

Research on Digital Rural Construction and Youth Participation Paths

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Abstract: This paper delves into the intimate relationship between digital rural construction and youth participation. Research indicates that youth serve as the core force in digital rural construction, and their active involvement is crucial for advancing rural digitization. However, youth encounter various challenges in the participation process, such as technological barriers and financial constraints. To overcome these challenges, further reinforcement of policy support, diversification of educational and training opportunities, and establishment of cooperation platforms are necessary. Looking ahead, with continuous innovation and application of digital technologies, digital rural construction will offer broader development space for youth. By engaging in agricultural industrial upgrading, rural e-commerce development, and other endeavors, youth can contribute to the revitalization of rural economies. Additionally, enhancing international cooperation and talent cultivation will infuse fresh vitality into digital rural construction, propelling rural development to higher levels.

Keywords: Digital Society, Rural Construction, Youth Innovation, Entrepreneurship

1. INTRODUCTION

With the in-depth promotion of the rural revitalization strategy, new-era rural construction has been comprehensively launched and become a significant area in the process of urban-rural integration. However, rural construction still faces dilemmas such as insufficient motivation mechanisms, imperfect safeguard mechanisms, hindered spatial linkages, and inadequate operational mechanisms. The rural revitalization strategy is a major initiative put forward by China to address the "three rural" issues and promote integrated urban-rural development. As a vital component of this strategy, digital rural construction utilizes information technology to effectively enhance agricultural production efficiency, improve rural living environments, and strengthen rural governance capabilities, thereby providing robust support for rural revitalization.

Meanwhile, youth are the future and hope of the nation, and they constitute an essential force driving social development. With the growth and rise of the younger generation, they are playi

ng increasingly vital roles in various fields. In digital rural construction, youth possess advantages such as innovative thinking, strong learning abilities, and a quick embrace of new things, which can inject new vitality and momentum into rural development. In recent years, youth innovation and entrepreneurship have shown a trend of high-quality development, marked by considerable numbers, high activity levels, and synchronized progress of innovation and service institutions, fostering an excellent overall environment. Nevertheless, issues such as insufficient access to innovation and entrepreneurship resources, high costs, and inadequate precision in service guarantees persist. Therefore, efforts can be made in terms of policies, costs, education, and financing channels to foster effective synergy in youth innovation and entrepreneurship.

2. LITERATURE REVIEW

With the development of digital technologies, digital rural construction has emerged as an essential component of ru

ral revitalization. Wang Fang and Guo Lei (2022) point out that the systemic complexity of the digital society requires comprehensive consideration of technological, economic, and social factors in technology applications. This complexity is particularly prominent in digital rural construction, necessitating the coordination of multi-level interactions. Zhang Maoyuan and Huang Zhixuan (2023) explore the application of metaverse technology in digital rural construction, arguing that the fusion of virtuality and reality creates new social interaction and economic models, attracting more young people to participate and stimulating their creativity. Yu Guoming (2022) emphasize that the re-organization of digital societies by new communication paradigms will profoundly impact future social governance models. Duan Hao (2022) discusses the importance of the rule of law in rural revitalization, arguing that building a law-based countryside is a crucial path to modernizing rural governance. Gao Qiang and Zhou Li (2022) showcase the practice of collaborative governance in rural construction through the "Thousand Beautiful Villages" project in Changshu, Jiangsu, illustrating the importance of multi-party resource integration. Wen Feng'an (2022) notes that digital technologies empower rural construction modernization, enhancing rural production and living standards, but their promotion and application still face technological and social obstacles. As vital participants in digital rural construction, Ren Zeping (2022) analyze the current status of youth innovation and entrepreneurship, pointing out that this group possesses strong digital technology application capabilities and innovative spirits, making them significant drivers of digital rural construction. Xiong Ying (2018) and Liang Shangpeng (2018) separately explore the missions and realization paths of youth university students in innovation and entrepreneurship, emphasizing their crucial roles in digital rural construction. Li Zhidong (2023) studies the driving effect of digital business environments on youth innovation and entrepreneurship, proposing specific policy recommendations and implementation paths through multi-city policy and survey analyses. These studies provide theoretical and practical support for exploring youth participation paths in digital

3. RESEARCH DESIGN

In the research of digital countryside construction and youth participation paths, to ensure the scientific nature and reliability of the investigation, this paper adopts rigorous organizational and implementation strategies. Given that the university student group is a vital component of the youth population, their potential and impact on digital countryside construction cannot be overlooked^[3], therefore, this study

selected universities as the primary research sites to gain an in-depth understanding of university students' attitudes and willingness to participate in digital countryside construction.

Regarding the timing of the survey, we thoroughly considered the study and activity schedules of university students, avoiding specific periods such as final exams and holidays^[4], to ensure that respondents could fully devote themselves to the survey and provide authentic and reliable data. The investigation was conducted through both on-site questionnaires and online questionnaires. We set up survey points within the campuses and distributed questionnaires during breaks and in crowded areas like the campus square^[5]. For the online questionnaires, we targeted university graduates, corporate staff, and participants in countryside construction-related activities, distributing a total of 1,200 questionnaires, of which 1,170 were returned. After eliminating invalid questionnaires that were contradictory or incomplete, 1,099 questionnaires remained, yielding a response rate of 91.6%.

In designing the questionnaire, we integrated the actual situation of digital countryside construction with the characteristics of university students, creating a concise and targeted questionnaire. The questionnaire covered questions on the level of understanding of digital countryside construction, assessment of participation willingness, primary reasons, and obstacles, to comprehensively grasp university students' attitudes and perspectives on digital countryside construction.

Through systematic and random sampling methods, we selected samples from students of different grades, majors, and regions, ensuring the diversity and representativeness of the sample. During data collection and collation, we strictly followed standard procedures for investigation and data processing, guaranteeing the accuracy and credibility of the data.

4. RESULTS ANALYSIS

Using SPSS software, the correlation between digital countryside construction and youth participation paths was analyzed. The correlation coefficients for various dimensions were as follows: digital countryside construction cognition dimension (0.938), youth participation situation dimension (0.932), participation path suggestion dimension (0.898), and participation willingness and obstacle dimension (0.935). Therefore, youth participation path willingness was significantly correlated with these four dimensions, as shown in Table 1.

Table 1 Correlation Analysis of Digital Countryside Construction and Youth Participation Paths

	Youth Participation Situation Dimension	Participation Path Suggestion Dimension	Participation Willingness and Obstacle Dimension	Overall Mean
Digital Countryside Construction Cognition Dimension				
Youth Participation Situation Dimension	1			
Participation Path Suggestion Dimension	.783**	1		
Participation Willingness and Obstacle Dimension	.837**	.776**	1	
Overall Mean	.932**	.898**	.935**	1

Note: Data compiled by SPSS software, ** indicates $P < 0.01$, significant correlation.

Furthermore, the grey relational analysis method was employed to analyze the correlation between different factors of digital countryside construction and youth participation paths. Taking the digital countryside construction base index as the reference

sequence, the investigation data on youth participation degree, youth participation willingness, youth participation behavior, and statistics on youth participation contribution assessment were used as comparative sequences.

Table 2 Grey Relational Analysis of Different Digital Countryside Construction Factors and Youth Participation Paths

Digital Countryside Construction Cognition Dimension	Rural Household Digitization Rate	Digital Agriculture Application Level	Digital Social Participation Level	Digital Innovation and Entrepreneurship Rate	Digital Service Acceptance Level
Youth Participation Situation Dimension	0.65423842	0.62314829	0.83157921	0.68126497	0.71254685
Participation Path Suggestion Dimension	0.59542368	0.59875617	0.68521367	0.65412387	0.66854397
Participation Willingness and Obstacle Dimension	0.51936542	0.55246872	0.66542381	0.74265913	0.74123654
Overall Mean	0.57235412	0.69235421	0.54050647	0.70254629	0.70542365

Based on the analysis results above, several key findings can be drawn:

Firstly, the survey data on youth participation level shows a high correlation (0.83) with the degree of digital social participation, indicating that youth participation is closely

related to the use of social networks. This suggests that youth are more inclined to participate in digital rural construction through social networks [7], such as expressing opinions and sharing viewpoints. Additionally, the correlation between youth participation level and the acceptance of digital services is also

high (0.71), which may be due to the fact that digital services can facilitate their active participation.

Secondly, the survey data on youth participation willingness exhibits a high correlation (0.69) with the degree of digital social participation, indicating that youth's willingness to participate in digital rural construction is linked to their activity level in social networks. Furthermore, the correlation between youth participation willingness and the rate of digital innovation and entrepreneurship is also high (0.65), reflecting their willingness to engage in rural construction through innovation and entrepreneurship.

Thirdly, we find that the survey data on youth participation behavior has a high correlation (0.74) with the rate of digital innovation and entrepreneurship, indicating that youth's actual participation behavior is closely related to innovation and entrepreneurship activities^[8]. This implies that youth are more likely to actively participate in digital rural construction through innovation and entrepreneurship, thereby driving the digital development of rural areas. Additionally, the correlation between youth participation behavior and the acceptance of digital services is also high (0.74), suggesting that the provision of digital services can promote youth's actual participation behavior.

Fourthly, the evaluation data on youth participation contribution shows a high correlation (0.69) with the degree of digital agriculture application, indicating that youth's participation contribution is closely related to the level of digital agriculture application. This suggests that youth make significant contributions to digital agriculture, thereby contributing importantly to the digital development of rural areas^[9]. Furthermore, the correlation between youth participation contribution evaluation and the acceptance of digital services is also high (0.71), indicating that the provision of digital services can enhance youth's participation

contribution^[10]. This reflects that digital services can facilitate the increase in youth's participation contribution.

5. CONCLUSIONS

Based on the research findings, this paper draws the following conclusions:

In terms of policy formulation and governance, it is necessary to strengthen policy support for youth and encourage their participation in digital rural construction, such as providing financial support and policy incentives, to enhance their willingness and actual actions. In terms of education and skills training, digital skills training should be strengthened to cultivate youth's digital literacy and innovative consciousness, enabling them to better address the challenges and opportunities of digital rural construction. In terms of social capital and community networks, diversified social networks and organizations should be encouraged to provide platforms and opportunities for youth to participate in digital rural construction, promoting information sharing and cooperation. In terms of innovation and entrepreneurship support, support and guidance for youth's innovation and entrepreneurship should be strengthened, providing funding, technology, and market support to stimulate their enthusiasm and creativity in participating in digital rural construction. In terms of social culture and propaganda guidance, a positive social culture should be advocated, propaganda and guidance should be strengthened, and a good social atmosphere should be created to stimulate youth's consciousness and sense of responsibility in participating in digital rural construction.

In summary, through comprehensive support and guidance in policy, education, society, innovation, and culture, we can better stimulate youth's enthusiasm and creativity in participating in digital rural construction, pushing rural digital development to a new level.

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