The Development Status of Xinxiangxian Group ——Based on a questionnaire survey of 658 villages in Sichuan Province

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Abstract. With the proposal and promotion of the rural revitalization strategy, Xinxiangxian, as an endogenous human resource, plays an increasingly important role in rural construction and governance. This article uses the method of literature review to sort out the connotation, characteristics, types, social functions and dilemmas of Xinxiangxian. The questionnaire survey was used to analyze the development status of Xinxiangxian in 658 villages in 21 cities in Sichuan Province, that is, the public's awareness of Xinxiangxian, the role played by Xinxiangxian, and the main dilemmas. Finally, put forward suggestions to promote Xinxiangxian’s role in rural revitalization: propagate and promote Xinxiangxian’s spirit, vigorously create a cultural environment recognized by the masses; improve the level of rural public services, form a “pull effect” for Xinxiangxian’s return to the village; To improve the practical ability of Xinxiangxian to participate in rural construction; improve the mechanism of attracting and retaining talents, and build a broad platform for Xinxiangxian to display his talents.

Keywords: Xinxiangxian, Rural revitalization, Questionnaire

1. Introduction
The term "Xinxiangxian" was first seen in some local news reports. In 2014, "Guangming Daily" launched a special report on "Xinxiangxian-New Countryside", which attracted the attention of many scholars and related research results began to emerge. The 2017 Central Document No. 1 clearly states: "Cultivate excellent family style, civilized rural style and Xinxiangxian culture that are in line with the core values of socialism and compatible with the construction of a new socialist countryside." The 2018 Central Document No. 1 states: "Cultivate the culture of Xinxiangxian with local characteristics and the spirit of the times, and actively guide and play the positive role of Xinxiangxian in rural revitalization, especially in rural governance."

For a long time, the huge gap between urban and rural development has made it difficult for rural areas to attract and retain outstanding talents. However, the origin of the Xiangxian culture is local, rooted in the local, and will eventually serve the local. Today, regardless of social class and industry identity, most people still have a deep sense of locality and homesickness. In the new era, the Xinxiangxian genius has a wider scope, a larger team, more involved fields, a stronger role, and more diverse forms of participation in activities. It plays the role of "bridge", "link", "think tank", "example",...
etc. It is an important force in rural governance, and it has a lot to do in today's rural social development and rural revitalization.

This article combines the existing achievements of China's Xinxiangxian research, focusing on the definition of Xinxiangxian, the background and social function of Xinxiangxian, the main dilemma facing Xinxiangxian, etc. Comment on the current situation, analyze the influencing factors of villagers' attitudes to Xinxiangxian groups through questionnaires, and put forward relevant suggestions to promote Xinxiangxian to play a more effective role in rural revitalization.

2. Literature Review

2.1 The Connotation, Characteristics and Types of Xinxiangxian

Xinxiangxian retains some of the characteristics of traditional Xiangxian, but its main scope, basic connotation, and function have changed and expanded, showing new characteristics of the times and promoting the core values of contemporary socialism.

Zhang Zhaocheng (2016) believes that the common characteristics of ancient and modern Xiangxian are regionality and high social prestige. The difference is that Xinxiangxian is more civilian, has modern moral concepts and awareness of democracy and the rule of law, and is a communicator of advanced culture and mainstream values[1]. Peng Ruikang (2019) believe that Xinxiangxian has the characteristics of regionality, advancedness, endogenousness and informality, and has contributed his own strength in building hometowns and optimizing social governance [2]. Therefore, this article defines Xinxiangxian as a virtuous person with wealth, knowledge, morality, and feelings who can influence the rural political, economic, and social ecology and is willing to contribute to it in the new era.

Ma Yongding (2016) divided Xinxiangxian into three categories according to their field nature: “Present” Xiangxian refers to people who are rooted in the local area, familiar with the local rural environment, and use advanced concepts and high-tech to help their hometown construction; “No Present Xiangxian” refers to giving back to the people in the village with their own knowledge, resources and wealth after working hard outside; "Xianxian" Xiangxian refers to foreign construction, such as college students village officials, foreign entrepreneurs, etc [3].

2.2 Xinxiangxian's Social Function

Li Fenfen and Chen Xizhu (2018) believe that "Xiangxian's nurturing" will be a new economic growth point for modern rural areas, which can realize the upgrading of rural infrastructure; Xinxiangxian can be used as an auxiliary force to improve the governance capacity of grassroots governments and build effective rural governance mechanism; Xinxiangxian can be used as a carrier of inheriting excellent ethics and reshaping the morality of the village [4]. Tao Liping (2019) believes that Xinxiangxian has the advantages of human moral value and social value, and will help the rural revitalization in terms of organization, culture, talents, industry, environment, etc., and become a strong endogenous driving force for the construction of a new socialist countryside with Chinese characteristics [5].

2.3 The Dilemma Faced By Xinxiangxian

Some scholars view the plight faced by Xinxiangxian from the perspective of the overall rural environment. From the perspective of agricultural production, Kuang Liangfeng and Cheng Tongshun (2017) pointed out that the rural population outflow has caused the loss of a large number of rural elites, and Xinxiangxian has no successors [6].

Since Xinxiangxian is a new thing born on the basis of the traditional Xiangxian culture and following the trend of the times, it is still in the initial stage of lack of social identity and lack of support. Xu Huanke and Teng Junlei (2019) believe that most of the current left-behind farmers are more conservative farmers. If they do not see the real benefits brought by Xinxiangxian in the short term, it will be difficult to recognize the existence of Xinxiangxian; In addition, Xinxiangxian also faced the pressure of natural exclusion of external forces from the endogenous power structure [7].
The lack of uniform standards and unclear positioning of Xinxiangxian’s scope also put him in an awkward position. Peng Ruikang et al. (2019) believe that Xinxiangxian has a problem of incorrect position. First, Xinxiangxian’s identity is based on the recognition of the villagers. Therefore, affected by the concept of human relations, he tends to favor the village side, and it is difficult to guarantee an objective and neutral attitude to current affairs. And adhere to the principle of rule of law; Second, the scope of Xinxiangxian’s power and responsibility is not clear. When participating in rural affairs, it is prone to exceed power or inaction, which will adversely affect the operation of the rural governance mechanism [2].

The most discussed problem is that the return of Xinxiangxian lacks system guarantee. In terms of legal protection, Wang Wenfeng (2016) pointed out that my country does not have clear laws and regulations to regulate the existence and function of Xinxiangxian[8]. In terms of benefit protection, Wu Liheng and Huang Xin (2019) believe that due to the restrictions of the traditional household registration system and land policies, Xinxiangxian’s housing, employment, medical treatment and old-age care are not guaranteed after returning to his hometown, and it is difficult to legally obtain the needs for living in the countryside Basic conditions [9].

In addition, the entry and exit mechanism of Xinxiangxian also lacks standardization and has a low degree of organization. Xu Huanke and Teng Junlei (2019) believe that the current rural social organizations such as the Xiangxian Council still have problems such as small overall size, imperfect overall development, slow and uneven development, lack of technical personnel, irregular operations, and weak professionalism. Take on the important task of cultivating, serving and supervising Xinxiangxian [7].

2.4 Literature Review

There is still controversy in the academic circles about the subject scope, concept definition and connotation characteristics of Xinxiangxian. The unclear definition of Xinxiangxian also leads to a lack of social identity and difficulty in obtaining social support.

Through literature review, it is found that the overwhelming majority of Chinese Xinxiang studies are theoretical research and case analysis, mainly using qualitative research methods, and quantitative analysis and empirical research are still in the blank stage. The evaluation mechanism and evaluation system of Xinxiangxian participating in rural governance needs to be established and improved. Therefore, it is necessary to expand the research field and content of Xinxiangxian, and to innovate and integrate research methods.

In general, Xinxiangxian's research perspective is relatively single, too much emphasis on path research, lacking a holistic and comprehensive analysis. Some case studies or work experience summaries do not distill the final results into theories and models that can be used for promotion.

3. Questionnaire Research

The data in this article comes from the relevant research of Xinxiangxian conducted by the research group in rural areas of Sichuan Province in 2019. The survey area covers 21 cities (prefectures), involving 151 counties (districts), 544 towns (townships), and 658 villages (communities). In this questionnaire survey, a total of 1,703 questionnaires were distributed, and 1,685 valid questionnaires were recovered. The effective questionnaire recovery rate was 98.94%. In addition to the basic situation of the respondents, the questionnaire also involved Xinxiangxian's current level of awareness among the masses, the main problems facing Xinxiangxian's cultivation and development.

3.1 Basic Situation

| Occupation                                      | Percentage |
|-------------------------------------------------|------------|
| Ordinary civil servants and office workers      | 4.75%      |
| Cadres and other staff of the two committees of the village (community) | 7.06%      |
| Township and above party and government         | 1.90%      |

Table 1. The basic situation of the survey object
3.2 Cognition of Xinxiangxian

The township culture has a long history and profound heritage, and the traditional villagers' virtue and deeds are also deeply rooted in the hearts of the people. However, Xinxiangxian is a new thing that extracts reasonable ingredients from the traditional local culture and meets the requirements of the times to achieve creative transformation and innovative development. This term has only been in public view for only a few years, so it is rarely understood by ordinary people. The data shows that 88.96% of the respondents lacked understanding of Xinxiangxian. Among them, 45.64% of the people had never heard of or did not understand, and 43.32% had heard of but did not understand. The number of people who know more is 9.79%, and only a very small number of people who understand 1.25%.

Because Xinxiangxian includes a wide range of subjects, including senior elites such as successful entrepreneurs, retired government officials, experts and scholars, and outstanding talents with expertise and professional knowledge, the questionnaire also answered "Who are Xinxiangxian" The problems have been summarized in several types of Xinxiangxian geniuses with more contact and recognition.

Table 2. The main scope of Xinxiangxian

| Category                                                                 | Percentage |
|--------------------------------------------------------------------------|------------|
| Economical talents                                                       | 59.53%     |
| college students (postgraduates) who returned home and started business  | 79.35%     |
| Migrant Workers who returned home and started business                   | 41.84%     |
| Village officer                                                          | 44.69%     |
| Help cadres                                                              | 50.45%     |
| Retired official                                                         | 7.60%      |
| Moral model                                                              | 43.50%     |
| Clan elder                                                               | 9.91%      |
| Intellectual who go back home to settle down                             | 40.89%     |
| Other                                                                    | 0.47%      |

In addition to identity and professional characteristics, the contemporary Xinxiangxian also has some special expressions in terms of character, talent, and emotion.
Table 3. The necessary factors for becoming Xinxiangxian

| Factor                                           | Percentage |
|--------------------------------------------------|------------|
| Strong economic strength                         | 50.92%     |
| Knowledgeableness                                | 77.63%     |
| Good handling                                    | 66.59%     |
| Love for the countryside, agriculture and farmers| 50.03%     |
| Strong organization and calling ability           | 73.53%     |
| Made important contributions to hometown          | 61.84%     |
| Other                                            | 1.01%      |

3.3 The Role of Xinxiangxian

According to the survey results, 85.93% of the respondents believe that Xinxiangxian has played a role in organizing and calling, and can lead the hometown to get better and better; 75.31% of the respondents believe that Xinxiangxian has led the development of local industries; 68.19% of the respondents believed that Xinxiangxian could lead the villagers to get rich; 59.82% of the respondents believed that Xinxiangxian introduced new ideas and technologies. The above interviewees all recognized the role of "Chief of Staff" and "Pioneer Team" of Xinxiangxian Group, and believed that they could have a very positive influence by themselves, consolidate and develop together to devote themselves to the countryside, and ultimately completely change the rural outlook and achieve rural revitalization. However, there are also a few people who have misunderstood and rejected Xinxiangxian group. 3.03% of the respondents think that Xinxiangxian's presence is not strong and optional, and 1.25% of people think it has played a certain negative role, even suspected of interest groups.

In the context of the declining rural society and the massive loss of human wealth, the revitalization of the countryside is inseparable from the precious human resources of the Xinxiangxian group. 83.98% of the respondents believe that nurturing and growing Xinxiang sage groups can solve the problem of lack of talents in rural revitalization. The role of Xinxiangxian is also closely related to the specific path of the "Five Major Revitalization". The survey results show that 86.47% of the respondents believe that the Xinxiangxian geniuses should show their talents and exert their energies in industrial revitalization. He believes that Xinxiangxian's return to the countryside to invest and start a business can alleviate the backwardness of rural economic development to a certain extent. Xinxiangxian is a bridge connecting the city and the countryside. Relying on its own knowledge, expertise, contacts, and wealth, it can introduce modern elements into the countryside, so as to provide suggestions for the development of rural enterprises, expand new channels and new ideas for the diversified development of rural industries, and become a new engine of rural economic development. 59.70% of the respondents believed that Xinxiangxian's role model could well promote rural cultural construction and promote rural cultural prosperity. Many Xinxiangxian have good moral connotations and cultural accomplishments. As an example and model, they can promote advanced culture and mainstream values to the majority of villagers. The invisible civilization and moral infection will guide and standardize the villagers' behavior and form a common value orientation To promote the improvement of soft power such as public literacy and rural culture. 50.68% of the respondents believe that the development of Xinxiangxian group can improve the current situation of rural ecological deterioration and serious environmental pollution, and realize ecological revitalization. Xinxiangxian is generally highly educated and has a strong sense of ecological and environmental protection. He can take the lead in renovating the rural natural and residential environment and building an ecologically beautiful village. 47.24% of the respondents believe that Xinxiangxian can participate in rural self-government, helping to promote the organization. Xinxiangxian has close ties with the masses and has a certain prestige and influence. It can stimulate the awareness of village democracies and call on them to actively participate in rural affairs.

3.4 The Main Problems Facing the Cultivation and Development of Xinxiangxian
This article also sorted out the main problems faced by the Xinxiangxian group in the current social environment from a large number of documents, and visited them. 66.94% of the respondents believe that the publicity and reporting of Xinxiangxian are not strong enough; 64.27% of the respondents believe that Xinxiangxian's social awareness is not high and the evaluation is not enough; 50.50% of the respondents think that the rural social environment factors are complex Hindered the development and growth of Xinxiangxian; 45.99% of the respondents believe that the current government governance has not kept up and there is no definite institution to manage and cultivate Xinxiangxian; 30.50% of the respondents believe that Xinxiangxian’s participation in rural governance will work with the village committees There are crossovers and contradictions. It is worth noting that 80% of the respondents said that there is no Xinxiangxian organization established in the local area, which shows that the development of Xinxiangxian organization in rural areas is still in its infancy. The weak organizational strength leads to the decentralization of Xinxiangxian organization and unclear goals. If Xinxiangxian only relies on the enthusiasm of dedication to the countryside to engage in rural construction work, it will be difficult to provide villagers with long-term and effective public services. The Xinxiangxian organization that has been established also has many problems such as position, finance, and management. It also needs to continue to explore long-term operating mechanisms.

4. Suggestions
Propagate and promote the spirit of Xinxiangxian, and vigorously create a cultural environment recognized by the masses. To carry forward the spirit of Xinxiangxian Yin’s times in a form that the masses like to hear and hear, it is necessary to make full use of various efficient and prompt propaganda carriers such as computers, TVs, and mobile phones to vigorously promote Xinxiangxian Yin’s spiritual culture. The government has increased financial support for government-run media, played the role of mainstream media as a public opinion guide, and set up a special column for "Xinxiangxian" on the front page of newspapers, official Weibo, and WeChat public accounts to promote the scientific connotation of Xinxiangxian and report typical cases of Xinxiangxian, Promote the role model of Xinxiangxian. Shaping the positive face of Xinxiangxian in the hearts of farmers through a variety of activities. The government, the media, and Xinxiangxian should all play a synergistic role to jointly create a good atmosphere of public opinion and a harmonious culture that respects and supports the development of Xinxiangxian surroundings.

Raise the level of rural public services and form a "pulling effect" for the return of the new villagers. Restrained by many problems in the construction of current rural public facilities, elite able people return to their hometowns and rehabilitate their villages. One is to improve the shared development mechanism of urban and rural people's livelihood, and to ensure that Xinxiangxian enjoys the same rights in the local area in terms of housing, old-age care, rural education, health care, social security, culture and sports; Facilities construction, continue to improve the rural living environment and reduce the psychological gap between the returnees and the living environment; the third is to study and formulate various measures for the development of Xinxiangxian to return to the hometown. A series of preferential policies and incentive measures have been implemented in various administrative charges, and efforts have been made to create a policy environment for the "back to home economy" development.

Improve the education and training system and enhance Xinxiangxian’s practical ability to participate in rural construction. In order to truly cultivate Xinxiangxian into appealing and cohesive rural construction decision-makers and leaders, it is also necessary to strengthen professional education and training so that they can master relevant basic knowledge and basic skills when entering new industries and new fields. Three types of training are specifically grasped: One is policy training. Strengthen training in rural financial reforms, agricultural land system reforms, agricultural supply-side structural reforms, and rural revitalization strategies so that they can accurately grasp new trends in national policies and reforms. The second is training in agricultural science and technology. According to regional characteristics and different industrial development needs, let them master new breeding technology, agricultural machinery equipment technology, food processing and storage
technology, agricultural product logistics technology, etc., to improve the practicality and operability of agricultural science and technology. The third is training in organization management and agricultural industry development. Carry out special training on leadership, execution, employee management, financial management, marketing, etc., introduce new business models such as ecological agriculture, leisure agriculture, recreational economy, and shared economy, guide them to establish professional cooperatives and industrial alliances, and use Internet platforms to innovate Marketing model.

Improve the mechanism of attracting and retaining talents, and build a broad platform for talents of Xinxiangxian. In terms of economic construction, the local government should formulate a project database based on local natural resources, industrial foundation, processing capacity, market environment, transportation conditions, and other comprehensive conditions, and scientifically grasp Xinxiangxian's own advantages and specialties to determine the investment direction for returning entrepreneurs. Provide opinions and references. Make full use of new concepts, new technologies, and new channels, give full play to the role of Xinxiangxian in getting rich, and form an industrial development path led by the government, Xiangxian, and farmers. In terms of grassroots democratic political construction, through open recruitment, competition for employment, and expert suspension, etc., Xinxiangxian returned to the village to serve as a village-level manager, mediate disputes between villagers, supervise village public affairs, mobilize participation in public welfare, and contribute to village economic development. It has played an important role in many aspects, such as making plans. In terms of cultural construction, it is necessary to give play to the leading role of Xinxiangxian in the construction of rural spiritual civilization, so that the core values of socialism and advanced excellent culture will take root in the countryside.

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