

Original Paper

Study on Countermeasures to Improve College Students'
Willingness of Participation in Body Donation Based on
Maslow's Hierarchy of Needs

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Abstract

The cause of body donation is of great medical and social importance. How to get rid of the shackles of traditional ideas in order to accelerate the development of body donation has become a hot topic under the premise that the willingness of Chinese to participate in body donation is generally low or even unable to meet the needs of medical development. Having an intense sense of social responsibility and a developmental dialectical thinking, college students can view body donation more rationally. For this reason, college students are the ideal target group for the cause of body donation to break away from the shackles of traditional ideology and accelerate the development of itself. Maslow's hierarchy of needs is an essential theory in behavioral science, which is mainly embodied in the intuitive analysis of human needs and the targeted effect of action incentive. Under the circumstances of comprehensive understanding the needs of college students, this paper would deeply analysis the basis, significance and correspondence of their willingness of participating in body donation and discuss how to improve it around five sorts of needs based on Maslow's hierarchy of needs.

Keywords

College students, Body donation, Maslow's hierarchy of needs

1. Introduction

Body donation played an important role in the prevention and control of COVID-19, not only helping people explore the unknown epidemic, but also demonstrating Chinese national cohesion in facing with the unprecedented disaster. Unfortunately, the status quo of the development of the cause of body donation in China is far from optimistic. Due to the constraints of traditional ideology, the public's willingness to participate in body donation is generally low, even unable to meet the needs of the development of Chinese medical and health undertakings (Wang, 2019). Nevertheless, college students are enjoying not only a sufficient sense of national identity and social consciousness, excellently matching the social attributes of body donation, but also developmental dialectical thinking and acceptance ability, prompting them to view the cause of body donation more rationally on the basis of deeply analysis and understanding. To conclude in fact, college students are the ideal target group for the cause of body donation to get rid of the shackles of traditional ideology and accelerate the development. This paper would deeply analyze the basis, significance and correspondence of college students' willingness of participating in body donation based on Maslow's hierarchy of needs, furthermore, carry out countermeasures targeting the five sorts of needs respectively on the basis of refining the theoretical model.

2. Overview of the Cause of Body Donation

Body donation refers to the behavior that human beings voluntarily donate all or part of the body to medical education or scientific research after death. Compared with the developed countries, the development degree of the cause of body donation in China is far from satisfactory. Furthermore, the development speed of body donation in China is slow, owing to the shackles of traditional ideology, the complexity of donation procedures, the relative lack of publicity, supervision and laws, etc. In conclusion, the public awareness rate of body donation, individuals' body donation willingness, body donation rate are all at a low-level. According to the questionnaire conducted by Miu, Ge and Wang (2019) on 1115 residents of Zhejiang Province, only 27.7% of the residents know about body donation^[2], while in the questionnaire conducted by Liu, Song, Zhang and Chen (2020) on 420 Chinese residents, only 13.0% of the residents have the intention of body donation, and the intention may even decrease in the actual donation process. Such a grim development status of the cause of body donation apparently can not meet the needs of the development of medical education and scientific research in China. As the most dynamic group in Chinese society, college students have a strong sense of social responsibility, dialectical thinking and acceptance ability, not only being compatible with the social attributes of body donation, but also breaking free from the shackles of traditional ideology with more rational thinking. Thus as has been said, the focus of the development of the cause of body donation in China is bound to be inseparable from college students.

3. Analysis of College Students' Willingness of Participating in Body Donation Based on Maslow's Hierarchy of Needs

According to Maslow's (1943) hierarchy of needs, human beings' needs can be divided into five sorts from low-level to high-level, namely physiological needs, safety needs, social needs, respect needs and self-actualization needs, among which all sorts of needs can be distributed in a pyramid shape or exist intersecting, and the dominant needs dominate individual behaviors.

3.1 Low-level Needs Support the Cause of Body Donation

The cause of body donation belongs to the high-level needs represented by the self-actualization needs because of its sufficient public welfare attributes. Therefore, the relative satisfaction of the low-level needs is not only the basis for college students to pursue the high-level needs, but also a necessary but not sufficient condition for the maintenance of the stability of the body donation willingness. In Maslow's hierarchy of needs, physiological needs and safety needs belong to the low-level needs. Under the circumstances of insufficient satisfaction of low-level needs, the individual behavior is mainly controlled by low-level needs, which shows indifference to high-level needs, besides, their willingness of participating in body donation is naturally out of the question. Furthermore, in the absence of stable satisfaction of low-level needs, college students' pursuit of high-level needs is fleeting, and their willingness of participating in body donation is naturally unstable. Finally in simpler terms, the relative and stable satisfaction of the low-level needs is the basis for college students to participate in the cause of body donation.

3.2 The Cause of Body Donation Facilitates the Satisfaction of College Students' Needs

First and most important, the formation of college students' willingness of participating in body donation can directly meet their high-level needs. Firstly, the formation of the willingness can fully cooperate with their social concept. On the basis of promoting the maturation of their sense of social role identity, such a willingness can comprehensively improve their sense of social belonging, and create opportunities for social contact around the cause of body donation to optimize their interpersonal relationship, so as to realize the relative satisfaction of their social needs. Secondly, as the source of strength to improve their sense of self-identity, the willingness can help them gain recognition and respect from others, so as to fully meet their relatively lack of respect needs from both domestic and external perspectives. Thirdly, for ordinary college students, the cause of body donation can reflect their sense of social responsibility, realize their self-value and meet their needs for self-realization. In addition, as for college students who are unable to meet their safety needs due to incurable diseases for instance, active participation in the cause of body donation can undoubtedly provide an opportunity to fulfill their self-actualization needs through helping others, in order to enhance the meaning of life eventually.

Last but not the least, the cause of body donation can indirectly meet security needs by boosting the development of health care. Through promoting the development of medical and health undertakings by promoting the discovery of new diseases, optimization of diagnosis and treatment technology,

innovation of scientific research and education of medical students, the cause of body donation can ensure the satisfaction of safety needs and lay a solid foundation for meeting high-level needs and the development of itself.

3.3 The Cause of Body Donation and College Students Bring out the Best in Each Other

Indeed, on the basis of easily meeting the physiological needs, safety needs and social needs, college students are generally in the life stage of respect needs and preliminary exploration of self-actualization needs. By participating in the cause of body donation, college students can not only deepen their sense of self-identity and win the respect of the society, but also fully meet the respect needs from both internal and external perspectives. What is more, it can also polish the role consciousness and social responsibility, directly or indirectly contribute to the satisfaction of self-actualization needs, so as to achieve the sublimation of the meaning of life.

Additionally, the cause of body donation is essentially a public welfare undertaking facing the whole society, which can feed back the society from the progress of medical science and technology and the deepening of humanistic connotation, so as to promote the comprehensive development of the whole society. With a full sense of national identity and social awareness, college students can participate in the cause of body donation more vigorously, fully match its social attributes, so as to boost the development of body donation.

4. Countermeasures to Improve College Students' Willingness of Participating in the Cause of Body Donation

4.1 Improve the Corresponding System to Meet Basic Physiological Needs

Physiological needs, namely the material needs to maintain basic life activities, are the foundation and premise for college students to participate in the cause of body donation. With the tremendous stride made in social economy, the physiological needs of college students can be relatively satisfied, nevertheless, there is a widespread problem of the uneven degrees of its satisfaction. Indeed, as for poor students, the stability of their physiological needs to meet the lack of guarantee, which will shake the foundation of their participation in the cause of body donation to a certain extent. Accordingly, the corresponding system should be perfected to meet the physiological needs of them.

4.2 Focus on Mental Health to Meet Basic Safety Needs

As the guarantee of individuals' livelihood, property and health, the satisfaction of safety needs can support college students' willingness of participating in the cause of body donation. Under the circumstances of bio-psycho-social medical model, more attention should be paid to the mental health of college students. First of all, to correct bad behavior and lifestyle, in order to maintain a reasonable diet, moderate exercise, smoking cessation, alcohol limit, and mental health. The power of role models should be effectively utilized to help individuals with bad habits develop a healthy schedule of regular exercise. Secondly, to regulate their pressure, such as the establishment of a reasonable semester goal to disperse the intense academic pressure. Finally, to properly deal with negative emotions from two

perspectives: the former refers to actively holding healthy recreational activities such as “fluorescent night running”, while the latter refers to seeking help from a psychological doctor.

4.3 Build High-speed Channels of Social Contact to Improve the Satisfaction of Social Needs

Social needs are the emotional demands of individuals to establish connections with others, which can be divided into two parts: belonging and harmonious interpersonal relationship. For one thing, colorful campus can provide an excellent environment to meet college students’ social needs, such as communities, organizations, etc. For another, college students generally have higher ideological and moral cultivation, more active social interaction and other innate advantages, therefore, they have a solid foundation to meet their social needs. Thus it can be seen that new ways to meet the social needs of college students should be expanded on the basis of the full linkage between the cause of body donation and social needs. For example, network activities and offline communication meetings should be established to build additional high-speed channels for college students’ social interactions related to the cause of body donation, so as to improve the satisfaction degree of their social needs.

4.4 Establish Correct Values to Improve the Satisfaction of Respect Needs

Respect needs can be divided into internal and external needs, the former refers to self-respect, the latter refers to the respect from the society. By participating in the cause of body donation, college students can obtain comprehensive satisfaction of their respect needs. Undeniably speaking, altruism is positively correlated with self-esteem (Li & Guo, 2020). By actively participating in the cause of body donation, college students can improve their self-esteem on the basis of refining altruism. Apparently, as a public welfare enterprise that feeds back the society, the cause of body donation can effectively respond to the social consciousness of college students, empower them with a sense of social identity, and enable them to gain respect from the society. In order to motivate college students to actively participate in the cause of body donation, the power of example education should be fully utilized under the circumstances of emphasizing the necessary of respect needs. Excellent individuals should be taken as examples to help college students set up correct values and raise the level of respect for the cause of body donation among them, so as to improve the ability of body donation to meet respect needs.

4.5 Realize the Value Transformation between the Cause of Body Donation and Self-actualization Needs so as to Improve the Satisfaction Degree of Self-actualization Needs

Self-actualization needs refer to the individual’s pursuit of exploring potential, constantly improving ability and realizing value of life. College students are generally in the preliminary exploration stage of self-actualization needs and lack of clear ideas to realize their value of life. The value of life can be divided into self-value and social-value, among which social-value is the main one. College students’ participation in the cause of body donation has sufficient public welfare and conforms to their social-value orientation. Moreover, social practice is an effective way for college students to grow up and the unique way to realize their value of life (Jiang, 2019). Therefore, the relationship between the cause of body donation and self-actualization needs should be actively connected in order to realize the value transformation between them. For instance, college counselors may effectively improve the

ideological and moral cultivation of college students through normal communication to strengthen their perception of self-actualization needs, and creatively transform Marxist principles into a discourse system that is easily accepted by college students to sort out clear ideas for their pursuit of self-actualization needs. Secondly, publicity should be carried out actively. For the sake of deepening college students' cognition of the cause of body donation, we can not only publicize the significance of the cause of body donation in acceptable ways such as we-media and micro-video, but also strengthen the influence of body donation by utilizing pop culture and current events, so as to establish the preliminary aggregation system of body donation and self-realization needs. Finally, appropriate rewards should be given after practice. Positive reinforcement incentives should be utilized to enhance the ability of the cause of body donation to satisfy college students' self-realization needs, such as surveying their willingness of participating in body donation with questionnaires, raising their awareness of the cause of body donation through social activities and rewarding individuals with appropriate body donation willingness with prestige and reputation. By realizing the value transformation between the cause of body donation and self-actualization needs, high speed access could be established for the development of the cause of body donation in China eventually.

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