Characteristics, Dilemmas, and Suggestions of the Development Model of "Internet + Charity"

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Abstract: Charity is an important part of China's multi-level social security system, a key element that plays the role of the third social distribution, and an important embodiment of socialist core values. Internet public welfare fundraising has become an important channel for the development of Chinese public welfare charities. From project initiation, and project design, to the disclosure of the use of donations, local charitable organizations are also constantly improving the whole process of Internet fundraising, which has injected a strong impetus to promote the high-quality development of charitable undertakings. This paper first introduces the characteristics of the "Internet + charity" model and then analyzes the difficulties faced by the "Internet + charity" model, including the corresponding countermeasures and suggestions.

Keywords: Internet charity; Dilemma; Countermeasures and suggestions

1. Characteristics of the "Internet + charity" development model

With the rapid popularization and development of the Internet in China, many charitable organizations have also joined the Internet. In the past, traditional public welfare undertakings were often limited to the mode of "a minority donating to charity, while the public is onlookers", as charity was seen as the rich giving alms to the poor or giving help to the weak, so there were few subjects participating in charity activities. However, the rapid development of Internet technology broke the boundaries, and the amount of donations was no longer fixed as before, so ordinary people could freely choose the amount. The combination of charity and the Internet plays a special role in eradicating poverty, improving the quality of life, and maintaining social stability.

1.1. Internet charitable donation platforms are gradually increasing

China's charity has a long history, especially since the reform and opening up, the party and the state attach great importance to it, and the charity has made innovative development in many aspects. Through the implementation of the "Internet + charity" strategy, local charity associations have successively cooperated with platforms such as Tencent Public Welfare, WeChat Public Welfare, Alipay Public Welfare, and Sina Public Welfare, and established many charity projects according to specific conditions. It has established a coordinated

work system at all levels of provinces, cities, and counties, and formed a charity and public welfare ecology with extensive participation and more precise assistance. The projects include educational assistance, medical assistance, left-behind children and women, elderly people living alone, and community construction and governance [1]. Caring people from all walks of life have donated money through WeChat groups, friend circles, posters, and other channels. The role of the Internet is obvious in promoting the spread of charitable ideas and the development of charitable acts.

1.2. Charity information is more open and transparent

The cross-border cooperation between the Internet industry and the government, charitable organizations, society, and citizens has once again set off a wave of national charity. Compared with traditional charities, the speed and efficiency of Internet fundraising once again show the world the infinite possibilities of the integration of charity and advanced technology. The combination of the Internet and charity has made universal charity readily available a reality. As a platform for the open dissemination of information, the Internet has made charitable behavior more transparent and efficient. It highlights the important position of philanthropy in social governance innovation [2].

It not only forms a sharp contrast with traditional charity, but also brings profound changes to the development of charity, which is conducive to forming a good charity environment in the whole society, and greatly stimulates everyone's enthusiasm to participate in charity. Internet charity has become one of the important forms of modern charity, and the publicity of network celebrities and celebrities has also played an important role, for example, in recent years, more people have learned about Internet public welfare, and more and more people have participated in helping the country's rural revitalization.

1.3. Charity for all becomes a reality

"Internet + charity" can stand the test of the actual situation. Various charitable organizations use the Internet as a platform to establish official WeChat accounts, Weibo accounts, websites, and official software. They update official articles from time to time, push charity news, publish the latest developments, track charity projects, disclose fundraising information and project progress, and so on so that the public can understand the philosophy and charitable behavior of charity organizations. "Internet + charity" and public welfare have become a new characteristic of charity ecology in the country. Compared with the charity action initiated by professional organizations, the voluntary charity action mechanism of netizens has more flexibility, timeliness, and participation in emergencies [3].

This has created a good charitable atmosphere for the masses. Under the influence of this environment, the masses consciously care about charity, support charity, and take the initiative to contribute their strength to China's charity. This kind of charitable participation on the social platform is not only a useful supplement to the government and society but also an important cornerstone of social progress. The atmosphere of national charity not only provides a cultural background for the healthy development of "Internet + charity", but also expands the path for the normalization, long-term development, and specialization of charity.

1.4. The form of charity is interactive and innovative

Internet platforms not only make it faster and more convenient for people to participate in charity activities, but also design products and projects that meet people's psychological needs from a more humane perspective, improve citizens' participation and praise for Internet charity undertakings, subtly promote the concept of charity, and strengthen the construction of charity culture in the whole society [4]. Relevant state departments issued clear instructions, requiring charitable organizations across the country to conscientiously abide by

relevant regulations to carry out fundraising following the law and do a good job in information disclosure and financial management. Charitable organizations focus on service charity establish a relief model of information sharing, data sharing, and mass help, with one person helping another person, and many people helping one person so that the masses can truly feel the effects of modern Internet charity.

2. Difficulties faced by the "Internet + charity" development model

Due to the weak foundation of philanthropy in China, the short time it has been combined with the Internet, and the increasingly complex and diversified social development, Internet public welfare will face many difficulties and challenges in the development process. For example, in recent years, there has been more negative information about charitable organizations, insufficient credibility of charitable organizations, asymmetric fundraising information, unsound relevant laws and regulations, and lack of a complete regulatory system.

2.1. Charities face a crisis of public trust

While "Internet + charity" breaks the boundaries of time and space and facilitates the public to participate in charitable activities anytime and anywhere, it also brings trust problems to the masses. In the past development process of China's philanthropy, donation fraud occurred repeatedly, which is not conducive to the construction of social credibility. Integrity is the foundation for charitable organizations to successfully raise funds and carry out projects, and it is also the driving force for the stable and long-term development of charity. In recent years, the construction of the rule of law in China has been continuously improved, and the policies and regulations related to the charity law have also been revised and improved, but the construction of the rule of law is a long-term process, and blind spots still exist in the process of legal improvement. For example, the charity law has not yet established clear regulations on the issue of personal help, and the donation projects initiated by netizens through their personal identities lack certain rationality and legitimacy. Fundraising activities without clear provisions in the law and in the legal blind area increase the probability of fraud and donation fraud, so the social credibility of charitable organizations will be greatly reduced.

2.2. Fundraising information is not symmetrical

From the perspective of the operation mechanism of the charity organization platform, although the combination of the Internet and charity has improved the enthusiasm of the people to participate in charity and increased the understanding of the public about charity information, some organizations have a short time and small amount of information to publicize charity information, and the public has little knowledge of relevant information and lacks the feedback mechanism of the public's opinions, so the public can only passively accept the help of the organizations. There is an inability to communicate effectively with charitable organizations. When a charitable organization cannot form a positive interaction with the donor, the work efficiency of the charitable organization will be reduced, resulting in over-donation, under-donation, and wrong donation. In the name of charity, some lawbreakers cheat the public's sympathy and trust, commit illegal and criminal acts, and blatantly defraud the public platform, which seriously damages the image and reputation of charitable organizations, and arouses the people's doubts and dissatisfaction with charitable organizations. Charitable organizations can only passively explain and clarify, which greatly reduces the enthusiasm and confidence of the masses to participate in charitable activities.

2.3 Overall rescue efficiency is low

With the continuous development of the Internet and charity, charitable organizations have launched new forms

of charity, such as carrying out the "charity day donation" activity to raise funds for needy groups, and creating the "Happiness canteen for the elderly" project to provide care for lonely elderly people. However, some marginalized groups are not yet registered, which makes it difficult for charitable organizations to carry out their work. Some groups are difficult to contact due to special reasons, and charitable organizations need to pay a greater cost to help them. The types of these difficult groups are complex, and some of them meet different classification standards, which makes charitable organizations inevitably give repetitive help to some groups or omit help to some groups when they provide help according to the data of the network information database. This causes the misplacement of charitable funds and the waste of charitable resources [5].

2.4. A complete regulatory system has not yet been formed

The lack of a complete regulatory system in the process of "Internet + charity" fundraising is easy to cause misunderstanding among the public. More subjects can participate in online public welfare, which involves a wide range of fields. However, in terms of the supervision of charity organizations, there is a lack of internal supervision mechanisms, relevant laws have few provisions for the establishment of professional charity regulators, and the scope and process of supervision are relatively vague. The relevant departments involved, such as financial departments, organizational departments, audit departments, and human resources departments, do not form a cooperative trend with the supervision departments [6]. At the same time, charitable organizations also lack external supervision mechanisms, as China's charitable undertakings are led by the government and supervised by a management system, namely the registration authority and the business authority.

3. Countermeasures and suggestions for promoting the healthy development of "Internet + charity"

At present, the development of charity has been included in the modernization of national governance capacity, and the government should play a leading role in the development of charity, and connect all parties closely to jointly contribute to charity.

3.1. Strengthen the charitable moral and ethical construction of civil society

The construction of charity ethics in civil society is the foundation of the development of "Internet + charity." It is necessary to make people realize that participating in charity activities is not only a kind act driven by kindness, but also a way to participate in the management of social public affairs. From the level of consciousness, charity should be included in the category of socialist core values, and more efforts should be made to promote it, so that charity culture and fine traditional Chinese culture can be deeply rooted in the hearts of the people, and the charity spirit of the whole society can be inspired and consolidated [7]. From the policy level, the charity spirit is promoted through the holding of the China Charity Day and the awarding of the China Charity Award.

3.2. Optimize the institutional environment for the development of "Internet + charity"

The development of charity is a complex process, which is closely related to the development of the country. Only when charity is based on the national conditions and meets the practical needs of the people can it be truly successful. It is necessary to formulate a charity strategy development model consistent with the basic national conditions, give play to the development model of government-led charity and multi-party participation in charity, link the government with social organizations, government, and enterprise organizations, explore the charity model of social enterprises, integrate multi-party resources, technology, capital and talents, improve the

efficiency of the organization's assistance, and establish a good organizational image. It is necessary to improve the charity reward system, and reward groups participating in charity activities according to certain standards, including but not limited to spiritual commendation, material rewards, and so on.

3.3. Strengthening laws and regulations

If charitable organizations want to operate in a standardized and orderly manner, they must rely on legal protection. At present, the law on charity has been established, but it is not perfect, and there are legal blind spots that have not been repaired. In this regard, the Three Laws should first be amended to make it connect with the charity law, and clarify the rights and obligations, responsibilities, and missions of social organizations in the context of Internet public welfare based on the charity law. Secondly, comprehensively and systematically standardize the laws on social assistance, effectively protect the basic rights of citizens, solve problems in the process of social assistance, and maintain social harmony, stability, and smooth operation. Finally, a third-party charity evaluation agency is introduced to establish a third-party evaluation process, to do a good job in the third-party supervision and management of digital charity in the course of charitable activities [8].

3.4. Improving the professional development of the "Internet + charity" platform

The construction of the "Internet + charity" industry requires a team of high-tech talents. First of all, the organization must cultivate a high-quality talent team, select talents according to professional and standardized standards, and then plan to carry out professional skills training for talents. Secondly, in the process of building the charity talent team, the bad atmosphere in the past work should be changed, the personal job responsibilities should be clearly defined, and a strict assessment process and exit mechanism should be established to stimulate the enthusiasm of employees. Finally, combined with Internet technology, it is transformed into a professional management model to improve the operational efficiency of charity activities.

4. Conclusion

The advent of the Internet era has injected fresh blood into the development of philanthropy, and many innovative philanthropic methods represented by online philanthropy have emerged. To promote the long-term development of the new model of online charitable donations, efforts should be made to improve its relevant laws and regulations, improve supervision mechanisms and information transparency mechanisms, and strengthen the governance of charitable fundraising platforms.

Disclosure statement

The author declares no conflict of interest.

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