

Reformation in Chinese Government Management in the “Internet +” era

Lin Zhang, Meixia Shi

Beijing Jiaotong University, Beijing, China

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Abstract: With the continuous development of Internet, this technology has become inseparable from today's society. As a significant work in China, government management is inevitably influenced by the development of Internet. The purpose of this paper is how to realize the effective combination of traditional government management and emerging Internet technology. This paper analyzes the status of Chinese government management in the “Internet +” era, enumerates the current achievements and shortcomings, and combines the advanced examples at home and abroad. Finally, the paper summarizes the feasible enlightenment, in order to achieve more scientific and efficient government management. This research is seasonable. It is meaning for solving today's problems in China.

1. Introduction

At present, humans have entered a new Internet era. With the continuous progress and the development of information technology, Internet has gradually entered the traditional industries and played an important role. China is in a critical period of social transformation, and attaches great importance to the development and application of Internet. On March 5, 2015, Premier Li Keqiang put forward the “Internet +” plan of action for the first time in his government work report. The report clearly pointed out that “promote the mobile Internet, cloud computing, big data, Internet of things to combine with modern manufacturing industries, facilitate the healthy development of e-commerce, industrial Internet, online finance, and guide Internet companies to expand the international market”. In recent years, with the start of China's “Internet +” action plan, Internet has gradually penetrated into industry, agriculture, commerce, education, medical care and other fields. Government management is directly related to the development of the social public affairs. Internet has triggered a social change, which means that government is also facing a huge reformation in governance. How to realize the scientific management of government in the “Internet +” era has become a hot topic.

2. Current situation

As Internet technology penetrates government day by day, China has made some prominent achievements in government management. However, at the same time, there are some deficiencies that need to be improved.

2.1 Current achievements

2.1.1 Government management is more scientific and rational.

Traditional government management has a lot of internal levels. The information transferred between hierarchies is usually destroyed. Because of the information asymmetry, government can't acquaint with the actual situation accurately. Therefore, when government makes a decision, it often based on some rigid theories and inaccurate experiences, which leads to a series of errors. In contrast, after the introduction of advanced Internet technology, government can collect extensive, accurate and timely information, which provide a reliable basis for making decisions. Thus, government improves the level of decision-making and the quality of management. For example, Shanghai

municipal government has set up a data service network. With the net, various government departments can share data, which has greatly improved the management level.

2.1.2 The operation of government management shows a trend of high efficiency and low cost.

Chinese government is a huge organization. With the continuous improvement of people's living standards, the requirements for government are also increasingly growing. So the efficiency and cost of government management are facing severe tests. Internet provides a new kind of technical support for government by its virtue of interconnectedness and cross-border integration. In recent years, government departments at all levels in China, from the central government to the local government, have built the bridges to communicate with each other. Their popularity not only reduces the dependence on paper, ink and other resources in the past, but also saves a lot of time, energy and other hidden costs. For example, Shaoxing municipal government is comprehensively promoting the digital transformation of government. A large number of affairs, such as social security, medical care and real estate, can be handled through APP without going to the place. Obviously, it can be seen that the popularization of Internet greatly reduces the work cost of government and improves the work efficiency.

2.1.3 People's enthusiasm to participate in government affairs has been greatly increased.

In the past, the insufficient information and complicated procedures led to the low enthusiasm of the public to participate in politics and the weak awareness to exercise its democratic supervision right. The phenomenon resulted in the stagnation of the management level and even the public trust of government. Nowadays, with the development of Internet technology, government WeChat, government microblog, government APP and other Internet products are springing up like bamboo after a spring rain. The channels of interaction between government and people are increasingly multiple. People can participate in government affairs anytime and anywhere. As an old Chinese saying goes, "The scholar can know everything that happens in the world without going out of home". From the perspective of government, the large increase in the number of people participating in politics is also conducive to the collection of public opinions and the pooling of ideas, which is beneficial to the formation of social governance pattern. For example, Beijing municipal government has launched an APP called "Beijing serves you", which includes notification, interaction, inquiry and other services, providing citizens with authoritative, reliable and traceable access to government information. Therefore, citizens' participation in politics has been enhanced.

2.2 Current shortcomings

2.2.1 The application of Internet in government management lacks legal guarantee.

As an emerging technology, Internet is taken seriously by government. But the corresponding legal construction is often ignored. The past rules and regulations cannot fully guarantee the reasonable application of Internet in government management. Internet data is a crucial strategic resource in the new era. Due to its inherent openness, it may cause a series of hidden dangers of information security. Although China has introduced a series of laws, such as "The decision of the standing committee of the National People's Congress on safeguarding Internet security", "Electronic Signatures Law", it still cannot completely eliminate the hidden danger of information security. In recent years, China's information system has been repeatedly attacked by hackers, and information leakage, out of control events from time to time. In addition, there are also criminals using Internet to create malicious rumors. These actions have seriously affected the security of citizens and the country.

2.2.2 The level of Internet utilization by local government is uneven.

China is a country with a vast territory, and the economic bases of various regions are greatly different. Therefore, local government is restricted by local economic factors. There is a significant gap in the development degree of Internet technology's supporting facilities construction and technology application ability. As a whole, "coastal early, inland late", "east fast, west slow", "city

first, rural after”. For example, China’s each provincial government website construction polarization is quite serious. According to “the survey and evaluation report on online government service capability of provincial governments (2018)”, Zhejiang province scored 94.26 points, while Tibet scored 50.44 points.

2.2.3 Government lacks talents with both Internet technology and government management experience.

In China, the combination of Internet and government management is still in the exploratory stage. All the existing problems can be traced back to the basic qualities of government workers, such as their ability and thinking, which cannot meet the requirements of the “Internet +” era. For the civil servants who have been working in the traditional mode for a long time, they lack the ability to learn new things and cannot skillfully use Internet. As for the emerging talents of Internet technology, a large number of them flood into the booming IT enterprises. Even if they work in government, they still cannot meet the needs of government due to their lack of understanding of government management. In addition, under the influence of traditional management thinking, government workers often do their own duties for their departments. But they do not give full play to the role of Internet, so the level of government management cannot be further improved.

3. Reference at home and abroad

3.1 The unified identity authentication platform of Qingdao

The construction of “digital government” in Qingdao starts early, has a favorable system, is highly intensive, closely focuses on good governance and benefits the people. It has been leading the country in terms of development level. In January 2016, Qingdao undertook the national “Internet + government service” pilot task. Take this opportunity, Qingdao has established “the Qingdao real-name personal user unified identity authentication platform construction plan”. Qingdao municipal government sets up a unified identity authentication platform included the municipal utilities, civil affairs, industry, commerce, accumulation fund, human resources department of social security, public security and other key users system. With the aid of all kinds of real-name authentication means for individuals and businesses, the platform provides registration, authentication, history to run a query, hot information push service and so on. For the users, they can realize the entire network circulation after the only one identification. At the same time, some relevant departments of Qingdao municipal government jointly formulate the “Qingdao electronic archives management of administrative examination and approval way”, according to the actual circumstances. This policy clarifies the standards for the arrangement, filing, storage, statistics, utilization, appraisal, destruction and transfer of electronic archives for administrative examination and approval, and provides a system basis for the transmission and identification of electronic materials.

3.2 “Data.gov” of the United States

On May 21, 2009, “data.gov” was officially launched in the United States, which was the world's first open network data sharing platform for free access to data and interaction between users and government. The United States became the first country to open government data.”Data.gov” sets up 6 parts of Data, theme, influence, connection, program development and application. According to the actual content of each section of the website, it provides services to users from 4 levels of “Data provision”, “Data retrieval”, “Data utilization” and “communication and interaction with users”. Through the open application program interface, the website guides users to use data, encourages developers to develop and utilize government data, and mobilizes the power of society to participate in public affairs. It covers rich contents, large amount of data, high degree of openness. All levels of organizations and local governments through the information sharing mechanism, so as to establish a comprehensive, multi-level information security management system. Therefore, they truly realize the maximum use of information resources. Today, “data.gov” covers government, education,

agriculture, business, manufacturing, public safety and many other fields. In addition, some laws such as “transparent and open government”, “open government order” and “e-government implementation strategy” have been promulgated to ensure its smooth operation. After the launch of “data.gov”, the construction of network platform has been further improved, communication barriers between government departments have been greatly reduced, and finally the maximum utilization of information resources by government has been achieved.

4. Enlightenment

In order to further improve the level of government management, the following 4 enlightenments can be summarized through the analysis of the development status of government management in China and the reference of advanced cases at home and abroad:

4.1 Enhance citizens' awareness of political participation and promote civil administration interaction.

In the eyes of ancient Chinese, governors are like ships and people are like water. Water can carry a boat, but it can overturn it. Thus, government is the public servant of the people, and the ultimate goal of all government work is to serve the people. China's laws make it clear that citizens have the right to supervise the official activities of all state organs and public officials. Therefore, in the “Internet +” era, government should take advantage of the convenience of Internet to intensify the disclosure of government information, expand the channels for citizens to participate in politics, deeply analyze the preferences and needs of the public, make timely adjustments and constantly improve the quality of government management.

4.2 Establish and improve relevant regulations to ensure a good operating environment.

In 2 successful cases above, they not only make full use of Internet, but also formulate some relevant measures to ensure its smooth operation. As the decision-maker, government should pay attention to the normalization and preeminence of the policy in the process of making policy, and make adjustments at any time. The central government must formulate a broad range of basic policies and achieve macro-management in accordance with the overall situation of the country. The local governments must make corresponding local policies based on national policies and local conditions. The government should not only ensure the reasonable, legal and compliant use of Internet technology, but also ensure information security.

4.3 Let Internet go deeper into government management and make full use of it.

Through the research of “data.gov” in the United States, it is not difficult to see the degree of development of the application of Internet technology by the United States government. Although the introduction of Internet in government management in China has resulted in increasing public participation, improving efficiency and reducing costs, there is still a certain gap between China and developed countries. At the same time, China should also attach great importance to the development of Internet in poor and backward areas. Qingdao's achievements are obvious to all, but most of China's cities cannot catch up with the level of Qingdao. Therefore, China should give adequate policy and financial support to remote areas, actively promote the popularization of Internet technology, and strive to improve the overall level of the country.

4.4 Cultivate comprehensive talents proficient in technology and management.

The application level of Internet in government management largely depends on the ability of workers. Government management is a traditional job, while Internet is a new technology. In order to combine them effectively, comprehensive talents with both technical level and management ability are needed. Therefore, China should pay attention to the cultivation of talents. With the help of colleges, universities, training institutions and other education resources, develop vigorously emerging talent required by government. On the other hand, guide the current technical persons' and

government regulators' thought transformation, promote mutual exchanges and learning. So as to provide talent support for creating high service, high technology, high efficiency of government.

5. Conclusion

To sum up, in the "Internet +" era, government management is facing great changes. The combination of Internet and government management is an inevitable product of the development of the times. Chinese government attaches great importance to the application of Internet technology. Thanks to the efforts of China, current government management is more scientific and reasonable, with higher efficiency and lower costs. Public participation is significantly increasing. However, it is undeniable that there are also obvious defects in China, such as lack of legal guarantee, unbalanced development and shortage of talents. Therefore, China should continue to learn from the advanced experience at home and abroad, continue to increase public participation in politics, enhance legal protection, give full play to the advantages of Internet, and cultivate needed talents. Only in this way, Chinese government management can gain more remarkable achievements in the "Internet +" era.

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