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**SOCIAL MEDIA METHODS OF ENCOURAGING YOUTH IN
CHARITY AND VOLUNTEERING IN BELARUS AND CHINA**

Master's thesis

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CONTENTS

INTRODUCTION.....	3
MASTER’S THESIS SUMMARY.....	5
CHAPTER 1 CHARITY AND VOLUNTEERING AS A SOCIOCULTURAL PHENOMENON.....	7
1.1 Socio-cultural essence of charity and volunteering	7
1.2 Formation of charity and volunteering in Belarus	16
1.3 Origins and motives of charity and volunteering in China.....	21
1.4 Potential of social media as a means of involving young people in charity and volunteering.....	29
Conclusions on chapter 1	36
CHAPTER 2 ANALYSIS OF THE SPECIFICS OF ORGANIZING CHARITY AND VOLUNTEERING AMONG THE YOUTH OF BELARUS AND CHINA USING SOCIAL MEDIA.....	37
2.1 Development of social media in Belarus and China.....	37
2.2 Features of the process of involving youth in charity and volunteering using social media in Belarus	44
2.3 Directions of youth involvement in volunteer and charitable movements in China using social media	48
2.4 Prospects for using social media as a means of involving young people in charity and volunteering in Belarus and China	53
Conclusion on chapter 2.....	67
CONCLUSIONS	70
LIST OF SOURCES USED.....	73
APPENDIX	77

INTRODUCTION

In the 21st century, social media is an integral part of modern society. Most of the communications have moved to Internet platforms that allow users to stay in touch with the outside world 24 hours a day. This, of course, suggests that social media play a decisive role in shaping the communication environment of modern society.

The Internet has become an attribute not only of political and social activity, but also an attribute and an inseparable part of modern society and the individual. The most mobile and personal means of communication enable a wide network of connections characterized by dynamism and diversity.

A relatively new group of technologies is specialized in just such a network of connections; these are the technologies that are commonly called social media. Interest in the specifics of communicating in social networks of charitable foundations is growing due to their growing influence in social movements.

The main tasks for foundations in the media space are the ability to form the right image and gain the trust of society and donors.

Social media, in particular social networks, is a platform for charity foundations to develop their activities. Today, every second fund has its own page on WeChat, VKontakte, Facebook or Instagram, which allows attracting new audiences of a younger and more active user. With the development of many social media, it has become interesting to observe the activities of charitable foundations that are trying to keep up with the times and use possible leverage to their advantage. Social media have created a new environment, new social values, a new way of life and new principles. Traditional media are also transforming under their influence.

New social media are interactive digital ways of delivering information, a means of communication where the Internet is the main source of communication. These include: social networks, blogs, podcasts, websites, Internet forums, Wiki, video hosting, print, online and mobile products. It was under the influence of development and new opportunities created that the main charitable foundations began to intensively develop their activities in the social media environment.

In recent years, there has been a constant increase in the number of charitable and volunteer organizations in both Belarus and China. They are actively developing, increasing their presence in the information world, using a variety of methods and ways to reach the donor, to the target audience, attracting popular social media. A large number of such organizations have their own pages on VKontakte, WeCat, Facebook or Instagram, which allow attracting new audiences of a younger and more active user.

The world of social media today has become a special and large platform, where almost all charitable foundations actively show their activities and come into direct contact with their subscribers and with potential donors and the audience.

At the same time, in modern foreign literature, studies of the phenomenon of volunteering are widely presented. Most of these studies are devoted to the study of incentives and motives for volunteering from different points of view (economic, psychological, organizational, socio-demographic, cultural, institutional, individual) and different levels (macro-, meso-, microlevels). Among the authors of the studies are D. Baidy, K. Bernhardt, J. Berson, J. Bono, T. Vantilborg, J. Wei, J. Willems, M. Jegers, A. Jil-Lacrouse, N. Donty, P. Dwyer, C. Marcello, S. Nigel, O. Nov, R. Pepermans, M. Snyder, G. Highbreaks, J. Hofmans, T. Schlesinger and others.

Among domestic authors, it is necessary to note the works of N.G. Bodrenkova, L.A. Kudrinskaya, I.V. Mersiyanova, M.V. Pevnoi, I. V. Samarkina, E. E. Strokova, A.E. Shadrina, P.V. Shevchenko and others, representing economic, sociological, socio-psychological, legal approaches to the consideration of the phenomenon of volunteering.

The problem of freedom of activity, moral principles and categories underlying the phenomenon of volunteering, such as altruism, goodness, free will, compassion and selflessness, were considered in the works of many domestic and foreign thinkers. Among them are O. Comte (he was the first to design and introduce the term "altruism" into scientific circulation), Saint-Simon, G. Spencer, C. Fourier. A large number of researchers are devoted to examining the forms of social practice of volunteering. For example, the study of student volunteering, the influence of the volunteer movement on the development of an active civic position is being studied by such researchers as A.V. Sharypin, E. D. Akhmetgaleev. About economic, economic research on volunteering is characterized by an emphasis on the functioning and development of the activities of third sector organizations (NPOs), the economic approach to the problem is being developed by such researchers as M. Lester, V.N. Tambovtsev, exploring the economic significance of civil society. At the same time, a deep analysis of the relationship between the image of non-profit organizations and the degree of people's involvement in the non-profit sector is provided by scientist A. B. Barkhaev.

Through a series of studies, this master's thesis shows the ways of attracting young people to participate in charity and volunteering through social media in Belarus and China, and makes a comparison, so as to propose how to better attract more young people to participate in charity and volunteering through social media.

MASTER'S THESIS SUMMARY

KEYWORDS: CHARITY, VOLUNTEERING, SOCIAL MEDIA, ENCOURAGE, ACTIVELY PARTICIPATE IN, YOUNG PEOPLE, IMPROVE THE DEVELOPMENT, SOCIAL PRACTICE, SOCIO-CULTURAL ESSENCE, ORGANIZATION MEANS, DIRECTION

The relevance of this work is due to the need to build partnerships between the state and volunteers as young representatives of civil society for the formation of a developed society and the establishment of social security.

The master's thesis aims to improve the practice of using social media for the development of charity and volunteering in Belarus and China.

The object of the research is charity and volunteering as a form of youth movement in Belarus and China.

The subject of the research is the possibilities of social media to attract young people to charity and volunteering in Belarus and China.

In accordance with the goal, the following tasks were set:

- to determine the socio-cultural essence of charity and volunteering;
- to show the formation of charity and volunteering in Belarus;
- explore the origins and motives of charity and volunteering in China;
- to unleash the potential of social media as a means of involving young people in charity and volunteering;
- show the development of social media in Belarus and China;
- to study the features of the process of involving young people in charity and volunteering using social media in Belarus;
- show directions of youth involvement in volunteer and charity movements in China using social media;
- to reveal the prospects of using social media as a means of involving young people in charity and volunteering in Belarus and China.

Research methods include theoretical analysis, comparative analysis, generalization and questioning.

The practical significance of the work. The results obtained in the course of writing this work can be used in such academic disciplines as economic sociology and sociology of youth. The information can also be useful in making managerial decisions in the development of youth policy in the field of labor and youth employment.

The structure of the master's thesis is presented by introduction, two chapters, a conclusion, a list of references and an appendix.

The total amount of work is 79 pages. The work contains 18 figures and 60 sources.

The author confirms that the work was done independently, and calculation and analytical material cited in it correctly and objectively reflects the state of the process being studied, and all theoretical, methodological provisions and concepts borrowed from literature and other sources are accompanied by the references to their authors.

CHAPTER 1

CHARITY AND VOLUNTEERING

AS A SOCIOCULTURAL PHENOMENON

1.1 Socio-cultural essence of charity and volunteering

Volunteering has a long history, but the study of volunteering started late, from different points of view the definition of volunteering is different, for example, in the United Nations Educational, Scientific and Cultural Organization (UNESCO) the definition of volunteering is: "Volunteering is altruistic behavior related to people in formal (not private) cases, a period of voluntary, free contribution of their time and professional skills." When it comes to volunteering, people have to make practical decisions and measures, such as volunteers' living expenses, travel costs and safety issues." [18]

The definition of the charter of the China Youth Volunteer Association (CYVA) is as follows: "Voluntary service is not based on material reward, as a prerequisite based on conscience, faith and responsibility, knowingly and voluntarily providing services and helping the community and others." Its purpose is "to promote socialist construction". Spiritual civilization, promoting the formation and improvement of the system of socialist market economy, improving the overall quality of youth, promoting coordinated development and all-round progress of society. [31]

Comparing the definitions of "volunteering" in China and abroad, one finds that the two are distinct and interrelated. However, based on the nature of volunteering, they are unpaid; voluntary; altruistic; increasing personal value; contributing to social progress are these basic characteristics. It can be seen, although the definitions of various expressions are not consistent, but the basic spirit is the same: volunteering refers to non-profit goals based on altruistic motives, voluntary contributions of knowledge, physical fitness, skills and time, etc., with the aim of improving the well-being of others. promoting social harmony and progress in performance.

As the main body of the volunteer service, many scholars focus differently on its definition, even the interpretation of the relevant laws and regulations about volunteers varies from place to place. For example: the corresponding provisions of some provinces and cities are more detailed.

"Shenzhen Volunteer Service Rules" article 3, paragraph 1, provides: "The volunteer referred to in this provision shall indicate that in dedication, fraternity, mutual assistance and social responsibility, after registration, voluntarily, free of charge with his own time, skills and abilities provide volunteer services". [32]

People who carry out social services and public welfare activities from other resources, while some provinces and cities have relatively simple and general rules regarding volunteers.

Foreign volunteering began early, on a large scale, with a wide range of scientific directions and an in-depth, deeper understanding of the relationship between volunteering and political, economic and social development, the formation of a relatively perfect system and mechanism, especially measurement, research on volunteering has reached a very precise point. Volunteers as special social resources for the community to create a wealth of economic value and social value.

In recent decades, the scientific community has paid more and more attention to research in the field of volunteering. Lester Salamon believes that organized volunteerism and the creation of many private and non-governmental organizations are becoming the loudest movement in the world. Groups, foundations and similar organizations are being created to provide social services to the population, promote social development at the grassroots level, protect civil rights and a number of goals that were previously insignificant or were assumed only by the state. He described these factors as a "Third Sector" between the public and private spheres, arguing that four crises (welfare crisis, development crisis, global ecological crisis, traditional socialist crisis) and two revolutionary changes (communication revolution, civil revolution) together led to the decline of statehood and opened the way for the development of organized voluntary action. [25, p. 90]

Marshall, a British scholar, wrote in "Can We Define the Domain of Volunteering?" indicates that the term "volunteering" usually refers to the provision of services by individuals free of charge through voluntary organizations from charitable (including secular or religious) goodwill [25, p. 165]. However, one can also think of him as any action chosen by all people for greater social well-being, no matter what means and areas he is happy to accept.

Marilyn Taylor, in "Essential Elements Affecting the Operation of Voluntary Institutions," points out that when moving to a contractual approach, the elements of influence of government behavior create a new problem for the successful functioning of voluntary institutions. The main elements of influence in a volunteer agency are employees, members, volunteers, users, etc. Voluntary agencies are also interdependent with other organizations and form a network of interaction.

American scientist John E. Pines delves into managing volunteers in community and non-profit organizations. At the same time, a detailed analysis of the recruitment, selection, training, assessment and management of volunteers was carried out. [21, p. 59]

If we consider volunteer work from the point of view of a model of society, it appears as work applicable in the non-profit sector of the economy and is the basis for the development of civil society. This approach of economic orientation to the

study of volunteer work was developed by V.N. Tambovtsev and M. Lester. This is due to the fact that volunteering is becoming a prominent phenomenon in some countries and internationally. Studies show that 12% of adults in 37 countries are full-time volunteers. This means that 20.8 million people worldwide volunteer and contribute \$ 400 billion annually to the economy.

Social psychologists I.N. Aynutdinova, O. V. Reshetnikov, E. V. Subbotinsky, A. I. Kholostova give the following definition of volunteering: it is selfless help to people in need, a special form of human activity based on altruistic motives.

In Belarus, the word "volunteer" has been known since long time ago. The official date of the foundation of the international volunteer movement is considered to be 1920. Today in the world there are hundreds of thousands of volunteer movements, small and large, with a professional international status, working under the auspices of the UN and UNESCO. There is one basic principle of every volunteer movement in most countries of the world. This is voluntary and unconditional help to those in need.

According to the sociological dictionary, a volunteer is a person who voluntarily participates in any activity without any material compensation.

The essence of volunteering as a psychological phenomenon is defined as a form of social service carried out by the free will of citizens, aimed at disinterested provision of socially significant services at the local, national and international levels. This contributes to the personal growth and development of volunteers.

V.G. Bocharov and V.N. Yarskaya defines volunteering as a "social practice" that can be mastered by future specialists in the social sphere outside the higher education system. According to A.S. Sorvina and M.V. Firsov, volunteering is the basis for the functioning of public organizations; it is a form of civil activity of the population. According to L.V. Radchenko and B. Sirri, volunteering is "poorly specialized work in various fields of activity".

Various aspects of volunteering are revealed in the works of psychologists: T. Lyakh studies the features of the social and pedagogical activity of student volunteer teams; S. Bondarenko pays attention to the organization of volunteer work of future social teachers; R. Vainola, N. Zaveriko, A. Kapskaya consider the technologies of attracting and preparing students for volunteering to be important; I. Zvereva, G. Laktionova, Y. Polishchuk, S. Savchenko consider the role of volunteering as a component of social and educational work with young people.

Research into the motivation of volunteering by AM Omoto and M. Snyder identified two groups of motives: the first is associated with a sense of moral or religious duty to help others. They are altruists, they care about other people's problems. The second group is selfish. They volunteer to benefit themselves. These main motives are not mutually exclusive, but one of them is always the leading one.

Emphasizing the importance of studying the motivational component of volunteering, S.V. Aleshchenok considers solidarity and responsibility for problems in society to be the leading motivation for volunteering.

L.A. Kudrinskaya points out that the motives are directly related to the direction of volunteering. If this is the sphere of political parties and political movements, then we can talk about socio-political motivation, since the volunteer feels himself to be an active subject of historical action. Volunteers, guided by religious or secular humanistic values (helping neighbors, doing good, etc.), are motivated by traditional values. Finally, volunteers who are looking for new connections, information, experience, knowledge through volunteering, according to L.A. Kudrinskaya, have a motivation for socio-economic adaptation.

The data obtained by Yu.V. Kovaleva show that the decision to participate in volunteering is most often made under the influence of emotional factors (50.9%). This is evidenced by such responses of respondents as compassion for those in need (26.3% of the total) and a sense of duty to help (24.6%).

The Federal Law "On Charity, Sponsorship and Volunteering" defines volunteering as a voluntary activity based on the ideas of selfless service to the humane ideals of mankind for non-commercial purposes; obtaining full satisfaction of personal and social needs by helping others "Federal Law". On charity, sponsorship and volunteering, he also offers the following interpretation of the main categories of volunteering: volunteer - benefactor; a citizen involved in solving social problems at the expense of unpaid labor.

A philanthropist is a volunteer, a person who carries out charitable activities in the form of unpaid work to provide services, conduct work, collect charitable donations, etc.

Thus, volunteering is of particular importance in the social environment and is considered as an activity aimed at positive social change through the organization charitable, peace keeping and humanitarian support for members of society.

Among the main theories and concepts, within the framework of which, in our opinion, the theoretical foundations for the analysis of charitable activities are laid, is the theory of social action by M. Weber. M. Weber saw in the study of actions the main object of research of sociology. Action is understood as human behavior, may include indifference, internal or external action or its absence, with which the one who acts associates a certain subjective meaning. Social action becomes the central category of M. Weber's theory, which has two fundamental conditions: orientation towards the other, which leads to a change in the behavior of this other (expected change) and subjective meaning, which underlies social action. "Social action is the very unit of social activity, denoting the actions of an individual who is focused on the past, present or future behavior of other people, while" others "are understood as

individuals - familiar or unfamiliar, and an indefinite number of strangers". [5, p. 164]

According to M. Weber, the peculiarity of social action lies in the possibility of choosing a way to achieve a goal and certain alternative means, subject to mutually beneficial cooperation and mutual benefit. An action that does not have an expectation (even a minimal one) and does not provide for an awareness of a certain degree of this expectation is not a social action [5]. Note that charitable activities are always focused on the other and have certain expectations, which means that it can be recognized as a social action. Charity as a social activity has certain basic characteristics, which were highlighted by D. Burling, among which are the following: the purpose of such activities is broader beyond the interests of family and friends, charitable activities are not implemented for the purpose of making a profit and by administrative order. [11, p. 53]

M. Weber proposed ideal types of social action that can be used in the analysis of charity as a social action. First, it is a traditional social action based on habit and has minimal indirect, meaningful goal-setting. We are talking about automatic action, to which the vast majority of ordinary human actions belong. At certain stages of formation and development, charitable activity was a habitual and routine action, which could be called a traditional action. Secondly, it is an affective social action, which is due to a certain emotional state of the subject. Compassion, empathy and emotion generally accompany the implementation of charitable activities. A person in most cases provides charitable assistance, because he feels a certain emotional need for this help. It should be noted that charity is an affective social action. However, in the context of the institutionalization of charity, the analysis of charity as an affective social action is not appropriate. M. Weber, highlighting the ideal types of social actions, questioned the belonging of traditional and affective actions to them, since traditional and affective social actions are not comprehended by the subject, namely, meaningfulness is an integral feature of social action along with the sign of "orientation to the other." Thirdly, it is a goal-oriented, rational social action that has clearly understood goals by the actor and rationally calculated means to achieve the set goals. Charitable activities, carried out by entrepreneurs and merchants, were aimed at achieving specific results, namely, the desire to hide the actual profit or advertise their own enterprise. Charity can be viewed as a purposeful, rational social action, and in modern society, goodness can pursue clearly perceived goals, as well as rationally calculate the means necessary to achieve these goals (for example, charities should have clearly understood goals and all expenses correlate with social rewards received during their implementation). Fourthly, it is a value-rational social action, which is based on belief in the value of the action itself, despite the final result of the latter. Value-based rational action is based on belief in the value of the action itself, such an action is perceived as something independent, without taking into

account its results. Charitable activity can be viewed as a value in itself, it is the value of helping another that makes an individual engage in charitable activities.

T. Shipunova, relying on the scientific potential of M. Weber, says that, guided by the requirement to determine the socially significant characteristics of human actions, two types of social actions can be distinguished [10, p. 53]: rational social action (based on a well-thought-out and clearly perceived goal and correctly chosen means and methods of achieving it) and irrational social action (the so-called affective action, quite often accompanied by emotions, in the implementation of which there are no clearly perceived goals, as well as means and methods of their implementation).

It is worth noting that in addition to M. Weber's "pure ideal types of social action, one can distinguish the so-called" mixed "type - partly rational, partly irrational. This type is due to the fact that one or more components of the action (goal, means and ways of achieving it) are completely or partially unconscious or inadequately selected [9, p. 53]. The allocation of these types of social action are important enough to characterize the actions of any subject from the point of view of the social significance of these actions. In addition, T. Shipunova proposed to distinguish between initiative (free) and induced (due to external coercion) action within the framework of rational social action. According to the researcher [10], the path of development of forms of social action should proceed as follows: from an irrational action to a rational one, in particular, an initiative action, characterized by the presence of responsibility. With regard to charitable activities, we note that the provision of alms is completely or partially yielded to organizations whose activities are focused on the implementation of charitable assistance. The emergence of socially responsible business is the next stage in the development of forms of social action.

The foundations of social action are determined by the culture of the society. M. Weber identified sociocultural types in the history of mankind, the specificity of which is due to the specificity of the hierarchy, the organization of the value system. Each of these types "puts forward" its own "picture of the world", in general, determines the attitude of a person to the world, guides his behavior. M. Weber noted that the Confucian and Taoist type of religious and philosophical beliefs form a model of adaptation to the world; Buddhism is a model of escape from the world; mastering the world is an imperative of Christianity [7, p. 307-344]. Based on this, it can be argued that the external "background" that forms the main options for social behavior is the culture of society. This explains the difference in the formation and development of charitable activities in different states and societies. However, at the same time, the subjectivity of the meaning of action, the motivation of human actions does not allow us to assert that culture unambiguously predetermines a person's action.

According to M. Weber, individuals who are in the same semantic field are able to understand each other. That is why the second prerequisite for social action is realized - "orientation to the other". The need to reach agreement between the subjects is the basis of social action. M. Weber emphasized that the main factor that constructs the social world is meaning, which is the basis of people's social behavior.

Charitable work is the interaction of social partners. Any kind of social interaction has objective (external influence of the system on the subject) and subjective (freedom of choice of the subject) factors. Many modern researchers [1, 8, 9, 10] believe that charitable activity is an interaction, conditioned, on the one hand, by the need that has formed in society, and on the other hand, by the desire of subjects to help those in need. We consider it expedient to add one more important condition for the implementation of such interaction, namely the ability (social, physical, material, moral, etc.) to carry out charitable activities.

When studying the characteristics and structure of the volunteer movement, it is necessary to include such concepts as "social activity", "voluntariness", "altruism" and "empathy".

According to sociological and psychological research analysis (D. B. Bogoblenskaya, L. I. Bozhovich, A. F. Lazursky, V. G. Lapina, N. S. Leites, A. M. Matyushkin, S. L. Rubinstein, etc.) there is every reason to believe that activity is a complex characteristic of the individual. Human activity appears as a set of proactive actions of the subject, which are determined by his internal contradictions, mediated by the effects of the environment.

There are many definitions of the term "social activity", but the authors emphasize the conscious purposeful interaction of the individual and society, is the fact that social activity is motivated in a certain way.

An important aspect of studying the social activity of young people is the study of the personality of a young activist. S.V. Tetersky includes such qualities as structural elements of a socially active personality: purposefulness (aim, perseverance, activity, curiosity, independence, etc.), aimed at society (leadership, mobility, originality, sociability, the ability to work in a team and mutual support, creativity), aimed on the state (responsibility, involvement in political practice and the public field, etc.).

Volunteering as a reflection of personal attitude is the main principle of volunteering. A distinctive feature of a volunteer is that when performing work, he deliberately agrees to the complete absence of remuneration, while having the opportunity to receive a higher salary for his services (Shindauletova S.S., 2008).

For effective volunteering, you need to have professionally important qualities of a volunteer. So, it seems appropriate to continue the study of such properties as altruism and empathy.

The term "altruism" was coined by the French philosopher, founder of positivism, Auguste Comte (1798–1857), to express the principle of life as opposed to selfish relationships. Comte outlined this principle the words "offend beyond," which means "live for others," as a program for building a perfect human society. He saw the meaning of human life in "serving humanity by improving himself."

Explanatory dictionary of the Russian language S.I. Ozhegova and N.Yu. Shvedova describes "altruism" as "the willingness to act unselfishly for the benefit of others, regardless of one's own interests". [14]

Sociologist V.G. Lapina believes that altruism is closely related to collectivity (Lapina V.G., 2003). J. Macauley and J. Berkowitz define altruism as "behavior performed for the benefit of another person without expecting any external reward."

According to the theory of social exchange, help is motivated by the desire to minimize costs and optimize rewards. The theory of social norms is based on the fact that aid is linked to specific rules in society. The norm of reciprocity encourages us to respond with good, and not evil, to those who came to us for help. The social responsibility norm forces us to care for those who need it, as much as necessary, even when they cannot repay us.

According to the theory of group selection, altruism serves the interests of the group to which the individual belongs, therefore this individual also uses his products. Kinship selection theory suggests altruism towards relatives with similar genes. Reciprocity theory states that altruism is based on compensation that a person receives for their actions.

According to V. Efrogimson, humanity, emotions, kindness, respect for children, old people and women inevitably developed as a result of natural selection and were included in the fund of hereditary traits.

Many scientists have discovered the phenomenon of altruism in terms of helping behavior and mercy. In particular, psychological science studied specific altruistic attitudes (N.I.Sardzhveladze), altruistic emotions (L.P. Vygovskaya, T.P. Gavrilova, L.P. Zhuravleva), altruistic orientation of the personality (B.G.Dodonov), altruistic values (Z.S. Karpenko, S.D. Maksimenko), altruistic motives of activity (Kim V.E., Nasinovskaya E.E.).

A.A. Moiseeva consider altruistic orientation as a result of positive family relationships and environmental influences. A personal and trusting parenting style, combined with a family atmosphere of trust, contributes to the development of altruism as a personality trait.

In the works of V.A. Zhmurov's altruism does not apply to helping behavior. He points out that helping behavior is helping someone, excluding, as opposed to altruism, any sacrifice of self-interest.

The emotional core of altruism is the tendency to empathize and understand others. Altruistic personalities have a developed sense of duty, gullibility, tolerance,

freedom from envy, and benevolence. Such people do not tend to dominate and authoritarian behavior.

Usefulness, social justice and tolerance are important in the system of altruistic orientations of the altruistic personality. High levels of altruism are closely related to the values of prosocial behavior such as honesty and responsibility. People with a high level of altruism often trust people and do not resort to deception, in addition, they do not have aggressive reactions if they are busy or reject the other person.

It can be concluded that today there is no generally accepted definition of altruism. However, altruism is mainly seen as devotion, conscious and voluntary service to other people, a desire to help others, to contribute to their happiness out of love, devotion and compassion.

After studying the basic synonymous terms of volunteering, it seems quite obvious to pay attention to its features. The main features of volunteering are: no financial gain or partial financial reward; voluntary nature of the activity; The benefits of volunteering extend not only to the volunteer and his / her immediate environment, but to society as a whole.

The study of the structure and content of volunteering is of great importance for a deeper study of the problem of volunteering (Shagurova A.A., 2015).

Every volunteer work is based on the principles of altruism, dedication, generosity, openness, humanism, free will, legality, compassion, sensitivity, dedication and humanity.

A specific definition of the essence of these principles can be presented as follows:

- the principle of altruism assumes that a volunteer is ready to engage in any activity aimed at resolving difficult situations of clients, the interests of clients come to the background front;

- the principle of gratuitousness is an essential principle of the ethics of social work, when the relationship between the volunteer and the client is based on the absence of material interest in each other;

- the principle of generosity allows you to build relationships between the volunteer and the recipient on the basis of honesty, openness and morality, since the volunteer has no right to hide information from the recipient, the attitude towards him should be sensitive, tactful, respectful, sensitive;

- the principle of transparency is associated with the availability of volunteering for public review and discussion, since ensuring the completeness of information about the implemented volunteer activities will help popularize this type of activity in the community and help the recipient become a subject of social work;

- the principle of humanity is expressed in respect for human rights, in the manifestation of kindness and tolerance of the volunteer to the client;

- the principle of voluntariness is to participate in volunteer activities at will, and not by compulsion, when the client has the right to refuse social services if they do not meet his needs;
- the principle of legality requires the compliance of volunteer activities with legislation;
- the principle of mercy permeates the entire content of volunteering, based on the willingness of the volunteer to help people out of compassion and humanity;
- the principle of responsiveness implies the willingness of the volunteer to timely help those in need;
- the principle of dedication brings to the fore the priority of the client's interests in volunteering and the presence of the volunteer's optimism in resolving the client's difficult life situation;
- adherence to the principle of compassion is a reflection of a humane attitude towards clients.

The 2011 United Nations report on the state of volunteering in the world emphasizes that volunteering is an important tool for the development of society: it is an instrument of social policy, it is a means of "fighting poverty by increasing social, human" natural, physical and political potential", a means of overcoming social exclusion and a means of bringing local communities together by building mutual trust.

Thus, a volunteer organization is defined as a non-governmental, non-profit legal organization that voluntarily contributes personal time, energy, resources, skills and participates in social activities with a voluntary spirit as the main motivation, regardless of material reward.

Charity and volunteering are of particular importance in the social sphere. Basically, volunteering is characterized as an activity. However, the main emphasis is either on the characteristics of this activity, its content, forms and methods, or on the goals and results. Scientists note that the presence of such qualities as altruism, compassion, hard work, mercy, benevolence and a humane attitude towards people is not only important for volunteering, but is also formed in its process.

Socio-psychological readiness for volunteering is a complex, holistic new formation that ensures the unity and consistency of personality levels and forms of subjective experience for the successful completion of this activity.

1.2 Formation of charity and volunteering in Belarus

Today in the Republic of Belarus there is a need to create a system of comprehensive and differentiated social services for various categories of the population. This is due to the changing system of the socio-cultural space of human

life, the desire to humanize his social life, to raise the level of spiritual and moral culture.

In modern society, the dominant tendencies are unemployment, deterioration of the crime situation, drug addiction, alcoholism. The number of pensioners is increasing, including lonely elderly people, orphans, disabled people. In addition to state aid, which often comes down to only the payment of benefits, these people more than ever need spiritual and everyday support from our society. One of the ways to solve social problems in modern society is the activity of volunteer organizations, the purpose of which is to express and protect the interests of certain social and professional groups, achieve significant changes for society, and reveal the potential of each individual.

Initially, volunteers (from the French "volontaire") were people who volunteered for military service, volunteers. In the explanatory dictionary of the Russian language V.I. Dahl (1880) given the following definition - "... volunteer, civil servant; reckoned on his own dependents and of his own free will to the army, but did not enter the service" [46, p. 669]. Over time, the meaning of the word has changed and now "volunteers are citizens who carry out charitable activities in the form of free labor in the interests of the beneficiary." "Beneficiaries are persons who receive charitable donations, help from benefactors". [7, p. 10]

There is speculation that the first voluntary labor services appeared in Europe in the early 1920s. For example, the International Civil Service (SCI), formed in 1920, is an organization of volunteer labor and the international movement for peace, justice and environmental protection [51, p. 170]. However, it should be noted that volunteering as a voluntary help is an integral part of charity, therefore, the origins of volunteering should be sought in the even more distant past. For example, the Italian charitable society "Misericordia" traces its history from the middle of the XIII century and is now an association of 503 local fraternities with 650,000 volunteers, a network of outpatient clinics, dialysis centers, homes for the elderly, etc. The "Army rescue" now also widely operates in 95 countries, organizing free meals, shelter for the homeless and other types of assistance. In the USA, the United Way organization (exists since 1887 and now has 2300 branches, including 2 in Belarus) finances the Red Cross (created in 1863 in Switzerland), the Salvation Army, etc. Since 1896, Volunteers America, which work in nursing homes and maternity wards, summer camps, Sunday schools, community camps, etc. The US volunteer work sector continued to grow, in the early 1990s it included more than one million members of recognized organizations and countless informal groups and associations. The activities of volunteer organizations made a great contribution to the realization of the right to freedom of choice, to the American economy and was of great importance in ensuring the social well-being of the country. [42, p. 78]

Thus, the beginning of volunteering in its modern form was laid precisely in the United States, and its experience was extended to other countries. For example, in Japan, the idea of volunteerism received a public response at the beginning of the 20th century, and on this wave in 1910 the government created the Howman Inn charity system (now called the Minsey Inn). Until now, the basic principle of the operation of this system is preserved: the elected members of society, whose task is to determine the level of well-being of citizens, work in close cooperation with the government administration. Since the mid-70s of the last century, volunteer centers as a non-governmental organization have been established in Japan through an already existing network of social welfare councils. Currently, over 3% of the total population of Japan is registered as volunteers (more than 10 million Japanese people in one form or another participate in the volunteer movement). [57, p. 72]

This phenomenon also spread in Russia, where the term "volunteering", "volunteering" was not used until the 90s of the XX. According to the historian PV Vlasov, "the history of charity in Russia as an organized social system of contempt has been going on since the adoption of Christianity and the emergence of monasteries. The concept of "public charity" first appeared in the second half of the 18th century. "Contemplation"- from "to behold", "to behold", that is, to look with attention, sympathy, participation, mercy; give someone shelter and food. The purpose of charity is the rational and orderly provision of those in need and the prevention of poverty. In the 18th and 19th centuries, charity in Russia was based on donations from aristocratic families, and later on from the gifts of merchants and industrialists. Since 1802, in many cities of Russia (approximately since 1807 - in Belarus) the Imperial Charitable (later - Humanitarian) Society operated. In 1896, there were several thousand charitable societies, fraternities, trusteeships and charitable corporations in Russia [51, p. 181]. Unfortunately, later in the Soviet era, these traditions were rejected in the name of the dominant ideological concepts [53, p. 5]. The concept of "charity" was excluded from the active scientific vocabulary and was not a subject of public practice.

The Republic of Belarus has a history similar to Russian volunteering, however, Belarusian volunteering began to develop actively since 1994, when the League of Voluntary Youth Labor was registered, and the International Public Charitable Association "Hope - Express" launched the "Step Towards" volunteer program.

Charity has existed on the territory of Belarus for a long time, and it was associated, first of all, with the activities of the Red Cross. Within the framework of the Russian Society for the Care of the Wounded and Sick Warriors in Minsk, the local administration of the Russian Society for the Care was formed on March 26, 1872. In Vitebsk, the Society for the Care of the Wounded and Sick Warriors was

opened on July 1, 1876. It can be considered that these dates were the beginning of charitable activities in Belarus.

In the Republic of Belarus, conditions were gradually created for the development of the youth volunteer movement - voluntary activities of young people, carried out on a gratuitous basis, aimed at developing a sense of mutual help among young people, creating conditions for the implementation of youth initiatives to support various social groups of the population, introducing young people to a healthy lifestyle, reducing risks of involving young people in antisocial behavior.

Until the mid-90s in the Republic of Belarus, the term "volunteerism" was used mainly in connection with medical examinations. The impetus for the development of the volunteer movement in the social sphere of the Republic of Belarus was the formation of social pedagogy and social work as a professional activity. Thanks to the reform in the field of education, in 1996, social teachers began to work in schools and other educational institutions, called upon to develop a system of volunteering, which was understood as voluntary and gratuitous assistance to those who need it. In the "Law of the Republic of Belarus on social services" dated 05.22.2000, the following concept is given: a social volunteer is an individual who voluntarily provides social services [43, p. 106]. But this definition does not indicate a very essential sign of volunteering - the gratuitous nature of the services provided to them. In the draft Law on humanitarian activities, volunteers are recognized as "individuals who voluntarily and gratuitously perform work and provide services in the interests of the beneficiary" [50, p. 14]. All this testifies to the recognition of volunteers and volunteer activities at the legal level.

In Belarus, volunteer projects are carried out by the Republican Youth Public Organization "League of Voluntary Youth Labor", "Belarusian Red Cross Society", "Nadezhda-Express", organizations in universities, colleges, and out-of-school work centers. The main coordination and control over the activities of volunteer teams is carried out by the Ministry of Education. Work on organizing volunteer activities is carried out by educational institutions, youth public associations (Belarusian Republican Youth Union, League of Voluntary Youth Labor, Belarusian Association of UNESCO Clubs, etc.).

In Gomel, the volunteer movement is most developed in universities. There are various volunteer squads. Some help children from orphanages (teams "Rainbow", "Friend of children", "Give them a chance"), others - help people with poor health (teams "Mercy", "Veteran", volunteer group of hospital clowns "Funny nose") ... There are units of ecological orientation - "Forester", "Flora", "With an open heart", "Green patrol", "Hands of kindness", society for the protection of homeless animals "Care", "Kind hearts", etc.

At the same time, practically all public associations (and there are about two thousand of them) use the services of volunteers, since volunteers are an essential necessary component of the work of any organization. [56, p. 96]

There are no official statistics on volunteering in Belarus, at least in the public domain. The data is mostly fragmented, can be gleaned from research by independent organizations.

According to the World Giving Index, which measures "donation" (helping a stranger in need of help; donating money to charity; volunteering time to help an organization), about a third of Belarusians help strangers and devote time to helping organizations, slightly less donate money to charity.

According to the survey "Citizenship in Belarus, Moldova and Ukraine," 19% of respondents in Belarus have volunteered at least once, and only 4% regularly volunteer. According to the European Values Survey, 15% of Belarusians volunteered for at least one organization in 2008-2010 and 19% in 1999-2004 [2]. Some studies give very modest results: only 3.5% of respondents to the study "Social base of transformation programs in Belarus" [55], conducted by the Center for European Transformation in 2016, indicated that they "participated as an organizer or volunteer in social, charitable or cultural events" [6]. Thus, the level of volunteering in Belarus is approximately at the level of neighboring European post-communist countries such as Lithuania and Poland.

Regarding regulation, it is extremely scarce. The Law of the Republic of Belarus "On the Foundations of State Youth Policy" states that "conditions are created in the Republic of Belarus for the development of a youth volunteer movement - voluntary activities of youth, carried out on a gratuitous basis, aimed at developing a sense of mutual assistance among young people, creating conditions for the implementation of youth initiatives in support of various social groups of the population, involving young people in a healthy lifestyle, reducing the risks of involving young people in antisocial behavior, achieving other socially significant public goals. " In 2015. The Ministry of Education, as a result of consultations with some organizations [4], adopted the Concept of organizing a youth charity and volunteer movement in the Republic of Belarus. [49]

The Concept:

Defines youth charity and volunteer activities; volunteer; youth volunteering; charity and volunteer organization (association); state support for youth volunteer (volunteer) activities.

The principles of the youth charity and volunteer movement are fixed - voluntariness, homelessness, respect, equality, self-improvement, morality, responsibility, interaction.

The main departments of ideological work, culture and youth affairs of the regional executive committees and the Minsk City Executive Committee and the

educational institution "National Center for Artistic Creativity of Children and Youth" have been appointed as authorized bodies for registering young people who have expressed a desire to take part in the youth charity and volunteer movement.

Belarusian organizations regularly express their wishes for improving the legal regulation of volunteer activities. In their daily activities, they face a number of problems associated with the lack of a single comprehensive regulatory legal act regulating the rights and obligations of volunteers, as well as other issues of their activities.

In 2017, there was talk about legislative consolidation of the concept of volunteering, but not as a separate draft law, but as an addition to the draft law "On social services". On April 30, 2019, a meeting of the Council on Legal and Judicial Activities under the President of the Republic of Belarus was held, at which the legislative regulation of charity and volunteer activities was considered. Taking into account the results of the discussion, the Council considered it expedient to adopt a law regulating relations on the implementation of charity and volunteer activities in order to ensure proper legal regulation of the volunteer movement in the Republic of Belarus and increase its social significance.

On December 26, 2019, Decree No. 482 "On Approval of the Plan for the Preparation of Draft Laws for 2020" was adopted, which provides for the preparation of the Law of the Republic of Belarus "On Volunteering". The document stipulates that the bill will be ready by November 2020 and submitted to the House of Representatives of the National Assembly of the Republic of Belarus in March 2021.

Thus, we can conclude that volunteer organizations are the emergence of initiatives of various social strata, population groups, individual citizens in response to the realities of the socio-economic situation in the country, the desire to help people.

The study of the history of the formation and development of volunteering shows that the beginning of the volunteer movement was laid in the United States, and its experience was extended to other countries, such as England, France, Japan. Since the 90s of the twentieth century, in Belarus and Russia, the process of formation of the state-legal, sociological foundations of volunteer activity as an objectively necessary phenomenon, expressed in theory and social practice, has significantly intensified. Throughout the history of charitable activities, forms, methods, and its main directions have been developed, which are being transformed and improved in accordance with the requirements of the time.

1.3 Origins and motives of charity and volunteering in China

The traditional culture of China has been deeply rooted in the spirit of volunteerism for millennia. In the late 1980s, China's volunteer service was rapidly

implemented in the country, the quantity and quality improved significantly, and the form of service was also increasingly enriched.

After entering the 21st century, the rapid development of volunteerism in China, especially in the Wenchuan Emergency Relief and the Beijing Olympics, which showed volunteerism and strength, the future development of volunteerism in China has had a huge and far-reaching impact.

Volunteering in China received scientific attention and research began after the 1990s. With regard to volunteer organizations, the scientist Ding Yuanzhu believes that the lack of public awareness and the lack of guarantees of the incentive system impede the development of the volunteer service, he considers it necessary and conditional to apply the project management method to a number of aspects of volunteer management, such as training, assessment, incentives and other aspects. [24, p. 210]

Based on the theory of human resource management, Miao Jianhong and Yu Anping proposed to divide volunteer management into seven stages: planning, recruitment and selection, environmental implementation and leadership, training and development, performance evaluation, incentive and dismissal procedures. [22, p. 59]

Sun Hao believes that the incentive mechanism helps to maintain volunteer enthusiasm for participation, while he also highlighted the characteristics of diversifying volunteer motivation and weakening the organizational structure of volunteers.

He put forward a variety of motivation for volunteers and a loose structure of a volunteer organization, he believes that both in non-profit institutions and in public administration, a sustainable incentive for volunteers is a key iron. [33, p. 48]

Zhang Wenjing proposed to improve the efficiency of volunteer management mainly by strengthening the internal construction of the organization and increasing its potential, as well as meeting the material or psychological needs of volunteers. [28, p. 6]

Since ancient times, our country has had a tradition of thoughts, concepts and behavior of charity. Philanthropy carries cultural genes, such as Confucius' thought that the benevolent loves others and Mencius's statement about "old and old, young, young and young," and Guan Zhong's exposition that "we know etiquette in the present storehouse, we know honor and shame" [29, p. 58]. These are philanthropic ideas accumulated in the civilization of our country over thousands of years, which deeply influenced the thoughts and behavior of people. Of course, the seeds of the Chinese culture of philanthropy need the soil of modern philanthropy in order to blossom and bear fruit.

The development of Chinese philanthropy has thus far formed a relatively complete framework in terms of related theories of philanthropy and many research findings of high academic value appeared. For example, according to Zheng

Gongcheng, a renowned social welfare research expert, he believed that charity was a private welfare enterprise based on social donation. A social assistance enterprise whose main feature is activity. It can be seen that charity and volunteering have a lot in common, and both embody a spirit of mutual assistance, dedication and free help. Many charitable foundations serve as voluntary services, such as the One Foundation. In the book "Studies of volunteer service in China", written by the famous scholar Ding Yuanzhu, he explained the culture of philanthropy and the spirit of volunteerism, showing the similarities between them. [30, p. 30]

Looking back at history, it seems that every stage in the development of human society is faced with the threat of a catastrophe. This is one of the most serious problems that humanity has faced in the past, present and future. Disasters can have a huge destructive impact on humanity and the environment on which humanity depends for its survival, causing a large number of casualties, material damage, and sometimes completely changing the natural environment. In particular, the impact of natural disasters is even greater. Whether it's the Indian Ocean tsunami and Hurricane Katrina in the United States, or the great Hanshin earthquake in Japan, or frequent natural disasters in my country, it has resulted in severe loss of life and economic damage in various countries, while at the same time posing a serious threat to survival. and people's lives.

People are always small in the face of disasters. From a personal point of view, people will inevitably have negative psychology and behaviors such as randomness, panic, and blind submission, which can cause social unrest and social unrest. In terms of social public services, the disasters caused many social upheavals that had a huge impact on the supply and demand for public services. The sudden catastrophe disrupted the normal system of social services for the population. Regular ring armor supplies have been destroyed and the support materials needed in the disaster area are difficult to fully prepare and decentralize the first time around. The management system responsible for public services may experience a short interruption, and the dissemination of information will also occur due to disasters. Sudden disruption, psychological counseling and services to disaster-affected groups tend to be temporarily absent.

People are always great in the face of disasters. Immediately after the earthquake, the Chinese government launched an emergency response mechanism for all people. Governments at all levels have responded urgently, with an urgent general mobilization of the People's Liberation Army, various non-governmental organizations and non-governmental self-organized emergency operations, and launched unprecedented emergency operations in hundreds of counties, thousands of cities and thousands of villages. Rescue operations and spreading the needs of the disaster area to the whole of society and the entire Chinese world through television, radio, the Internet and the entire Chinese world Over 76 billion in donations have

been collected. More than 3 million volunteers have traveled to the disaster area to take part in disaster relief and have written countless stories.

Volunteering has a long history; in the course of the development of human civilization, all traces of volunteering permeate. The development of volunteerism in Western countries earlier, having formed a relatively perfect system, made an outstanding contribution to social development.

China's volunteer service started late, in 1994, with the establishment of the central communist youth league with the establishment of the China Youth Volunteer Association, a milestone in the development of China's volunteer service. Subsequently, the Ministry of Civil Affairs and the Central Committee of the Communist Youth League, the Chinese Red Cross Society, the All China Federation of Women and Trade Unions and other bodies and organizations established volunteer institutions of the system, China's volunteer service entered a stage of sustainable development and deepening. With the development of a series of reform and opening-up processes contained at all levels of Chinese society, tremendous energy and diverse needs must be released, initial politicization, administration, market integration, openness and diversification, it is this environmental change that should promote the development of volunteerism in China. With the flourishing of non-governmental organizations, the rapid expansion of China's volunteer team, the rapid development of volunteer service. It has become an emerging force outside of government, the market and a strong complement, playing an active role in the political, economic, cultural, social and other spheres. Whether it's a snow catastrophe in the South, the Wenchuan earthquake and other natural disasters, or the Beijing Olympics, the Shanghai World Expo, and now the global COVID-2019 pandemic, these are active volunteers without personal devotion to the figure. As of December 2020, the number of registered youth volunteers in the country reached 33.92 million people, the creation of all types of volunteer service points (service centers, service bases) amounted to 175,000 people, in total 2. More than 500 million people volunteer in the community.

China is one of the world's largest natural disasters, public health events, accidents and other emergencies. Annual abnormal deaths in China due to emergencies caused by approximately 200,000 people, disability of 2 million people, economic losses caused by approximately 5% of China's total GDP. Since the 1970s, since the emergence and development of volunteer organizations in the world, they have gradually become an active force in the development of modern society. The government creates good conditions for the development of volunteer organizations and implements appropriate and effective management.

Throughout the development of volunteerism in China, it is roughly divided into the following stages:

- 1) Spontaneous exploration phase (1987-1993)

With the introduction of reform and openness policies in Guangzhou, Shenzhen, these open border regions have taken the lead role in creating volunteer organizations and are actively exploring the form of volunteer service, receiving a lot of praise and public recognition. In the 1980s, the earliest volunteer service in China developed through community service organized by the civil administration system. In September 1987, the Ministry of Civil Affairs held a national symposium of urban public services in Wuhan to examine a social service system with Chinese characteristics; in the same year, with the support of the Guangzhou City Party Committee and the Municipal Education Bureau, the country's first volunteer hotline, the Secondary School Student Hotline, was established; In 1989, the country's first community volunteer group was born in the Heping District of Tianjin City; In June 1990, the Shenzhen Volunteer Workers' Federation was established, which launched the earliest hotline consultation and postal service, and recruited volunteers into the community. Until now, various types of volunteer organizations have been established in a number of provinces and cities on the mainland, although they have formed spontaneously, subtle power, limited impact, but carried out useful research and attempts, for the Chinese volunteer service has accumulated valuable experience.

2) the stage of organizational advancement (1994-2000)

In 1994, on the initiative and with the support of the Central Committee of the Communist Youth League, iconic Chinese youth organizations were created. The Association, within the framework of the Constitution and the law, carries out work, adheres to the guiding principles of "dedication, brotherhood, mutual assistance, progress", through the organization and leadership of the National Youth Voluntary Service, it carries out activities to provide voluntary service to the community, contributes to the construction of a social spiritual civilization, contributes to the coordinated development of economic and social and general progress. Volunteers not only serve as volunteers in national and international large-scale social events, but also actively participate in social welfare activities, legal advice, medical and medical and other professional assistance, and also carry out scientific, technical and cultural poverty alleviation, education and literacy, protection environment and other voluntary services. However, due to the limitedness of young volunteers, political nature, temporary activity of behavior, formalization and many other inconveniences, but in general, the development and promotion of young volunteers for China's volunteer service has laid a good foundation.

3) multi-integration stage (2001-2007)

2001 was the International Year of Volunteers and a number of influential international events played an important role in our country. Through the collaboration and exchange of young volunteers and United Nations volunteers in China, volunteering and the concept of volunteering have gained wide acceptance and widespread adoption, and volunteering activities across the country have received

unprecedented attention. China's public volunteer service has developed rapidly, while the Chinese Red Cross Society and the Charitable Association have also expanded the scope of the volunteer team, and have introduced appropriate policies and rules around to stimulate the development of volunteer service, enterprises and non-governmental organizations enthusiastic about volunteer service, to this day. Since then, China has ushered in a period of diversified development of the volunteer service.

4) Participation stage (2008 - present)

After 2008, the unprecedented development of volunteering in our country was directly related to the Olympic Games and the Wenchuan earthquake, which awakened a deep sense of volunteerism and social responsibility of the people. Youth organizations of all levels, youth members and volunteers of various levels actively participated in them. Both formally educated volunteer organizations such as the Red Cross Society, the China Charitable Federation and Chinese youth volunteers participated, as well as volunteer organizations and volunteers from non-governmental voluntary organizations that have been piloted, implemented and contributed to the wave of volunteering. At this point, the China Volunteer Service opened an impressive scene of national participation.

In 30 years of reform and opening up, China's volunteer service has experienced a gradual development and growth process from scratch. Currently, China has public volunteer services created by departments of civil affairs, Youth Volunteer Services created by the Communist Youth League, medical volunteer services created by the Health System, volunteer services created by the charity system, and volunteer services created by religious groups. A large youth volunteer team, many projects, the effect is obvious, the impact is wide.

As of December 5, 2020, the number of volunteers registered under the "Measures for the administration of registered volunteers in China" reached 33.92 million, and 175,000 volunteer service stations (service centers and service bases) were created. At the same time, various projects dedicated to volunteering developed rapidly, such as: the long-term project of the China Plan for Poverty Alleviation, the Youth Volunteer Relay Plan for Poverty Alleviation, has been in operation since 1996, over the years 18,395 volunteers from more than 300,000 urban youths registered nationwide were sent to 240 poor counties in 20 provinces (counties and cities) in the central and western regions to provide services, make great progress in basic education, health care and health care, and promote agricultural science and technology for the poor districts of the central and western regions in. In addition, in 2005, the number of people who signed up for the Welcome to the Olympics Volunteer Service surpassed the number of volunteers who signed up for the previous Olympics. This is just a small part of the great chapter of the Chinese volunteer service, with the current reform and deepening changes in China, the social and

public demand for volunteer service is growing stronger, prompting the Chinese volunteer service organization system to continue to improve, the content and service methods are becoming richer, and service efficiency is gradually emerging, volunteer service to promote civil society and promote China's economic and social development continues to demonstrate its significance and influence.

The content of charity and volunteer service in China is as follows.

1. Poverty alleviation and poverty alleviation services

Mainly for low-income families, five insurance families, war martyrs, elderly widows and widows, single-parent families and other life support services with food, health care, legal aid, teacher aides, donations and other voluntary services. For example, as a long-term project of the China Poverty Alleviation Plan "Youth Volunteer Relay Poverty Alleviation Plan"; University and high school student volunteer activities in the field of culture, health science and technology "Three to the countryside"; Assistance services for twins "One help one. "

2. Community services for public welfare

Basically community members, according to their professional experience in the public environment, community members need to provide services within their capabilities, such as community greening, maintenance, visiting the elderly, organized classes interests and so on. For example, with the support of the Central Administration for civilization, the Ministry of civil Affairs and other departments of the Central Committee of the Communist youth League has initiated and implemented a program for the development of youth volunteer community for university students.

3. Basic services holding events

Mainly for large-scale sporting events, conferences, events, emergencies to provide concierges, language translation, transport, security, medicine and health, media operations, distribution of goods and information, consulting, rescue and other services. For example, in recent years, volunteers from all over China have provided quality volunteer services at the Shanghai World Expo, the 21st Century World University Games, the 29th Beijing Olympics and the Paralympic Games.

4. Social Welfare Services

With the constant increase in the awareness of our citizens about the Service, volunteer groups across the country often organize volunteers of deep respect for the elderly, charity homes, orphanages, rehabilitation centers to provide voluntary services to orphans and disabled people for life support, health care, cultural - entertainment and other services; residents of a concentrated service area to carry out legal promotion of advertising, network training, theater performances and other voluntary services; Exhibition Hall, Museum of Science and Technology for voluntary outreach services.

1998 flood rescue, 2003 SARS control, 2008 South snow disaster and Wenchuan earthquake, 2019-2021. fight against COVID-2019, have a large number of volunteers to participate in the Volunteer Service.

5. Environmental protection services

Mainly for environmental pollution, extravagance and waste phenomenon to perform environmental protection services. For example, various forms and meaningful activities have been carried out throughout the country to provide environmental volunteer services, such as landscaping, "protecting the Mother River," recycling used goods and eliminating illegal advertising.

With the deepening reforms and opening up of China, China has frequently exchanged information with international volunteer organizations. Through mutual contact and understanding, communication and learning have increased, and many special currency projects have been created. For example, the China Youth Volunteer Association and the International Coordinating Committee of Volunteer Service, the European Union of Volunteers and other international volunteer organizations to strengthen exchanges, before and after sending large numbers of volunteers to Northern Europe, Western Europe and Southeast Asian countries for study and study, and also to mobilize Japan, South Korea, Singapore and other more than 10 countries of volunteers for joint activities. Volunteer service has become an important area of exchange, training and cooperation between our country and the world.

With the development of volunteer service in China, the number of volunteers is growing, and the positive value of volunteer service in all spheres of society is becoming more noticeable, mainly in the following aspects: from a social point of view, it contributes to the construction of a socialist spiritual civilization, contributes to the formation of civil society and contributes to the formation of a harmonious society; from a government point of view, it helps to make up for market failures and government failures and to improve society; from a personal point of view, it stimulates the enthusiasm for service of selflessness, unleashing the full potential of talents, satisfying the needs of society. Public participation in public affairs and at the same time contributing to the prosperity of education, science, technology and culture; and from an international point of view, it facilitates exchange and learning with foreign non-governmental organizations.

Thus, strengthening research on the development status and functions of Chinese volunteer organizations has a positive theoretical and practical significance for promoting the development of civil society and social justice and harmony, filling market and government deficiencies, cultivating and accumulating social capital, developing human capital, as well as healthy and standardized growth of organizations and thus to help build a harmonious society and promote human progress.

In recent years, all aspects of volunteering have flourished, in public charity work and large-scale activities, its impact and results are particularly noticeable. China is becoming an economically and socially developed state.

Thus, one can see that China's volunteer organizations are a product of reform and opening up, it is the rise and development in the specific economic, political and social environment of China. With the growing abundance of volunteer organizations and their activities, China's volunteer service has developed significantly, ranging from publicity and popularization to empirical analysis, and then from documentary interviews of volunteers to targeted research in various regions and gradually expanding the field and scope of volunteer management. However, in general, compared to developed countries, volunteering in our country is still in its infancy, which corresponds to our current level of development.

1.4 Potential of social media as a means of involving young people in charity and volunteering

It is obvious that in the 21st century, social media is an integral actor of modern society. Much of the communication has moved to the Internet dimension, where people spend more time communicating with other users, exchanging information and publishing content than in the real world. This, of course, suggests that social media play a decisive role in shaping the communication environment of modern society.

Two of the most common approaches should be highlighted: as technology and as a variety of Internet sites. In practice, technologies are closely intertwined with virtual spaces that function with their help. No clear line can be drawn between social media and the "non-social Internet". For example, most online publications allow users to comment or rate publications, include a special section where journalists post their blogs, and so on. However, the content of these sites is usually produced by paid and specially trained staff. Such media are more likely to be traditional, despite the presence of interactive elements.

American scientist S. Carton defines social media as follows: "The word "social" means communication or communication, and "media" is only a means of transmitting information". [3, p. 121]

Some researchers define web 2.0 resources as "part of the social structure of society and the result of the development of information technology" [58, p. 7]. Others, such as the authors of the textbook "Internet Media: Theory and Practice", believe that "social media are Internet services for building communities of people with similar interests and / or activities on the Internet, in which communication is carried out through an internal mail service, forums or instant messaging". [54, p. 344]

Obviously, social media offers the ability for users to communicate, interact with each other, and the connections between them are, indeed, predominantly social, based on relationships, joint activities or the exchange of information. That is, these are interactive multi-user sites, the content of which is filled by its visitors.

S. Bobrovsky presents social media as "social structures of the Internet environment, the nodes of which are organizations or individuals, and the connections between them denote established interactions (political, corporate, office, family, friendship, interest, and so on). [36, p. 32-33]

In the American scientific school, social networks are considered one of the main categories of social media, but not their synonym. This is noted, for example, by Lon Safko and David Break, arguing that many people confuse the terms of social networks and social media, often using them interchangeably. "Social networks are a category of social media". [13, p. 21]

Lon Safko and David Braque divide social media into the following categories: "pure" social networks that partially function as media (for example, Facebook and VKontakte); network editions web 2.0., the content of which (partially or completely) is created by users (for example, Medium and Look At Me); microblogging (Twitter, Weibo) and macroblogging (Live Journal, WordPress); photo hosting (Flickr, Picasa), audio and video hosting (YouTube, Soundcloud) and lifecasts. [13, p. 36]

In general, it should be noted that social media consists of three components: concept, content, social interaction.

Analyzing the meaning of the phrase "social media", in our opinion, it is necessary to define two basic concepts - narrow and general. The narrow understanding deals with the forms and technical functions of social networks. Considering the general categories of social networks, more emphasis is placed on essence and social function. This meaning brings the concept of "social media" closer to the position of the media.

In the opinion of I. A. Bykov and O. G. Filatova, "social media is a type of online media in which each person can act both as an audience and as an author. For this, software is used that allows anyone without special knowledge in the field of coding to post, comment, move, edit information and create communities". [37, p. 227]

From our point of view, it is this version of the definition that most accurately and fully reflects the essence of this phenomenon. Thus, the concept of "social media" is used as a general name for all types of Internet entities that operate in accordance with the principle of web 2.0.

Recently, in addition to performing the functions of exchanging opinions, supporting communication and obtaining information by their participants, social media are increasingly becoming objects and means of information management and a platform for information confrontation. [45, p. 3-4]

According to D. A. Gubanov, "social media contribute, firstly, to the organization of social communications between people and, secondly, to the implementation of their basic social needs". [45, p. 6]

In other words, in social media, users influence each other, and the degree of this influence is determined by their reputation. The exchange of opinions leads to the fact that the opinion of each user changes under the influence of the opinions of others whom he trusts. With multiple exchanges of opinions, users (agents) converge on the final vector of opinions. This fact makes it possible to set and solve information management problems - the search for such targeted influences on the initial opinions of agents that would lead to the required final opinions. [45, p. 7]

Chinese scholars are focusing more on the effective use of social media for business and government purposes. Usually, the Western concept of social media is used in Chinese scientific materials, but the last decade has been characterized by active discussions on this issue.

In the narrow sense, "social media" in the PRC is presented as an analogue of online social networks. When viewed in the broadest sense of "social media", more emphasis is placed on the essence and social role of this term. Chinese researchers classify social media as "new media", which means the stage of "post-new media".

In his article "Communication in Social Media", Zhang Zeng notes that the concept of "social media" refers to an integrated concept - it is not only sites or web platforms that are social in nature, but also resources and services based on the concept of web 2.0 [58, p. 52]. According to Zhang Zeng, any site with a social essence should be considered social media. [58, p. 53]

The main features of social media in the PRC are called "sociality" and communication [40, p. 34]. Researcher Wei Wuhui argues that social media refers to the multitude of media agents who interact with their users. He believes that there are two key elements in the concept of social media: UGC (user generated content) and CGM (consumer generated media). [40, p. 34]

According to Wang Xiaoguang and Guo Shuzhuang, "social media are interactive online communities based on web 2.0 technology, which are a communication tool for social interaction of people". [38]

It is known that the structure of social media resembles the theory of handshaking, formulated in 1969 by American psychologists Stanley Milgram and Jeffrey Travers. This theory is based on the assertion that any two people are separated on average by five levels of communication. [17]

The salient features of web 2.0 resources are:

1. Formation of personal profiles (public or semi-public) with real personal data and other information about yourself.

2. Providing a full range of opportunities for information exchange (for example, posting photos and videos, posting text entries (in the mode of blogs or microblogging), organizing thematic communities, exchanging personal messages.

3. Ability to create and maintain a list of other users with whom we have some relationship (eg, friendship, relationship, business relationship).

Summarizing the considered definitions of social media, we can conclude that new social media are interactive digital ways of delivering information, a means of communication, where the main communicative source is the Internet.

As we all know, the evolution of the Internet as a communication medium is a two-way process. On the one hand, it is due to the level of technology development, on the other hand, the development of the social needs of users in their new quality: not only a consumer, but also a content creator [59, p. 122]. That is why at the beginning of the 21st century there is such a thing as the Web 2.0 - model, which uses the latest software platforms to enable users to create their own sources of information. This term does not refer to the final product, but to the tools for creating new media. He also pays enough attention to processes, products, author or audience. [47, p. 120-123]

Currently, the "new media" are gaining independence, becoming an instrument of advertising and marketing strategies. New media can be characterized as electronic media that allows audiences to interact with online information producers. Social media (which includes Facebook, Twitter, VK, Tumblr, Instagram and others) are created in order to connect people with each other, transmit information to a large number of users in real time.

Web 2.0 technologies (ie forums, chat rooms, blogs, etc.) have expanded the user experience on the Internet. Thanks to the development of such services, social media began to appear - sites that are aimed at forming Internet communities among users. They become active content creators in the Internet space, independently controlling the content of these sites. At the moment, the possibilities of Web 2.0 in their impact on the masses are almost limitless. So, to reach an audience of 50 million people, radio took 38 years for this, television - 13, the Internet - 4 years, and social media is developing even more rapidly - Facebook gathered an audience of 200 million users in less than one year. [41 , p. 101]

Currently, the development of web technology and Web 2.0 are bringing Internet communication to a qualitatively new level: new services appear, opportunities for communication and collaboration are expanding. It is safe to say that for many users this type of communication is becoming an essential part of social life and daily communications.

The further progress goes, the more we integrate into the Internet [40, p. 112]. The number of Internet users in the world has grown to 4.54 billion, which is 7% more than last year's value (+ 298 million new users in comparison with the data for

January 2019). In January 2020, there were 3.80 billion social media users in the world, the audience of social media grew by 9% compared to 2019 (this is 321 million new users per year). [16]

Since its inception in 1996, social media has managed to penetrate half of the world's 7.7 billion people. Social media platforms have nearly tripled their total user base over the past decade, from 970 million in 2010 to 3.81 billion users in 2020. However, the impressive number of new users on the platforms is slowing down from year to year. It currently relies on the continued growth in the number of people with Internet access and smartphones, especially in developing regions. [16]

Volunteering is constantly expanding its boundaries, increasing the number of volunteer programs, projects, clubs, camps and organizations. Today, of all cultural exchange programs, volunteering programs are the most diverse, the most numerous, cover the largest number of countries and give all the privileges of free and equal communication with people regardless of their social status, nationality, gender, age, race or religion.

The field of activity of volunteers is wide and constantly expanding its boundaries. Proactive, active, not indifferent to the problems of others and society as a whole, volunteers provide assistance not only to such categories of citizens as the elderly and the elderly, children with disabilities, people with disabilities, refugees, but also actively work to raise funds for treatment or rehabilitation of patients, and also carry out, together with the media, work to prevent and prevent social "diseases": alcoholism, drug addiction, AIDS, juvenile delinquency.

Currently, among the priority areas facing the volunteer movement, experts in this field highlight the expansion of the volunteer space - the search for forms and methods of joint activities of social protection institutions, secondary schools, law enforcement agencies, employment services, cultural institutions, labor collectives as participants in the volunteer movement.

A new and unusual option for volunteer participation is virtual or online volunteering (e-volunteering). It provides an opportunity to show social activity for those who cannot donate their time. This is especially close to those whose professional experience or lifestyle is related to the Internet environment, as well as people with disabilities. As part of such activities, it is possible to work on the development of Internet applications, the creation and modeling of sites, online communication with various groups of people, including psychological assistance, support groups and so on. Online volunteering is becoming a reflection of the modern realities of the information age, therefore, it involves a large field of activity, it transfers ordinary volunteering to a new level of web technologies. Using the Internet as an everyday tool opens up a wide world of possibilities. By reducing time and space constraints, it provides new opportunities for volunteering and makes it global.

One of the most important and effective tools for promoting the Olympic Games is the Internet. Volunteering has become a special segment of information and communication support for the Games in the network. Internet - a platform for the exchange of views of like-minded people from different parts of the country, dissemination of information for volunteers, requirements for them; here it was possible to fill out a questionnaire and pass the selection.

There is the following classification of online volunteering:

a) by organizer:

- formal online volunteering led by non-governmental organizations, institutions or other institutions that can cooperate with volunteers in accordance with the law;

- informal volunteering - led by informal groups, usually in the form of local initiatives to solve citizens' problems;

b) on the relationship between organizers and volunteers and types of cooperation:

- direct online volunteering: the relationship between the organization and volunteers resembles ordinary volunteering. Online volunteers, as a rule, sign a volunteer cooperation agreement, the tasks they receive are monitored;

- public online volunteering: projects are based on the involvement of volunteer workers, where a large number of people take part. Often, anyone can join a project without recruiting, while the voluntary collaboration agreement is replaced under the terms of service with an application or web page that is used to carry out volunteer tasks;

c) by the goals of the project:

- collecting funds from the public and electronic donations: collecting financial and non-financial sources for a specific purpose;

- crowdsourcing: general troubleshooting and / or looking for new ideas;

- Public journalism: journalism is done by non-professionals for the benefit of the community;

- distance learning: tutoring and training using the Internet;

- gathering knowledge: creating shared knowledge resources;

- cartography: disseminated in the form of a map to illustrate a problem, phenomenon or objects;

- support and mutual assistance: providing assistance to people who need it;

d) in terms of the amount of time spent:

- Microwaving: tasks that take from several minutes to several hours to solve;

- long-term online volunteering: updating the web page, maintaining profiles on social media;

e) by the nature of electronic volunteering:

- continuous: cooperation lasts longer and consists of the completion of long, well-defined tasks (repetitive or in the form of a logical sequence);
- cyclical: repeats at regular intervals depending on the success of individual stages of the project;
- on a project basis: characterized by short-term "actions" aimed at simultaneously attracting as many people as possible. [48, p. 24]

Information technology is the most important resource for the development of volunteering in general and volunteer centers in particular.

The use of information technology makes it possible to increase the efficiency of work and the quality of implemented projects tell about the activities of a wider audience; ensure reliable interaction with partner organizations, open up new development prospects.

To popularize volunteer activities, the possibilities of PR technologies are widely used. Experts note that PR technologies are a set of consistently applied techniques and methods for organizing public relations activities aimed at optimal and effective implementation of the goals and objectives of the subject of public relations. Social PR technologies are based on building effective communication, engaging the audience in a project and receiving feedback.

Social media has a number of benefits as a channel for influencing young people. Firstly, it is an extremely wide and constantly growing audience coverage. Of all the areas of development of the Internet, social networks are the most popular among young people. Secondly, the specificity of their construction is the mandatory filling in of personal data by users. Social media allow taking into account not only geographic and demographic indicators, but also the interests of users, their hobbies, etc. Thirdly, the possibility of posting video materials, which will be delivered to a huge number of users. Posting information on social media does not require financial costs, which is extremely important in such a specific area as charity and volunteering.

The interactivity of communication on social media is also of great importance in several aspects at once. First of all, social media provide an opportunity for those in need to leave a kind of "request" for help. Any user can declare their problem, or about a known, but not personally related, difficult situation in which volunteer help is needed. Social media can be a good image building tool both during and after volunteer events. Placement on the page of the volunteer association of photographs and video materials about the actions carried out, the impressions of the participants-volunteers, will not only draw attention to the activities of the association, but will also increase the level of trust in society. This will undoubtedly have a positive effect on the image not only of a particular association, but also on the image of the entire system of volunteering. [20]

Thus, volunteering helps citizens feel their importance, involvement in the events taking place in the country. Volunteering contributes to intercultural communication and integration, the development of patriotism, the formation of tolerance, involvement, communication. Promotion of volunteer activities on the social media acts as another channel for popularizing volunteerism among the population, contributes to the consolidation of understanding in society of its social mission, conveys information about key events, and improves reputation.

Conclusions on chapter 1

The voluntary participation of people in socially useful activities in the 20th century acquired an ideological basis and was defined as "charity" or "volunteering". We consider these concepts to be equivalent, by analogy with the commonly used "volunteer".

Volunteer organizations are the emergence of initiatives of various social strata, population groups, individual citizens in response to the realities of the socio-economic situation in the country, the desire to help people.

The study of the history of the formation and development of volunteering shows that the beginning of the volunteer movement was laid in the United States, and its experience was extended to other countries, such as England, France, Japan. Since the 90s of the twentieth century, in Belarus and Russia, the process of formation of the state-legal, sociological foundations of volunteer activity as an objectively necessary phenomenon, expressed in theory and social practice, has significantly intensified. Throughout the history of charitable activities, forms, methods, and its main directions have been developed, which are being transformed and improved in accordance with the requirements of the time.

The content and forms of Belarusian volunteer labor began to take shape simultaneously with the emergence and development of the non-profit sector. In the Republic of Belarus, various measures have been taken recently to promote the volunteer movement aimed at improving the lives of various social groups of the population and building a humane civil society. In recent years, there has been an increase in interest in the volunteer movement not only on the part of social groups of the population, but also on the part of public associations and the state.

Volunteer organizations in China are the product of reform and opening up, it is the rise and development in the specific economic, political and social environment of China. With the growing abundance of volunteer organizations and their activities, China's volunteer service has developed significantly, ranging from publicity and popularization to empirical analysis, and then from documentary interviews of volunteers to targeted research in various regions and gradually expanding the field and scope of volunteer management. Overall, however, compared to developed

countries, volunteering in China is still in its infancy, which is in line with our current level of development.

CHAPTER 2

ANALYSIS OF THE SPECIFICS OF ORGANIZING CHARITY AND VOLUNTEERING AMONG THE YOUTH OF BELARUS AND CHINA USING SOCIAL MEDIA

2.1 Development of social media in Belarus and China

Social media is helping to remove communication restrictions when promoting services. It's no secret that every year people spend more and more time on social media, and the number of their users is increasing. Studies show that every second 8 people on the planet become part of any of the existing social networks, and in terms of population, the most popular interactive country in the world is China.

Many companies see China and the Chinese market as promising and are planning their presence there. Business with China, in fact, like with any other country, requires taking into account national characteristics: from mentality to political and legal aspects. The Chinese Internet is heavily regulated by the government and has a number of unique differences that need to be considered.

In the PRC, foreign social media is blocked, respectively, Chinese social services, in particular WeChat and Weibo, are very popular. Their uniqueness lies in the fact that in a fairly short period of time they have actually changed the national media landscape.

WeChat is a program that allows you to keep in touch with other users who have this program installed (regardless of whether they are using Android or iOS). You can send text messages both individually and to a group of contacts, share photos, videos, voice messages, your location information (GPS) and even make video calls with high definition video. It is Tencent Tensun's fastest growing platform). In March 2017, it had 706 million monthly active users.

Before you start working with this application, as well as with many similar services (for example Whatsapp or LINE), you will need to associate your phone number with a personal account. This whole process will not take even a few minutes. Once everything is ready, you will see a complete list of your friends using WeChat, and you can immediately start chatting with them.

All conversations and chats in WeChat are stored offline, that is, you can access them even when you are offline from your mobile phone. Thanks to this, you can be sure of their confidentiality.

WeChat is an alternative way to communicate with friends, besides it is very simple and convenient. This app doesn't offer anything that can't be found on LINE or WhatsApp, but it is still a good alternative.

The world's most popular messaging apps are mirror images of each other. WhatsApp, acquired by Facebook on Wednesday for \$19 billion, provides the messaging service for free. In addition, there is the possibility of forwarding ads, online games. This principle was taken as a basis by a competitor in China. WeChat, owned by the Internet giant Tensun. WeChat strives to be everything at once: a platform for communication, shopping, games, and even the banking sector. Users can send digital cash in a red envelope on Lunar New Year, buy soda from a vending machine, book an appointment with a doctor, or hail a taxi. WeChat allows users to register an official account, which will allow them to provide the latest information and services to subscribers, as well as contact subscribers. By the end of 2016, the number of official WeChat accounts reached 8 million. Official organizations can apply for such account types as "Verified", "Official", "Public". Official accounts can be used as a platform for services such as pre-ordering appointments, visa renewals, or credit card services. For work purposes, there is a special version of WeChat ("WeChat Enterprise") created in April 2016. This app is designed for employees to separate work from private life. In addition to the usual chat functions, the program allows companies and their employees to keep track of annual vacations and earnings. Employees can ask for a vacation, or even check in at work. At the moment, the security in this social network has improved and now companies need to register before employees of these companies have the opportunity to use this service. The comparison fits in the political and geographic realms: WeChat, like all social media in China, is heavily controlled by the government. WeChat has nearly 300 million users, is one of the most used applications for millions of Chinese users and the world's largest telecom market, and is making a breakthrough in Southeast Asia and South Africa. In terms of making money from its users, WeChat comes out on top, according to Chao Wang, an analyst at Nomura International in Hong Kong.

WeChat and Facebook have already begun to encroach on each other's territory. As noted earlier, WeChat has begun expanding into the US, Europe and Africa, and last year launched a \$ 200 million ad campaign covering Italy, India, South Africa and Spain. And the acquisition of WhatsApp is a signal that Facebook wants to quickly enter the burgeoning markets of countries like India and Brazil. Fierce competition between the two is inevitable, although WhatsApp faces particular challenges in China, such as the similar features of the two apps, the difference between English and Chinese, a lack of promotional advertising, WeChat user loyalty, etc. Also, unlike social media users who can only choose one media, smartphone users simply use both.

Having started as a messaging service, WeChat quickly grew into much more. In recent months, WeChat has a built-in online payment function. Customers now have the ability to manage their finances. It also promotes e-commerce: in a recent

sale held exclusively on WeChat, Xiaomi, a Chinese smartphone maker, is said to have sold 150,000 copies of its latest model within ten minutes.

WeChat earn most of their money by selling virtual goods to customers (for example, game avatars, online stickers, and others). About 85% of the money WeChat will receive this year from the sale of gaming applications.

Another popular network in China is Weibo. The very term "Weibo" in Chinese means microblogging. However, due to the tremendous success of Xinlang's service, the word "Weibo" is now used primarily to refer to Xinlang's Weibo service.

Weibo is a Chinese microblogging service launched by Xinlang Corp on August 14, 2009. A kind of hybrid between Twitter and Facebook, the service is one of the most popular sites in China.

According to the first quarterly report of Sina Weibo, the Chinese system now has 340 million monthly active users, and 154 million people log into it every day, of which 91% do it through a mobile application. For comparison, the service Twitter is constantly used by 328 million people a month.

Given the popularity of Weibo, many Chinese officials have created their accounts there. This was done in order to be able to communicate directly with ordinary people.

Of course, Weibo dominates China unconditionally. After Facebook and Twitter were blocked in China, Xinlang had no competitors in the social microblogging market. So far, the Chinese microblogging service is popular only in China, but this is more the result of the internal policy of the Chinese government than the lack of competitiveness of the service. As in any other social network, information on a virtual page spreads at lightning speed. This is why the Chinese government constantly monitors all user posts on Weibo. If the user's post in any form could harm China, then the message will be immediately deleted, however, as we all know, information that once got on the Internet remains there forever and even the Chinese censorship department cannot do anything about it.

In general, to be honest, the popularity of Weibo depends almost entirely on the popularity of China around the world. As China has become an increasingly important place to do business in recent years, large corporations and even celebrities create Weibo accounts for themselves to communicate with the Chinese market segment. Celebrities like Paris Hilton and Joseph Gordon-Levitt, who can't read or write Chinese at all, have their own verified Weibo accounts and use them to advertise and interact with their Chinese fans.

SinaWeibo's description of China's Twitter belittles Weibo's unique ability and leadership in the Chinese social media space. With more than twice as many users as Twitter, Xinlang Weibo is an important platform for over 22% of Chinese internet users. Part of its popularity can be attributed to the fact that users can split images and videos, which Twitter has recently come to.

Today it is the supreme platform for social discourse and an important incentive for consumer activity. It is also a celebrity center. Similar to how American celebrities communicate with their fans via Twitter, Chinese celebrities see Weibo as a way to connect with their fans and grow in popularity.

Social platforms are accepting mobile apps in addition to their online platforms. Several location-based services such as Jiebang and Mo-mo. Mo-mo (www.immomo.com) is a purely mobile application that is positioned as a means for finding friends, in fact being something like a dating site. The app uses geolocation to find other users around and send messages. Jiebang copies the functionality of Foursquare - you can register your presence in a specific place using a mobile device and share with friends, create interest groups.

There are also other well-known popular social media:

Baidu Tieba is a topic-specific discussion forum part of the Chinese search engine Baidu. The value of the content increases with the number of impressions, which are influenced by the rating of the Tieba community. The challenge for a brand wishing to enter the Chinese market is to attract more followers who will appreciate the brand's articles. This content will then appear at the top of the Tieba forum.

Qzone is an instant messaging platform, but users can join groups to discuss topics.

Youku is a Chinese version of Youtube channel that allows you to download multimedia content. Users can leave comments, rate and write reviews. Typically, a lot of ads are shown before watching each video.

Top Chinese social network QZone has 580 million active users among 712 million registered users. Following QZone in popularity is Twitter-like Tenshun Weibo with 507 million registered users, and Xinlang Weibo with 400 million. Behind them in the ranking is Friends (PengYou), also owned by Tongxun, with 259 million users and a Facebook-like network Ren Ren with \$ 172 million, according to WeAreSocial.

The Chinese Internet market is characterized by at least three features:

1. The top three total advertising spending in China is fashion, automobiles and retail. Spending on these three types of advertising products is growing at a rate of 553% per year and occupy 10.8% of the market share. These numbers show that advertising services in the retail, automotive and fashion segments will always be a success.

2. The average Chinese online shopper spends an average of RMB 10,000 (or \$ 1,500) each year. This is further evidence for the development of online retail. Now, entrepreneurs with a good understanding of the internet culture in China may well take advantage of social networking and internet marketing strategies to generate leads for themselves or on behalf of customers. Baidu.com is the most visited portal and search engine in China. Google.com, by contrast, is limited in Chinese

cyberspace, so internet marketers must use social media to find targeted consumers or businesses.

3. The social media sector in China is highly fragmented and localized. Every social media and e-commerce platform has at least two major local players: microblogging (or weibo) such as Sina Weibo and Tencent Weibo; on social media, a number of companies including Renren and Kaixin001. These players have different strengths, areas of focus, and often geographic priorities. For marketers, this fragmentation increases the complexity of China's social media landscape and requires significant resources and expertise, including networks of partners to help guide their way. Competition is evolving rapidly - marketers looking for partners must keep a close eye on the development of platforms and players in the sector.

QQ, WeChat and Weibo have an audience that can be compared to Facebook, and also have features in their structure and were originally messengers. The fastest social network (SNS - Social Networking Services) in China is Weibo, but its LBS (Location-based service - a type of information and entertainment services based on determining the current location of a mobile device user) remains rather low. Weibo has a reach of roughly 97% of total primary social media users and 70% of SNS.

Today, SNS such as Tencent Weibo, Sohu Weibo and others exist on the Weibo platform. Each of these platforms attracts different target audiences. Sina Weibo is popular with high-income users, i.e. solvent, which is the reason for the popularity of this platform among Chinese merchant companies.

Social shopping (forms of e-commerce in social media) is also developed in China. Renren and Kenren are Chinese social media that offer ever-evolving forms of e-business marketing. Mostly e-commerce is carried out on the websites of companies. Users get there from social media, through links in informative articles, or through advertisements for products or upcoming events.

In recent years, as a result of the rapid development of e-business in China, the e-commerce environment on social media has improved significantly. The sites MeiLiShuo, Mogujie, Huaban, Duitang and Hers are clear evidence of this. Social elements have become the main applications of the Internet. This is the reason for the emergence of a number of specialized sites and is often used in the fields of e-commerce, online games, online video and other services.

Due to the explosive development of social media, there is a large accumulation of marketing information and news content on these platforms. Although the search for information through search engines remains in the first place, the number of social media users continues to increase, and they prefer to search for the information they need on Weibo and Wechat social media.

According to sociological surveys of the Operative-Analytical Center under the President of the Republic of Belarus, four out of ten favorite sites of Belarusians refer

to social media [27, p. 306]. Each of the leading services has occupied its own functional and audience niche in the information space of Belarus (Fig. 2.1).

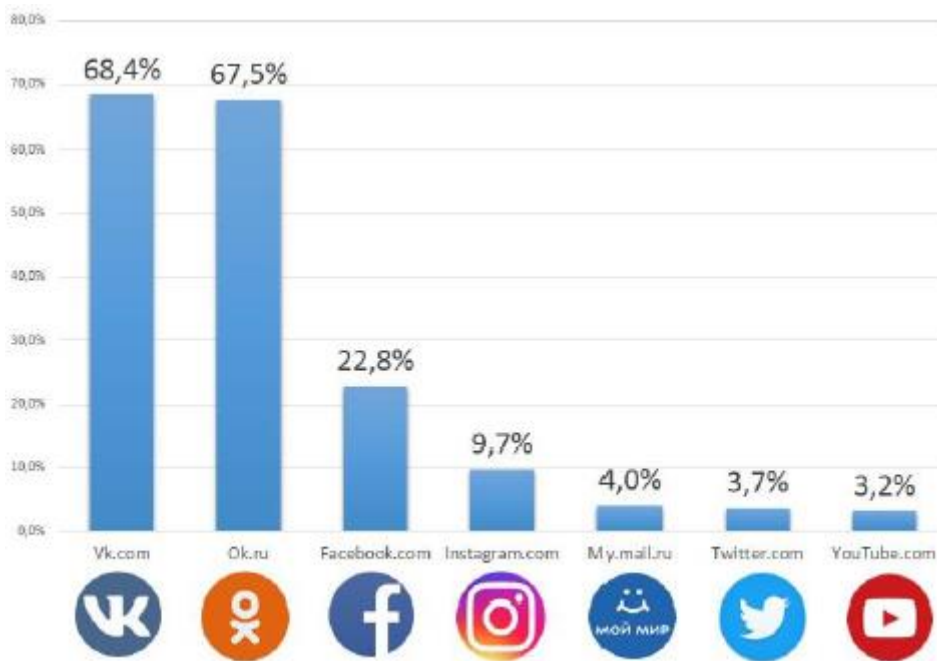


Figure 2.1 - Rating of social networks in Belarus, 2020

Note. - Source: [26]

The paper presents the results of an analysis of the data of a sociological study conducted by the Institute of Sociology of the National Academy of Sciences of Belarus in December 2019 - January 2020 (sample size - 4,273 respondents), more than half (63.4%) of Belarusians who took part in the survey use social networks with varying frequency. ... Of these, slightly less than 42% of respondents go to social networks almost daily, about 17% of respondents - 1-2 times a week. The highest level of engagement is observed among young people aged 16-29, the share of daily users of social networks in this age group is just over 79%. With increasing age, the number of active users of this resource decreases and is 51.3% in the 30-49 age group and 14.8% in the 50 and older age group. The most popular social networks among Belarusians are VKontakte and Odnoklassniki - more than 42% of respondents actively used each of them at the time of the survey. This is followed by Instagram and Facebook, the number of active users of which amounted to 27.9% and 12.8% of respondents, respectively. If we turn to the age characteristics of using social media, then the most popular social media among young people is VKontakte - 81% of respondents use it. In the age groups 30-49 years old and 50 years old and older, the social media Odnoklassniki is used more often than others - 62.2% and 27.3%, respectively. [27, p. 306]

A little more than 68% of Belarusians who took part in the survey use Internet messengers.

Every second of them uses this resource daily, every seventh - at least 1-2 times a week. The highest share of daily users of instant messaging programs is noted among young people aged 16-29 (80.3%). In the age groups 30-49 years old and 50 years old and older, the number of such users is 67% and 22.9%, respectively. The most popular messenger among Belarusians is Viber, the share of users of which at the time of the survey was 58.6% of the total number of respondents. WhatsApp is in second place - just over 18% of Belarusians who took part in the survey actively used this messenger. The third most common messaging application is Skype (16.7%). Completes the rating of Telegram messengers, popular among Belarusians (13.5%). Age specificity in the preference for instant messengers was not revealed. Among respondents of all age groups, Viber is the most common messaging program, with a percentage of users ranging from 29.5% in the 50 and older age group to 80.8% in the 16-29 age group.

Slightly more than half (52.4%) of Belarusians who took part in the survey watch (read) blogs on various Internet sites. Of these, every fifth respondent uses this Internet resource almost every day, a little more than 18% of respondents - at least 1-2 times a week. The highest share of daily viewers (listeners) of blogs is noted among young people aged 16-29 (45.4%). With increasing age, the share of such respondents decreases and amounts to 23.7% among respondents in the age group 30-49 years old and slightly less than 5% among respondents in the older age group (50+). The most popular Internet platform for viewing (listening) blogs among Belarusians is YouTube - it is used by about a third of the respondents. [27, p. 307]

Thus, social media are very popular among the population of Belarus and China. The list of popular Web 2.0 services is not the same for different countries and regions: it is influenced by technological, political, and cultural factors. For example, Russia's autarkic aspirations have led to the fact that its market is dominated by platforms of its own production - VKontakte, Odnoklassniki, while the world leader, Facebook, is not even included in the top ten. In China, where foreign social media is blocked by censors, local counterparts flourish: Renren ("Chinese Facebook"), Sina Weibo ("Chinese Twitter") and others.

The preconditions for the growing popularity of Web 2.0 platforms have emerged in Belarus. First of all, this is a high level of ICT development and the availability of Internet technologies for a wide audience. At the same time, the practice of using social media has clear age characteristics. Thus, the most active users of these resources are young people. With increasing age, the popularity of social media declines, and people aged 50+ are least active in using online communication platforms.

2.2 Features of the process of involving youth in charity and volunteering using social media in Belarus

At present, such words as social media, smartphones, likes, stories have entered the life of Belarus and have become firmly entrenched. Some 15-20 years ago, the Internet and everything connected with it was something unknown, but today, for most people, half of their lives can fit in a small piece of iron. Photo, video, business, study, sports - we can find all this in any computer and smartphone. Today, almost 60% of the world's population, which is over 4.5 billion people, use the Internet.

For several years now, an active trend in the development of the Internet has been the rapid growth of social media. A social media is an online platform that people use to communicate, meet, create social relationships with other people who have similar interests or offline connections, as well as entertainment and work [43]. At the moment, online platforms have reached the highest point of using them as a PR tool. Everyone has heard terms such as targeting, SMM (social media marketing), etc. It is no secret that the most active promotion, information, campaigning takes place in social media.

On the Belarusian Internet, the most popular are VKontakte, YouTube, Instagram, Telegram, Twitter. These are sites where the average user (aged 16 to 64) spends about 5-6.5 hours a day on average. Today, the leader for promotion and advertising is Instagram. In recent years, this platform is not only a "photo album", but also the real "home" of digital marketing, even the video hosting YouTube is already beginning to give way to this site.

Although Instagram is now at its peak of popularity all over the world, including in our country, Vkontakte is the most popular social network in Belarus. This network was created not only for watching videos, listening to music or exchanging news and pictures, but also for direct communication between people. The platform brings together users by interests. There a person can meet new connections, find like-minded people, start communicating, and if he wants, then meet in real life.

The place of a huge crowd of people has always attracted attention and aroused the interest of those who are engaged in business. Now on VKontakte there is a huge share of targeted advertising, which allows you to effectively communicate with the audience.

Today, such a tool for promotion and advertising is used not only by business, but also by various social organizations, including volunteers.

In areas of activity that result in a socially significant product, the so-called "public good", and the issue of attracting resources for the implementation of projects is extremely important, fundraising is a significant source of funding. [36]

The key principle of fundraising is to attract gratuitous assistance, in practice it is implemented through the search for not only monetary, but also in-kind donations. Such attracted natural resources can be various services, for example - advertising, transport, repairs, insurance, food, medical support, as well as goods: inventory, equipment, office equipment, etc. In recent years, when many major events take place in Belarus, an important fundraising's task is to attract volunteer help.

Now, at a difficult time for the country and its citizens, volunteers are providing enormous help. Who are volunteers? These are people of good will who donate part of their free time, strength and energy, knowledge and experience without any compulsion to those who need help and support at the moment [40]. These can be people, or there can be actual environmental projects or interesting projects in culture, where there is always a lack of funds and extra hands.

On non-working days, more than half of the country's population lost their income. Many shelters have lost (already small) aid from philanthropists. Due to the forced self-isolation of pensioners, the older generation was left, practically, without socialization, and most importantly, without the ability to simply and freely go out for food and necessary medicines. On the day of the Great Victory, all the war veterans, the blockade, were forced to celebrate on May 9 at home. And these are just a few aspects that now face volunteer organizations.

Volunteers of shelters, social volunteers, victory volunteers, and city volunteer associations are now actively working. Volunteers provide masks and gloves; treating people's hands with an antiseptic before entering the subway; help with caring for animals; deliver and buy groceries, essentials and medicines for those who cannot go out and shop on their own.

Increasingly, small business owners can be seen holding charity events and preparing free food for those in need, for those who are left without means of subsistence and cannot afford to buy food. Those in need can learn about this from the news on the official pages of companies in social networks, and most of them on Instagram.

Food sharing is gaining popularity on the Internet. The most active platform in this area is Vkonakte. The leading cities using this social network for food exchange are Minsk, Grodno, Brest.

Volunteers are just the same people, so some who participated in the activity before the quarantine are now forced to stop it due to various personal circumstances. Volunteer organizations are faced with the question of where to find new volunteers. Undoubtedly, this activity is not one-sided. In this difficult time, many people have appeared who are willing and ready to help others, but cannot find how to do it. Social media come to their aid.

According to the 2021 study, information on 74 communities was received on the VKontakte platform at the request of "volunteer". The total number of

participants in volunteer organizations amounted to almost 90 thousand people (Fig. 2.2) [10]. But these are only registered participants in the movement, there are people who manifest themselves in individual volunteer projects without becoming part of these statistics. We believe that every young person should have a volunteer experience.

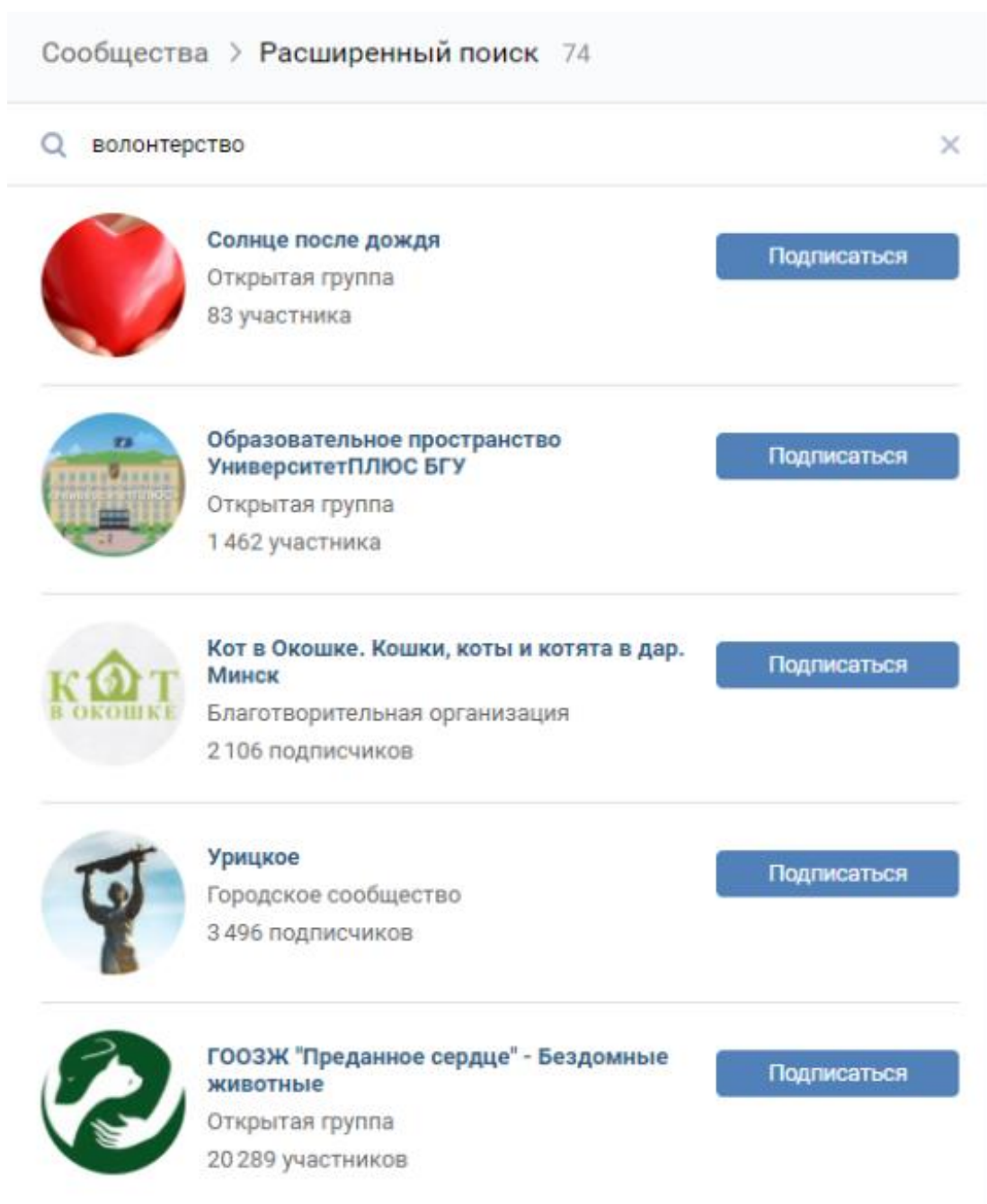


Figure 2.2 - Belarusian volunteer groups on VKontakte

The most numerous in terms of the number of subscribers is the UNIHHELP community network - an international charitable public association that helps seriously ill children on VKontakte.

We help in raising funds for the treatment of sick children, and also support medical and social institutions in Belarus.

"Do you know how? As you know ..." is presented on social networks such as "VKontakte", Facebook, Twitter and Instagram.

On the VKontakte social network, this organization is active in SMM activities. The number of subscribers is 446 people of various age categories, starting from 14 years old. Community news is updated daily, the main informative content of which is reports on the activities of volunteers. Members of the group actively support the entries with "likes", "reposts" and comments.



Figure 2.3 - Official page of the volunteer movement "You know how? As you know ..." in "VKontakte".

In the Instagram account of the movement, brief information about the movement and the bright slogan "If you open your heart to goodness, then your place is in KNOW HOW? HOW YOU KNOW ..." (Fig. 2.4). There are 722 posts in the traffic account, each of which has from 10 to more than 100 likes.

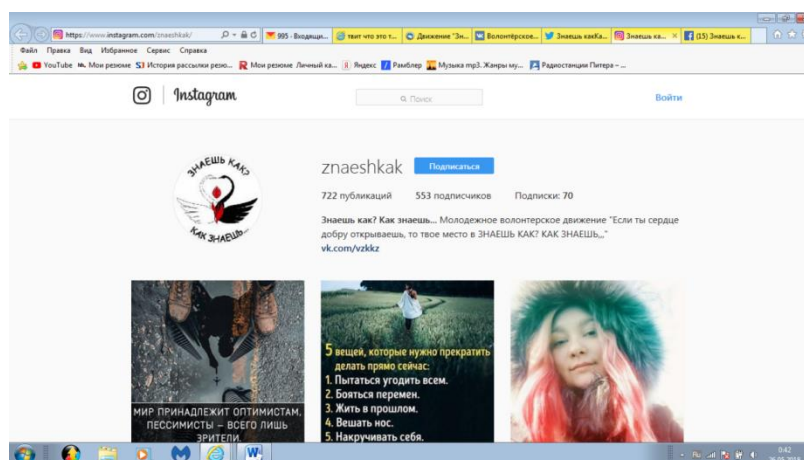


Figure 2.4 - Official page of the volunteer movement "You know how? As you know ..." in "Instagram".

Thus, the volunteer movement in Belarus is actively developing and social media clearly contributes to this. Social media is the most important resource for the development of volunteering in Belarus. Their use allows you to increase the efficiency of work and the quality of implemented projects, tell about the activities of a wider audience, ensure reliable interaction with partner organizations, and open up new development prospects.

2.3 Directions of youth involvement in volunteer and charitable movements in China using social media

Volunteer service as a public event in which volunteers participate in public life voluntarily and without material compensation, contributes to social progress and contributes to the development of humanity, increasingly demonstrates its outstanding social benefits. The promotion and development of voluntary services around the world to some extent reflects the growth of social forces after the war and the rise of the third sector, and it is deeply related to the plight of the welfare state, the crisis of public administration and the transformation of public administration Internal relations. Objectively speaking, this is a powerful social correction for "government failure" and "market failure". At the same time, the current volunteer service is also strongly influenced and limited by various environmental factors, especially with the advent of the information age, the diversification and effectiveness of new media deeply affects the current environmental structure and volunteering of China's volunteer service. The realistic challenges of the new media era have made change and innovation an inevitable choice made by the current Chinese voluntary service system.

Social networks, blogs, Weibo, WeChat, mobile terminals and mobile TV are typical representatives of new media. In terms of the social impact of technological change, the rapid development of new media has impacted the progress of our entire era and also profoundly changed the current ecological model of voluntary services in China. Social networks, which are loved and widely used by young people, have opened up extremely broad prospects for the development of new mechanisms of social mobilization for voluntary services. Volunteer service job postings, recruitment and docking, records management, appraisal and incentives, exhibit exchange, cultural communication, etc. are all implemented on China's social media. They have greatly contributed to the transformation of the era of volunteer service in China by writing the value of volunteering service.



Figure 2.5 - Volunteer Groups on Weibo

The era of new media is an era when people, groups, organizations and countries interact with each other in a qualitative way against the background of continuous information technology innovations, and the mechanisms of information transfer and communication are being rebuilt. Various model characteristics. In comparison, new media have a much faster and wider spreading effect than traditional media and advertising through government documents, announcements, etc., they can generate public resonance and cooperation on a practical level, and this will be better. on practice. For example, through the star effect of main sponsor Jet Li, the voluntary vision of the general welfare, and the widespread dissemination of an open and transparent image of the organization on the new media platform, One Foundation facilitated a smooth settlement and remediation of the One Foundation in Shenzhen in a short period of time. Become one of the first beneficiaries of the reform of the registration management system for residential community organizations It can be seen that the rapid growth and successful transformation of One Foundation is due to the communication efficiency brought by the new media era.

A volunteer service is a platform for people and community forces who can intervene in public services and community events, and their effectiveness depends on the strength of the opportunities for social mobilization. Social media can provide the public with a variety of information about volunteering, encourage the public to

understand volunteer services, and at the same time create channels for public participation to gradually increase the "public's ability to act". The development of new media technologies and related terminal information platforms can not only help in the collection of volunteer resources on a wider scale and the implementation of centralized volunteer services; it can also take into account the reality of the differentiated and decentralized needs of volunteer services and guide volunteers. The group provides a more personalized and humane service. For example, in September 2020, of Yuri's 99 online donations sponsored by internet companies, 2.05 million caring netizens donated 127.9 million yuan through the Tencent charity platform in just two days. The amount of donation and the number of participants became record-breaking for the country. The history of online fundraising also demonstrates a powerful force emanating from "tentative public welfare". It can be seen that the effectiveness, timeliness, relevance and coverage of the mechanism of social mobilization of voluntary service in the era of new media are more realistic.

Most of the resources that volunteer organizations can receive in the future are from the community and the private sector. Thus, the adoption of public oversight and regulation of voluntary action became the legal basis for the activities of voluntary organizations. In the past, the activities of voluntary organizations were mostly limited and subject to government supervision and were largely separated from the social supervision system. In recent years, with the emergence of negative news events such as the "Guo Meimei Incident" and the "Henan Song Qingling Foundation Incident," formal or semi-official experiences are no longer a prerequisite for volunteer organizations to naturally win public trust. the use of funds and the transparency of management are convincing for the efficient acquisition of various resources and support from the community. Examples are the development and growth of charities such as the One Foundation and the Amity Foundation. In an age of new media, voluntary service serving public welfare missions will gain widespread attention from an increasing number of social media platforms, and at the same time, various inquiries and questionable torture will emerge. Consequently, volunteer organizations can use various modern new media platforms to continuously demonstrate themselves, increase the openness and transparency of the organization, and allow the public to fully understand and understand the work of the organization in order to meet the needs of the public.

The era of new media will not only change the survival and development of voluntary organizations, but will also bring about more far-reaching systemic changes. In the age of new media, networks of voluntary services have emerged through modern networks and information technology, spontaneously created by private network users who are enthusiastic about community philanthropy. They have independent visions of development, are enthusiastic about public welfare, and a relatively strong sense of subjectivity. They are often dissatisfied with overly

administrative systems of governance, pursue highly efficient and flexible models of voluntary service, and place more emphasis on creating long-term voluntary service arrangements that will structurally change existing voluntary service organizations and voluntary service arrangements. At the same time, traditional volunteer organizations are also undergoing epoch-making changes. Concerns and doubts on the part of society and the general public made them think about restoring respect and trust through reforms and addressing the problems caused by lack of governance and lagging services.

As one of the important levers for balancing economic development and social justice, volunteer service plays a positive role in making up for government failures, promoting social harmony and progress, and promoting the good social qualities of truth, goodness, and beauty. In today's peaceful era, voluntary services have embraced many areas, such as environmental protection, helping the weak and the disabled, poverty relief, disaster relief, maintenance and equity, and have become a platform for citizen participation and an essential way for citizens to live. With the advent of the new media era, the volunteer service has added two wings of motivation stemming from information technology and social autonomy, and has changed the original voluntary ecology and environment. At the same time, it also emphasizes the current structure of the volunteer service System and mechanism of construction and the era The absence and complexity of the development of connection and disconnection, some practical contradictions and problems require urgent resolution.

The traditional management system of social organizations is a product of a planned economy and big government. The space for voluntary development and the activities of community voluntary organizations is limited. In terms of legal formulation and institutional arrangements, there are several standards for the operation of voluntary organizations. In the face of the massive growth of various emerging online volunteer services in the age of new media, the dilemma of devastating relevant laws and systems is becoming more visible and urgently needed to change. Currently, the creation of a legal system related to volunteer service is mainly based on local legislation, and the differences between them are relatively large. However, the regulations, systems and laws for the various online volunteer services are almost the same in the age of new media. empty. Thus, volunteers are in a difficult situation of a "vacuum of rights", which leads to an unclear legal positioning of volunteer actions. There is a lot of blindness, chance and confusion in volunteer service, which is even more serious, under the slogan of public welfare and volunteer service. Internet fraud occurs in an endless stream, but the parties involved can go unpunished, and prosecution is difficult and often goes unnoticed. For example, in recent years, the "Kai Shou Ji Ge" fake public welfare incident in the Dalian mountains, the "Zhihu Da B" nursery rhyme fraud incident, "Millions of Poverty Alleviation Means" WeChat group fraud incidents, etc. exposed on the

Internet in recent years. Many charitable online scams often occur on one side. This reflects a situation where China's voluntary service cannot be tracked and illegally coexists in terms of rights enforcement, oversight of operations, organizational coordination and resource extraction in new media era, and seriously hindered the comprehensive development and reform of voluntary service in the new era. Thus, how to deal with the realistic rule of law requirements for voluntary services in the new media era has become a key issue that fosters the continued development of voluntary services in China.

A volunteer service is a kind of community charity event that demonstrates a range of cultural foundations and value beliefs such as "dedication, friendship, mutual assistance and progress". Its role in social harmony, political stability and coordination of interests is remarkable. Volunteer services can accumulate different resources in a short period of time using different media in the new media era, creating a cumulative effect of public assistance. Nowadays, cable TV, the Internet and mobile terminals are playing an increasingly important role in promoting voluntary culture. However, in the process of spreading this culture, there was a lot of noise and consumer behavior. For example, some public welfare programs receive ratings by exposing the personal space of disadvantaged groups and equating public welfare with sensationalism and tears, distorting audience self-awareness and prying; or taking into account the actions of volunteers to provide public assistance. "Show" in the form of competition transforms the expression of love into comparison and material belonging; more stellar entertainment raises entertainment to unreasonable heights, weakens the element of public welfare, and becomes "entertainment to death." The cultural essence and value requirements of volunteer service must penetrate deeply into the hearts of the public through communication and cultivate public sentiment and the volunteer spirit of society as a whole. However, a combination of sensation, materialization and commercialization has manifested itself in existing ways of communication. The play of sex and social welfare, as well as the phenomenon of alienation, which consists in the lack of continuity and branding, have influenced the formation and promotion of a true volunteer culture and volunteer spirit in society. At the end of 2019, the Luo Yixiao Incident made us think deeply about the integrity of online charity. The incident was also a landmark event that triggered the online voluntary action crisis. It can be seen that, against the background of a lack of oversight and restraint in the field of voluntary services, "consumption" and the use of a voluntary culture have become convenient ways for organizations and individuals with ulterior motives to seek personal gain. We must pay attention and vigilance to effectively manage the spread of a voluntary culture. The various phenomena of alienation and problems in relations between civil society, government and the market have not improved in the era of new media.

The bulk of the volunteer service is voluntary organizations and volunteers, and demonstrating their good role in volunteering depends to a large extent on their correct behavior in relations with the state and the market. Since they are an important representative of the third sector, the development of voluntary organizations in modern China is constrained by the weakness of their own autonomy and independence in the field of development. On the one hand, it significantly limits the space for social development of voluntary service organizations and affects the implementation of their organizational requirements in the service of society and for the good of society. On the other hand, when many voluntary organizations in China receive adequate resources in the marketplace, they cannot maintain their voluntary spirit and pure autonomy. Over-commercialization and market-oriented activities in the process of cooperation with the enterprise caused the Volunteer Service to change and go away. Some companies even use the provision of charitable funds as bait and cover to interfere with the internal governance of volunteer organizations and the operation of voluntary service projects, turning volunteers and voluntary organizations into tools that allow companies to promote themselves, promote themselves, and reap additional benefits. In general, China's voluntary organizations were not truly independent to effectively achieve powerful advancement and influence on social construction.

2.4 Prospects for using socialmedia as a means of involving young people in charity and volunteer movements in Belarus and China

In order to collect information on the issues of the research, from March 7 to 11, 2021, we conducted a survey among Belarusian and Chinese students.

Previously, a questionnaire was developed, consisting of twelve questions affecting the motivational and evaluative side of the personality.

The survey involved students from educational institutions in Belarus and China. The total number of respondents was 200 people. 100 people are residents of Belarus and 100 people are residents of China.

The data obtained were processed using the method of mathematical statistics (MS Excel 2016 software).

The socio-demographic characteristics of the respondents are shown in Fig. 2.6-2.9.

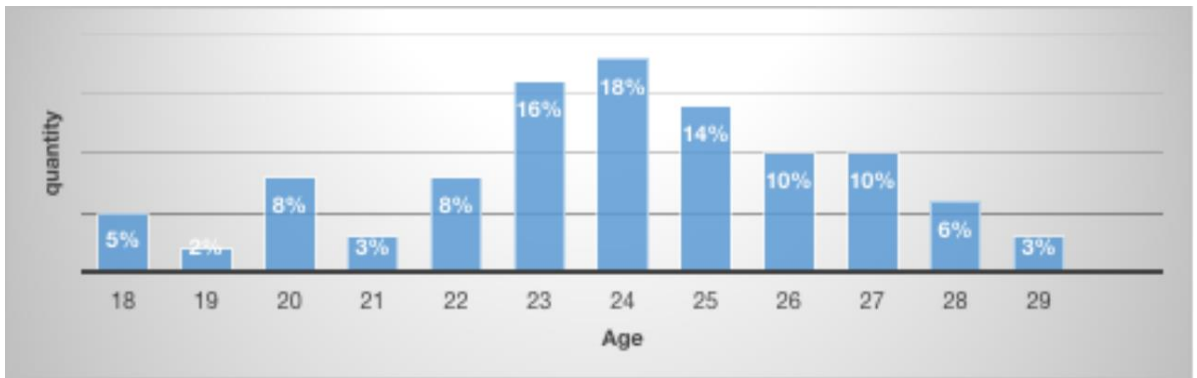


Figure 2.6 - Age of respondents who participated in the survey

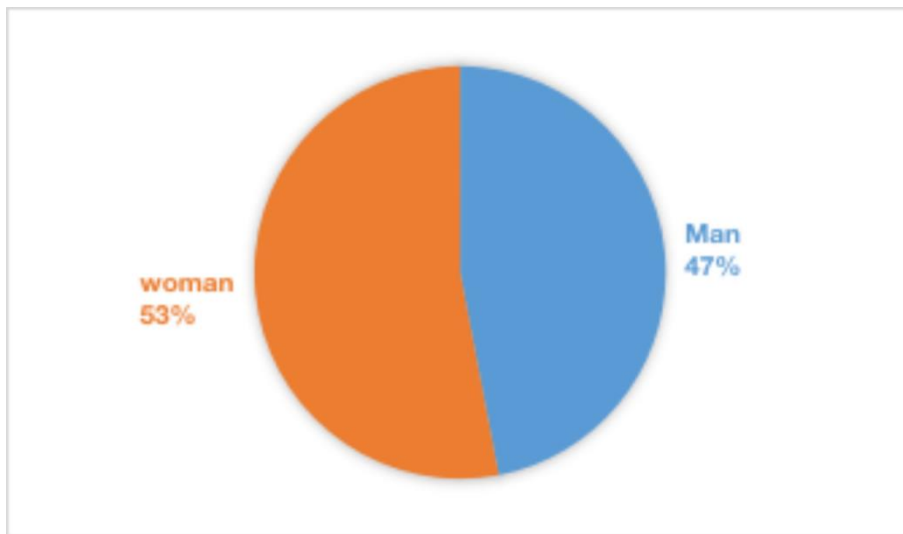


Figure 2.7 - Gender of respondents

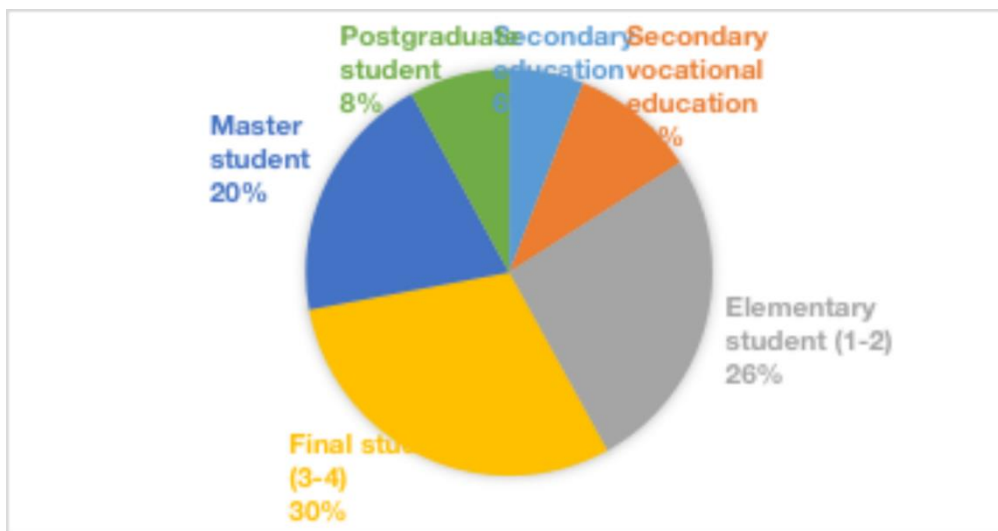


Figure 2.8 - Education of respondents

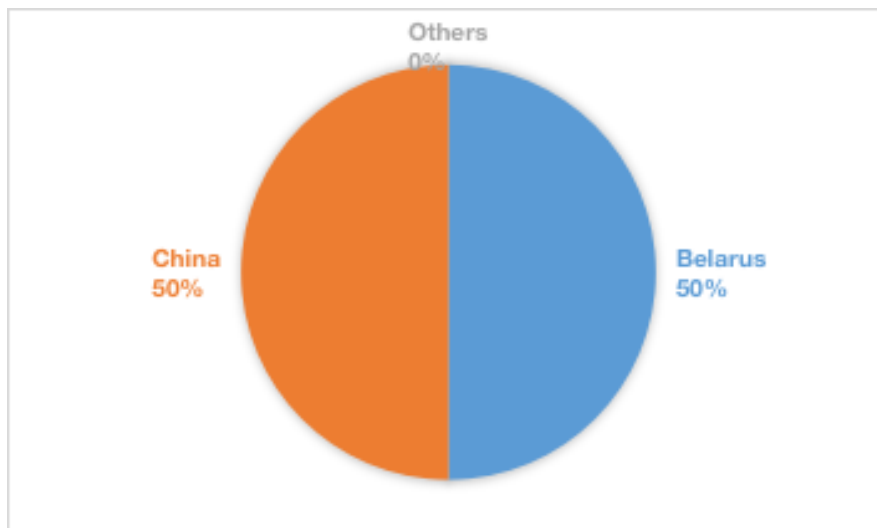


Figure 2.9 - Country of residence

All respondents from both Belarus and China are aware of what volunteering is.

To the question "How did you find out about the volunteer movement in your city?" the majority of respondents from Belarus answered that from friends, while respondents from China answered that they learned about the volunteer movement from teachers. The majority of respondents from China (57%) received information about volunteer activities from social networks. The Belarusian respondents, as well as the Chinese, in the majority (33%) learned about volunteer activities from social networks, but their percentage is much lower (Table 2.1)

Table 2.1 - How did you find out about the volunteer movement and events in your city?

Judgments	Belarus	China
From friends	25	11
From teachers	20	19
From social networks	33	57
From mass media	21	10
Other	1	3

To the question "Indicate whether you participated in the volunteer movement?" 69% of Chinese respondents answered in the affirmative. In Belarus, the situation was reversed. The majority of respondents (79%) answered negatively.

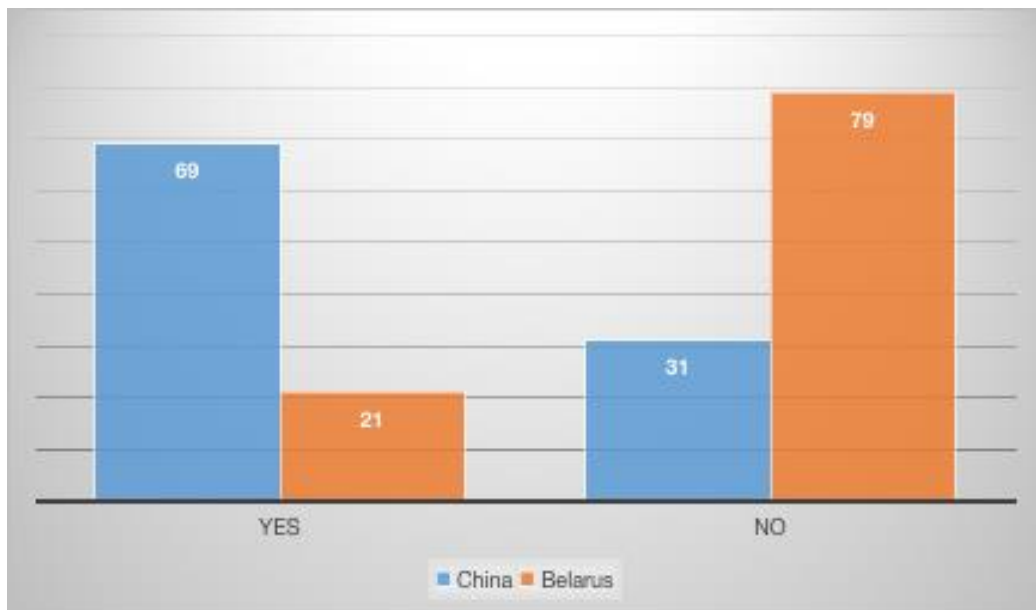


Figure 2.10 - Participation of respondents in the volunteer movement

As we can see, the Chinese youth, in contrast to the Belarusian, is more involved in volunteering. Perhaps the reason is that Chinese volunteer organizations are more productive using social media.

On the one hand, according to official statistics, the number of volunteers in various non-profit organizations is growing from year to year, on the other hand, as our research shows, the desire of young people to get involved in the volunteer movement takes an unseemly small share both in solving social problems and in political life society.

Therefore, an important stage in the survey was the opinion of young people about volunteering, first of all, it was important to identify the principled attitude of young people to the very phenomenon of volunteering. Because this attitude determines not only what is the potential youth reserve for a social society, but also the economic atmosphere in society, the values and expectations formed in it.

Thus, 70% of Chinese respondents and 51% of Belarusian respondents answered positively to the question about the willingness of students to become volunteers, 25% said "No", and a quarter of the respondents found it difficult to answer the question (Figure 2.11). But for us this testifies to a possible positive response with the correct explanatory work among young people from the outside.

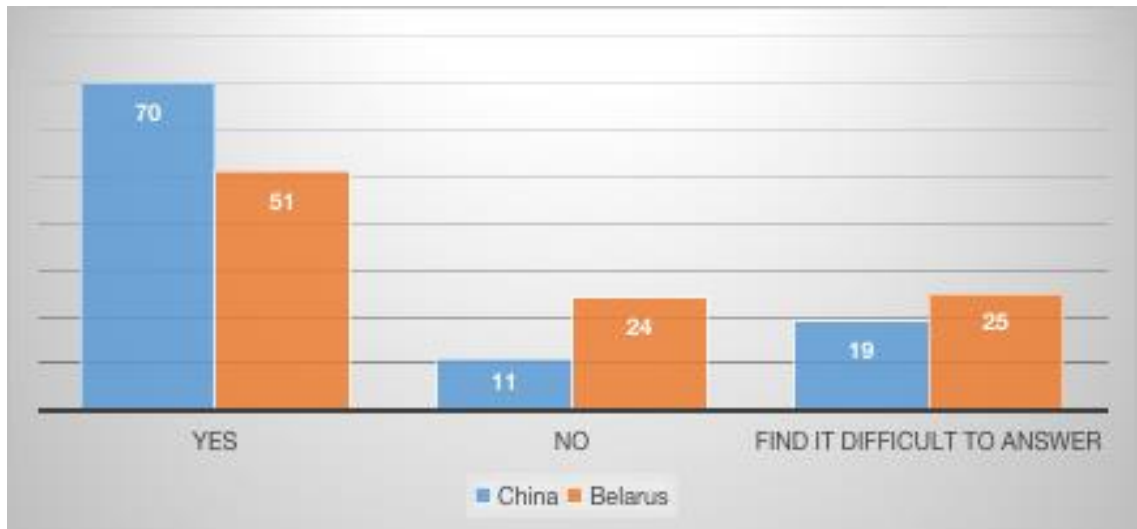


Figure 2.11 - Willingness of respondents to become volunteers

In our study, it was important to identify two essential points that determine to the greatest extent one or another assessment in public opinion: first, what kind of work young people like, whether they are attracted by the voluntary basis and, secondly, what is the motive for them in terms of performing voluntary labor.

When answering the question "What kind of job do you prefer?" 78% of respondents from China and 75% from Belarus preferred group, teamwork. This is due to the age of the respondents with the so-called "herd instinct" characteristic of him. 13 people from China and 11 people from Belarus are ready to carry out individual volunteer activities (Figure 2.12).

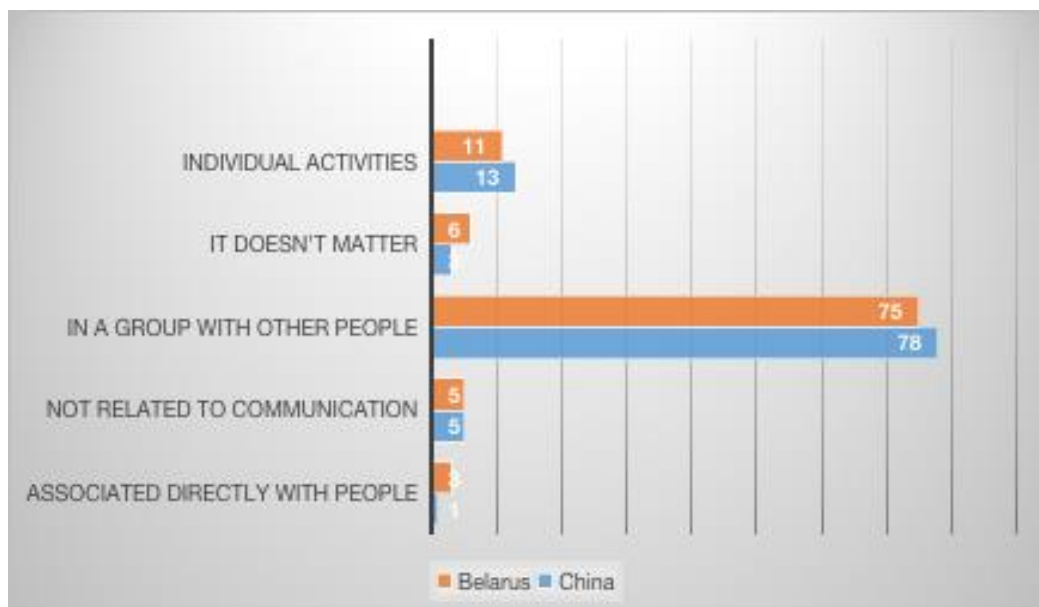


Figure 2.12 - Job preferred by respondents

Studying the reason why people go to work in this or that organization on a voluntary (volunteer) basis, the answers of respondents from China were distributed

as follows in descending order: the desire to help other people attracts 35%, the prospect of making acquaintances with new people interested 22% of the respondents, the possibility of compassion, empathy for those in need - 14%.

The range of less than 10% included the items "Desire to feel needed" 9%, group work with friends - 7%, civic feelings - 6%, religious considerations and a sense of obligation to return to people what they received 4 and 3 percent, respectively (Figure 2.13) .

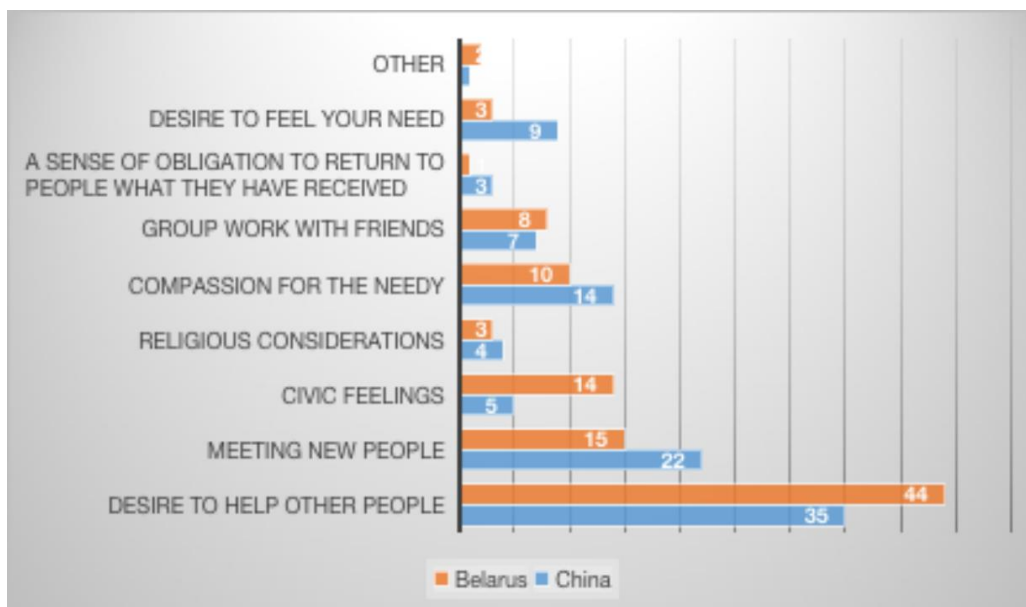


Figure 2.13 - Reasons (in the opinion of young people) why people go to work in this or that organization on a voluntary basis

Studying the motivational component of volunteering, analyzing the motivational incentives that push people to engage in free work of respondents from Belarus, we note that the majority of respondents (44%) show a desire to help other people. The position of "compassion for those in need" is 10%, the desire "to feel your need" - 3%, "the desire to help other people" - 44%.

Our respondents were asked to assess the scope of the volunteer movement in China and Belarus. Excellent, the state of the volunteer movement was assessed by 48% of respondents from China and 18% from Belarus, good, 40% of respondents from Belarus and 17% from China assessed the state of the volunteer movement.

Volunteering is assessed as satisfactory by 16% of respondents from China and 21% of respondents from Belarus (Fig. 2.14).

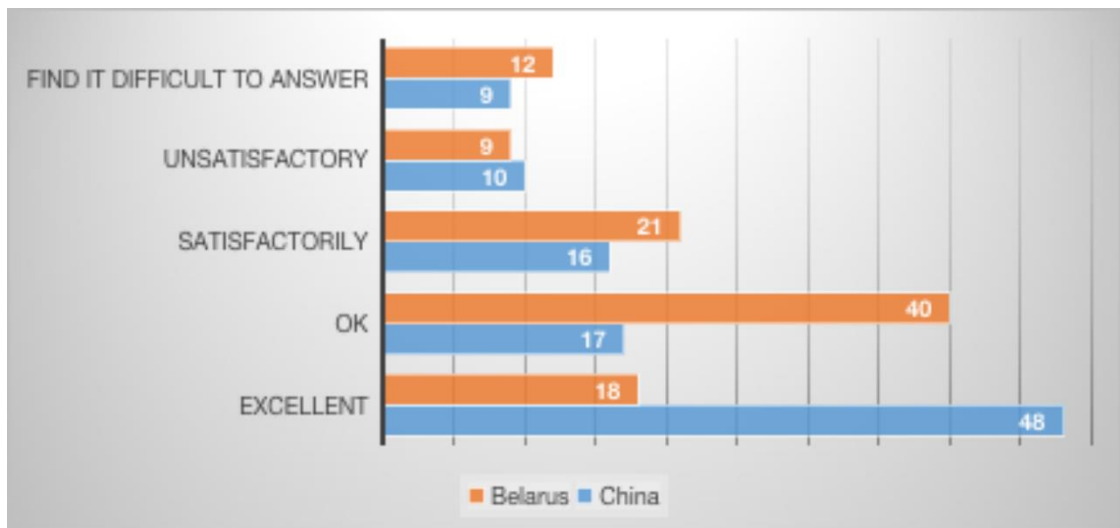


Figure 2.14 - Students' assessment of the volunteer movement in Belarus and China

Attention is drawn to the fact that the majority of those who find it difficult to answer are girls, that is, the unrealized potential of this group of respondents is clearly visible. In general, the results of the study of this particular fragment of the questionnaire survey reveal a rather low awareness of young people on many issues of the volunteer movement. It should be noted that young people from Belarus are even less well informed about the problems of volunteering in Minsk than about volunteering in general.

The defining conditions identified in our study that favor volunteering among young people in China were "opportunities to show themselves from the other side" (8%) and "meeting new people" (10%), but most of the respondents from China said that social networks are conditions conducive to the development of volunteering (52%).



Figure 2.15 - Conditions that young people believe are conducive to the development of volunteering

In Belarus, the defining conditions identified in our study that favor volunteering among young people were also "opportunities to show oneself from the other side" (8%) and "meeting new people" (14%), however, just like in China most of the respondents from Belarus answered that social networks are the conditions conducive to the development of volunteering (69%).

Further, we found out the conditions that, according to the respondents from Belarus and China, hinder the development of volunteering among the youth.

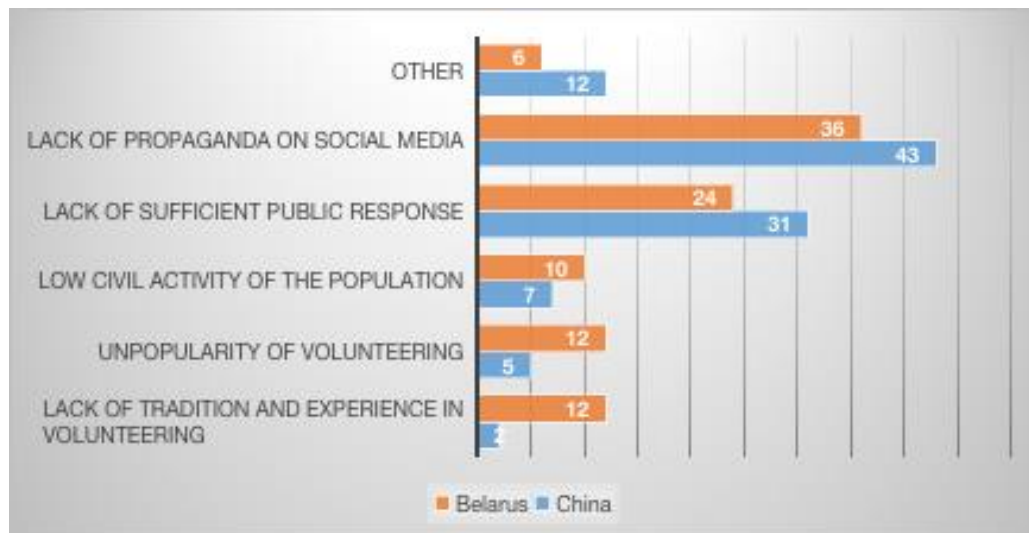


Figure 2.16 - Conditions that, according to respondents, hinder the development of volunteering among youth

The study showed that, according to the Belarusian respondents, the conditions that hinder the development of volunteering in Belarus are hampered by the lack of traditions and experience (12%), as well as its unpopularity (12%). However, as in Belarus and in China, the absolute majority of young people are confident that the lack of propaganda in social networks is the main condition that hinders the development of volunteering - 43% of Chinese respondents and 36% of Belarusian ones.

Thus, the study made it possible to conclude that the awareness of young people about the goals, objectives, methods of work of volunteers is very low, and the desire to help people in need is quite high. In this connection, we believe that the further development of volunteering in Belarus and China is associated with propaganda in social networks.

As can be seen from the general data on research work, the problem of awareness of the specific activities of volunteers is in fact very acute. It is necessary in the media to pay more attention to educational and propaganda work with the help of advertising videos, to tell the younger generation about the activities of volunteers, including in Belarus and China.

The results of the study clearly show that social media are a powerful tool for the development of volunteering in modern society.

As an example of the work of charitable organizations in China, consider the One Yuan Donation project, which is being implemented in collaboration with the Chinese anti-poverty organization and Yum! (China), is a classic use of social media accounts of large enterprises to donate to the public. Yum! (China) has a number of systems throughout the country, such as KFC Urine, Pizza Hut, Taco Bell, Dongfang Jibai, Filing One Yuan project is carried out in KFC, Pizza Hut, Taco Bell, Dongfang Jibai stores. The point is that through the social media, advertising is launched on the pages of large enterprises and the collection of money begins in the chain of stores. China Foundation for Poverty Alleviation, with hundreds of thousands of volunteers (vendors) in tens of thousands of Yum (China) stores across the country, has implemented effective recruitment projects. In 11 years, 120 million consumers have donated home donations, totaling more than 180 million RMB, of which Yum (China) and its employees have donated more than 40 million RMB.

Or another example. The online channel has become the most valuable source of luck. Tencent "99 Charity Day" has created an effective fundraising platform for various charities on this platform. For example, "99 charity days" in 2020. From September 7 to 9, over 28 million people spent RMB 830 million on 5,498 community projects through Tencent's charitable platform hosted on WeChat. The related funds reached 185 million RMB from 2,000 companies, as well as 300 million RMB in related donations from Tencent Public Lian Charity Funding Association and 100 million RMB to charity development funds totaling over 1.414 billion RMB.

The research has shown that the youth of Belarus and China are ready to take part in charitable projects. However, it should be noted that modern society is becoming more demanding both in terms of the consumption of information content and in matters of purchasing a product or service. At the same time, it is important for the population to know how their funds will be used for charitable purposes. If not long ago caring people and organizations carried out transfers for the treatment of a stranger or providing assistance to a certain charitable foundation, now most of them are carefully figuring out what exactly their finances will be spent on. In this regard, in order to form a promotion strategy and build communications with the target audience, NPOs must differentiate their activities.

The goal is achieved through the implementation of the assigned tasks. First of all, it is necessary to find solutions that will allow NGOs to develop the image of an expert in helping the elderly and disabled people and become an authoritative information channel. In this case, you can use the inbound marketing methodology (attracting consumers through useful content).

It is not easy for charity and volunteering to work with social media: they face at least two important challenges.

The first is related to the fact that social media are a territory of positiveness, a place where the best version of the surrounding reality lives. Users scroll through the feed to relax and have fun, dream about a beautiful life and find out the news. For this reason, charitable and volunteering foundations with their complex, often downright difficult topics can find it very difficult to integrate into this positive information flow.

The second obstacle that complicates the communication of NGOs with the target audience is that it is difficult for people to be in contact with the problems raised by funds on a daily basis. For the majority, according to our observations, it is easier to make a donation once than to subscribe to an organization's social media account.

One can argue against these arguments that social media users often repost messages with calls for help or a request to raise money for treatment, which means that everything is not so bad. However, these are isolated cases - a drop in the ocean, which allows you to save one person, but does not affect the situation as a whole.

At the same time, the task of most funds is much broader - to improve the quality of life of an entire category of the population. Therefore, in order to realize its mission, an NGO needs to immerse the people around them in charity deeper, telling about the origins of the problem, the various ways of providing assistance and the contribution that everyone can make.

We have formulated new rules for maintaining social media.

Rule # 1. Formulate goals and objectives

Effective SMM begins with the formulation of goals and objectives that the foundation plans to achieve using social media.

For a foundation to get the most out of social media, the goals for the platforms must flow directly from the foundation's long-term objectives and take into account its positioning. It is extremely important at this stage to focus on the needs and pains of the target audience, because despite the fact that charity is a common cause, good communication cannot be built without a portrait of the target audience.

Rule # 2. Talking about problems that affect everyone

Many people are excluded from charity and volunteering because they do not understand their connection with the mission of the foundation and do not feel involved. This problem can be easily solved if you find points of contact with subscribers. By the way, this is another argument in favor of keeping the portrait of the target audience at hand: with this document it is much easier to find "common themes".

However, there is an important nuance here - the rule does not work if the foundation does not adhere to the principles of openness and sincerity. In other words, a charitable organization does not need to hide behind vague wording and bureaucracy in an attempt to soften rough corners, bypass delicate problems, and

become more optimistic, as required by social media. Communication can be positive, but not at the cost of suppressing facts or substituting concepts.

For example, the Butterfly Children charitable foundation, which provides comprehensive assistance to children with a rare genetic disease - epidermolysis bullosa, has addressed such topics as the perception of oneself and one's body, the fight against misunderstanding of others, and acceptance of one's own characteristics. These issues are clear and familiar to a wider audience, so it should come as no surprise that such posts quickly became popular with subscribers.

Largely thanks to such sincere, but at the same time expert publications, the fund's account came to life. Subscribers began to share posts with friends, and in the comments they began to talk about their experiences, ask questions about the disease, and even offer help.

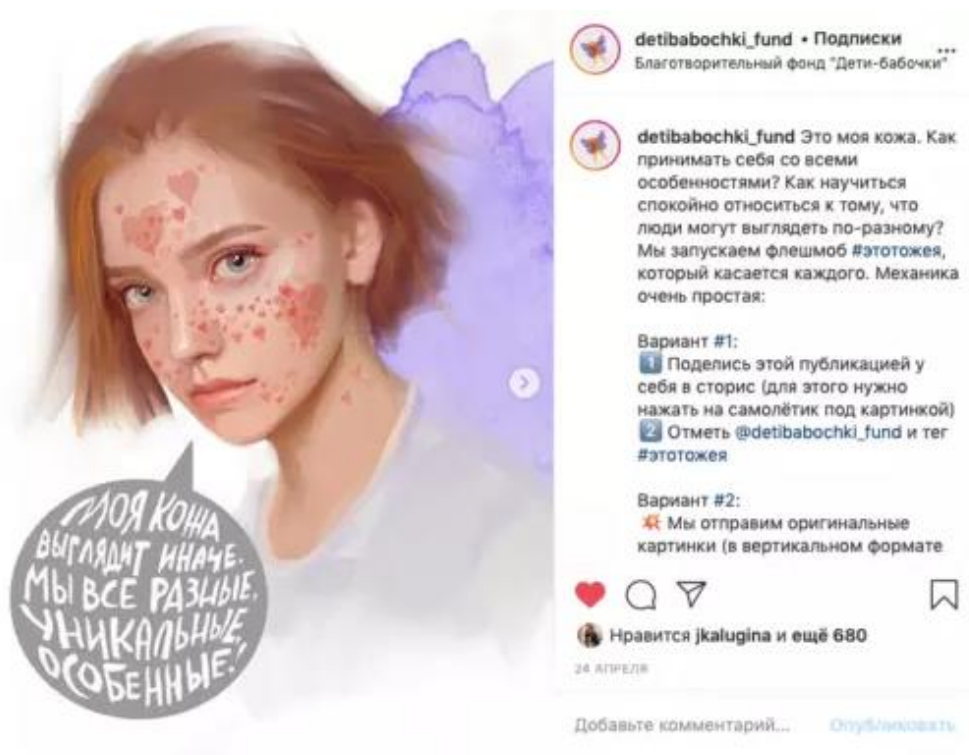


Figure 2.17 - Flash mob "it's me too"

Rule # 3. Paying attention to the visual component

Effective SMM is impossible without a bright, recognizable corporate identity and templates for decorating images for posts. First, it positions the organization as a professional who knows how to work in a digital environment. And secondly, it provides coverage: subscribers will be more willing to share with well-formed posts.

In the case of Butterfly Children, the introduction of a single style and guides immediately had a visible effect: the first publications in the new style were included in the top 10 most popular posts of the fund, and the feed acquired a holistic look.

Rule # 4. Create informative and entertaining content

Initially, the idea of using collections of films and books about special people in the fund's social media raised concerns, but we decided to take a chance. It turned out not in vain. Such informative and entertaining content is an excellent entry point for people who have so far shown minimal interest in charity. Through cinema, literature, expert articles from psychologists, you can gradually immerse a person in charitable activities, ultimately forming a habit of good deeds in him.

This person may not immediately begin to provide tangible benefits to the charity, but in the long run it is a very profitable strategy. Awareness, immersion and knowledge of the context turns the subscriber into an "evangelist" of the foundation, who will educate friends and acquaintances, and therefore, will involve even more people in charitable and volunteering activities.



Figure 2.18 - Selection of films about people with special diseases

Rule # 5. Set up a process that allows you to post quickly.

Maintaining social media accounts cannot be completely left to one professional or a freelance team. To create high-quality content, fund employees will have to take part in the process, because they are carriers of expertise and unique experience that needs to be broadcast on social networks. But NGO employees often do not have enough time for this, because they have many other, specialized tasks, on the solution of which the lives of people often depend.

The problem can be solved with the help of a clear and transparent business process: it will allow planning the involvement of fund experts and speed up communication between team members. The result of the tuned process is a uniform workload of NGO employees and high-quality content, made in the optimal time

frame. To do this, you need to agree on how to set tasks, appoint responsible persons and, most importantly, develop guidelines and editorial policy. This will take time and several meetings, but as a result, it will be possible to make and coordinate posts as quickly as possible.

To enable employees of the organization to publish content on their own without compromising the visual component, we have developed over 40 templates for different types of posts. Using templates is easy: it only requires minimal knowledge of Photoshop and a few minutes to insert a picture.

Improving your content according to the rules above is only the first step. For the multiple growth of subscribers, promotion with the help of bloggers and targeted advertising is required. Without the investment in paid promotion, all content created with such difficulty will only be read by the most loyal supporters of NPOs.

These rules work in both Belarusian and Chinese social media. Despite the fact that the youth of Belarus and China have different mentality and different cultural traditions, globalization makes people psychologically very similar. We are equally worried about homeless animals, sick people, old people and homeless people. We want to help them, and sometimes we don't know how to do it. An account of a reputable organization on social networks is able to provide invaluable assistance in promoting a charitable project and to acquaint young people with the problem that requires their help. It doesn't matter how it will be done, by advertising a charity event on the page of a commercial organization, as is the case in most cases in China, or by creating your own charity account on social media and promoting it with the help of bloggers and targeted advertising, like this happens in most cases in the Republic of Belarus.

Compared to Western countries, volunteer work in Belarus and China started relatively late. Defects and backlog of institution building have led to long-term consequences. The management model and working mechanism of the company has not been fully built, and there are problems with the lack of sustainability capacity in the service sector, recruiting personnel, project planning and promotion, organization management and development. As we enter the era of new media, while it is possible to form a short-term volunteer service and "shock wave" to expand the volunteer spirit through information technology and communication platforms, it cannot include a collaborative workforce, capital, information and division of labor. The development of the Internet has led to some progress in building a network of voluntary organizations. Overall, however, the network of voluntary services is incomplete, the resource sharing mechanism is ineffective, and there is no single mechanism for coordinating and managing the network. The system of cross-sectoral resource flows and resource integration is very small, and the phenomenon of separate management, separation and isolation is more noticeable. Thus, creating a unified and coordinated platform for managing the network of volunteer services,

coordinating, coordinating and integrating volunteer resources, combining volunteer services and the needs of volunteers, and implementing timely, personalized and convenient volunteer services still has a long way to go. It can be said that informatization, networking and scientific management of volunteer resources is a survival line for promoting volunteer service in the era of new media, achieving long-term management and sustainable development.

The era of new media has brought the development of voluntary services into a new environment where opportunities and challenges coexist, benefits and challenges coexist. In such an era, this is only possible through scientific and rational analysis and reflection on the development of existing voluntary services. Taking innovation as the main axis, focusing on reform, and driving the transformation of volunteer service is the right path for development.

With the rapid development of new media, the use of various media to spread the spirit of volunteering and promote a culture of volunteering is an important way to strengthen the social foundation of volunteering. The 2001 Global Volunteer Declaration clearly states: volunteering should not be an incentive for us, it should not be a consequence of the interests of the masses, but a national habit, lifestyle and culture. From this it is clear that as a voluntary and unpaid social activity, the volunteer service has left wide public participation, and one can imagine the prospects for its development. In a new era, the use of new media technologies to renew the mechanism of social mobilization, spread the spirit of volunteering and develop a culture of volunteering can significantly change the internal and external environment of volunteer service.

First, social media can overcome the constraints of time, space and region and have the advantages of high query speed, timely information transfer, and a huge amount of information. The use of new media to deliver volunteer education and training to the audience in the form of video, audio, images, texts, etc. Through a series of online courses, demonstrations of experiences, virtual forums and other forms, due to the shortcomings of traditional teaching, this is a kind of new method learning. Second, various new media platforms can quickly and widely cover the work of volunteers and their organizations, create a good social atmosphere, build a brand of volunteer service, and attract more people to volunteer. The network effects of charities and volunteers such as One Foundation, Amity Foundation, Friends of Nature, Free Lunch, Mother's Basement and Earth Hour have shown us that new media is in one of the huge propagation effect. Finally, in today's Belarus and China, where new media are emerging, more attention needs to be paid to the phenomenon of alienation in the proliferation of voluntary spirits in order to prevent the emergence of "entertainment", "commercialization" and "over-sensationalism" of public welfare. Spread. In this process, moral introspection, social oversight and legal oversight are

equally important, and the voluntary spirit of "dedication, friendship, mutual assistance and progress" should always be seen as the norm.

After reform and opening up, as an important part of social construction and development, voluntary service has played an important role in uniting social forces, integrating social resources, paying attention to people's livelihoods and providing social protection. Popularization and promotion of online volunteer services are closely related to the education of civic consciousness and public spirit and are the cornerstone of modern society. Therefore, it is necessary to carefully consider the relationship with the state and the market and establish a balanced and beneficial relationship model. This is even more strategic and epoch-making for the current social reform and construction in China.

The volunteer service is recognized by the public for its concrete and tangible positive social effects. The developing appeal of the phrase "I am for everyone, everything is for me" influences and motivates more and more people to join it. From a team full of love and energy, the "red jacket" effect gradually diverges and progresses on a social level. In addition to the joy, we must also see the negative consequences caused by the lack of long-term mechanisms for voluntary service. The demise or collapse of many small and medium volunteer groups and organizations has sounded the alarm for us, and enthusiasm alone cannot hold the banner of volunteer service. Learning how a volunteer service operates according to the realities of China has become a key opportunity that volunteer organizations should value.

The volunteer service has entered the era of new media, and the effect of the external ecological overlap of the technological environment and the social environment is obvious, and it will inevitably face various changes and innovations of the time. The key point to think about at this point is that volunteer organizations need to understand and think about what and how to change. Only in this way can they meet the needs of the environment, the rationale of the organization and the path of development. Cultivating innovative awareness and implementing innovative action should be the only way for China's voluntary organizations to adapt to the needs of social change and strive for their own long-term development in the context of the new media era. Using innovation as a driving force, constantly increasing the level and capabilities of social voluntary service and promoting an in-depth reform of public voluntary organizations and the voluntary service system is not only an inevitable response to the external development trend of that time, but also active promotion of internal organization. A prerequisite for developing and strengthening the ability to act.

Conclusions on chapter 2

Social media is very popular among the population of Belarus and China. The list of popular Web 2.0 services is not the same for different countries and regions: it is influenced by technological, political, and cultural factors. For example, Russia's autarkic aspirations have led to the fact that its market is dominated by platforms of its own production - VKontakte, Odnoklassniki, while the world leader, Facebook, is not even included in the top ten. In China, where foreign social media is blocked by censors, local counterparts flourish: Renren ("Chinese Facebook"), Sina Weibo ("Chinese Twitter") and others.

Preconditions for the growing popularity of Web 2.0 platforms have emerged in Belarus. First of all, this is a high level of ICT development and the availability of Internet technologies for a wide audience. At the same time, the practice of using social media has clear age characteristics. Thus, the most active users of these resources are young people. With increasing age, the popularity of social media declines, and people aged 50+ are least active in using online communication platforms.

The volunteer movement in Belarus is actively developing and social networks clearly contribute to this. Social networks are the most important resource for the development of volunteering in Belarus. Their use allows you to increase the efficiency of work and the quality of implemented projects, tell about the activities of a wider audience, ensure reliable interaction with partner organizations, and open up new development prospects.

Social networks, blogs, Weibo, WeChat, mobile terminals and mobile TV are typical representatives of new media. In terms of the social impact of technological change, the rapid development of new media has impacted the progress of our entire era and also profoundly changed the current ecological model of voluntary services in China. Social networks, which are loved and widely used by young people, have opened up extremely broad prospects for the development of new mechanisms of social mobilization for voluntary services. Volunteer service job postings, recruitment and docking, records management, appraisal and incentives, exhibit exchange, cultural communication, etc. are all implemented on China's social media. They have greatly contributed to the transformation of the era of volunteer service in China by writing the value of volunteering service.

Volunteering helps citizens feel their importance, involvement in the events taking place in the country. Volunteering contributes to intercultural communication and integration, the development of patriotism, the formation of tolerance, involvement, communication. Promotion of volunteer activities on the Internet acts as another channel for popularizing volunteerism among the population, contributes to the consolidation of understanding in society of its social mission, conveys information about key events, and improves reputation.

The interactivity of communication on social media is of great importance in several aspects at once. First of all, social media provide an opportunity for those in need to leave a kind of "request" for help. Any user can declare their problem, or about a known, but not personally related, difficult situation in which volunteer help is needed. Social media can be a good image building tool both during and after volunteer events. Placement on the page of the volunteer association of photographs and video materials about the actions carried out, the impressions of the participants-volunteers, will not only draw attention to the activities of the association, but will also increase the level of trust in society. This, of course, will have a positive effect on the image not only of a particular association, but also on the image of the entire charity and volunteerism system.

CONCLUSION

As a result of the study, the following conclusions were drawn.

1) The voluntary participation of people in socially useful activities in the 20th century acquired an ideological basis and was defined as "charity" or "volunteering". We consider these concepts to be equivalent, by analogy with the commonly used "volunteer".

Volunteer organizations are the emergence of initiatives of various social strata, population groups, individual citizens in response to the realities of the socio-economic situation in the country, the desire to help people.

2) The study of the history of the formation and development of volunteering shows that the beginning of the volunteer movement was laid in the United States, and its experience was extended to other countries, such as England, France, Japan. Since the 90s of the twentieth century, in Belarus, the process of formation of the state-legal, sociological foundations of volunteer activity as an objectively necessary phenomenon, expressed in theory and social practice, has significantly intensified. Throughout the history of charitable activities, forms, methods, and its main directions have been developed, which are being transformed and improved in accordance with the requirements of the time.

3) The content and forms of Belarusian volunteer labor began to take shape simultaneously with the emergence and development of the non-profit sector. In the Republic of Belarus, various measures have been taken recently to promote the volunteer movement aimed at improving the lives of various social groups of the population and building a humane civil society. In recent years, there has been an increase in interest in the volunteer movement not only on the part of social groups of the population, but also on the part of public associations and the state.

4) Volunteer organizations in China are the product of reform and opening up, it is the rise and development in the specific economic, political and social environment of China. With the growing abundance of volunteer organizations and their activities, China's volunteer service has developed significantly, ranging from publicity and popularization to empirical analysis, and then from documentary interviews of volunteers to targeted research in various regions and gradually expanding the field and scope of volunteer management. Overall, however, compared to developed countries, volunteering in China is still in its infancy, which is in line with our current level of development.

5) Social media is very popular among the population of Belarus and China. The list of popular Web 2.0 services is not the same for different countries and regions: it is influenced by technological, political, and cultural factors. For example, Russia's autarkic aspirations have led to the fact that its market is dominated by platforms of its own production - VKontakte, Odnoklassniki, while the world leader,

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6) The volunteer movement in Belarus is actively developing and social networks clearly contribute to this. Social networks are the most important resource for the development of volunteering in Belarus. Their use allows you to increase the efficiency of work and the quality of implemented projects, tell about the activities of a wider audience, ensure reliable interaction with partner organizations, and open up new development prospects.

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8) The research has shown that the youth of Belarus and China are ready to take part in charitable and volunteering projects. However, it should be noted that modern society is becoming more demanding both in terms of the consumption of information content and in matters of purchasing a product or service. In this regard, in order to form a promotion strategy and build communications with the target audience, NPOs must differentiate their activities.

We have formulated the rules for promoting charitable and volunteering projects and organizations in social media.

Rule # 1. Formulate goals and objectives

Rule # 2. Share issues that concern everyone

Rule # 3. Pay attention to the visual

Rule # 4. Create educational and entertaining content

Rule # 5. Set up a process that allows you to post quickly

These rules work in both Belarusian and Chinese social media. Despite the fact that the youth of Belarus and China have different mentality and different cultural traditions, globalization makes people psychologically very similar. We are equally worried about homeless animals, sick people, old people and homeless people. We want to help them, and sometimes we don't know how to do it. An account of a reputable organization on social media is able to provide invaluable assistance in promoting a charitable and volunteering project and to acquaint young people with the problem that requires their help. It doesn't matter how it will be done, by advertising a charitable and volunteering event on the page of a commercial organization, as is the case in most cases in China, or by creating your own charity account on social media and promoting it with the help of bloggers and targeted advertising, like this happens in most cases in the Republic of Belarus.

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APPENDIX

QUESTIONNAIRE

Good afternoon, my dear friend!

I am a master's student and study at the Belarusian State University. I am conducting a survey on the topic of my work "Social media methods of encouraging youth in charity and volunteering in Belarus and China".

Dear respondent! I ask you to express your opinion on the attitude of young people to charity and volunteering.

Carefully read the question and all the suggested answers to it. If any option (or options, depending on the wording of the question) seems to you to be true, indicate it by ticking the appropriate box. If none of the proposed options seems true to you, write your answer in the specially designated space.

I will read your answers and use them in my master's thesis.

Thanks for answers. It is NOT necessary to write your name and surname.

1) What country are you from?

- a) Belarus
- b) China
- c) other

2) What is your age?

- a) 16-18
- b) 19-21
- c) 22-25

3) What is your education?

- a) Secondary education
- b) Secondary vocational education
- c) Primary student (1-2)
- d) Last year student (3-4)
- e) Master's student

f) Postgraduate student

4) At the moment, are you ..?

a) You work

b) Learn

c) Unemployed

d) Other

5) Do you know what volunteering is?

a) Yes

b) No

c) I am at a loss to answer

6) How did you find out about the volunteer movement in your city?

a) from friends

b) from teachers

c) from social networks (write the name)

d) from mass media

e) other

7) Indicate whether you participated in the volunteer movement?

a) Yes

b) No

c) I am at a loss to answer

8) Are you ready to become a volunteer?

a) Yes

b) No

c) I am at a loss to answer

9) What kind of job do you prefer?

a) Associated directly with people

b) Not related to communication

c) In a group with other people

d) Individual activities

e) It doesn't matter

10) What is the reason for your participation in the volunteer movement?

a) desire to help other people

b) meeting new people

c) civil feelings

- d) religious considerations
- e) compassion for those in need
- f) group work with friends
- g) a sense of duty to return to people what they received
- h) desire to feel your need

11) Assess the size of the volunteer movement in your country

- a) excellent
- b) good
- c) satisfactory
- d) unsatisfactory
- e) I find it difficult to answer

12) Conditions that you think are conducive to the development of volunteering

- a) meeting new people
- b) the opportunity to prove yourself, "to show from the other side"
- c) gaining experience
- d) promotion of civic engagement among the population
- e) propaganda in social networks
- f) other

13) Conditions that, in your opinion, impede the development of volunteering

- a) lack of tradition and experience of volunteering
- b) unpopularity of volunteering
- d) low civic activity of the population
- e) lack of sufficient public response
- d) lack of propaganda on social networks
- f) other