On the Path of Community Social Capital Cultivation Based on Social Work Project
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Abstract. At present, with the social transformation and system transformation in our country, the urban social spatial structure has changed dramatically. Community is the most basic element of social organism, and also one of the most concentrated social regional spaces of various social conflicts and contradictions. The research paradigm of social capital is highly consistent with the current situation of community development in China. The cultivation of community social capital is not only from the practical difficulties and policy guidance in community governance, but also from the needs of public service function transfer. This paper interprets the social capital of the community from the three elements of network, norm and trust, defines the structure of social capital and the construction of specific indicators in the community level, and analyzes the current situation and reasons for the lack of social capital in the community. From the perspective of social work, this paper discusses the cultivation path of community social capital based on community service projects by using the intervention strategy of asset-based model, multi-party linkage subject and cross-border cooperation mode.

1. Raise Questions

At present, with the social transformation and system transformation in our country, the urban social spatial structure has changed dramatically. Community is the most basic element of social organism, and also one of the most concentrated social regional spaces of various social conflicts and contradictions. The research paradigm of social capital is highly consistent with the current situation and causes of the development of urban communities in China. Based on the perspective of social standard, Patnan proposed the concept that "social capital is the characteristics of social organizations, such as trust, norms and networks, which can improve social efficiency through coordination and action". Domestic scholars also believe that "community social capital is a kind of resource power, including individuals, formal and informal organizations, which is built on the basis of trust, participation and reciprocity, and permeates the value, culture and norms of the community." As the resource force of community collective action, the community social capital composed of network, trust and norms has relevance benefits to the performance of social governance and community development, so it has gradually become an important topic of community research.

According to the requirements of the national twelfth five year development plan and the notice of the general office of the State Council on printing and distributing the construction plan of community service system (2011-2015) (GBF [2011] No. 61) and other documents, China will continue to strengthen the improvement and promotion of community service system. Social work, as a specialized and professional discipline, has been actively included in the community construction and community service. Among the main teams, the introduction of professional social workers to participate in community service has become an important way to achieve social construction projects. Starting from the professional field of social work, relying on the practice soil, to cultivate community social capital, rebuild the trust relationship, community consensus norms and community relationship network are the policy trend requirements in response to the actual needs, and also the practical interpretation of local social work based on the perspective of social capital.
2. Theoretical Perspective and Definition of Core Concepts

2.1 Social Capital Theory

The analysis perspective and writing structure support theory adopted in this paper is social capital theory.

Social capital is a theoretical concept evolved from the new economic sociology. In the 1970s, the Western Sociologists Bourdieu and Coleman brought social relations and social structure into the scope of capital analysis, so that social capital became another capital type that distinguishes economic capital and human capital in human society. At present, there are representative dimensions in the theoretical connotation of social capital, such as the concept of social resources, the concept of social norms, the theory of relationship network, the theory of social structure and the theory of social mobilization. In the analysis structure, the theoretical system of social capital is divided into three levels: micro level, meso level and macro level: micro level mainly refers to the resources used by individuals and groups through the relationship network; meso level, mainly refers to It refers to the role of community organizations in the formation of community networks, that is, the relationship network and mobilization ability of community organizations, including norms, participation, trust and various network relationships in the name of organizations; the macro level mainly refers to the impact of external economy, politics and culture on the network structure.

At present, although there is no unified definition of social capital at home and abroad, most of the actual researchers have recognized the theory of trust norm network. That is to say, "social capital centered on society consists of three basic elements: trust, norms and social networks. The interaction among individuals within voluntary societies can generate social capital; societies provide appropriate constraint mechanisms (norms), and the interaction between individuals builds up intensive social networks, forms mutual trust and provides reciprocity. Therefore, only autonomy can cultivate more social capital in the community.

The research perspective of this paper is also based on the social capital theory model of patnan. It takes the network, norms and trust as three analysis dimensions and operational elements. Based on the community service project, it cultivates the community social capital by means of social workers' participation in the community, establishing mutual aid network, promoting the formation of community norms, and establishing community trust system So as to promote and realize community development.

2.2 Definition of Core Concepts

A. Network: the external connection of community members or community organizations; it is a network formed by interpersonal interaction between community members and community organizations. It comes from the long-term interaction among community residents, and is formed spontaneously by residents based on their own individual needs. Community members can obtain common mutual benefits in this community network interaction, so as to enhance the trust between community members. It is a self-organized network. It is also an effective mechanism to link the individual needs of community members with the group needs of community organizations.

B. Norms: The formal and informal norms produced and formulated by community members or community organizations to meet the needs of common interests and solve collective action problems in the process of autonomy; the formal norms are the relevant rules, regulations and treaties jointly formulated and abided by community members; the informal norms are the community culture, moral cognition, agreed customs and values recognized by community members. The main body of the cultivation of community norms is the residents and self-organization in the community. The process of the formation of community norms is that the residents negotiate and deal with such issues as the coordination of community interpersonal relations, the norms of community members' behaviors, the adjustment of conflicts, the allocation of resources and the strategies of collective action in the process.
of participating in community public affairs. The formation of community norms is conducive to the satisfaction of the community's common interest needs and the achievement of collective action goals, and can strengthen the community relationship network, and then enhance the trust relationship between individuals and groups in the community.

C. Trust: It is an internal relationship generated and formed by community members or community organizations in the long-term social interaction by improving their cognition and emotional connection. Trust is the result of interaction between community self-organization and members of community relationship network. Fushan regards family and community as the main source of trust in social capital. The relationship network in the community, such as neighborhood network, mutual aid network, and the long-term interaction between residents and residents committee are conducive to the formation of community trust, which can promote and improve community relations.

3. The Analysis of Community Social Capital Stock

3.1 The Imbalance of Community Relation Network

The main elements of community network are participation, interaction, relationship and community social organization. At present, the community residents are not active in community participation and low in self-expression, which is reflected in the weak sense of participation, mainly passive participation and insufficient ability to participate. The degree of participation only focuses on recreational activities, while the public affairs rarely participate. The interaction between residents is less, and the communication is limited to the interaction between neighbors, while the interaction activities at the community level are less, and none Related organization network platform. There are few community social organizations in the community, all of which are established spontaneously by the residents. Each organization operates independently without cooperation or exchange.

3.2 Lack of Consensus Norms in the Community

Consensus norms in the community include formal legal system norms and informal morality, customs and culture. Community spiritual constraints such habits. In the current community, the performance of the community in terms of system norms is that the community neighborhood committee regularly carries out spiritual civilization education activities and publicity work of traditional fine fashion. Although the efforts are great, the enthusiasm and response of residents themselves are not very high. On the level of community identity and sense of belonging, on the one hand, there is a cognitive gap between the community residents and the traditional cultural customs of the community, and the good cultural customs of the community have not been well promoted; on the other hand, the residents' cognitive evaluation of public morality, because of the external evaluation of public order and morality and the public praise within the community, will also affect the community residents' satisfaction with public morality, and to a certain extent Affect residents' sense of security to the community.

3.3 Low Trust in the Community

There are three main aspects of trust. One is the trust of community residents. The needs of community residents for community residents are reflected in the compensation needs of vulnerable people for the economy, and the improvement needs of residents for public facilities. In terms of the evaluation of the needs of these two aspects, residents say it is not enough, but the forms and times of communication between them are insufficient, resulting in the information transmission deviation of both sides cannot be corrected, and the effectiveness of communication is low, so it is not conducive to the establishment of trust relationship. The second is the trust among residents. Due to the lack of interaction among community residents, lack of interaction platform, lack of community social organizations and other network bodies, residents are accustomed to seeking help from blood trust
when they encounter difficulties. There is less mutual awareness and behavior among community members, and the trust system cannot be constructed. The third is the trust to the community, which mainly refers to the trust to the community facilities, environment, public security, humanities and other aspects. Because the extensive resources in the community have not been well excavated, the community residents' overall satisfaction to the community is not high.

4. Intervention Strategy of Social Work Project

4.1 Intervention Mode: Asset Based

Based on the perspective of social work, "asset-based" is the concept of intervention in the cultivation of community social capital. It is a community development mode in the professional service approach of social work. Different from the traditional "demand-based" mode, its focus has shifted from the traditional "community problems and community needs" to "community assets", that is, the dynamic advantages and various types of resources in the community Source.

Asset based: excavate, mobilize and link the assets of individual residents in the community (talent, ability, knowledge, ability, technology, resources, values and sense of devotion), community organizations/group assets (culture, entertainment, community organizations), community groups and department assets (schools, government departments, enterprises and institutions, hospitals, etc.) and natural resources and material assets (infrastructure design) To realize and promote the development of the community.

Internal focus: that is, the internal orientation, which focuses on defining the existing problems in the community and participating in solving community affairs from community residents, groups and groups (with community residents as members, community areas as the scope of activities, to meet the different needs of community residents as the purpose, voluntary, voluntary or interested organizations established or participated by residents independently). Starting from the participation of the internal community residents, it is necessary to connect the internal self strength of the community, cultivate the community subject consciousness of the community residents, and establish a smooth channel for multiple participation.

Relationship promotion: emphasize the establishment of community relationship; the key lies in two points: first, pay attention to the interaction between community residents, the exchange between groups, and the multiple participation of residents. The second is to establish a close and harmonious relationship between community residents and groups. At the same time, the key lies in the establishment of community residents' trust relationship and the development of community organizations.

4.2 Intervention Perspective: Professional Guidance

The professional guidance of social work is the basis of this paper's perspective of community capital cultivation. In the operation of the project and the empirical research of this paper, social workers integrate the professional ideas, methods and skills of social work into the process of each stage of community social capital cultivation, use social worker thinking as the action guidance of community social capital cultivation, and give full play to the professionalism, with the focus but not limited to the following points.

In the specific implementation, social workers in the early stage of settlement, according to the community service needs in the area of jurisdiction need to carry out service needs and community resources survey, for community environment to fully understand and master information. In the early stage of the study, detailed data collection and analysis are needed. At first, the existing data, social workers' observation, community visit, questionnaire survey and direct consultation are used to obtain and collect community data. Then, the community environment and services are estimated. Then, the existing resources of the community are used to make intervention plans to ensure the feasibility of services.
The precise positioning of social workers' role; social workers have two roles of direct service and indirect service. The main purpose of this paper is to cultivate the community social capital. The autonomy ability of the community and the exertion of the residents' own potential are the key points of concern. The sustainability of the community social capital cultivation, that is, when the social organizations (social workers) withdraw, whether the cultivated social capital can be maintained also needs to be considered. Therefore, in the specific social work service process, we need to do a good job in the role of positioning and role play. In the initial stage, social workers should give full play to the role of supporters and advocates, mobilize and guide residents' enthusiasm for participation. In the middle stage, community leaders should be gradually cultivated to improve their individual and organizational capabilities. The professional role of social workers should be changed from direct support to facilitators and resource raisers. In the end of service, social workers can try to make community organizations and community leaders run independently the role of social workers has been transformed into spectators and researchers, So as to ensure the sustainability of project effectiveness.

Emphasis on empowerment and empowerment: pay attention to the changes and changes of the community in the process of social capital cultivation, and enhance the power of individuals and organizations in the community. It can be operated and measured from three levels. At the individual level, the community residents' individual participation consciousness, behavior and ability should be enhanced; at the organizational level, the community organizations should be given responsibility and ability to guide the function of each community organization; at the community level, the community resources should be effectively used, the overall environment of the community should be improved, the harmonious interpersonal relationship of the community should be constructed, the better community atmosphere should be created, and the residents' life should be optimized quality, improve their satisfaction with the community, and enhance the community identity and sense of belonging of community members.

4.3 Intervention Subject: Multi Linkage

Multi parties refer to the multi parties participating in the cultivation of community social capital, and linkage is the system structure of multi parties acting together in the cultivation process. The multi parties here are mainly community neighborhood committee, residents' autonomous organization, social organization, community social organization, volunteer group and community residents, etc.

In terms of the functional orientation of each subject, based on the effective way of "multi linkage", from the perspective of system, from the three aspects of platform, carrier and talent, the organizational system of community social capital cultivation is transformed from a vertical structure to a horizontal network of multi interaction: guided by the community neighborhood committee, the community comprehensive service center serves as a platform to provide a field for social organizations and social workers Social workers give full play to their professional advantages through professional service concepts, methods and skills, actively cultivate community social organizations, guide them to play their organizational functions, make extensive use of the good volunteer service atmosphere in the community, expand the recruitment of volunteer teams, cooperate with the volunteer teams to participate in community services, improve the awareness of self-help and mutual assistance, and build a support network. At the same time, we should actively mobilize the broad participation of community residents, cultivate their awareness and ability of participation, guide them to actively participate in community public affairs, and enhance their ability of self-development. On the one hand, it also promotes the transformation of the functions of the grass-roots government, making room for social self-regulation and residents' participation; on the other hand, it also broadens and implements the operation ideas of "government support, social undertaking, professional support, project, operation and community participation".
4.4 Intervention Mode: Cross Border Cooperation

Cross border cooperation has different interpretations from different perspectives. From the perspective of general social governance, it can be a situation of "party and government leading, multi governance" in which the government represents the authority, the enterprise represents the market, and the social organization represents the social masses. And "small cooperation" is the strategic cooperation among social organizations, in addition to transactional cooperation.

In this paper, cross-border cooperation specifically aims to cultivate community social capital, takes "cooperation and support" as the main form of cooperation, and takes community construction as the content to launch collective action of community members, in the community field, fully mobilize professional organizations and individuals from all sectors, fields and all walks of life to participate in the process of community service and community social capital cultivation. That is, focus on the community, various industry groups, enterprises and institutions and other fields, mobilize the community as a whole to work together in community services, and work together in the cultivation of community social capital. At the same time, explore the internal resources of the community, support the participation of community residents with professional skills, and rely on the community's own strength to solve community problems.

5. Conclusion and Discussion

Based on the stock analysis of community social capital, this paper seeks the reasons for the lack, based on the community service project, using the intervention strategy of social work specialty, makes a specific process discussion on the reconstruction form of community social capital with the three elements of network, norm and trust as the core, and draws the following conclusions.

First, there is a close relationship between community development and community social capital. Network, norms and trust are the core elements of social capital. The external social environment of community transformation and the population characteristics within the community affect the stock of the three elements of community social capital. The lack and shortage of community social capital restrict community development.

Second, as a kind of social service, the mechanism of supply and demand of social work intervention in community service is inseparable from the participation of community social capital. Compared with the government's top-down governance mode, it has the advantages of autonomy and professionalism. In terms of intervention strategy, it has a professional concept mode and multi-form service method, which can provide diversified and flexible community service As an important provider of community social capital, it is more suitable than other subjects in improving community participation, establishing community network, establishing community organization, cultivating community autonomy, enhancing community identity and sense of belonging.

Third, the cultivation path of community social capital in this paper is to cultivate community participation, explore community autonomy and build community co construction, which has become the purpose of community network, community norms and community trust cultivation. However, due to the relationship of mutual foundation and mutual promotion among the three, there is no sequential and progressive logic. In the specific intervention process of social work service, we should select the professional service design and project planning that fit in with the community internal resources and actual needs, and clarify the practical cultivation path of network, norms and trust, so as to be effective.

Fourth, social work service is an important path carrier of community social capital reconstruction, and the cultivation of community social capital also promotes the effectiveness of community service, which provides a new thinking direction for improving community service system, refining service mode and promoting community development.
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