Research on Rural Left-behind Children's Evaluation of Social Organization Services

——Based on IPA Analysis Model

Bing Lu

School of Politics and Administration,
Wuhan University of Technology,
Wuhan, P. R. China
1127460797@qq.com

Abstract—**Based on 644 questionnaires, this paper adopts the IPA model (Important-Performance Analysis), understands the current conditions of rural left-behind children's degree of satisfaction on various kinds of services provided by social organizations as well as the degree of recognition analyzes the reasons and make suggestions. This is helpful for the social organizations to provide services based on the needs of rural left-behind children and improve the service efficiency. Through the research, we find left-behind children feel satisfied for most services. However, they are less satisfied with services that require higher professional qualifications, which results from the lack of talents, technical support and working capital, such as psychological counseling. And left-behind children think these services are of high importance. So these services are the key improvements of social organizations. The innovation of this paper lies in taking rural left-behind children as the research object and studying the social organization care services from the perspective of left-behind children to provide reference for social organizations to optimize its services.**

Keywords—social organization; left-behind children; IPA; degree of satisfaction; degree of cognition

I. INTRODUCTION

With the acceleration of urbanization and industrialization, a large quantity of surplus rural labor force gathered in cities and towns. However, influenced by the rural-urban dual structure, it is hard for many migrants to move their whole family to the urban areas, so they have to leave their nonage young children to others in their hometown, which give rise to the phenomenon of a large number of left-behind children in rural areas. By now, the total number of the rural left-behind children in China has amounted to 9.02 million [1]. The country pays much attention to the care and protection of rural left-behind children. In February 2016, the State Council issued *the Opinion on Strengthening the Care and Protection for the Rural Left-behind Children*, which proposed that improving the rural left-behind children caring system and demanded local government take some practicable measures based on the reality and local condition to care and protect these children [2]. Among all the existing social support system of rural left-behind children, with the characteristics of non-profit, neutral self-governance, diversity and flexibility, social organizations[1] make up for the deficiency of government absence and market failure effectively. But in the process of development, it is difficult for social organizations to cover every kind of services such as psychological guidance, daily care, homework tuition, interest development, etc. To promote the caring service and optimize the limited resources, domestic scholars have made continuous explorations of social organizations' intervention in the service of caring rural left-behind children. Wu studied the provision model of the rural left-behind children caring system in Yudu County, Jiangxi Province and proposed to improve the personnel allocation of full-time workers and the ability training as well as the caring quality [3]; Zhang analyzed the dilemmas which the current social organizations are confronted with while conducting the rural left-behind children caring service, including unreasonable organization structure, weak ability to develop and unscientific inner management, then proposed to strength the construction and development of the human resources in rural social organizations [4]; from the view of ecosystem, Yang made a proposal that rural left-behind children's demands should be recognized in a certain systematic condition, then providing caring service based on their demands [5];Tan analyzed the dilemmas, problems and current need that the children faced from a diversified perspective [6]. Scholars pay great attention to the rural-left behind children caring service, yet there are few suggestions about judging from the perspective of the left-behind children, analyzing the caring service of social organizations and improving the service quality and efficiency of the social organizations.

Social organizations in Zhushan County, Shiyan City, Hubei Province provide living care, education aid, outward bound and other services for Left-behind children, which are approved by local civil affairs department and students' parents. However, its diversified care services also face problems that are difficult to balance. In this case, we selected Zhushan County as the research site to understand the advantages and limitations of service provided by social organizations from the perspective of left-behind children, summarize the

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[1] Social organizations studied in this report refer only to non-profit organizations that provide services for rural left-behind children

development experience, and propose improvement programs. It is of great significance to promote the development of social organizations, optimize the services of social organizations, meet the needs of Left-behind children for caring services and promote their healthy development mentally and physically. It is also significant to promote the new countryside construction and building a harmonious society.

II. RESEARCH DESIGN

In this paper, we use the IPA model to analyze the satisfaction and recognition of rural left-behind children for social care services. IPA(Important-Performance Analysis) model was originally proposed by Marill and James (1977). They distributed the average scores of importance and performance in a two-dimensional matrix, which was used to analyze satisfaction and the importance for product or service. On the basis of summarizing the literature, we designed the questionnaire, and then conducted a simple random sampling survey of rural Left-behind children from three to nine grades of 5 social organizations in Zhushan County by using a random sampling method to understand the satisfaction and recognition of service provided by social organizations from the perspective of left-behind children.

The IPA model lists performance (degree of satisfaction) as a horizontal axis, list importance (degree of recognition) as a vertical axis, take overall mean of the importance and satisfaction for social care service as the split points of X-Y axis and then space is divided into 4 quadrants including the improvement area, advantage area, disadvantage area and maintenance area. (Fig. 1) Dividing the services that should be strengthened and the service that should be weakened through analyzing the importance and recognition of indexes that in different quadrants.
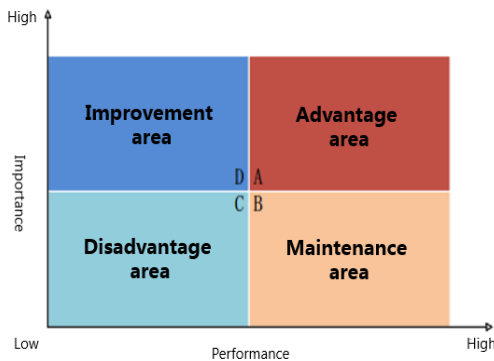

Fig. 1. IPA model diagram

Advantage area——Left-behind children think indexes in this area are important and social organizations perform well. Therefore, indexes in this area should keep up good work. Improvement area——Left-behind children think indexes in this area are important but social organizations show poor performance. Therefore, indexes in this area should improve primarily. Disadvantage area——Left-behind children think indexes in this area are unimportant and social organizations show poor performance. Therefore, indexes in this area can develop later. Maintenance area——Left-behind children think indexes in this area are unimportant but social organizations

perform well. Therefore, indexes in this area don't need to pursue deliberately.

According to utility theory of value [7], people's satisfaction is based on the utility they've got. When the utility gets bigger, the satisfaction will get higher correspondingly. People make judgment of utility size basing on a certain reference point and they evaluate their satisfaction of needs on account of multiple indexes.

Based on the reasons above, this paper proposes an IPA model to measure the satisfaction of the left-behind children. The explanations are as follows:

Suppose i is a left-behind child, j is a social organization, $X_{ij1}, X_{ij2}..., X_{ijn}$ is i's satisfaction on n aspects of the social organization

Then the satisfaction S_{ipr} that i gets in organization p relative to organization r is:

$$S_{ipr} = \sum_{k=1}^{n} a_{ik} \times u(X_{ipk} - X_{ipr}) \tag{1}$$

$U(x)$ is the utility function for left-behind children

If x≥0 then u(x) ≥0

If x<0 then u(x)<0

a_{ik} is the coefficient of satisfaction

$$0 \le a_{ik} \le 0 \text{ and } \sum_{k=1}^{n} a_{ik} = 1 \tag{2}$$

III. RESEARCH RESULT

In this study, a total of 672 questionnaires were distributed and 644 were recovered with the recovery rate of 95.83%. And there are 312 female left-behind children, accounting for 48.45% of the total sample; 332 male left-behind children, accounting for 51.55% of the total sample.

We entered the questionnaire data into SPSS 17.0, calculated the utility value of each variable in recognition and satisfaction according to IPA model (TABLE I) and finally got the figure of IPA (Fig. 2).
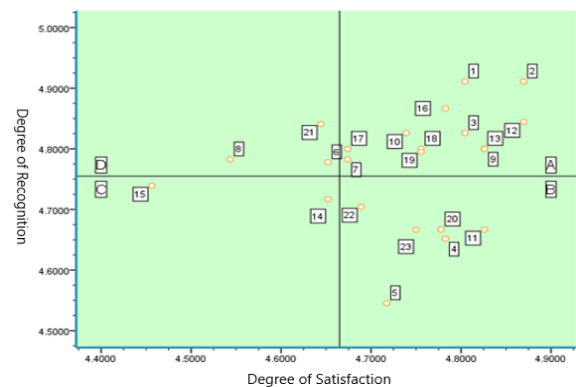

Fig. 2. IPA figure of social organizations 's services for left-behind children

TABLE I. UTILITY VALUE OF EACH VARIABLE IN RECOGNITION AND SATISFACTION

Variable	Performance	Importance
Diet quality	4.8043	4.9111
Accommodation conditions	4.8696	4.9111
Clothing supply	4.8043	4.826
Places for indoor recreation and activities	4.7826	4.6517
Computers, projectors and other network facilities	4.7174	4.5454
the number of times for outdoor activities	4.6522	4.7778
Physical exercise	4.6739	4.7826
Psychological consultation	4.5435	4.7826
Health education	4.8261	4.8
Receiving medical care instantly	4.7391	4.826
Picking up on the way home or to school	4.8261	4.6667
environmental and legal guarantee for personal safety	4.8696	4.8444
Correlation between academic counseling and grade	4.8261	4.8
Varieties of art interest training	4.6522	4.717
Guidance of skills for interpersonal communication	4.4565	4.7391
Teacher's attitude towards communication with you	4.7826	4.8667
Caring center's communication with school	4.6739	4.8
Caring center's connection with parents	4.7556	4.8
Parenting style	4.7556	4.795
Education of values	4.7778	4.667
Guidance of self-recognition	4.6444	4.84091
Training of skills for living independently	4.6889	4.70455
Interest training and development planning	4.75	4.6666

Indexes falling on Area A (advantage area): (1) Diet quality (2) Accommodation conditions (3) Clothing supply (7) Physical exercise (9) Health education (10) Receiving medical care instantly (12) Environmental and legal guarantee for personal safety (13) Correlation between academic counseling quality and grade (16) Teacher's attitude towards communication with you (17) Caring center's communication with school (18) Caring center's connection with parents (19) Parenting style.

Indexes falling on Area B (maintenance area): (4) Places for indoor recreation and activities (5) Computers, projectors and other network facilities (11) Picking up on the way home or to school (20) Education of values (22) Guidance of self-recognition (23) Training of skills for living independently

Indexes falling on Area C (disadvantage area): (14) Varieties of art interest training (15) Guidance of skills for interpersonal communication

Indexes falling on Area D (improvement area) (6) the number of times for outdoor activities (8) Psychological consultation (21) Interest training and development planning

IV. DISCUSSION

A. Area A (Advantage Area)

There are twelve indexes which can be divided into three aspects: living care(1,2,3,7,9,10,12), education aid(13,17)and psychological comfort(16,18,19). Left-behind children think indexes in this area are important and social organizations perform well. Based on the data analysis of questionnaires and the relevant information from literature, I summarize the

excellent services provided by social organizations in Zhushan County.

Living care is a basic service provided by left-behind children's care service social organizations. Social organizations in Zhushan County hire special teachers of life to be responsible for the daily care to ensure their personal safety, daily exercise, taking care of board and lodging and helping them develop good health habits. Currently, the social organizations in Zhushan County constantly improve infrastructure to improve the quality of life of left-behind children in social organizations. In addition, they attach importance to safety education for left-behind children and will occasionally invite relevant departments to institutions to explain the safety education knowledge for left-behind children.

Education aid is a significant service provided by left-behind children's care service social organizations. Social organizations set up classrooms by grades and employ teachers to provide tutoring for left-behind children. They also actively contact schools to learn about the situation of left-behind children in school, counseling their needs, and helping left-behind children improve their academic performance and interest in learning.

Psychological comfort is a core service provided by left-behind children's care service social organizations. Left-behind children are in a critical period of personality formation and it is crucial to focus on their mental health. The left-behind children's care service social organizations in Zhushan County actively talked with their left-behind children. What's more, social organizations contact with their parents through family hotlines, WeChat, QQ and other means in time and give guidance to their parents, effectively promoting the close relationship between left-behind children and their parents.

The twelve indexes belong to the *Keep Up the Good Work* factors in the rural left-behind children caring services. The future development idea: under the foundation of maintaining the current good result and high level, keep developing and optimizing its services, improve the caring level and endeavor to provide more homely living care; customize personal tuition aiming at the children's demands; introduce more professional psychological counselors and conduct more professional psychological guidance, improve these three aspects constantly and promote the health and growth of the rural left-behind children, make *the Rural Left-behind Children Caring Service Social Organization* in Zhushan County as a model to provide experience and examples for other peer social organizations.

B. Area B (Advantage Area)

There are six indexes which can be divided into three aspects: hardware facilities (4,5) pick-up service (11) and personal development education (20,21,23). Left-behind children think indexes in this area are unimportant but social organizations perform well. Therefore, indexes in this area don't need to pursue deliberately. Based on the data analysis of questionnaires and the relevant information from literature, I summarize the services provided by social organizations in Zhushan County.

In terms of hardware facilities, left-behind children's care service social organizations in Zhushan County continue to

strengthen the construction of facilities in teaching and activities. The equipments such as computers and projectors are gradually being equipped and the hardware conditions are continuously improved to provide more perfect growth for left-behind children. Therefore, left-behind children feel satisfied in this aspect. Due to the relatively small age of left-behind children, the demand for computers and projection is relatively small and social organizations mainly focus on their homework counseling. After-school entertainment is more likely to be used for outdoor activities. Therefore, demand for hardware such as interior book corners and activity rooms is not obvious and left-behind children believe these aspects are of less importance.

In terms of pick-up service, In order to ensure the safety of left-behind children traveling to and from schools and social organizations, the left-behind children's care service social organizations in Zhushan County arranges special teachers to send their children to school on school days and holidays. So the satisfaction is high. Considering the geographical factors, children in the same social organization often attend the same primary school or near-by schools, so can go back and forth together. What's more, children's awareness of safety is still at development stage. There may be some deficiencies in safety considerations. So they think the pick-up service is not important.

In terms of personal development education, there are special teachers employed to carry out the non-value education, self-awareness guidance and skills training for independent living for left-behind children in care service social organizations in Zhushan County. So the satisfaction is high. The left-behind children are relatively young and all aspects of cognition are at the stage of development. They have a low understanding of the importance of forming important self-concepts such as value and self-awareness, lack of interest in learning of life skills and have not yet realized their practicality. So they think the service of personal development education is not important.

These six indexes belong to the *Possible Overkill* factors, which can maintain the current scale and condition to optimize the resources to the maximum. It's essential to equip the corresponding hardware facilities, meanwhile, the safety guard and personal development of the left-behind children is also indispensable. The development of these aspects cannot be loosened only because left-behind children have low degree of satisfaction. Therefore, to optimize the resources allocation and enhance the efficiency of caring the rural left-behind children, it is necessary to maintain the existing scale and condition; in the aspect of the pick-up service, decisions should be made in terms of the real situation, such as the distance between the social organizations and schools, the number of the children who go the same way; in the aspect of personal development, more attention should be paid and enough help should be given to the development of rural left-behind children's value and self-recognition, the social organizations are expected to improve its guiding level.

C. Area C (Disadvantage Area) and Area D (Improvement Area)

Left-behind children think the sevices including varieties of art interest training and guidance of skills for interpersonal communication are not important. And the performance of social organization is disappointed. Therefore, indexes in this area can develop later. What's more, they think the services including the number of times for outdoor activities, psychological consultation and interest training and development planning are significant but the performance of social organization is not good. Therefore, indexes in this area should improve primarily.

Area C (disadvantage area), the two indexes including art interest training and guidance of skills for interpersonal communication belong to the *Low Priority* factors, which the left-behind children reckon that these indexes are not very important and they are not very satisfied with them. Located in a mountainous area, the economic condition of the Zhushan County is relatively backward, which gives rise to the insufficiency of training agencies and professional talents. The family and individuals haven't pay enough attention to the training of art specialty, consequently, their demands for the variety are relatively low; in the aspect of guidance of skills for interpersonal communication, limited by their young age, they show little need to learn these skills. Therefore, it leads to the low satisfaction on these two factors. In the future, services which are of great importance but on relatively low satisfaction should be developed in priority, the settings of the caring services and staff training can be subordinate and they are expected to be developed only after realization of the prior content, then achieving the optimal allocation of resources.

Area D (improvement area), the three indexes, the number of times for outdoor activities, psychological consultation and interest training and development planning, belong to *Concentrate Here* factors, which are of great importance but on low satisfaction. It is an urgent problem to be solved in the relevant policy construction of the rural left-behind children. Separated with their parents for a long time, lacking the comfort from family, these children are unable to express their feelings to their parents, consequently, they have a relatively high demand for psychological counseling. However, in shortage of professional psychological counselors, it is difficult for social organizations to hold continuous and professional psychological counseling. In the aspect of interest training and development planning, children have a diversified tendency to development. They have strong curiosity about the world and strong desire for studying so they attach much importance to this index. But the caring services mainly focus on the daily living care and homework tuition, and the social workers are unable to instruct the interests and art. With the issue of great difficulties in recruiting new employees, relative courses cannot be opened. All these above lead to the low satisfaction. In their young age, the rural left-behind children enjoy going out and playing. Their temporary guardians are mainly grandparents because their parents are not around them, which leads to the few opportunities for them to do outdoor activities and limited space for them to do activities; social organizations hold very few outdoor activities restricted by the insufficient staff, which results in the high demand for outdoor activities

yet the social organizations cannot satisfy them. Therefore, in the current stage, power and resources from the government, school and family should be integrated to cope with the problem of insufficient talents, optimize the social resources, implement various kinds of outdoor activities, provide professional psychological counseling, and customize interest training and development plan based on their personality [8] to improve the satisfaction of rural left-behind children.

In combination of Area C and D, the indexes are primarily divided into two aspects, including quality development and psychological guidance. Both of the two aspects arise because of the shortage of talents. In Zhushan County, the majority of the staff providing caring services for the left-behind children is part-time workers and temporary volunteers, while full-time workers only account for a small proportion. Few of the professional psychological counselors and social workers are willing to stay in the local area as on account of the insufficient fund and low wages; meanwhile, lagged management, insufficient room for improvement and solidified organization lacking incentive mechanism [9], all these factors give rise to the consequence that workers lack professional identity, thus they will find another job when they have diversified choices. In addition, restricted to the information and education ideas, local workers lack professional management training and they have little access to advanced education methods and ideas [10]. Under the constraints of multiple factors, the social organizations are unable to take on the heavy burden of promoting diversified development for children due to the lack of competence and professionalism in the composition of talent, which results in the blank area in quality promotion service and psychological guidance service, therefore leading to the poor satisfaction of the left-behind children.

Caring left-behind children services includes a comprehensive content. It ought to be improved by widening the channel of talent selection and training high-quality staff. Firstly, the social organizations should lay emphasis on reasonable collocation of professional workers while recruiting new members. It is reasonable to recruit more professional workers who are enthusiastic about public benefit and have the background of finance, education, psychology, human resource management, law, etc. Secondly, in staff management, a complete position management system and appraisal incentive mechanism should be established. By setting the position value payment system, setting up the corresponding levels of rank and salary, and raising the payment in according to the individual's contribution to the organization. Thirdly, the social organizations in Zhushan County should pay attention to the construction of studying and training mechanism for full-time workers, building up a lifelong learning system. Social organizations are expected to organize the full-time workers to attend the studying or training program as planned, advocate *Learning from Practice* strategy, fully mobilize the enthusiasm of full-time staff to be more professional and promote the training and learning system of human capital. Last but not least, workers are expected to make the advantage of the online studying resources and keep accumulating professional knowledge with the purpose of improving the level of management and services gradually.

V. SUMMARY

We found Left-behind children were mostly satisfied with the services provided by social organizations, such as living care, homework counseling and physical comfort through the analysis of questionnaires. These services are difficult for other social groups to provide. So we can see the necessity of social organizations existing in the multiple care service system for left-behind children. But on the other hand, poor performance of social organizations in outward bound, psychological counseling and interest development reveals the lack of talents, technical support and working capital in Zhushan County. Zhushan County is located in the mountainous area, the information is relatively obstructed and the professional and technical skills are difficult to introduce into. The staff salary is so low that it is difficult to import professionals, additionally, human resources are seriously lost and the professional resource acquisition is insufficient. Therefore, developing these aspects to enhance work efficiency and promote the overall healthy development of left-behind children should be the focus for social organizations to optimize the care services in future.

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