

# Research on the Integration and Development of Elderly Service and Volunteer Service Mode under the Background of 'Internet +

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**ABSTRACT.** At present, China's voluntary pension service is in the primary stage of development, system construction and institutional guarantee are still in urgent need of improvement, and social participation has not reached the current demand. As an important link in the elderly care service, college student volunteers improve the "quality" and "quantity" of the elderly care service with their natural advantages in time cost and comprehensive quality, combined with the characteristics of opening the supply and demand information channel and improving the database under the "Internet +" model of elderly care. At the same time, by observing the promotion measures of pension service in various countries, the paper comprehensively analyzed the technology development and the difficulties faced by the volunteer pension service mode in universities under the background of "Internet +" in recent years, and proposed corresponding solutions, hoping to theoretically make contributions to the development of pension service at a higher level.

**KEYWORDS:** internet + pension, college student volunteers, the elderly volunteer service, countermeasures

## 1. Research background and research significance

### 1.1 Research background

(1) The aging of the global population structure has become an important trend in the development of the world's population. The social, economic, political and scientific problems caused by the large-scale aging phenomenon have caused the issue of aging to receive extensive attention from the international community. The age limit of the elderly was defined as 60 years old in the United Nations "World Conference on Aging" in 1982. Definition of Population Aging According to the provisions of UNESCO, a country or region whose population is over 60 years old

accounts for 10% or more of that country or region, then this country or region has entered an aging society. Since the middle of the twentieth century, labor and infant mortality in many parts of the world have been controlled, and many infectious diseases have also been controlled. The fertility rate has declined, nutrition and basic health care have improved, and the decline in the rate of children in the population has also increased the rate of older people. All these factors combine to make the international long-lived population continue to increase, and the proportion of the elderly population continues to rise. According to United Nations estimates, there were roughly 200 million people aged 60 and over in the world in 1950, and it will increase to 1.1 billion by 2025. During this period, the entire population of the world is expected to increase from 400 million to 8.2 billion, or 102%. By then, the elderly population will account for 13.7 of the world's population.

(2) The rapid rise of the aging population in China urgently calls for speeding up the construction of the elderly care service system, absorbing and borrowing the results of mature foreign elderly care models, so as to "socialize social welfare", and constantly exploring new elderly care models based on the actual conditions of various regions in China to adapt to my country's rapid the need for rising numbers of aging population. According to statistics, in 2000, more than 60% of the world's older people lived in developing countries. It is estimated that by 2025, this rate will reach three-quarters (72%). In 2000, the data of the fifth census conducted by our country showed that the population over 60 accounted for 10% of our country's total population. This shows that our country has already begun to enter an aging country at the beginning of the 21st century. In 2010, my country's sixth census data showed that the population of 60 years old and above accounted for 13.26% of the total population, a total of 179 million. Through these data, we can see the profound changes in the economic and social development of our country's population. The aging process of my country's population structure is still continuing, and because of the large absolute number of the aging population in my country, the continuous increase in number and the more prominent three characteristics of "get old before getting rich". As a result, my country's efforts to meet the challenge of population aging and face the wave of silver hair may be even greater than those of developed countries. The number of volunteers in our country cannot meet the multi-level service needs of the elderly at this stage. Therefore, under the challenge of accelerating the elderly population in our country, speeding up the construction of the pension system, perfecting the theoretical model, combining the "Internet +" integration volunteer service model, and exploring a new model of pension operation have become the best choice to solve this problem.

(3) Under the trend of "Internet +", to improve the old-age service system and build a building, the government has issued policies to encourage voluntary activities and purchase old-age services to encourage college student volunteers to participate in respecting the elderly. In order to solve the problem of aging and empty nests, and meet the multi-level and diversified service needs of the elderly, relevant departments have issued a series of documents to improve the quality of elderly care services and enable college student volunteers to actively participate in the construction of elderly care services.

*Table 1 Relevant documents and contents to guide the development of the old-age care industry*

time	Document issuing party	file name	document content
2011	State Council	"Social Elderly Service System Construction Plan (2011-2015)"	It is necessary to establish a social pension service system that is compatible with the process of population aging and coordinated with the level of economic and social development.
2013	State Council	"Several Opinions on Accelerating the Development of the Elderly Service Industry"	It is necessary to vigorously develop the home care service network, develop home care portable services, and develop home network information services. In improving the subsidy support policy, it is proposed to speed up the establishment of an evaluation mechanism for elderly care services, and to formulate policies and measures for the government to purchase elderly care services from social forces. In encouraging non-profit organizations to support elderly care services, it is proposed to encourage college students to participate in voluntary elderly care services, and actively support the development of various voluntary organizations serving the elderly.
2014	Nine departments including the Ministry of Education and the Ministry of Civil Affairs	"Opinions on Accelerating the Cultivation of Talents in the Elderly Service Industry"	Students should be actively guided to engage in elderly care services, including actively organizing vocational colleges and undergraduate college students to provide voluntary services to elderly care institutions, urban and rural communities, and families.
2016	State Council	"About fully liberalizing the elderly care service market and improving the quality of elderly care services"	In order to fully build a high-quality elderly care service supply system, it is necessary to promote "Internet +" elderly care service innovation, and actively use new technologies to cultivate and develop new business formats.
2019	State Council	"Opinions on Promoting the Development of Elderly Care Services"	It is necessary to continue to improve the old-age care service system that is based on the home, supported by the community, supplemented by institutions, and combined with medical care. The document not only gives clear directions on how to promote the quality of elderly care services in various directions, but also makes the happiness of the elderly one of the goals of improving service quality.

Source: According to the public information on the website

## **1.2 Research significance**

### **(1) Theoretical significance**

"Internet + elderly care" is conducive to help improve the care service system for the elderly, enhance the service capabilities of combining medical care and elderly care, and promote the integrated development of home, community and institutional elderly care. The use of new technologies to improve quality and efficiency, form a huge effect of multi-party resource linkage, and help bring more convenient service processes and rich service categories to the elderly. Provide them with high-quality elderly care services and enhance their sense of happiness, satisfaction and gain. Reduce the gap between urban and rural pensions, share pension resources, and break through the barriers of asymmetry in pension resources information. It is conducive to the docking of college student volunteer resources with the needs of elderly care, and bridges the gap of the single level of elderly volunteer service talents and low service quality. This will also help promote the traditional virtues of respecting, helping and caring for the elderly, and help college students to better establish socialist core values.

### **(2) Realistic significance**

The research and development of new technologies under the background of "Internet +" will help the elderly service products developed by enterprises to enter the market better, and enable private capital to better participate in the construction of elderly care services. It provides a powerful means to collect and analyze the needs of the elderly, solve the pain points of the elderly service, and realize the tracking and feedback of the elderly service industry. The informatization construction of elderly care services will reach a new level, and the dynamic management of elderly information will be gradually realized. College student volunteers can help speed up the reform of the supply-side structure of the elderly care business, combined with the use of "Internet +" related technologies, can provide timely point-to-point services for the elderly.

## **2. Review of research status at home and abroad**

### **2.1 Definition of related concepts**

(1) Home-based care: Home-based care is not a traditional family care. It depends on the community, and is a combination of family care and society. [1]

(2) Family care for the elderly: The family is the unit to support parents to meet the material and spiritual needs of the elderly. As the old-age care model with the largest proportion of old-age care in my country, family old-age care is an economic transfer between generations. It is an old-age care method and system in which family members provide old-age resources.

(3) Institutional care for the elderly: refers to specialized institutions that provide the elderly with diet, daily living, sanitation, life care, health management, and

recreational activities. Including nursing homes or homes for the elderly, apartments for the elderly, nursing homes, nursing homes, nursing homes, nurseries, elderly service centers and other institutions.

(4) Nursing elderly care institutions: refer to elderly care institutions that mainly adopt disabled, semi-disabled, and demented elderly people and provide long-term care services. Independently established medical and health institutions in old-age care institutions can apply for the qualifications for designated medical insurance in accordance with the regulations, and those that meet the conditions will be included in the scope of designated medical insurance. [2]

(5) Community care for the elderly: refers to the community-based support, with the main contents of day care, life care, housekeeping services and spiritual comfort for the elderly.

(6) Integrated medical care and elderly care: It is the integration of professional medical technology inspections and advanced equipment with rehabilitation training, daily learning, daily diet, life and elderly care. With medical care as the guarantee, rehabilitation as the support, medical care and comprehensive treatment. It integrates the early identification and intervention of serious illnesses, early rehabilitation training for serious illnesses, daily life, conservation and recuperation, daily learning, and nursing into one subject.

(7) Volunteers: refer to the reasonable use of existing social resources to serve social welfare under the premise of not seeking any material, financial and related benefits in return, within the scope of non-work duties. In order to help people with certain needs, carry out practical, professional and long-term service activities within their capacity.

(8) "Internet +" elderly care: Relying on the comprehensive information platform of urban and rural community public services, focusing on disabled, solitary, and empty-nest elderly people, integrating the establishment of home-based community elderly care service information platforms, call service systems and emergency rescue service mechanisms. It is convenient for elderly care service agencies and organizations to provide services such as meal assistance, cleaning assistance, mobility assistance, bath assistance, medical assistance, and day care to the elderly at home. [3]

(9) The government purchases elderly care services: The government purchases elderly care services refers to relevant entities that meet the conditions. (Generally an administrative institution) According to the needs of the elderly for living care and rehabilitation care, they purchase services from the social forces in the areas of community care, home care, institutional care, service personnel training, and care evaluation. [4]

## ***2.2 Comment on the status quo of domestic related research***

(1) Research on "Internet +" pension operation mode and problems

The "Internet +" elderly care operation model integrates "system + service + elderly + terminal" to build an elderly care model that integrates "human-computer interaction + home care + health services + file management". In this mode, an information database about the elderly can be constructed, and health information can be collected. Intelligent service equipment can facilitate the daily life of the elderly. (Zhang Yu, Geng Yue, 2020) This old-age care model is a complex system engineering that requires volunteers, family members, social organizations, and community workers to be included in this model. Cooperate with relevant departments such as civil affairs, industry and information technology, and organize a wide range of social forces into the construction of "Internet +" elderly care. However, Nisshin's perfect top-level design is not compatible with the relatively backward legal system, and the degree of information platform construction varies greatly from place to place based on economic conditions. Supporting smart devices based on this model need to take into account the economic ability of the elderly and the concept of elderly care. In addition, the degree of acceptance and participation of the elderly directly determines the success of the implementation of the "Internet +" pension model. (Zhang Xingli, 2020) Elderly care services combine the Internet of Things, big data, cloud computing and other Internet technologies to understand the real-time needs of the elderly through smart devices. At present, the health management rate for the elderly has become one of the standards for the development of elderly care. In theory, "Internet +" pension is a pension model that integrates product development, information sharing, and service integration. However, the shortcomings of this old-age care model are the difficulty of crossing the digital divide, the difficulty of ensuring privacy and security, the difficulty of linking multiple entities, and the low supply of physical services. (Lu Jiehua, Cao Guixiang, 2020) "Internet +" elderly care enhances the adaptation of elderly care services, which involves many aspects such as housing and recuperation, which can effectively guarantee the basic needs of the elderly and meet their higher-level pursuits in spiritual life. At present, this model has low profitability and sustainability. The main reason is that the current operation mainly adopts the form of enterprise operation and government payment. There is also a lack of uniform industry standards in platform construction, and insufficient supervision of franchisees and participants will lead to waste of elderly care resources and the emergence of loopholes. (Chen Yang, Lin Xinyan, 2020)

(2) Research on service models and problems of volunteers participating in elderly care activities

At present, volunteers participate in nursing activities mainly in daily care or provide services in day care centers. The main problems of volunteer home care services are as follows: 1. the service level of volunteers who provide nursing services is low and the content is relatively simple. Insufficient attention to the spiritual level of the elderly; 2. Generally, non-profit non-governmental organizations carry out event planning, and there are fewer service providers; 3. There is a lack of full-time management personnel for overall planning. (Tian Ying, 2017) The exchanges between college student volunteers and the elderly help to understand the current situation of the needs of the elderly in the community and

ease the pressure of child support. Volunteers from colleges and universities participate in community pensions in the form of government-led organization projects, joining social welfare organizations, or connecting the above two types of institutions with the community. (Zhang Jiaolin, 2017) Among the current voluntary activities carried out by colleges and universities, life skills, companionship of the elderly and housekeeping services are the main types of services they provide. However, the number of popular science services is too small, and the number of short-term and daily companion services is too much, and the quality of services needs to be improved. (Cai Yuntong, 2019)

(3) Research on the promotion of foreign elderly care services and volunteer participation

Western developed countries have a wealth of exploration experience in the work of exploring aging, and various countries have formulated different policies in terms of policy formulation and actual operation according to national conditions. For this reason, understanding the construction of elderly care services in other countries has important reference significance for improving my country's elderly care system. It can learn from each other in the process of exploration, improve quality and efficiency.

#### ① UK

The large number of volunteers in the UK provides most of the elderly care services. Community care in the United Kingdom is led by the government, funded by the government, and implemented by government organizations. Based on the community, various government non-profit organizations and a diverse volunteer service system are used to provide multi-level elderly care services.

#### ② United States

In the United States, the government has focused its work on community care for the elderly, and volunteers mostly contribute by participating in community care for the elderly. Regarding volunteer policy guidance, after many revisions, the United States has already implemented relevant laws such as the Volunteer Service Act, the Domestic Volunteer Service Amendment Act, and the Federal Volunteer Protection Act. In building a digital government, the United States follows the principle of simplifying government service processes and improving service efficiency, and uses social media as a medium for the government to deliver information about elderly care services to every citizen.

#### ③ Sweden

The Swedish government advocates the implementation of a home care model for the elderly. The elderly care services not only cover basic elderly care services such as daily life care, health care and rehabilitation, but the elderly can also enjoy all the auxiliary equipment provided by the government. Install intelligent alarm system and intelligent monitoring system in auxiliary equipment and residential environment. With a view to professionalization of the elderly care industry,

intelligent elderly care methods, marketization of elderly care institutions, stricter elderly care service standards, and sharing of elderly care resources.

#### **④ Germany**

In strict accordance with the principle of socialization of elderly care services, Germany has handed over the overall layout of the elderly care business to the government, and the implementation of specific models to social operations. Germany is at the forefront of the world in the construction of "Internet +" elderly care. Ordinary elderly apartments are equipped with intelligent elderly care. Health monitoring and telemedicine services can collect data through multiple sensors. Timely health testing and disease diagnosis are carried out to effectively satisfy that the elderly can enjoy health care services without leaving home. At the same time, Germany attaches great importance to volunteer service, cultivates the awareness of voluntary service among young people very early, improves relevant voluntary service incentive laws, expands the scope of services, and enriches the content of services.

#### **⑤ Japan**

According to statistics, the proportion of elderly people in Japan is close to 30% of the country's total population. It is currently the most aging country in the world, and the construction of elderly care services has been started in the 1960s. Japan's current welfare system includes two types of adoption welfare institutions and community care services. After a long period of experimentation, Japan's current elderly welfare network integrates the government, non-governmental organizations and volunteers, and pays more attention to the power of volunteers and non-governmental organizations in the care of the elderly. In the construction of the legal system, a relatively mature legal protection system for the elderly has also been formed. The "National Pension Law" is used to protect the economic income of the elderly, the "Elderly Welfare Law" is used to promote social welfare, the "Elderly Health Care Law" is used to protect the medical health of the elderly, and the "Nursing Care Insurance Law" is provided for the living and nursing expenses of the elderly.

#### **⑥ France**

The first pension system in France can be traced back to the beginning of the 20th century, and the pension insurance system covers all employees. Governments for the elderly have set up different public institutions for different situations. The four types are shelters, apartments for the elderly, nursing homes, and medium- and long-term medical hospitals.

#### **(4) A brief review of the current research status at home and abroad**

Many scholars have noticed that the "Internet +" elderly care model can effectively improve the mismatch of supply and demand of elderly care resources in the traditional elderly care service model, large differences in elderly care resources between regions, asymmetry in elderly care resource information, low efficiency of elderly care service operations, and weak monitoring and feedback mechanisms for



elderly care services, high cost of pension, and single content of pension services. But the main flaws in current research are:

① The research perspective is relatively single. Because the "Internet" + pension is a combination of the forces of the society to create a healthy and pension ecological environment. Research from a single perspective is lack of operability in terms of practical level, and we can pay more attention to systemic, comprehensive, and complex research in the research. There are few cross-over studies on the combination of online functions such as big data and cloud computing with offline functions of volunteer services.

② There is a gap in the research on the effect of the combination of "Internet +" and volunteers. At the theoretical level, there is insufficient research on volunteers to make up for the weak links of the "Internet +" elderly care services under the background of "Internet +", and the outstanding role of volunteers has not been paid enough attention. Volunteers can help the elderly in collecting information, propagate their knowledge about the elderly, teach them to use smart devices, and communicate with them to enrich their spiritual life.

③ The supervision, feedback and incentive mechanism of domestic elderly care voluntary service is not perfect. The "Internet +" pension model has insufficient supervision of volunteer services. The feedback mechanism for the elderly after they enjoy the service is not perfect, and the management mechanism is more traditional, which may lead to problems such as ride the chaos to profit and low service efficiency. The theoretical guidance at this level needs to be further refined, and the theoretical guidance needs to continue to deepen the research on the spiritual level of the elderly, the supervision of voluntary services, and the exploration of incentive mechanisms.

④ There is less empirical research and the research level is relatively shallow. Most of the current researches describe the advantages and disadvantages of the "Internet +" pension model and the corresponding solutions, and there are few more in-depth qualitative researches.

⑤ Lack of legal background. At this stage, the legal research system on elderly care services is at a relatively early stage, and the protection of the rights and interests of the elderly is also one of the key points of government work.

### **3. Challenges and reflections of the elderly care model to college student volunteers in respect of the elderly under the background of "Internet +"**

(1) The professional advantages of voluntary service are highlighted and insufficient

At this stage, college elderly care activities, which are mainly accompanied by chat and supplemented by entertainment, cannot meet the various needs of the elderly. The survey shows that the elderly believe that company can best improve their happiness, and short-term communication and rapid personnel flow will test the

acceptance of the elderly. In addition, in the embodiment of the needs of the elderly, the legal rights protection services, medical diagnosis services, and daily care services for the elderly are all reflected. However, the extensive voluntary organization mechanism and the elderly care services without professional training are like swallowing dates, failing to achieve the desired effect and inefficient.

(2) There is a gap in the supply of voluntary elderly care services

Due to the lack of publicity for the "Internet +" elderly care, many college students have a lagging concept of elderly care services. There are elderly care services that are used to complete the tasks of getting credits, getting scholarships, and other more utilitarian purposes. As a result, students who participate in elderly care services no longer continue to participate in such activities after their intended purpose. From an ideological perspective, college volunteer groups have deviations in their conceptual understanding of participating in elderly care related activities. To make volunteers more dedicated and willing to help others, college volunteer groups need to be further improved in their ideology and actively participate in elderly care service activities.

(3) The digital divide among the elderly is difficult to bridge

The traditional old-age care models include home-based care, home-based care, and institutional care. Under the development of "Internet+", "Internet+" home care, "Internet+" home care, and "Internet+" institutional care models have gradually formed. However, in addition to the name change, the upgrade of smart devices has also prevented many elderly people from adapting quickly. The complex button settings and refined operations still need to be learned and used with the help of volunteers.

(4) Lack of supervision and feedback mechanism for elderly care services

The traditional construction of voluntary elderly care services has the problem of unclear information. There is no follow-up tracking of the implementation effects of elderly care activities, and it is impossible to improve related organizations and services. There are few researches on specific elderly care needs, so there is a disconnection between the needs of the elderly and the content of the activities or the immediate needs of the elderly cannot be met immediately. Therefore, the "quality" of elderly care services cannot be effectively improved.

#### **4. Path research and strategy optimization for college student volunteers to improve their ability to respect the elderly under the background of "Internet +"**

(1) Carry out professional training and build an aging team

The participation of college volunteers in elderly care services can strengthen intergenerational exchanges with the elderly, improve internal moral training, and inject young blood into the elderly care. Relieve the negative emotions of the elderly who gradually withdraw from society after they are old-age and reduce their health

conditions due to aging. At present, most volunteer activities focus on taking care of the elderly, accompanying and chatting, and carrying out recreational activities. The comprehensive nature of the elderly care business requires that the elderly care business includes knowledge of multiple disciplines such as law, psychology, behavior, nursing, medicine, and network engineering. Therefore, in the era of rapid development of "Internet +", the new intelligent elderly care model puts forward higher requirements on the knowledge and service level of volunteers. Volunteers need to have more professional knowledge, give full play to their professional advantages, strengthen theoretical knowledge learning, and be able to more detailed service content when organizing activities in colleges and universities. And through the Internet platform to collect student information, establish a volunteer archive database, flexibly select training time, service time, so as to optimize the service configuration and improve service accuracy.

#### (2) Flexible training time and exploring long-term service mechanism

The government can choose to purchase public welfare services from colleges and universities, entrust colleges and universities to provide elderly care services to elderly care institutions and special elderly groups such as veterans, and organize college volunteers to participate in elderly care services. Colleges and universities can use the "school-local union" model, that is, a class is connected to an elderly care base, and the students in the class provide elderly care services. The professionalization of volunteer services requires college volunteer organizations to conduct professional training for volunteers. Agencies in institutions and communities can provide specialized volunteer management positions, build professional elder care service teams, offer training courses, and explore long-term service mechanisms. In addition, through the construction of a shared information platform, the elderly database can be shared with the volunteer database, and the immediate service needs of the elderly can be released through the smart elderly care platform. Volunteers can make better use of their free time, respond quickly to the service needs of the elderly, and achieve efficient point-to-point services.

#### (3) Propagate the historical tradition and core connotation of voluntary elderly care

The rapid development of Internet technology allows people to obtain information more conveniently and quickly. Social media and communication software have become effective ways to spread information. In order to improve the views of college volunteers on choosing elderly care services, the ideological and ethical level of publicity on elderly care voluntary services is used to make volunteers understand that respecting the elderly is a traditional virtue of the Chinese nation with the help of the high efficiency of Internet communication. China's "filial piety" culture has been passed down for thousands of years and has been used to carry forward my country's fine tradition of respecting and helping the elderly. Let the volunteers involved in the elderly care business think that this is something to be proud of and to get a sense of satisfaction from it.

#### (4) Helping the elderly in health management through volunteers

The addition of private capital and social forces has made the construction of the elderly care industry more information-based and intelligent. But newer smart devices, including smart robots, smart wearable devices. Because the elderly are affected by factors such as aging and memory decline, adding new functions such as smart detection functions, unfamiliar usage methods such as the demand submission function will greatly reduce the service efficiency of the "Internet +" elderly care service, and the Internet of Everything and big data analysis will not be able to collect information from the elderly. Volunteers can play a supplementary role. Firstly, classify the elderly in different situations. Secondly, volunteers can help the disabled and demented elderly to collect information, teach the elderly with adequate mobility how to use smart devices and submit service requirements.

(5) Strengthen the "Internet +" pension supervision and feedback mechanism

Based on the characteristics of volunteer service time period and high mobility, volunteer services with different levels will bring different feelings to the elderly. Similarly, for volunteers to provide different types of services to the elderly will also have feelings about them. In order to better improve the level of voluntary services under the "Internet +" elderly care, by simplifying the operation interface, the elderly can evaluate the service of volunteers, effectively preventing college volunteers from taking advantage of chaos and viewing elderly care activities as something only linked to scholarships. Volunteers can also submit their opinions on the provision of specific services for this type of elderly on the intelligent elderly care platform, which is of great significance for improving the subsequent intelligent matching work and the construction of the "Internet +" elderly care platform.

## 5. Conclusion

Judging from the policy documents issued, the "Internet +" pension model will become the long-term development trend of pension services, realizing a healthy pension service model that uses the Internet as a means and voluntary services as a supplement, and integrates voluntary services and the Internet. As my country started late in exploring the old-age service model, there is still a long way to go in the future for the exploration of old-age care. At present, Internet technology is not widely used in elderly care services in China as in countries with developed Western welfare systems. The various old-age care services that volunteers participate in are still at low service levels, single service levels, and imperfect service mechanisms. Strengthening the theoretical guidance of volunteers and accelerating the application of various Internet devices play an important role in building an elderly care service system with Chinese characteristics.

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