

Psychological Paradigm Shift and Practical Path of Higher Education Funding in China

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Abstract

The social and cultural development directions in different economic development periods affect the evolution of China's higher education funding system. The traditional barrier funding Psychological paradigm has limitations in stimulating students' endogenous motivation, cultivating humanistic quality, improving comprehensive ability, working path practice and work quality improvement. In the new normal period of economic development, substantial fund input, positive policy guidance and advanced technology support have promoted the change of higher education funding Psychological paradigm. Through establishing the people-oriented working concept, creating pragmatic and diversified project methods and introducing scientific and reasonable assessment management and other practical paths, it is helpful to the establishment and improvement of the developmental funding system. It is conducive to the implementation of the target of precise poverty alleviation and the realization of educational equity in major countries.

Key words: Psychological paradigm, Educational funding, Practice, Developmental funding

1. Introduction

Student financial aid at the economic level means that all parties in the society use property to help students, and the donors provide some or more available money or goods. As early as the Han and Tang Dynasties, there are relevant documents about student financial aid^[1]. With the continuous progress of social development and educational reform, the financial aid system for college students, as an important guarantee for the government, schools, students, families and other related interest subjects to promote the development of education, ensure educational equity, promote social harmony and other goals to achieve, its institutional structure in accordance with the economic background of The Times and the needs of the people, continuously directly or indirectly dynamic adjustment and improvement^[2]. The state promotes social equity in the field of education by calling on and implementing the value-oriented activities of "poverty alleviation and education, and rewarding and nurturing" of college students. Specific value functions include poverty alleviation and poverty alleviation in economic value, education and education in educational value, ethical value and education and equality in social value^[3]. With the financial assistance for education in the new era and ideological and political education in colleges and universities as an important practical background, the financial assistance for higher education since

the founding of New China has been centered on the goal of financial assistance for education. From the early days of the founding of New China to the beginning of the reform and opening up, the pursuit of moral education value in the funding concept was not significant in the period of higher elite education when the national government paid the bill.

As a guarantee for the establishment of the higher education fee system, a job-oriented financial aid system has been gradually established. In addition to the entrusted training mode of single payment to help students from poor families solve the problem of tuition, relevant government departments have set up work-study funds and formulated tuition and fees exemption programs for students with financial difficulties. In the process of carrying out the material aid work, we have explored the practical path to the goal of promoting morality and cultivating people. With the sustained and rapid development of China's market economy and the increasing improvement of people's living standards, a comprehensive charging system has been implemented in higher education, which is matched by a college student assistance system based on "loan, assistance, award, attendance, reduction, exemption and subsidy". The financial assistance and education system in the new era is gradually becoming mature^[4]. Under the background of economic and social development in different times, this paper analyzes the funding model of Chinese college students from four aspects, including the object of funding, the content of funding, the way of funding and the main values, and analyzes the progressive model of learning, scholarship and multiple mix, and the object of funding becomes more accurate, the content of funding becomes more rich, and the way of funding becomes more perfect. The value pursuit has changed from the pursuit of educational funding fairness to incentive efficiency, and then to the realization of the diversified goal of valuing fairness, sufficiency and incentive^[5]. According to the evolution of funding policies and practices, higher education funding after the reform and opening has undergone people's grants, people's grants and people's awards. There are five stages: the coexistence of scholarship and student loans, the initial establishment of funding system of "award, loan, assistance, subsidy and reduction", and the coexistence of various ways to help the poor^[6].

Since the founding of New China, especially after the reform and opening up, the achievements in economic construction have attracted worldwide attention. The educational funding system, which mainly relies on the government's financial input, has made progress and development in the long-term economic reform, and the efforts to transform the achievements of the development of productive forces into the guarantee of educational equity in major countries have been expanded and deepened. The characteristics of economic development in different periods are different, and the development of the educational funding policy system adapted to it also has corresponding priorities^[7]. With the improvement of the level of political, economic and cultural development year by year, the compatibility of educational policy making and social development needs is also gradually improved. Under the background of the deepening reform of the market economy, the financial aid policy for college students has made great progress and development, forming a distinctive system in the aspects of education level, types and models of financial aid objects, financial aid level and target functions^[8]. The market economy in the new era pursues sustained and healthy development of quality and efficiency. Educational aid is a major livelihood project for millions of ordinary families to share the fruits of development in the new era, and an important way to achieve educational equity in a major country. On the basis of transforming new achievements

into productive forces, we should constantly improve the financial aid policy system to meet the new development requirements and ensure that financial aid work is based on students. Give full play to the educational function of financial aid to achieve the core goal of cultivating virtues and cultivating people.

2. Literature Review

To ensure that no student is unable to go to school because of financial difficulties is the primary purpose of Chinese education funding work. Centering on this aspiration, the government, as the leading force, encouraged and guided the financial enterprises, and social participation of institutions, public institutions, caring people and organizations, and the traditional model of financial assistance for students and their families has been greatly developed. Departments of education, civil affairs, and national defense cooperated with institutions of higher learning and social organizations to subsidize tuition and living expenses of students from poor families in the form of awards and grants, reducing the financial burden of students' families and relieving their inner pressure. The traditional financial assistance Psychological paradigm of "giving fish to fish" basically meets the requirements of students to successfully complete their studies. However, in terms of meeting the new development requirements of students to improve their learning ability and employment competitiveness, improve their academic performance, and build a healthy body and mind, there are some problems of shortage and dislocation. In addition, the traditional funding Psychological paradigm has certain limitations in the aspects of funding concept, the execution method, evaluation and other aspects to achieve the goal of educational equity in the new era.

2.1. The source motivation of self-development is not strong

The traditional security funding Psychological paradigm focuses on financial assistance to students^[9]. In order to provide national grants and other kinds of subsidies, students are eligible for financial assistance in the way of their family's financial difficulties. The financial assistance policy is conducive to poor college students' fair access to higher education opportunities and completion of their studies material security, but invisibly breed a small number of students "depend on, eat subsidies" passive phenomenon, the idea of getting something without work gradually eroded personality, emotion, skills and many other aspects, self-development needs are also reduced^[10]. Traditional financial aid work emphasizes expanding the popularization rate and broadening the areas of assistance, and focuses on improving the fair, fair and open selection and awarding procedures. The students receiving financial aid have an antimony in cognition, and even bring unnecessary psychological burden due to personal privacy issues. This cognitive deviation of subject and object weakens the education effect^[11].

2.2. The humanistic quality of honesty and gratitude is weak

In the context of national poverty alleviation and the poverty reduction, poor families in urban and rural areas are gradually getting out of poverty and stepping towards a well-off life. However, when universities carry out the identification of poor students, there is often an increase in the number of students applying for admission. This

is since the government has increased the investment in educational aid to expand the number of students receiving assistance. As a result of the revision of the assessment criteria along with the improvement of people's living standards, there are also various means to obtain the eligibility for assistance. As a compensated financial aid policy, student loans are intended to help students from poor families fulfill their college dreams and serve as an important means to educate students to be honest and grateful. However, from the perspective of benefits, banks are not very active in lending money. At the same time, the lack of integrity education function of the traditional Psychological paradigm is also reflected in the fact that a few students' families use student loans to earn national discount interest. The mobility of students after graduation also increases the time cost and human cost of the bank to recover the loans^[12]. No honesty, how to talk about gratitude. When students and their families lack a correct understanding of the concept of financial aid and are only limited to whether or not they receive assistance and the amount of assistance, their gratitude will be driven out by interests, and they will complain about the financial aid work and even the national government. The existing funding system emphasizes more on the responsibility of the school and the government but does not limit the obligations of the subsidized students, which also induces the phenomenon of some subsidized students' weak sense of honesty and gratitude, and weak sense of responsibility^[13].

2.3. Insufficient attention to the comprehensive ability of nurturing the mind

Higher education funding is not only an economic rescue, but also a livelihood process concerned with the mental health growth and comprehensive ability improvement of college students^[14]. Physical health is an important guarantee for students to complete their studies, while mental health is the spiritual basis for students to achieve all-round development. Self-abasement, anxiety, depression, high pressure and so on are common problems among students from poor families. Some students are thus trapped in learning, interpersonal communication, social adaptation, comprehensive quality, employ-ability and other difficulties, so that there are "double-trapped" students in psychology and ability, which may even lead to the marginalized tendency of ability of these students, and become a real disadvantaged group^[15]. The causes of these students' predicament may also come from the contradictions of the original family and the social environment in which they grow up. The traditional economic aid model is too heavy on the emphasis and bearing fruit, and neglects the guidance of the course^[16]. It is difficult to solve the symptoms and root causes, but the value of funding education should be pursued. Ask schools, society and the government to help them strengthen their minds and better adapt to social life.

2.4. The assist-all working style is difficult in practice

First, the number of students covered by the higher education subsidy policy. And the total amount of assistance is increasing year by year, and the scope of financial aid is becoming more and more extensive with the enrichment of financial aid system. The discussion and discussion on the current financial aid ratio is one of the keys to coordinate the education input and the actual needs of students^[17]. To reduce the financial burden on students from disadvantaged families requires a more rational overall planning of support resources. Secondly, improving the identification system of financial difficulties of students' families is an important subject of the

current accurate financial assistance work. It is simple and reasonable to identify children of orphans, children of martyrs, parents with disabilities and other families. However, how to identify students whose families are on the edge of the poverty line or whose "invisible difficulties" are caused by the unbalanced development of society and economy is an important direction for the scientific development of the financial aid recognition work. Horizontal comparison of the financial difficulties of students' families within the scope of class, major and college, ignoring the economic development level of students' origin, their own character weakness and the social relations of students' families, will make the evaluation work deviate from the principle of "fairness and justice", and discuss the lack of humanistic care of students' personal information applied for recognition in a certain open scope. Behind the "powerful financial aid" may deepen the psychological pain of disadvantaged students^[18].

2.5. There is limited room for quality improvement in task completion

The national government provides policy, financial and material support for educational assistance, and actively mobilizes social forces to donate funds for educational assistance. The specific work is mainly undertaken by colleges and universities. At present, the main Psychological paradigm of university financial aid work is to connect all kinds of superior and subordinate documents in series. The student management department at the university level makes overall arrangements according to relevant government documents, and the second-level college counselors under take detailed tasks. The final node of this branch grid is not at the student level, but on the shoulders of the counselors who must complete the tasks with quality and quantity. Although many colleges and universities actively mobilize class teachers, professional teachers and graduate students to participate in the management of student affairs, the overlapping of multiple kinds of student affairs in time makes the counselors unable to carry out the first step of "point to point" financial aid work. At the level of colleges and schools, due to the "strict" regulation of financial aid policies, even if they find problems, they are unable to carry out drastic reforms because of lack of autonomy^[13]. Even within the school, it also takes a lot of manpower and material resources to build cooperation management educational a platform for between the funding department and affairs, the Youth League committee, publicity and logistics, and create a culture, wisdom and beautiful campus environment suitable for the performance of funding education. In terms of the integration of financial support from social enterprises and public institutions and loving people, currently colleges and universities are more of a bridge, and the ways of social participation are mainly in the explicit setting of awards and grants and the implicit funding of individual students, but the society is improving the internship and employment ability of students from poor families. The role played by the force is not obvious.

3. Practical basis of financing model new development

In order to realize the educational equity of major countries in the new normal period of China's economic development, the government has always been insisting on establishing and perfecting a diversified funding system that adapts to the characteristics of economic development and social times. The government has provided guidance and assistance to the funding work from various aspects, such as the input of educational funding funds, the adjustment of policy structure and the support of information technology. To promote the qualitative change

of socialist higher education funding work in the new era.

3.1. Transformation of funding support work

At present, China's economic development has entered a new stage of medium-high speed. The development structure is constantly being optimized and upgraded, and the government is paying more attention to the effect of policies. Under the concept of sharing, the government is attaching more importance to transforming the results of development into people's livelihood. It encourages and supports schools, social organizations and individuals to actively invest in education assistance work, which enriches the structure of funding sources and lays a material foundation for funding work. In a few years, China has doubled the amount of funding for education, providing the material guarantee for the transformation of funding Psychological paradigm, encouraging social societies, universities and governments to invest in education for all, and promoting the early realization of education equity in a major country. In 2014 and 2015, during the reform of tuition fees of various colleges and universities across the country, the government adjusted the structure of education funding, adjusted and improved policies related to state aid loans, and raised the tuition compensation loan standards for college students who enlisted for compulsory military service and college graduates affiliated to the Central Ministry to work in grassroots units. The financial aid standard for retired soldiers to enroll in colleges and universities was raised accordingly. The increase of funding was significantly higher than before, which provided solid force for the transformation of financial aid work and guaranteed the healthy development of financial aid work.

3.2. Policy support funding work development

The promotion of equity by national policies is related to the development of the nation in the past century. Education funding policies ensure citizens' fair access to education, which is an important part of promoting the harmonious development of society. During the period of rapid economic growth, China has established a student financial aid policy system covering multiple stages from preschool education to higher education, especially in the stage of higher education, with state awards and grants, state assistance student loans, tuition reimbursement loans, work-study, in-school grants, hardship grants, food subsidies, tuition waivers, "green access" and other ways to work together. In 2012, the government established the national scholarship system for graduate students, and the China Education Development Fund and the National Student Financial Aid Administration carried out the launch of the new college enrollment aid program. In 2013, the Ministry of Education, the General Staff Head Quarters and the Ministry of Finance jointly issued the Notice on Retention of Admission Qualification and Post- Service Admission Measures for Freshmen Enrolled in Regular Institutions of Higher Learning for Enlistment (Trial) and the State Funding Measures for Students of Higher Learning for Enlistment for Compulsory Military Service, in order to promote the development of the armed forces in the new era and encourage college students to actively participate in national defense construction. Establishing a repayment and relief of mechanism around the national student loans, promoting the full coverage of national student loans and implementing the policy of equal funding for private colleges and universities not only helps to achieve poverty alleviation in education, but also helps financial institutions to prevent risks. It also strengthens the function of the

compensatory financing method of student loans to educate people with integrity, teaching people gratitude and attract people to make progress. In 2017, the Notice of the General Office of the Ministry of Education on Further Strengthening and standardizing the Identification Work of Students from poor Families in Colleges and Universities was issued, which promoted the financial aid work to the precise target, the precise intensity and the precise practice of issuance.

3.3. Information technology facilitates funding work upgrades

At present, the development of various undertakings cannot be separated from the support of information technology. Internet + technical means is an important starting point for colleges and universities to carry out daily affairs management. As an important production tool, information technology helps many traditional working modes break through the bottleneck and widen the space for development. The latest achievements of science and technology, such as big data analysis, informational student archives, cloud space, etc., providing technical support for the transformation of higher education funding work, to improve the level of university funding management. For example, under the construction of the smart campus project, the student campus card is no longer only a means of payment. Many colleges and universities can identify students from poor families and provide "implicit" financial subsidies through the induction and analysis of student consumption information, so as to realize material care and humanistic care at the same time. At the same time, the students use public learning resources to carry on the analysis and understanding, the school can meet the needs of students, better service education and management education, create a learning campus environment. Another example is the information storage, management, and use of student financial aid archives, which highlights the use value of archives as original records and vouchers. The dynamic management of information database conforms to the requirements of the continuous development and change of student family information, strengthens the service function of archives, improves the efficiency cooperative orderliness promote development of multi-department education and management, to the sustainable of financial aid work.

4. Explore ways to provide developmental assistance

The transformation of developmental funding Psychological paradigm is an implementation measure of the national poverty alleviation cause and the concept of shared development

The fundamental task of "cultivating virtues and cultivating people" focuses on the core of "cultivating and practicing the core values of socialism", pays attention to the humanistic needs of the assisted students, attaches importance to cultivating the innovative spirit and practical ability of the assisted students, strengthens the inspirational education, integrity education and social responsibility education, and helps and guides all-round development of the assisted students. To better safe guard education and people's livelihood projects for the disabled and realize educational equity in major countries.

4.1. People-centered work philosophy

Change the traditional concept of task- based education funding work from students to students. We should give

full consideration to the actual situation of families with financial difficulties at the level of formulating policies and constructing systems. At the level of work development and business management, we should grasp the key problems that cause students' difficulties, integrate humanistic care, and improve the temperature of financial support. To fully mobilize the inner motivation of students at the level of educating people, helping others and cultivating their values, take students as the foundation, and pay attention to the spiritual motivation and ability improvement effect of financial aid on students. Financial assistance is not only the financial guarantee for students to complete their studies, but also a good medicine to promote the healthy development of body and mind. It cares for students in difficulties, integrates into the growth process of students, inspires students to strive and forge ahead, the spring breeze and rain, and strengthens their heart and foundation. Meet the development needs and aspirations of different students at different times, serve the growth of students, promote the improvement of students' personal development ability, and help students become excellent talents with rich knowledge, complete personality and outstanding ability.

4.2. Pragmatic and diverse approach to projects

Development funding should break the traditional distribution funding mode, because the amount and coverage of funding reflects the government's determination and strength to transform the achievements of economic development and ensure people's livelihood. While colleges and universities are implementing the goals of funding education and cultivating people by virtue, they should emphasize the continuous incentive role of funding activities. Explore and coordinate the diversified ways of paid and unpaid funding, explicit and implicit funding for education and development, fully mobilize students' willingness to participate, promote their ability to grow, and track their evaluation and feedback. Through the design of financial aid projects, such as learning ability improvement project, physical and mental personality improvement project, employment technology enhancement project, comprehensive quality expansion project, centering on the themes of gratitude, honesty, confidence, progress, etc., it is widely integrated into the forces of government departments, colleges and universities, the society and students' families, constantly stimulate the inner motivation of the assisted students and guide the direction of the assisted students. To create a broad space suitable for the development of young college students.

4.3. Scientific and reasonable assessment management

The existing evaluation financial aid mainly starts evaluation of indicators infrastructure construction, realization, information system of from such as policy management, education effect and so on, and has made outstanding achievements. However, there are still certain problems in the aspects of publicity of effectiveness, repayment quality, establishment of information and information platform, and attendance to help students^[19]. From the perspective of improving human capital, it is necessary for university funding managers to further combine typical demonstration and information technology means. The traditional modular quality evaluation of financial assistance tasks is transformed into a continuous tracking of students' physical and mental development and ability improvement by means of quantitative evaluation index of educational effects of financial assistance. Scientific

management of financial aid and fairness in the process are part of the assessment and evaluation, but the evaluation index should meet the needs of students' self-development, increase the external pressure of the university financial aid work to be realistic and pragmatic, and provide the next reform direction for the transformation of financial aid Psychological paradigm.

5. Conclusion

As an educational project to ensure people's livelihood, warm the hearts of the people, related to poverty alleviation and social equity, the financial aid work in the new era should combine helping the poor with helping the intellectual, helping the poor with helping the aspirations, and actively develop in a scientific, standardized, and diversified way. Thanks to the requirements of the student standard and modern information technology means, the student financial aid work will be more enthusiastic. This "fair" event, which guarantees people's livelihood, conforms to public opinion, and warms people's heart, is increasingly integrated into millions of families in China.

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