China Rural Revitalization Strategy and the Study of Peasant Workers' Citizenship

Dafeng Xu [1], Xiaohong Sun [1], Tongtong Xu [2],*

[1] Economics and Management, Shandong Jiaotong University, Jinan, 250357, Shandong, China
[2] Shandong University of Finance and Economics, Jinan, 250357, Shandong, China
* Correspondence: xttong2018@163.Com

Abstract: Since the "Rural Revitalization Strategy" proposed by the Party's 19th National Congress report, China's rural revitalization activities have achieved various developments. Since the "Rural Revitalization Strategy" of the 19th National Congress of the Communist Party of China, various practical activities under the background of this strategy have achieved various developments. In this context, with the continuous advancement of the "three rural" issue, the citizenization of peasants has also been affected by various factors. Therefore, the analysis of the importance of the influencing factors of peasants' citizenship can not only supplement and improve the theory of peasants' citizenization, but also have important significance for the practice of peasants' citizenization. Based on this, this paper constructs an indicator system of influencing factors of peasants' citizenization under the background of rural revitalization strategy, adopting fuzzy comprehensive evaluation method, which is divided into four aspects: social economic development, overall quality of peasants, policy environment and living environment. The factors are evaluated and ranked according to the importance, so that corresponding countermeasures and suggestions are proposed for the main factors, so as to provide reference for promoting the citizenization process of peasants.

Keywords: rural revitalization strategy; citizenization of peasants; fuzzy comprehensive evaluation method

1. Introduction

After 40 years of reform and opening up, China's rural areas have developed in many aspects, but compared with the rapid development of cities, rural areas have experienced problems of inadequate and unbalanced development (Figure 1). The "National Revitalization Strategy" was first proposed in the report of the 19th National Congress of the Communist Party of China. This strategy is another major strategy following the strategy of building a new countryside in China. It is aimed at solving the imbalance between urban and rural development in China and the inadequacy of rural development in the new era. In this new era, It is necessary to adhere to the new ideas of reform, innovation and development, remove the new obstacles to solve the "three rural problems", fully understand its great significance, accurately grasp its

scientific connotation, objectives, tasks and implementation paths, etc., which are the necessary prerequisites for the implementation of the strategic activities of rural revitalization. The blueprint for rural revitalization is to reduce the number of migrant workers while increasing the scale of agriculture and its benefits, leading rural areas to urbanization and urbanization, and realizing the transformation of migrant workers' urbanization and agricultural scale and modernization [1]. The concrete realization process of the peasant workers' citizenization refers to the process of gradual flow of migrant workers into urban life and employment, and then into the city and into a new generation of urban citizens, with the help of industrialized orderly advancement in the process of China's modernization construction. It is not only the transformation of the individual migrant workers in the profession, but also the overall transformation of China's traditional rural civilization to modern urban civilization. Realizing the citizenization of migrant workers is the inevitable result of the demographic changes of modern society and has a major impact on China's social and economic development. It is not only conducive to promoting the modernization process of rural areas, but also conducive to promoting land transfer and increasing the income of migrant workers. However, in the process of promoting the citizenship of migrant workers, they are faced with obstacles from various aspects. Therefore, the evaluation index system for the influencing factors of the migrant workers' citizenship in the context of scientific and effective rural revitalization is to effectively gather and flow the various elements of rural revitalization. Promoting the important foundation for the implementation of the rural revitalization strategy is conducive to scientific and effective rural revitalization, to the promotion of the peasant workers' citizenization, and to stimulate the new potential of agricultural and rural development. Specifically, it is to quantify the influence of various influencing factors on the urbanization of migrant workers in the context of rural revitalization strategy, and thus judge the main among many factors.

The factors are factored out and ranked, so that the main obstacles and problems are solved in turn through the priority of factors in the process of strategy implementation, which provides a reference for the classification and guidance of rural revitalization process in various regions and departments [2].
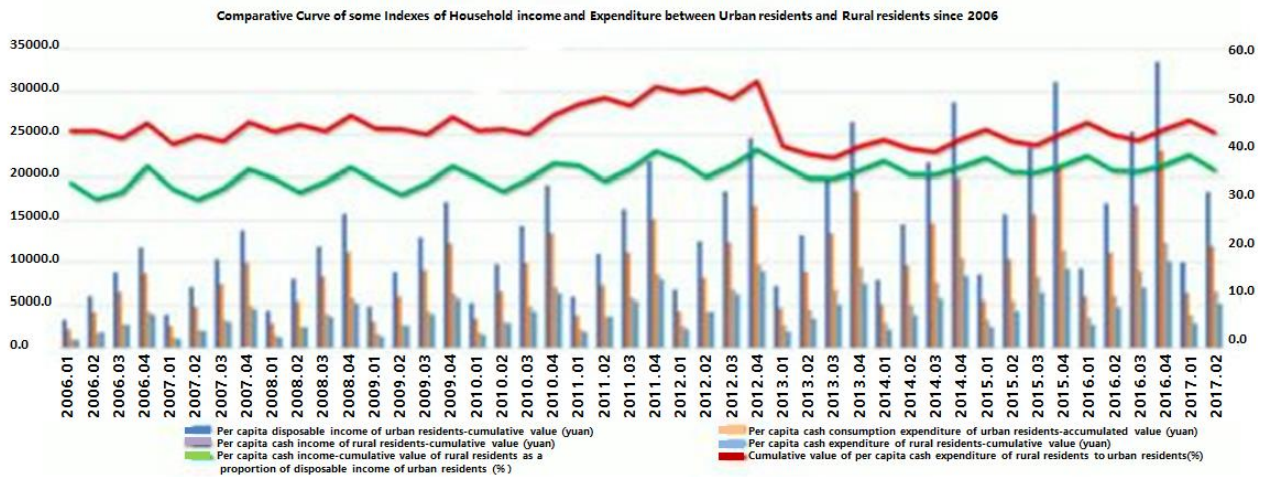
Figure 1. Comparison of some indicators of income and expenditure of urban residents and rural households since 2006. Note: The income and expenditure of migrant workers and urban citizens are not balanced. At the income end, the proportion of rural residents' income to urban residents' income is basically maintained between 29.9% and 39.8%. During the statistical period of 46 quarters, the average value is 35.1%. In 2010-2012, it was at the peak of history, but it still did not exceed the upper limit record of 39.8%. At the expenditure end, the proportion of rural residents' expenditures to urban residents' expenditures remained between 38.2% and 5.37%. During the statistical period of 46 quarters, the average was 44.4%.

There are many shortcomings in the current research on the influencing factors of migrant workers' citizenization in the context of rural revitalization [3]. In terms of research methods, the research on the influencing factors of migrant workers' citizenship is mainly based on the research method of migrant workers' willingness to stay in the city. Although the influence factors of the two are similar, there are certain differences [3]. However, the current research work does not strictly distinguish the influencing factors of migrant workers' citizenship from the factors affecting the willingness of rural workers to stay in the city. Therefore, it is difficult to accurately grasp the treatment methods of the influencing factors of migrant workers' citizenship. In terms of the number of studies, the existing researches have more research on the influencing factors of the willingness of migrant workers to stay in the city, and only a small part of the research on the factors affecting the citizenship of migrant workers. In terms of research objects, due to the vast majority of research data collection time, different research methods, etc., the results of the research are quite different. Therefore, this paper will adopt a fuzzy comprehensive evaluation method to analyze and rank the importance of the factors affecting the urbanization of migrant workers under the rural strategic background, in order to provide reference for the evaluation of the influencing factors of migrant workers' citizenization in the future [4].

2. Construction of Evaluation Model of Influential Factors of Peasant Workers' Citizenization under the Background of Rural Revitalization Strategy

2.1. Factors Influencing the Citizenization of Migrant Workers

Combined with the existing relevant literature, this paper attributes the main factors affecting the urbanization of migrant workers to the following aspects [5,6]:

(1) Social and economic development. The development of social economy will encourage migrant workers to devote themselves to all walks of life outside

agriculture, realize the transformation of migrant workers, and create more economic and social values, which have made great contributions to economic development. However, the implementation of any specific policy must be supported by a certain economic foundation. The low level of economic development, the ecological environment of the city, the public facilities, transportation, and the scope of employment have limited carrying capacity, which limits the farmers to a certain extent.

(2) The overall quality of migrant workers. For most migrant workers in China, their low quality is the first obstacle to the transformation of migrant workers into citizenship. The overall quality of migrant workers includes three aspects: physical quality, ideological and moral quality and scientific and cultural level. Due to historical reasons and the objective conditions of rural areas, the ideological concepts and psychological qualities of migrant workers are relatively poor, the quality of market competition is low, the legal and political awareness is weak, and the difference in scientific and cultural quality from the citizen groups is the strongest. The lower self-quality is not conducive to the employment of migrant workers and the protection of their own rights and interests, and is also not conducive to the transformation of the concept of migrant workers' citizenization.

(3) Policy system environment. There are many institutional and institutional obstacles that hinder the citizenization of migrant workers in China. For example, the household registration system, the land system, and the employment system of urban and rural dual divisions have seriously hindered the process of citizenization of migrant workers [7]. The current regulations on the household registration system make it impossible for migrant workers to enjoy a series of social security policies and rights such as employment security, medical security, pension insurance, and housing subsidies that the citizens enjoy in the city, thus lacking a sense of responsibility for the city.

(4) Living environment. The citizenization of migrant workers is a two-way interaction between migrant workers and the citizens. The transformation of migrant workers to achieve citizenship is influenced by the farmers themselves and the urban environmental factors. First of all, the lack of social capital has led to the lack of self-identification in migrant workers' cities. The passenger psychology makes them lack a sense of belonging to the city, they are not willing to actively participate in the urban society, and they are unwilling to actively absorb urban civilization, which aggravates the occurrence of short-term behavior and deviant behavior. . Secondly, most of the government, citizens and enterprises have contradictory psychological and cognitive misunderstandings about migrant workers. As a result, migrant workers are regarded as the source of urban problems, thus weakening the urban identity of migrant workers.

2.2. Principles for Setting the Model Evaluation Index System

The collection of key factors affecting the urbanization of migrant workers in the context of rural revitalization strategy is usually called the comprehensive evaluation system of the influencing factors of migrant workers' citizenization in the context of rural revitalization strategy [8,9]. The evaluation index system of the influencing factors of migrant workers' citizenship under the background of rural revitalization strategy established in this paper follows the following principles, and then adopts fuzzy comprehensive evaluation method to evaluate various factors.

(1) Regional systemic principles. In the construction of the evaluation index system, it is first necessary to fully reflect the various elements of the process of citizenship in the context of the rural revitalization strategy, to measure the actual situation of the research object, to adapt to the local conditions and to take advantage of the advantages. Set targeted evaluation metrics. Secondly, the evaluation system needs to be able to reflect the overall situation, and it is necessary to form a systematic and rigorous systematic evaluation index system for the evaluation target requirements and content.

(2) The principle of dynamic applicability. The research object is a dynamic process. The selection of indicators should not only reflect the development status of the assessment object statically, but also be dynamic. It can measure the change of the consent index at different time periods and require the selected indicators to be longer. Time has practical significance. At the same time, it is necessary to take into account various possible realities, try to reduce the number of indicators, and be able to adapt to the evaluator's judgment on the indicators to carry out the actual operation.

(3) Quantitative hierarchy principles. The authenticity and reliability of the data are prerequisites and important guarantees for the evaluation. A large amount of statistical data is needed to support the construction of the evaluation index system. When setting evaluation indicators, it is necessary to accurately reflect the dominance relationship between each level and each must have a clear connotation.

According to the hierarchical progressive relationship, the whole structure is clear, reasonable and interrelated, so that the importance of each factor can be measured and the weight of the index can be determined.

(4) The principle of scientific purpose. When constructing the evaluation system, it is necessary to reflect scientifically the influencing factors of the rural workers' citizenization process in the context of the rural revitalization strategy, so that the indicator concept is accurate, and there is no strong correlation between the indicators, and it can be as much as possible. Avoid or eliminate various explicit inclusion relationships, or relatively implicit correlations. At the same time, the system needs to be closely organized around the purpose of evaluation, objectively describing the essential structure and components of the evaluation target object, thereby achieving the purpose of serving the evaluation and providing a basis for the judgment of the evaluation results. Therefore, when constructing the indicator system, it is necessary to understand and grasp whether the indicators are the key factors affecting the citizenization of migrant workers from the purpose of reflecting the citizenization of migrant workers in the context of rural revitalization strategy.

2.3. Fuzzy Comprehensive Evaluation Method

The fuzzy comprehensive evaluation rule refers to the use of fuzzy mathematical theory to quantify all kinds of uncertainties to obtain more objective and factual evaluation, and to judge by object, and has unique evaluation value for the object to be evaluated, and is not evaluated. The influence of the set of objects on which the object is located, thereby further solving other related ambiguity problems. Under the background of rural revitalization strategy, the judgment of the influencing factors of peasant workers' urbanization has strong fuzziness and the fuzzy comprehensive evaluation method is used to analyze and obtain scientific and reliable analysis results [10].

(1) Factor set

The collection of factors affecting the urbanization of migrant workers under the background of rural revitalization strategy constitutes a set of factors affecting the citizenization of migrant workers in the context of rural revitalization strategy, which is recorded as U = {u1, u2, ···, ui}, that is, rural revitalization strategy The evaluation index of the influencing factors of the migrant workers' citizenization in the background.

(2) Evaluation set

Establishing a set of evaluation results of the influencing factors of migrant workers' citizenization under the background of rural revitalization strategy: V = {v1, v2, ···, vm}, that is, the influence factors of evaluators on the citizenization of migrant workers in the context of rural revitalization strategy A variety of general reviews made.

(3) Index weight distribution

The expert compares the relative importance of each factor to the upper level of a certain criterion (Table 1), and then uses the 1-9 ratio scale (Table 2) to convert

qualitative values into quantitative indicators to determine the evaluation factors. The weight vector W = {w1, w2, ···, wn}.

Table 1. Comparison matrix table.

	x_1	x_2	···	x_n
x_1	a_{11}	a_{12}	···	a_{1n}
x_2	a_{21}	a_{22}	···	a_{2n}
···	···	···	···	···
x_n	a_{n1}	a_{n2}	···	a_{nn}

Table 2. Judging the scale definition.

Scale	Meaning
1/9	Factor xi is extremely secondary to xj
1/7	Factor xi is much more important than xj
1/5	Factor xi is more important than xj
1/3	Factor xi is slightly more important than xj
1	Factor xi is as important as xj
3	Factor xi is slightly more important than xj
5	Factor xi is more important than xj
7	Factor xi is much more important than xj
9	Factor xi is more important than xj

(4) Construct a single factor fuzzy evaluation matrix

A judgment is made for each single factor, and a fuzzy relationship of U to V is obtained, thereby obtaining a fuzzy matrix R:

$$R = \begin{bmatrix} r_{11} & r_{12} & \cdots & r_{1m} \\ r_{21} & r_{22} & \cdots & r_{2m} \\ \cdots & \cdots & \cdots & \cdots \\ r_{n1} & r_{n2} & \cdots & r_{nm} \end{bmatrix}$$

(5) Comprehensive evaluation

According to the weight of each factor, the comprehensive evaluation result is obtained: $B = W \cdot R$, and after the matrix synthesis operation, the comment with the largest value is taken as the comprehensive evaluation result.

3. Fuzzy comprehensive evaluation analysis

(1) Construction of the evaluation system

(2) Evaluation set

For the above evaluation index system (Figure 2), the comment set V = {v1, v2, v3, v4, v5} is used. The details are shown in Table 3 below

(3) Weight distribution

First, the first-level indicators are weighted. The specific results are shown in Table 4 below.

After calculation, CI = 0.017, RI = 0.58, CR = CI/RI = 0.029 < 0.1. The matrix meets the consistency requirements. This shows that in the judgment of the main factors affecting the urbanization of migrant workers in the context of rural revitalization strategy, the impact of social and economic development accounted for 40.1%, the overall quality of migrant workers accounted for 26.9%, the policy environment accounted for 19.6%, and the living environment accounted for 13.4%. It is written as the weight vector W = (0.401 0.269 0.196 0.134).

Similarly, according to the above steps, the weight distribution of each secondary index is solved, and Tables 5-7 are respectively shown as follows.

After calculation, the table was found to be CI = 0.05, RI = 1.12, and CR = CI/RI = 0.044 < 0.1. The matrix meets the consistency requirements. This shows that among the socio-economic development factors that determine the factors influencing the urbanization of migrant workers in the context of the rural revitalization strategy, the impact of agricultural development accounts for 27.1%, non-agricultural development accounts for 19.5%, and urbanization accounts for 53.4%.

After calculation, CI = 0.017, RI = 0.58, CR = CI/RI = 0.029 < 0.1. The matrix meets the consistency requirements. This shows that in the judgment of the factors affecting the urbanization of migrant workers in the context of rural revitalization strategy, the impact of population migration policy accounts for 6.8%, employment policy accounts for 18.4%, social security system accounts for 37.9%, and related services account for 36.9%.

After calculation, the table was found to be CI = 0.05, RI = 1.12, and CR = CI/RI = 0.044 < 0.1. The matrix meets the consistency requirements. This shows that in the judgment of the factors affecting the urbanization of migrant workers in the context of rural revitalization strategy, the impact of scientific and cultural level accounted for 46.6%, urban living capacity accounted for 34.4%, and employability and income accounted for 19%.

After calculation, CI = 0.017, RI = 0.58, CR = CI/RI = 0.029 < 0.1. The matrix meets the consistency requirements. This shows that in the judgment of the factors affecting the urbanization of migrant workers in the context of the rural revitalization strategy, the impact of the natural environment accounts for 6.8%, the human environment accounts for 18.4%, and the social environment accounts for 37.9%.
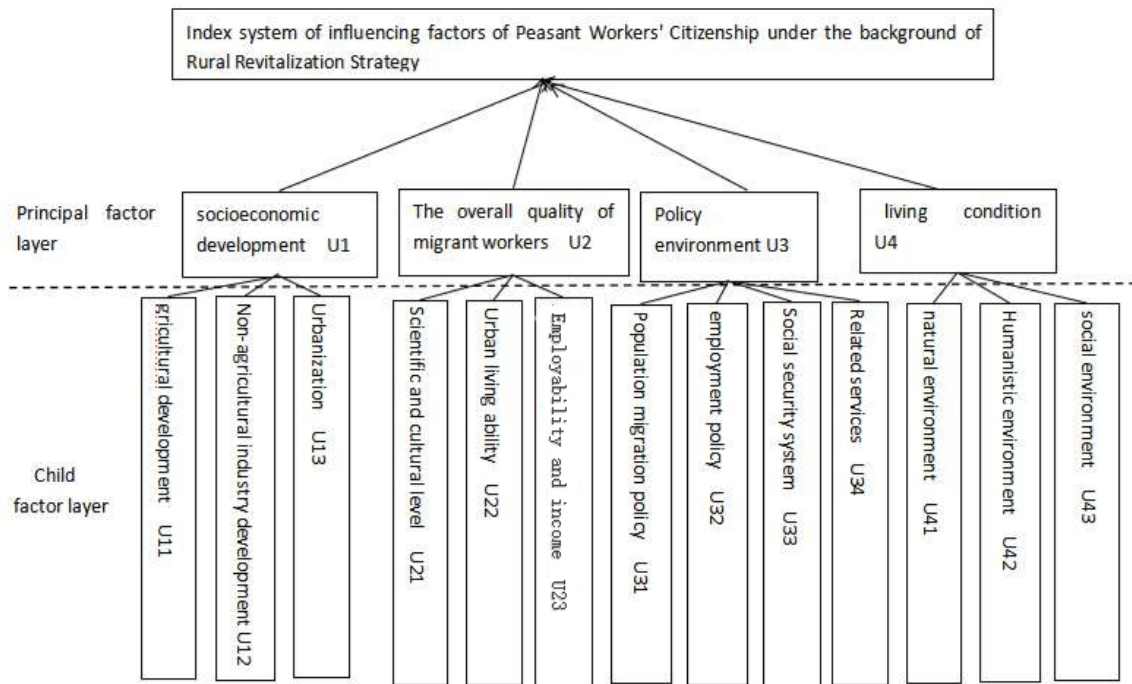
FIGURE 2. Index system of influencing factors of Peasant Workers' Citizenship under the background of Rural Revitalization Strategy.

Table 3. Standard score table for evaluation indicators.

Grade	Qualitative indicator	Quantitative indicator	v_5
v_1	1	1	No effect
v_2	3	3	Less affected
v_3	5	5	General impact
v_4	7	7	Greater impact
v_5	9	9	Great influence

Table 4. Main factor judgment matrix and factor weight.

Influencing factor	Social and economic development	Overall quality of migrant workers	Policy Environment	Living Environment	w_i
Social and economic development	1	3	5	7	0.401
Overall quality of migrant workers	1/3	1	3	5	0.269
Policy Environment	1/5	1/3	1	3	0.196
Living Environment	1/7	1/5	1/3	1	0.134

Table 5. Judgment matrix and factor weights of socio-economic development factors.

Factors affecting social and economic development	Agricultural Development	Non-agricultural development	Urbanization	w_i
Agricultural Development		3	5	0.271
Non-agricultural development	1/3	1	3	0.195
Urbanization	1/5	1/3	1	0.534

Table 6. Judgment matrix and factor weights of overall quality factors of migrant workers.

Factors affecting the overall quality of migrant workers	Scientific and cultural level	City life ability	Employability and income	w_i
Scientific and cultural level	1	3	5	0.466
City life ability	1/3	1	3	0.344
Employability and income	1/5	1/3	1	0.19

Table 7. Policy Environmental Factors Judgment Matrix and Factor Weights.

Soft power influence factor	Population migration policy	Employment policy	Social Security System	Related Services	w_i
Population migration policy	1	5	7	9	0.068
Employment policy	1/5	1	3	5	0.184

Social Security System	1/7	1/3	1	3	0.379
Related Services	1/9	1/5	1/3	1	0.369

Table 8. Judgment matrix and factor weights of living environment factors.

Factors affecting the overall quality of migrant workers	Natural environment	cultural environment	social environment	w_i
Natural environment	1	3	5	0.299
cultural environment	1/3	1	3	0.344
social environment	1/5	1/3	1	0.357

Thus, the weight set of each secondary index is obtained, the weighting set of the factors affecting social economic development is w1 = (0.271 0.195 0.534), and the weighting set of the factors affecting the overall quality of migrant workers is w2 = (0.466 0.344 0.190), The weight set of policy environmental impact factors w3 = (0.068 0.184 0.379 0.369), the weight set of the living environment influencing factors (Table 8) w4 = (0.299 0.344 0.357).

(4) Single factor fuzzy evaluation matrix

The matrix of the membership degree of each factor in the factor set U corresponding to the various comments in V is as follows:

The single factor evaluation matrix of social and economic development is:

$$R_1 = \begin{bmatrix} 0.6 & 0.2 & 0.2 \\ 0.2 & 0.4 & 0.4 \\ 0.3 & 0.4 & 0.3 \end{bmatrix}$$

The single factor evaluation matrix of the overall quality of migrant workers is:

$$R_2 = \begin{bmatrix} 0.4 & 0.6 & 0 \\ 0.2 & 0.6 & 0.2 \\ 0.2 & 0.3 & 0.5 \end{bmatrix}$$

The single factor evaluation matrix of the policy environment is:

$$R_3 = \begin{bmatrix} 0.3 & 0.2 & 0.5 \\ 0.2 & 0.3 & 0.5 \\ 0.3 & 0.4 & 0.3 \\ 0.1 & 0.6 & 0.3 \end{bmatrix}$$

The single factor evaluation matrix of the living environment is:

$$R_3 = \begin{bmatrix} 0.3 & 0.2 & 0.5 \\ 0.2 & 0.3 & 0.5 \\ 0.3 & 0.4 & 0.3 \end{bmatrix}$$

(5) Fuzzy comprehensive evaluation

According to the nature of the fuzzy theory, the fuzzy transformation of the weight set can be obtained: B social economic development = [0.312, 0.280, 0.408], B overall quality of migrant workers = [0.460, 0.312, 0.228], B policy environment = [0.139, 0.201, 0.341, 0.319], B living environment = [0.299, 0.343, 0.358].

4. Conclusions and Recommendations

Through the above analysis, it can be seen that under the background of the general requirements of "prosperous industry, ecological livability, rural civilization, effective governance, and affluent life" in realizing the rural revitalization strategy [10], the main factors affecting the influencing factors of migrant worker's citizenship are in turn from the urbanization level of social and economic development, the scientific and cultural level of the overall

quality of migrant workers and the social security system of the policy environment. According to the analysis results, the following suggestions are put forward in this paper:

(1) Improve the level of social and economic development. In the process of promoting the urbanization of migrant workers in the context of promoting rural revitalization, the government and local governments need to provide a large amount of public services and capital support to provide an economic basis for the implementation of migrant workers' citizenization. We will carry out industrial restructuring, increase infrastructure construction and social service investment, thereby improving the city's comprehensive carrying capacity and facilitating the integration of migrant workers into cities.

(2) Raising the level of ideological understanding of migrant workers. The process of citizenization of migrant workers is a process of mutual contact and integration between migrant workers and citizens. In many aspects, it will mediate the discrimination and misunderstanding activities of the citizens on migrant workers, affirm the positive role of migrant workers in the process of social construction, and recognize that migrant workers are an indispensable part of the city. For migrant workers themselves, they also need to actively participate in various urban social and cultural activities, strengthen their sense of identity with the city, not only realize the transformation of migrant workers into citizenship, but also realize the "passenger" to "owner" mentality shift.

(3) Institutional innovation to improve the institutional environment. Through a series of policy reforms centered on the household registration system, the overall policy environment will be improved to further solve the dilemma of migrant workers and promote the process of citizenization. We will adopt a series of institutional reform measures to further eliminate institutional barriers on the basis of ensuring that migrant workers enjoy the same national treatment as citizens, so that migrant workers can truly live a convenient life brought about by modern society.

References

[1] Liu Heguang. Key Points, Development Paths and Risk Avoidance of Rural Revitalization Strategy. *Journal of Xinjiang Normal University (Philosophy and Social Sciences)*, **2018**, 154: 27-35.

[2] He Xuefeng. Who's Rural Construction: Prerequisites for the Implementation of Rural Revitalization Strategy, Exploration and Controversy. http://www.tsyzm.com/CN/Y2017/V1/I12/71

[3] Tian Li. Research on the Influencing Factors of Migrant Workers' Willingness to Stay in the City from the Intergenerational Perspective. *Shanxi Finance and Economics University*, **2017**.

[4] Cai Chengbin, Chen Xinying. A Summary of Studies on the Willingness of Floating Population in China to Stay in Cities"." *Journal of the Party School of the Fujian Provincial Committee of the Communist Party of China*, **2018**, 456: 101-108.

[5] Chen Suyi. Analysis of the Willingness of Migrant Workers to Settle in Cities during the Transition Period. *Economic Research Guide*, **2017**, 27: 20-22.

[6] Wu Lianxia. Research on Continuing Education in the Process of Citizenization of New Generation Migrant Workers. *Green Science and Technology*, **2018**, 11: 284-286.

[7] Zhu Jian, Chen Xiangman, Yuan Xuhong. Analysis of the Factors Affecting the Urbanization of Migrant Workers in China. *Economic Geography*, **2017**, 37: 66-73.

[8] Zhang Jiangxue, Tang Yu. Study on the Measurement of Citizenization of China's Agricultural Transfer Population - A Survey Based on Large Sample Data of 8 Cities in China. *Population and Economy*, **2017**, 5: 108-115.

[9] Ning Guangjie, Kong Yanfang. Study on the Factors Affecting the Citizenization of Self-employed Migrant Workers - Based on Comparative Analysis of the Yangtze River Delta and the Pearl River Delta Region. *China Economic Issues*, **2017**, 5: 94-106.

[10] Sun Zhenglin, Ma Ming. Evaluation and Analysis of the Degree of Integration of New Generation Migrant Workers' Cities Based on Grey Fuzzy Evaluation Method. Beijing: China Science and Technology Paper Online, 2014. Http://www.paper.edu.cn/releasepaper/content/201412-943.