

An Empirical Research of College Students' Advanced Model Cultivation Mechanism in a New Period –Taking a university in Wuhan as an example

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Abstract. Taking 500 ordinary school students and 10 outstanding college students in a university in Wuhan as research objects, this paper carries out questionnaire and interviews, and finds out deficiencies of such a university in model cultivation, that is: the single pattern in selection of advanced model, the lack of influence in publicity of model, the vacancy in follow-up cultivation of the models, the lack of feedback in the effect of model education and so on. What's more, this paper forms a virtuous cycle of model selection – model publicity – model cultivation – model education effect feedback mechanism and various work through the top-level design of model education planning system, the optimization of mining model, the innovation of publicity model, the improvement of follow-up model cultivation, the construction of effect feedback mechanism and other ways, and then builds a college students' advanced model cultivation mechanism in a new period.

Keywords. model cultivation; model education; model publicity

1 Introduction

Model demonstration in a group plays a leading role in people's awareness and behavior change^[1], so the cultivation of the college students' models has an important ideological education function. Meanwhile, the establishment of advanced models is an inevitable requirement to do well publicity and ideological work in the new period. In recent years, the Party Central Committee and the Ministry of Education attach great importance to the cultivation of college students' models, actively promote advanced model cultivation, and also conduct innovation on college students' ideological and political education^{[2],[3]}. Under the new situation, the increasingly diverse social value orientation has a great impact on the traditional cultivation model cultivation mechanism, and some teenagers even negatively

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deconstruct advanced models, and the college students' advanced model demonstration effect presents a weakening trend. Therefore, reconstructing the college students' advanced model cultivation mechanism in the new period is of great significance on the talent cultivation in a university. This paper carries out a research in combination with the questionnaire of the current status of model cultivation work in a university in Wuhan, and interview results of a series of college students' advanced models, and it also analyzes deficiencies of university in the model cultivation work at the present stage through grasping first-hand data, thus laying practice basis for the paper, and having an important practical significance on accurately grasping the current status of the college students' model cultivation work in the new period, and exploring generally applicable college students' model cultivation mechanism.

Taking all school students in a university in Wuhan as a sample frame, the research mainly adopts the questionnaire supplemented by the case interview survey, and selects the freshmen, sophomore, junior, senior and postgraduate as practical samples according to a random sampling method.

Questionnaire: Issue 500 pieces of questionnaire. This activity recovers 496 pieces of questionnaire with 490 pieces of valid questionnaire, and 98% of effective rate of the questionnaire. It includes 260 men with a proportion of 53.06% and 230 women with a proportion of 46.93%. Under a discipline background, there are 238 people in the field of humanities and social sciences with a proportion of 48.57% and 252 people in the field of natural sciences with a proportion of 51.43%. In the grade distribution, there are 94 freshmen, 122 sophomores, 150 juniors, 106 seniors and 18 postgraduates, and the proportion is respectively 19.18%, 24.90%, 30.61%, 21.63% and 3.67%. With the experience in serving as student cadre, there are 215 student cadres with a proportion of 43.87% and 275 non-student cadres with a proportion of 56.12%. The research also interviews 10 advanced college students' models in recent years, including 3 innovative and entrepreneurial college students' models, 5 advanced models in voluntary services and 2 college students' models.

2 Current status of advanced model cultivation in a university in Wuhan

Computational analysis is given to the model cultivation mechanism and statistics of four dimensions by using the function of SPSS descriptive statistical analysis, so as to understand the overall distribution. Specific conditions are as follows.

2.1 Selection of college students' advanced models

Table 1 reflects acceptance of school students for the way of selecting college students' models in the university. In the way of selecting models, 45.8% of students believe that the way of producing advanced models in the university is not very reasonable, 4.8% of students believe that the way of selecting advanced models in the university is unreasonable, and 42.1% of students believe that the way of selecting advanced models in the university is more reasonable, and only 7.3% of students believe that the way of selecting college students' advanced models is reasonable. In the way of selecting models accepted by the students, 21.2% of students support the way of recommendation by the faculty, review by the school, early discovery and cultivation by the school department; while 52.2% of students hope to adopt the way of organization of related activities by the school, joint participation and democratic selection by the students; 25.6% of students accept the way of campaign through competition and auditions among students; 1.0% of students select other

ways, indicating that, in the way of selecting models, the college students are more inclined to democratic selection, and looking forward to equal participating opportunity.

Table 2 reflects acceptance of college students for the existing models in the university. 54.9% of college students are more acceptable for the existing models in the university, 9.2% of college students are unacceptable for the existing models in the university, and only 31.0% of students are completely acceptable. This data directly reflects that the existing college students' models in the university could not be accepted by the students to a certain extent. At the same time, 12.3% of students believe that the image of the college students' models is "high, tall and complete"; 52.1% of students believe that the image of the existing models is general, and model type is too simple; only 27.9% believe that the models are representative and close to the fact. In addition, the author clears up materials related to renowned college students' advanced model deeds in recent five years, and finds that these advanced models have much in common. They are reflected from the side that the university is more inclined to "modeling" in the selection of models.

Table 1. Acceptance of college students for the way of selecting models.

Item	Category	Frequency	Valid percent (%)
Whether the college students accept the existing models in the university	Acceptable	152	31.0
	More acceptable	269	54.9
	Unacceptable	45	9.2
	Hard to say	24	4.9
How is the image of the existing advanced college students' models	Representative, and close to fact	137	27.9
	Too "high, tall and complete"	60	12.3
	General, and model type is too simple	255	52.1
	Unclear	38	7.7

Table 2. Acceptance of college students for the existing models in the university

Item	Category	Frequency	Valid percent (%)
Whether the way of producing models is reasonable	Reasonable	36	7.3
	More reasonable	206	42.1
	Not very reasonable	224	45.8
	Unreasonable	24	4.8
Way of selecting models accepted by students	Recommendation by the faculty, review by the school, early discovery and cultivation by the school department	104	21.2
	Organization of related activities by the school, joint participation and democratic selection by the students	256	52.2
	Campaign through competition and auditions among students	125	25.6
	Others	5	1.0

2.2 Publicity of the college students' models

As shown in Table 3, 67.4% of students believe that the school publicity for the college students' advanced models and advanced deeds is general, 12.5% of students believe that the publicity is not in place, and only 16.7% of students believe that the school publicity for the college students' advanced models and advanced deeds is in place. It indicates that the school publicity for advanced models needs to be strengthened.

As shown in Table 4, 35.8% of students hope that the school publicizes the students' models through the network platform (campus network, microblogging), 44.7% of students hope that the school publicizes the students' models through holding seminars and face-to-face exchange meetings by school and faculty, 13.0% of students hope that the school publicizes the students' models through school associations, community activities, theme class meetings and other ways, and no students hope that the school publicizes the students' models through newspaper, magazines inside and outside the school, and other traditional media. It indicates that, with the rapid development of new media technology today, using the network new media has become a more popular publicity channel for students, and the ways of accepting model education present a diversified development trend.

Table 3. Whether the school publicity for the college students' advanced models and deeds is in place.

Item	Category	Frequency	Valid percent (%)
Whether the school publicity for the models and advanced deeds is in place	In place	82	16.7
	General	330	67.4
	Not in place	61	12.5
	Unclear	17	3.5

Table 4. Question about the most desired way to publicize the advanced deeds of the students' models.

Item	Category	Frequency	Valid percent (%)
Which is your most desired way to publicize the advanced deeds of the students' models	Seminars and face-to-face exchange meetings held by school and faculty	219	44.7
	Through the network platform (campus network, microblogging, etc.)	175	35.8
	Newspaper, magazines inside and outside the school	32	6.5
	Through associations, community activities, theme class meetings, etc.	64	13.0

2.3 Cultivation of the college students' models

As shown in Table 5, 74.3% of students believe that the school builds a good platform for the growth of the college students' models, indicating that the majority of students accept the school work for the growth of the college students' models. However, in terms of follow-up cultivation of the college students' models, as shown in Table 6, 84.7% of students believe of vacancy in follow-up cultivation of the college students' models, and only 15.3% of students believe of no vacancy in follow-up cultivation of the college students' models. It indicates that the follow-up cultivation of the college students' models needs to be strengthened.

Table 5. Whether the school builds a good platform for the growth of the college students' models.

Item	Category	Frequency	Valid percent (%)
Whether the school builds a good platform for the growth of the college students' models	Yes	364	74.3
	No	126	25.7

Table 6. Whether the school is vacant in follow-up cultivation of the college students' models.

Item	Category	Frequency	Valid percent(%)
Whether the school is vacant in follow-up cultivation of the college students' models	Yes	415	84.7
	No	75	15.3

2.4 Educational effects of the college students' models

As shown in Table 7, 54.3% of students believe that the college students' advanced models play incentive roles for a small number of students, 5.3% of students believe that the college students' advanced models basically do not play any model and demonstration role, only 36.7 % of students believe that the college students' advanced models play incentive roles for a large number of students, and create an atmosphere to seek for excellence. It indicates that the demonstration role of the existing college students' advanced models is not obvious.

Whether the models may play continuously incentive role are shown in Table 8. As shown in Table 8, 65.4% of students believe that the college students' models could not play continuous incentive role, and only 34.6% of students believe that the existing college students' models can play continuously incentive role. It indicates that the continuous influence of the models needs to be strengthened.

Table 7. How do you think the model and demonstration role of the college students' advanced models.

Item	Category	Frequency	Valid percent(%)
How do you think the model and demonstration role of the college students' advanced models	Play model and incentive role for a large number of students, and create an atmosphere to fight for excellence	180	36.7
	Play an incentive role for a small number of students	266	54.3
	Almost no effect	26	5.3
	Unclear	18	3.7

Table 8. Do you think whether the college students' advanced models may play continuous incentive role.

Item	Category	Frequency	Valid percent (%)
whether the models may play continuous incentive role	No	320	65.4
	Yes	170	34.6

3 Existing problems in the cultivation of advanced models

3.1 Ways of selecting the college students' models are to be innovated, and the selection of advanced models is lack of diversification and individuation

The selection of advanced models is the most basic and the most critical link in model cultivation, the primary problem is the way of selecting models. Only to have a real insight into the idea of education groups, respect the subjectivity of the educated, and build models accepted by the students based on the purpose of education can lay a foundation for subsequent models to play educational role. The survey shows that nearly half of students believe that the ways of selecting advanced models in the school are not very reasonable, and the questionnaire and interviews reflect that the students have more and more demands on democratic selection of college students' models. It indicates that, in terms of selecting models in the school, the school neglects subjectivity of the educated to a large extent. Meanwhile, in terms of the acceptance of the existing models selected by the school, the existing college students' models are unacceptable by the students to a certain extent; in terms of the suggestions of the college students on the improvement of the model cultivation mechanism, the voice of "everyone can be an advanced model" is louder and louder; in terms of the college students awareness of the image of the existing college students'

models, there are deficiencies in too simple and modeling type, and it fails to close to the reality of the college students. Such models are difficult to attract the attention of students, nor easy to be fully accepted by the college students from heart. So it's difficult to motivate college students to learn spontaneously.

3.2 Publicity influence of the college students' models is not enough, and the publicity pattern needs to be further innovated

Whether the advanced models can enjoy popular support is closely related to the publicity of models. The questionnaire shows that, a vast majority of students believe that the effect of the school publicity for the college students' advanced models and advanced deeds is general. The interview results also show that, the publicity for many college students' models and advanced deeds is transient. It indicates that, in terms of the publicity of the college students' models, there are some problems. For example, the publicity influence is not enough, and the publicity is in a short term. In the way of publicity, the questionnaire results show that, with the rapid development of the new media technology today, the learning of the college students' models and advanced deeds through the network platform (campus network, microblogging, WeChat, etc.) has become a demand of the contemporary college students; the main form of publicity through holding seminars and face-to-face exchange meetings by school and faculty is still students' expectations. But the way of publicity by the use of newspaper and magazines is gradually abandoned by the students. It indicates that the school should consider combining the online modes with the offline modes of publicity, expanding the coverage of publicity, and enhancing the publicity influence of advanced models.

3.3 The school builds a good platform for the growth of the college students' models, but the follow-up cultivation of the models needs to be strengthened

The growth of the college students' models is inseparable from a variety of resources and platforms provided by the school, but the model cultivation never accomplishes in an action, which requires the school to build a platform and tracking cultivation, so as to have a further development and improvement in the original basis. It also requires continuous care and help of school, so that the models can always keep with the times and become truly charismatic models. The survey finds that, more than 80% of students believe that the school builds a good platform for the growth of the college students' models. However, in terms of the follow-up cultivation of the models, more than 75 % of students believe that the school is vacant in the follow-up cultivation of the college students' models, indicating that the follow-up cultivation of the college students' models needs to be strengthened.

3.4 Current college students' models play certain educational roles, but the continuously incentive role of the models still remains deficiencies

According to the survey feedback on the education effect of the college students' models, it is not difficult to find that, the existing college students' models play certain roles in motivating the college students to learn and practice advanced models, and creating an atmosphere to seek for excellence, but the scope of its demonstration effect also has limitations. As we all know, the educational effects of model demonstration is not immediate. Without continuously incentive role, the most excellent model is difficult to produce a profound and long-term demonstration effect. The survey results show that, more than half of students believe that the existing college students' models fail to play continuously incentive role,

indicating that the school is necessary to take measures to promote advanced models to play a continuously incentive role.

4 Construct strategies and specific measures of the college students' advanced model cultivation mechanism in the new period

The so-called college students' model cultivation mechanism refers to interrelated connections among institutions, systems and institutions, factors and crucial points constructed for promoting advanced models. This paper aims at accurately grasping the basic rules of the college students' advanced model cultivation work as a premise with a starting point of the current status of the college students' advanced model cultivation in a university in Wuhan, and realizes a virtuous cycle of model selection – model publicity – model cultivation – model promotion – model education effect feedback and various work through top-level design and system planning, thereby building a generally applicable college students' advanced model cultivation mechanism in the new period.

4.1 Grasp model cultivation rules

To grasp model cultivation rules, it is necessary to follow the basic rules of growth and talent of the college students, and take full account of the college students' psychological features in the new period, and also combine with the growth rules of the college students' advanced models. Therefore, to grasp the basic rules of the college students' advanced model cultivation, it is not only necessary to follow the “subjectivity” of the educated and “orientation” led by the models, but also pay attention to the organic unity between the contemporaneity of the models and universality of the masses. First, the contemporary college students have a strong subject consciousness and advocate individuality, so it is necessary to take full account of the subjectivity of the educated in the process of model cultivation, especially in the selection process, and the models selected in this way are acceptable. Meanwhile, under a social background with an increasingly diversified moral value, young college students are prone to be caught in confusion, so the model cultivation must adhere to correct orientation, so as to play an active demonstration and leading role for confused college students. Second, the advanced model is an interaction process of the educator and the educated, so the advanced models can be accepted by college students in the new period. Their advanced deeds can be internalized in heart and externalized in behavior by the college students in the generation of post 90s only through manifesting the characteristics of the times and declaring the trend of social development; meanwhile, the college students' advanced models must have a broad mass base to produce guidance for the ideology and behavior demonstration for a certain number of audiences, thus playing their own demonstration role to a maximum extent.

4.2 Optimize the model selection mode

Advanced model selection is the most basic and the most critical link. Thus, model selection must fully grasp the diversified situation of the college students' ideology, fully respect the college students' subjectivity and personality, and grasp model cognitive rules. In terms of the selection mechanism, it is necessary to build a student-centered democratic selection mechanism, so that the entire process of the model selection is carried out around the students. In terms of the selection type, the schools should actively encourage diversification and personality development of students, and select models with different styles, fields and

traits on the basis of fully surveying model types advocated in the minds of students, and jump out of the model's modeling circle.

4.3 Innovate model publicity mode

The publicity of the college students' models is an important factor for the audience to strengthen its influence, and also a source of impetus to inspire constant progress of the advanced models. To truly expand the influence of model publicity, it is necessary to fully grasp the publicity rules in the new media age. First, there is a need to publicize by making full use of the strong interaction of new media, fast publicity speed, wide range of influence and other advantages, and combine with traditional face-to-face exchange meeting, seminar and other forms, so as to achieve all-round, multi-angle, high-efficient stereo coverage of advanced models and their deeds. Second, there is a need to fully grasp the information-spreading characteristics in the new media age, and present the stories of the advanced models in a way of songs, movies, comics, drama and other forms loved by young college students, and rely on extensive spreading by new media technology to promote the spirit of the college students' models truly kept in the brain and heart of the college students. Finally, there is a need to pay attention to the durability of the publicity effect. The publicity of the college students' models should take all kinds of activities as a carrier, and take the critical time node as an opportunity to create cultural atmosphere of campus with a subject of the spiritual connotation of advanced models, so as to achieve the maximization of the model publicity and education effect and ensure the sustainability of publicity effect, but also better motivate the advanced models to continue to advance with the times.

4.4 Improve the follow-up model cultivation mechanism

To make advanced models that continue to play demonstration role, it is necessary to constantly improve themselves, and also require follow-up motivation and cultivation by the universities. The school should further improve the follow-up cultivation mechanism of the college students' models. First, the school should build a platform which is conducive to sustainable growth of the models, regulate model educational activities and help the college students' models have the opportunity to continue to exert their strengths and constantly improve themselves in the process of growth. Second, the school should pay attention to the model growth track and management, and the guidance and motivation in the process of college students' model growth, and urge college students' models to constantly improve the ideological level in the process of growth and constantly improve themselves, thus playing a continuously incentive demonstration role.

4.5 Build education effect feedback mechanism

With the rapid development of society today, the educational mechanism of the college students' models also requires advancing with the times, and the ultimate goal of college students' model cultivation is to guide good changes of the behavior or consciousness of the college students⁶. Therefore, it is necessary to pay attention to build an feedback mechanism of educational effect; through the theoretical research and practice test of the model education effect, summarization and analysis of the school deficiencies in each link of model cultivation, including the assessment of the suggestions of students feedback and the problems reflected in the practice process, the assessment and discussion of the publicity intensity and effect, the interview of the growth feelings and experience of the college students' models and the communication and assessment of the society, school and family actively cope with the school deficiencies in each link of the model cultivation, thus plan-

ning various departments as a whole for overall planning, and building a more comprehensive college students' model cultivation mechanism.

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