be strict. The above is the organization’s specific elaboration of strict governance of student organizations, student organizations must seriously implement, adhere to the strict management of student organizations.

The student organizations of higher education institutions can make full use of the role of student organizations, student unions and student associations to link with the construction of campus ecological culture, student organizations manage and lead student unions and student associations, so as to play a role in promoting the culture of the general student body. This will help students to better understand and serve the community (Liu, 2022).

5.2.4. Strengthen Political Construction and Give Full Play to the Role of Political Leadership

In a group conversation with the 18th leadership of the League, General Secretary Xi Jinping pointed out that student organisations should “take it as their political responsibility to consolidate and expand their youth base”. At the same time, the conference on student organizations held in July 2015 officially singled out politics as the first attribute of student organizations. At the conference, General Secretary Xi Jinping pointed out that “politics is the soul and the first priority of a student organisation. Without political nature, group organizations will easily have the tendency to break away from the leadership of the organization, they will be vulgarized, they will become general social organizations, and they will even go to the path of evil” (People’s Network, 2017). For this reason, student organisations must attach great importance to their political construction.

Student organizations clearly put forward the whole group to further improve the political standing, enhance the “four consciousness”, adhere to the Xi Jinping new era, socialist thought with Chinese characteristics as a guide, to further clarify the fundamental tasks and direction of student organizations and youth work. It is necessary to give full play to its political leadership role and play the role of youth in achieving the political goals of the organization as a force and commando, to strengthen the sense of responsibility of youth for the organization and the cause of the people, a sense of mission (Lu & Li, 2022).

5.2.5. Strengthen the Construction of New Media Areas and Popularize the Intelligent Group Building System

At present, new media communication, such as the Internet and mobile phones, based on digital and network technologies, is rapidly changing the form of information transmission in human society, and penetrating into the socio-political, economic, ideological and cultural fields with a “ubiquitous” and “omnipotent” attitude (Yuan, 2013). In the face of the irreversible wave of new media, student

organizations must take the initiative to meet the challenges and firmly grasp the opportunities, promote the “intelligent group building” work, improve the attractiveness and cohesion of the group, and expand the effective coverage of the group’s work (Wei, 2014).

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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