



Research on Subjective Harvest of College Student Volunteers in Beijing Winter Olympics Based on Grounded Theory

Yuying Xu

Shenzhen Tourism College Jinan University, Shenzhen, China

2019050568@stu2019.jnu.edu.cn

Abstract: Taking the 2022 Beijing Winter Olympic Games college student volunteers as the research object, this research used interview text contents and the grounded theory to conduct an exploratory study on the subjective harvest of college student volunteers' volunteer service behavior in the Winter Olympic Games. The research shows that the personal gains of college student volunteers in the Beijing Winter Olympic Games can be abstracted into five main categories: deepen cognition, improve skills, raise awareness, future development, emotional resonance, and 24 initial categories.

Keywords: Beijing Winter Olympics, College Student Volunteers, Voluntary Service, Subjective Harvest

1. INTRODUCTION

Volunteer Service refers to the service provided by individuals who voluntarily contribute their time and energy to improve social services and promote social progress without any material reward. Among them, the volunteer group of college students is an important part of the volunteer group in China. In social governance, voluntary service agencies and volunteers are essential for most college students. As the core source of human social resources, college students' volunteers are the leading force of social governance, and they have obvious advantages in both serviceability and professional skills. Volunteer service's social, economic, and cultural effects have aroused widespread concern in

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academic circles. Still, only a few scholars have researched the individual subjective gains of volunteers.

The 2022 Beijing Winter Olympics is a significant landmark in China's crucial historical node. It is an important opportunity to show the national image, promote national development and inspire the national spirit. The global recruitment of volunteers for the Beijing Winter Olympics and Paralympic Games was launched in December 2019. BOCOG has recruited 27,000 volunteers for the Winter Olympics and 12,000 for the Winter Paralympics. Volunteers for the Winter Paralympics are mainly reserved from the volunteers for the Winter Olympics. Applicants are primarily young students from various provinces, autonomous regions, and municipalities, including overseas students, accounting for about 81%. It can be seen that college students are the central part of the volunteer groups of this Winter Olympics and Paralympic Games.

This paper takes the university student volunteers of the 2022 Beijing Winter Olympics as the research object. The research method of this paper is based on the interview text provided by the official website of the Beijing Winter Olympic Games, using the grounded theory to conduct an exploratory study on the subjective impact of volunteer service behavior of university volunteers in the Beijing Winter Olympic Games. This paper aims to understand the composition and connotation of the subjective harvest of college volunteers in the Beijing Winter Olympic Games.

2. LITERATURE REVIEW

Xiao and Luo (2012) believed that current research on volunteers could divide into two aspects: volunteer behavior research and management research. Jhony et al.(2019) pointed out that the scope of volunteer behavior research includes the motivation, mode, and influencing factors of volunteer behavior, while the scope of volunteer management research includes volunteers, volunteer service activities, and management of voluntary organizations. And related research about college students' volunteer service, Hao (2016) thought it is mainly concentrated on four aspects: the connotation and characteristics of college students' volunteer service, the motivation of college students' volunteer service and mechanism research, college students' volunteer service and ideological and political education research, the study of the college students volunteer service and build a harmonious society.

Some scholars have been involved in the research topic of the individual harvest of Volunteering. Wilson and Musick (1999) found in their research that participating in voluntary activities can promote individuals' moods, and the benefits from the volunteering experience will last for a long time after the end of the activities. Zhang (2004) and Zhou (2006) mentioned that voluntary service brings volunteers spiritual return, happiness, and a sense of accomplishment in terms of spiritual feeling. Regarding ability improvement, Li et al.(1998) and Wu & Niu (2008) believed that volunteer activities promote volunteers' personal growth, learn new knowledge and skills, and cultivate organizational ability. At the same time, Li (2002) believed that voluntary service contributes to the socialization of young people and strengthens their sense of social responsibility. Chang (2004) believed that volunteer service helps college students establish correct values and outlook on life. Zhou & Lai (2004) proposed that Volunteering is a kind of service to society, and Ling (1998) noted that this kind of service conveys a spirit.

But these scholars' views are not supported by empirical material from the experience of the parties themselves. This paper takes the interview text of university student volunteers provided by the official website of the Beijing

Winter Olympic Games as the research data and tries to conduct an exploratory study on the subjective harvest of university student volunteers participating in the volunteer service behavior of the Winter Olympic Games by using the grounded theory. The research results of this paper fill the blank of the academic research on the subjective harvest of students' voluntary activities.

3. RESEARCH DESIGN

3.1 Research methods

This paper adopts the qualitative research method of grounded theory. As a qualitative research methodology, grounded theory has been widely used in social science research. It mainly constructs theory through empirical data research. It is a process from bottom to top, from summarizing original data to forming concepts and establishing concept connections to constructing theory. The data coding process is mainly divided into three links: open coding, axial coding, and selective coding. This study primarily uses the three coding steps of the programmed grounded theory to explore the composition and connotation of the subjective harvest of college student volunteers in the Beijing Winter Olympics.

3.2 Data sources

The author collected many interview texts, totaling more than 40000 words, from the official website of the Organizing Committee of the 2022 Beijing Winter Olympic Games and Paralympic Games. The text is the interview record of 36 college students engaged in different service positions. The authors coded and classified the data using NVivo 12 qualitative analysis software. The author randomly selected 2/3 of interview texts (24 copies) for coding analysis and model construction, while the other 1/3 of interview records (12 documents) were reserved for the theoretical saturation test.

4. THE CODING PROCESS AND RESULTS

4.1 Open coding

The author collated the interview texts, analyzed the context and concepts through Nvivo12.0 browsing and searching codes, merged and classified the extracted concepts according to the logical order, and finally got the original sentences and related and organized these initial concepts. Some of the original sentences and initial ideas are shown in Table 1.

Table 1 Categorization of Open Coding

Category	Original statement (initial concept)
Organization and management of	36: "I found that a large-scale event requires the full commitment of everyone in every position so that the whole system can run smoothly." (Operation system of event personnel)

Winter Olympics	
Connotation of volunteer spirit	01: "The volunteer spirit has been demonstrated in the Beijing Winter Olympics and Winter Paralympics" (Manifestation of volunteer spirit)
Volunteer work content	31: "This is a delicate job, which requires the operator to be extra careful, and every information can't be filled in incorrectly. " (Responsible for tedious work)
Sports facilities change	02: "With the successful bid for the Beijing Winter Olympics, there are more ice rinks in Beijing, and our training conditions are getting better and better" (the conditions of ice and snow sports facilities are improved)
Disabled spirit	14: "Admired the tenacious spirit and indomitable will of the disabled athletes." (admiration for disabled athletes)
Global cognition	17: "There is one family in the world. This is empathy as a talent. We share common human emotions, and we can trust, understand and help each other." (the world is interconnected)
Foreign language expression ability	13: "I not only practiced spoken English but also learned simple expressions in French, Russian and Japanese." (Multi-foreign language promotion)
Interpersonal skills	10: "I came into contact with many students from other schools and teachers, which also made my communication with the outside world natural and brave. " (Breaking through social fear)
Random strain capacity	26: "Every day, something unexpected happens, which tests my language communication ability and adaptability." (strain capacity test)
Work completion ability	34: "I once had self-doubt, but with the patient help of my instructor, I gradually mastered the working methods and tips, and I was able to cope with them more freely." (gradually familiar with the work)
Exercise one's personality	20: "Through this volunteer service experience, I gradually learned to settle myself, return to inner peace." (Cultivate a cautious and dedicated character)
Enhance the sense of youth mission	32: "It is also our responsibility to shoulder the historical mission entrusted to young people by the state." (Brave young people to take responsibility)
Dissemination of Chinese culture	28: "I also play the role of a messenger of Chinese and foreign cultures, which is a great honor." (Promoting the spread of Chinese and foreign cultures)
Show Chinese image	01: "I realized more clearly that volunteers are the window to show our image to the world, and our move will be amplified." (display image window)
Strengthen patriotic spirit	02: "When the national flag was raised, I felt proud to volunteer at the scene. China, I am proud of you! " (pride of the motherland)
Expand the circle of friends	36: "What's even rarer is that I got to know many excellent technical officials and volunteers. We are a team and have all become good friends." (Make friends)
Academic	34: "My future postgraduate direction is social investigation and policy evaluation. This

assistance	experience has given me a preliminary understanding, which will be of great benefit to my future development." (Future academic development assistance)
Enlightenment of life	12: "In this volunteer service, I deeply understood the meaning of seeing the real chapter for details." (Importance of details)
Walk into the society	33: "I found that volunteer service can bring the distance between classroom and the society closer." (Connecting classroom with social practice)
Willingness to serve again	29: "We will practice this spirit of voluntary service and continue to participate in voluntary service work." (Continue to volunteer)
Work sense of achievement	26: "I am very pleased to see foreign workers nod and smile, or give thumbs up. This sense of accomplishment has never been seen before" (Job recognition)
Team belonging	04: "I felt a happy and warm Northern New Year, and I was happy every day with my volunteer partners. " (Warm volunteer team)
Self-satisfaction	20: "I have experienced the satisfaction of learning new knowledge and constantly enriching myself. "(Satisfaction with self-enrichment)
The happiness of helping others	33: "Volunteering also makes me feel the joy of helping others. "(The joy of helping others)

Through open coding, 24 initial categories are obtained, namely: the organization and management of the Winter Olympics, the connotation of volunteer spirit, volunteer work contents, sports facilities change, disabled spirit, global cognition, foreign language expression ability, interpersonal skills, random strain capacity, work completion ability, exercise one's personality, enhance the sense of youth mission, dissemination of Chinese culture, show Chinese image, strengthen the patriotic spirit, expand the circle of friends, academic assistance, enlightenment of life, walk into the society, willingness to serve again, work a sense of achievement, team belonging, self-satisfaction, the happiness of helping others.

4.2 Spindle coding

The author focused on the initial concepts summarized by open coding and referred to related literature. This study classifies different categories according to their relationship and logical order at the conceptual level. The main types and their corresponding open codes are shown in Table 2.

Table 2 Main categories formed by spindle coding

Main Category	Corresponding category	Relationship connotation
Deepen cognition	Organization and management of	When participating in the service, they will learn about the operation mode of volunteer teams to deepen their understanding.

	Winter Olympics	
	Connotation of volunteer spirit	When participating in the service, they will feel the volunteer spirit embodied by volunteers and teams around them, thus deepening their cognition.
	Volunteer work content	Before taking part in the service, college students should train and practice the relevant contents, which will deepen the cognition of their job responsibilities and contents.
	Sports facilities change	College students will have direct contact with the venues and facilities of the Winter Olympics when participating in the service, which will deepen their understanding of this aspect.
	Disabled spirit	When taking part in the service, they will directly contact or see the performance of the disabled athletes to deepen their cognition of the spirit embodied in them.
	Global cognition	When participating in the service, college students will meet athletes from many countries to deepen their understanding of the world and human beings.
Improve skills	Foreign language expression ability	College students must use foreign languages to communicate with athletes from other countries to strengthen their foreign language expression ability when participating in the service.
	interpersonal skills	College students communicate with other volunteers, staff, athletes, and others when participating in the service to improve their interpersonal skills.
	Random strain capacity	College students face many special situations when participating in service, so they need to use good ability to cope with emergencies to promote this aspect.
	Work completion ability	When college students participate in service, it is a process from the initial training, the official appointment, to the end of service, from being unfamiliar to being familiar with the work content, to improve their ability to complete the work.
	Personal character training	College students must finish their tasks patiently, carefully, and responsibly when participating in the service. They also need to communicate with others to shape their character further.
Raise awareness	Enhance the sense of youth mission	As a college student volunteer, Volunteering for such an important event as the Winter Olympics quickly arouses mission and responsibility as a young person.

	Dissemination of Chinese culture	When serving, college students communicate and transmit information with athletes or other personnel, which is the behavior of Chinese cultural communication, so they act as messengers of cultural communication.
	Show China's image	To some extent, the service image that college students show to others when they participate in service represents the image of China.
	Strengthen patriotic spirit	College students can witness with their own eyes the successful hosting of major national sports events for the world, which is conducive to strengthening patriotism and national pride.
Future development	Expand the circle of friends	When college students participate in service, they will get to know team volunteers, athletes, and others, thus expanding their circle of friends.
	Academic assistance	College students' knowledge or broader vision gained by participating in volunteer service in the Winter Olympics is conducive to promoting their academic progress.
	Enlightenment of life	The difficulties and challenges college students face when participating in service and accumulating work experience are conducive to gaining inspiration and expertise for their future life.
	Walk into the society	College students' participation in the volunteer service of the Winter Olympics is an activity that leaves the classroom and goes into social practice, which is conducive to the reality of social life.
	Willingness to serve again	College students' good volunteer service experience in the Winter Olympics will make their enthusiasm for volunteer service continue to rise, and they are willing to participate in volunteer service activities again.
Emotional resonance	Work sense of achievement	When college students participate in service, they will feel a sense of accomplishment when they work hard and are praised by others.
	Team belonging	When college students participate in the service, the team helps each other, unites, and loves each other, and they can feel the team's warmth and sense of belonging more during the Spring Festival.
	Self-satisfaction	When college students participate in service, they are delighted with their work and life, promote the improvement of their personal qualities in all aspects, realize their self-worth, and are prone to self-satisfaction.
	The happiness of helping others	College students' participation in the service of the Winter Olympics is an activity of serving and helping others. It is easy to get the happiness and happiness brought by helping others.

As shown in the table above, 24 initial categories formed by open coding are summarized, creating five main

categories: "deepen cognition, improve skills, raise awareness, future development and emotional resonance." Deepen cognition refers to the cognitive gains made by college students volunteers in the Winter Olympics on the organization and management of the Winter Olympics, the connotation of volunteerism, the contents of volunteer work, the changes in sports facilities, the spirit of the disabled, and the overall understanding of the world. Improve skills refers to the harvested content of the foreign language expression ability, interpersonal skills, adaptability, work completion ability, personal character training, and other aspects of the ability and character improvement produced by the college student volunteers in the Winter Olympics. Raise awareness refers to the harvested content of college students' volunteers in the Winter Olympics, such as enhancing the sense of youth mission, spreading Chinese culture, showing China's image, strengthening the patriotic spirit, etc. Future development refers to the harvested content of college students' volunteers in the Winter Olympics, which positively impacts their future growth, such as expanding their circle of friends, academic help, life enlightenment, going into society, and serving again. Emotional resonance refers to the sense of achievement, belonging to the volunteer team, self-satisfaction, pleasure, and happiness of helping others, etc., brought by the work recognition of college students in the Winter Olympics.

4.3 Selective coding

Selective coding refers to selecting a "core category" by aiming at the gist of all conceptual groups after systematic analysis and connecting all the other groups into a whole group. It is found that the "subjective harvest factors of student volunteers for the Beijing Winter Olympics" can use to dominate all other categories.; thus, it is defined as the core category. Centering on the core categories, deepening understanding and stimulating consciousness are two critical elements of volunteers' subjective harvest. Improve skills, future development, and emotional resonance are three categories that are the typical components of the subjective harvest of college student volunteers in the Beijing Winter Olympics due to the nature of the work itself. The selective coding process is shown in Figure 1.

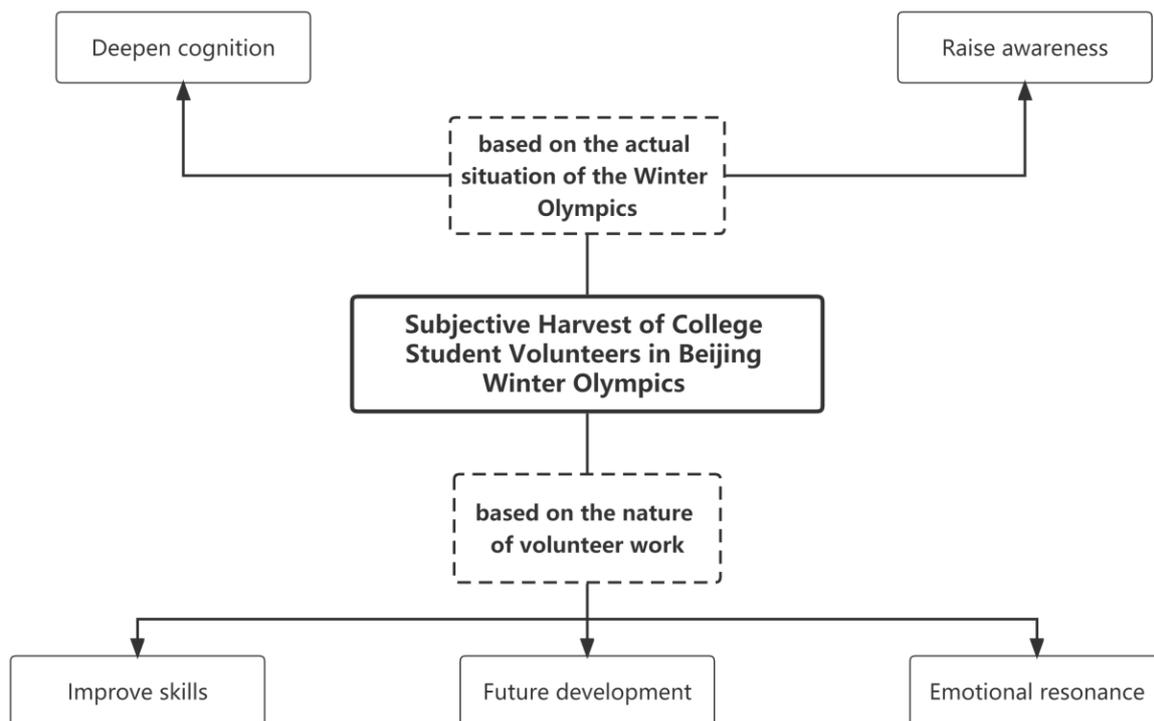


Figure 1 Selective coding

(1) "Deepening understanding and increasing knowledge" is an essential harvest of college student volunteers in the service of the Winter Olympics. For example, they better understand the whole event management system of the Winter Olympics; They witnessed the improvement of sports venues and facilities during the Winter Olympics; They saw the perseverance and spirit of disabled athletes. At the same time, they have contacted many people in a short period. They better understand the responsibilities and obligations of young Chinese volunteers in major international activities and have made efforts to spread and promote Chinese culture and display China's image. They also have shown their confidence and splendid pride in conveying China to the world. These are the strong cognition and ideological consciousness generated by college students' volunteers participating in the Beijing Winter Olympics.

(2) "Obtaining skills improvement, better future development, and emotional resonance" are the subjective gains of the vast majority of volunteers participating in voluntary activities. These findings are the same as the conclusions of previous scholars. Participating in volunteer activities is essential in improving their skills, promoting future development, and generating emotional resonance for the volunteers. In providing volunteer services, college students improve their interpersonal communication, improvisation, specific work, and other abilities through training, shaping their own better personalities, and making more friends. They can better integrate theoretical knowledge with social practice by contacting the society. The sense of achievement brought by work, the sense of belonging in the team, the satisfaction of surpassing themselves, and the happiness of helping others may further encourage them to become volunteers again.

4.4 Theoretical saturation test

This study uses the other 1/3 interview records to test the theoretical saturation. The results show that the categories in the model have developed very richly. There are no new vital categories and relationships except the five categories (deepening cognition, improving skills, improving consciousness, future development, and emotional resonance) that constitute the subjective gains of college students in the Beijing Winter Olympics. Therefore, we believe that the data coding of the article is saturated in theory.

5. CONCLUSIONS

This paper studies the subjective harvest of college student volunteers in Beijing Winter Olympics. This paper selects the interview text of 36 college student volunteers provided by the official website of the Beijing Winter Olympics as the research sample and extracts the constituent elements of the subjective harvest of the college student volunteers of the Beijing Winter Olympics by using the grounded theory. To a certain extent, the research results of this paper fill the blank of the research on the subjective harvest of volunteers.

The subjective harvest of college student volunteers in the Beijing Winter Olympics can be abstracted into five main categories and 24 initial categories: deepen cognition, improve skills, raise awareness, future development, and emotional resonance. In the process of participating in the volunteer service of the Winter Olympics, college students gain a deeper understanding of the organization and management of the Winter Olympics, the connotation of volunteer spirit, the content of volunteer work, the changes in sports facilities, the spirit of the disabled and the whole world. It has promoted and shaped foreign language expression, interpersonal communication, improvisation, work completion, and personal character. Voluntary activities have strengthened the sense of mission of young people in spreading Chinese culture and displaying the Chinese image and further strengthened their patriotism. At the same time, by expanding the circle of friends, obtaining academic help, entering society in advance, and expressing willingness to serve again, volunteers have gained a sense of work achievement, team belonging, and self-satisfaction. Finally, they also get emotional resonance by helping others and experiencing each other's happiness.

The five categories of personal gains of college student volunteers in the Beijing Winter Olympics are based on the reality of the Winter Olympics, a major national sports event, and the nature of volunteer activities. The two categories, "Deepen cognition and Raise awareness," are the crucial elements of the actual situation of the specific volunteer project selected by the volunteers based on the Winter Olympics in the subjective harvest of college students' volunteers in the Beijing Winter Olympics. "Improve skills, Future Development, and Emotional resonance" are three categories that are the typical components of the subjective harvest of college student volunteers in the Beijing Winter Olympics due to the nature of the work itself.

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