

## Research on the National Participation of Social Innovation Service Design under the Internet+ Era

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**Abstract:** With the development of globalization, all aspects of residents' lives have been affected. On the one hand, the development of globalization leads to the rupture of the local situation, on the other hand, it also stimulates the residents' strong local consciousness and identity. In the process of constant collision of different cultures, a pluralistic pattern has gradually formed. The development of new science and technology also brings more opportunities for the development of social innovation. Based on the analysis of the theory of social innovative service design and the theory of universal participation, this paper summarizes the practice of universal participation in social innovation service design in the era of Internet plus, with a view to providing support for social innovative service design in the context of Internet plus.

### 1. Research background

#### 1.1 Literature review

With the development of society, service has spread to all walks of life, all corners, whether it is catering or public places. People's consumption level is also getting higher and higher, making many services have not kept up with people's rich spiritual needs. At the same time, there are many unreasonable solutions to the problems encountered in daily life, so the development of social innovative service design is increasingly severe. Social innovation is an aggregator of resources and an amplifier of wealth, creating greater value through the use of limited resources (Luo et al., 2012). Generally speaking, it is the process of developing resources from low output to high output. Innovation refers to the re-combination of production factors and conditions through the establishment of a new production function to form a "new combination" that did not exist before. In this process, resources are a constant, representing limited resources. When limited resources are brought into different production functions, the output is different. If the resource constants are brought into a function and the results are better than others, then the function can be called innovation. Service design is a kind of planned and organized service activity, which involves personnel, professional ability and funds and other factors. Meeting the needs of the disadvantaged and those unmet by the disadvantaged is one of the salient features of social innovation (Zhang and Yang, 2015). Social innovation is non-commercial and non-profit-oriented. At present, social innovation is still in the initial stage of development, emphasizing capital cost, human cost and social capital in the process of operation. Promote the interconnection and interoperability of resources through innovative operation mode, so as to combine interpersonal network with technological network, and then realize the maximization of social value (Ji and Pan, 2012).

#### 1.2 Purpose of research

Social innovation is a new field of development. It is a kind of activity without fixed boundaries formed by the intersection of various disciplines. With the development of social innovation, its concept is constantly expanding. Based on the social innovation of the whole people's participation, participatory design method has the attribute of "common" innovation. On the basis of previous studies, this paper summarizes participatory social innovation model, analyses the relationship between design and society, and promotes the development of social innovation field by building

community service network, building common knowledge platform and introducing cultural media design paradigm.

## 2. Social innovative service design and national participation theory

The essence of social innovation is actually the innovation of public participation. With the development of human beings, when people encounter problems in their lives, they will inevitably create new life styles and ways of doing things to solve certain problems. People will do some design in order to meet their physiological and psychological needs, because demand is the inevitable product of human development process, but also the motivation of human design. Scientists say that the development of human design from simple and practical to spiritual and cultural implications also reflects the gradual rise of the design level. With the development of society, design develops from purpose and individual drive to social innovation. That is to say, on the basis of common theoretical value, it provides new support for people's sustainable way of life and production.

From the perspective of social complexity, social innovation is also defined as a new idea that can achieve the goals of human society. Some scholars think that design is not only a kind of culture, but also a kind of practice. Design comes from the process of open collaboration, in which different people participate in different ways. Human rights, democracy and freedom can be embodied in participatory design theory. In the process of development, service design has developed from a traditional “top-down” process to a “bottom-up” process. Service design is a kind of development mode which can improve people's quality of life and gradually reduce the consumption of the environment. The traditional service design has not played a very good role in solving problems, and some even lead to some problems. In the new social environment, with the increasing number of problems in people's lives, solutions to these problems are constantly emerging. In traditional concepts, people are also the existence of a problem, while in contemporary public service concepts, people are the existence of a problem (Cao and Su, 2018).

## 3. The hierarchical framework of national participation in the design of social innovative services in the internet+era

Place building, situation building and relationship building are three elements of social innovation production. The three-factor model of social innovation is shown in Figure 1. In the process of social innovation, the creation of places, situations and relationships play an indispensable role in society. The premise of social innovation is the place. By building the place and gathering the participants together, the participants will have the opportunity to experience and invest in other activities, and can strengthen themselves in the process of participation. The environment of social innovation and development is context. It is the sum of relevant information and influencing factors in a certain environment and under certain constraints. It is a psychological representation.

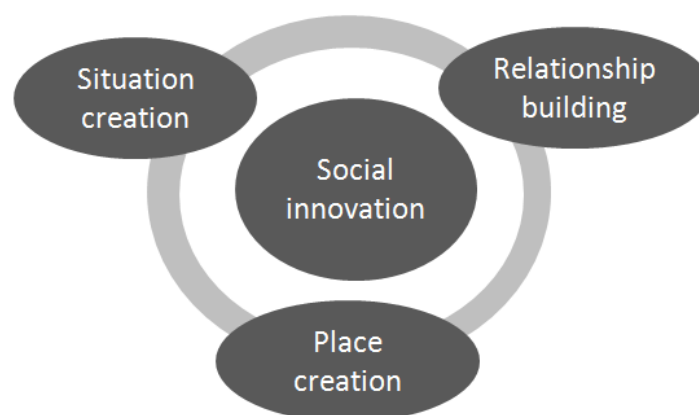


Figure 1. Three Elements Model of Social Innovation

The communication carrier of design is context creation, which can promote the behavior and action in social dialogue, and then achieve better collaborative design process. In the process of innovation of social relations, the way participants contact is called relationship, which is the core of social innovation. A social form in which participants are able to achieve results that one cannot achieve in the process of writing. Therefore, the way of relationship construction is the factor that determines the form of social innovation. Thus, when people, professional abilities and materials create new meanings by forming new combinations, the new meanings are opportunities that have never existed before (He, 2010).

Full participatory design emphasizes social empathy and tolerance, and is also the most effective way to connect vulnerable communities and collect local wisdom. In the research and practice of traditional participatory design, participants play the role of users. In such participation, creativity and design initiative will not be paid attention to, and the knowledge contributed by users is the focus of attention. In this process, when researchers leave, the participation process can not be fully spread to other organizational entities. Therefore, it is a problem of social innovation to establish systematic sustainable development, stimulate and maintain broad community participation. Participants can exist in an equal relationship, and actively participate in the process of creation, and participate in social innovation activities in a more in-depth way. Compared with participatory design, “co-creation” focuses more on how to design through participants' expertise and input the corresponding results.

In real life, many factors, such as time, capital and personnel, will affect social innovation. Therefore, there is no guarantee that every social innovation can reach the ideal state. In many cases, social innovation can only achieve the goal of “co-creation”. If the result is better, it can achieve the effect of “community experience”. Therefore, the three-factor model of social innovation can not fully express the level of participatory social innovation, but needs a more comprehensive and complex conceptual model to express the degree of social innovation. At the same time, the participatory social innovation process of realizing the process of “co-creation”, “community experience” and “co-reflection” is the highest level of participatory social innovation model.

#### **4. Public participation practice of social innovative service design in the internet+era**

##### **4.1 Building community service network**

Under the guidance of social participatory design paradigm, community and network are the basic units to realize mutual links between people and society. It can not only guarantee the basic life of residents, but also provide technical support for democratic participation and the realization of interests coordination. Furthermore, it provides support for the improvement of common services and plays a positive role in rebuilding the innovation of life experience and social capital. Social needs, environmental sustainability, cultural diversity and social interaction are the four basic elements of community. Only by providing social support and information support for all members, and by giving people a strong sense of belonging, can we be called a good community. Members of the community can have a sense of identity with the space they live in, thus realizing mutual assistance and reciprocity. The space referred to here includes not only the traditional geographical space, but also the virtual space of the network. The traditional society and the network are the places of social innovation.

##### **4.2 Constructing common knowledge platform**

Michel Foucault's power theory points out that people can get the right to participate in community design through “common platform”, which represents an identity symbol and recognition of ability that can influence community development. In the design practice of social innovation projects, in order to gain the right to participate in community development, participant teams can build a common knowledge platform and conduct organizational design. Organizational design provides a way of participation for different stakeholders and multi-disciplinary cooperation. This design method can give more structural forms and social identity to the design, participate in

social innovation, promote the use of the network, and build a harmonious community of sustainable development. By accumulating a certain amount of local knowledge, it lays the foundation for fostering creativity and cross-scientific exchanges. Strong local knowledge system, but also for people to solve the role of designers. By acquiring local knowledge, we can solve the problem of building a common knowledge platform. Designers participate in social innovation as designers by building “organizational design” and “common knowledge platform”. In the process of community building, the construction of “knowledge platform” and “organizational design” have more priority than the actual design.

#### **4.3 Introduction of cultural media design paradigm**

Design plays a guiding role in the process of “new channel” design and context creation of social innovation projects. Social innovation of regional culture is the basis of “new channel” design and social innovation. Context is the communication carrier of design. In order to achieve an effective participatory design process, we can promote the behavior of local residents in social dialogue by introducing cultural media design paradigm. Cultural media paradigm is a content-oriented production process in which external designers make use of participatory observation, cultural interviews and surveys. Because culture has the characteristics of opposition, fragmentation and mobility, and is distributed in different regions and groups. The purpose of rebuilding group culture is to preserve group memory in the integration of different cultures. Image is a sociological tool. People can make full use of its rationalized structure and activation, as well as the retrieval mechanism to make the outside world participate in it. Through the promotion of local cultural knowledge and beliefs, we can achieve the complete preservation of social group memory.

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