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Study on the Practical Approach of Comprehensive Governance Construction of Network Society in The New Era

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ABSTRACT

In the new era, the comprehensive governance of China's Internet society is faced with risks and challenges, such as the low awareness of Internet security among netizens, the weak collaborative governance capacity of the Internet society, the insufficient ability of Internet enterprises to deal with potential risks, and the need to strengthen the construction of the comprehensive governance system of the Internet society. In order to solve the above problems, this study puts forward the following countermeasures and suggestions. We need to raise the public's awareness of cyber security, enhance the collaborative governance capacity of the cyber society, enhance the ability of Internet enterprises to deal with potential risks, and improve the system for comprehensive governance of the cyber society. The above strategies can effectively solve the problems existing in the comprehensive governance of network society.

Keywords: Network society, Comprehensive management, Practice approach

1. INTRODUCTION

The comprehensive governance of cyber society is an important part of the modernization of China's governance system and capacity. With the increasing number of network crimes, network fraud, rumors, insults, slander, hacker attacks and other rampant phenomena, the reasons of network crimes are complex, diversified, extensive harm. It not only infringes on the rights and interests of citizens, but also poses a great threat to social operation and economic development. The public, information flow and network technology are important factors influencing risks in cyberspace [1].The construction of comprehensive governance of network society is a grand social system project [2]. Facing the complex and diverse problems and challenges of the network society, it is urgent to strengthen the construction of the comprehensive governance of the network society. How to adapt to the new situation of the network society in the new era, establish a comprehensive governance system of the network society, and maintain the security and stability of the network society has become a key research topic. To solve these problems, this paper makes the following exploration.

2. CHALLENGES IN THE COMPREHENSIVE GOVERNANCE OF NETWORK SOCIETY

2.1. Internet users' awareness of network security is uneven

According to the Report on China's Internet Development (2021) released by the Internet Society of China, China had 989 million Internet users by the end of 2020, with the Internet penetration rate reaching 70.4 percent. The number of 5G network users exceeded 160 million, accounting for about 89 percent of the world's total 5G users. The composition of the nearly 1 billion Internet users is complex, and their education level, age structure, occupational distribution, gender composition and other circumstances are diverse. In particular, there is a gap in Internet security awareness. As tiktok, Kuaishou, wechat group, Weibo group and other niche and group-oriented network technology applications are gradually promoted, various information is intertwined, and correct and wrong information coexist. Due to the lack of safety awareness among some of the public, they cannot form effective resistance in the face of these bad information and are easily misled by wrong information.

2.2. The collaborative governance capacity of network society needs to be improved

The collaborative governance of network society involves the institutional setup and functional division of government departments. At present, there are still some problems in the comprehensive control work, such as unclear positioning of duties and obligations of functional units, inadequate performance, and lack of close cooperation between safety prevention and crime fighting. Due to the limitation of the jurisdiction of regional public power organizations, the effectiveness of the comprehensive governance of network society is affected in depth and breadth. In order to solve the problem that the Ministry of Industry and Information Technology, provincial Communications management Bureau, public security organs and other departments should deal with major emergencies and investigate cyber cases, CAC reiterated that all regions must earnestly implement and implement the principle of "who is in charge and who is responsible", and fulfil the responsibility of Internet territorial management [3].

2.3. Internet enterprises' ability to deal with potential risks needs to be improved

The government's management of Internet enterprises is usually based on supervision, and it imposes restrictive provisions on the content finally presented on the platform, showing strong result-oriented, and it is difficult to get deeply involved in the internal decision-making and arbitration mechanism and process [4]. Some Internet enterprise important information system safety emergency plan is not perfect, operability is not strong, the inadequate safety analysis and accident forecast, plan to regularly review and update mechanism has not yet been established, some important information system backup emergency measures implementation does not reach the designated position, such as information security emergency disposal of the network society actual combat ability and lack of experience as a whole are.

2.4. The construction of comprehensive governance system of network society needs to be strengthened

Compared with the rapid development of the network society, the legal construction of the comprehensive governance of the network society is relatively backward. The number of laws and regulations related to the comprehensive governance of the network society is relatively small. Take an eastern province as an example. In the past four years, this province has issued about 110 local regulations and 80 government regulations, but not many of them are related to the comprehensive governance of the network society. In addition, the content of the current law is not enough to cover. The current legislation of this province is relatively light on the sanctions against cyber-crimes, which affects the crackdown on cyber-crimes to a certain extent. There is no specific law to restrain some new network illegal and criminal activities that harm the society. Some suspects of cyber-crimes have even stayed in other countries, and due to the impact of COVID-19, public security organs cannot effectively crack down on them in a short period of time.

3. PRACTICAL PATH OF COMPREHENSIVE GOVERNANCE OF NETWORK SOCIETY

Based on the experience of the comprehensive governance of the real society, the comprehensive governance system of the network society is formed after the internal coordination, external absorption, role differentiation and means combination of the traditional governance system. It is necessary to gradually build a modern governance system of the network society characterized by "comprehensive governance" [5].

3.1. Strengthen publicity and enhance the public's awareness of network security

In the network society, we should strengthen the propaganda of network security. Internet users are the ones who enjoy the fruits of Internet development, the builders of Internet society, and the maintainers of Internet order. By improving the self-discipline of Internet users, the difficulty of Internet society governance will be greatly reduced. We should focus on eliminating hot spots, title party, pornography "edge ball", large-scale "wash draft" and other malicious marketing chaos, to create a clean and positive network environment. Various measures should be taken to improve the public's legal literacy, cultivate the public's awareness of the rule of law, and strengthen the public's online legal thinking. Create a good atmosphere of online public opinion and guide netizens to be rational all the time when facing the complex network society [6].

3.2. Departmental cooperation to enhance the collaborative governance capacity of the network society

The construction of the comprehensive governance of the network society should not be a one-way top-down control process, but should form an interactive governance system with the interaction between the top and the bottom and the combination of the left and the right, so as to mobilize the enthusiasm of the government, enterprises, society and netizens [7] and give full play to their due role in the construction of the collaborative governance of the network society. In practical work, network social management work should form a joint effort to prevent the emergence of gaps and

loopholes in management, and can not rely on the prevention and control force of public security organs to deal with the increasing number of network social problems. In view of the confusion of online culture and entertainment, we will focus on the correction of all kinds of vulgar entertainment speculation confusion, such as blind imitation, vulgar parody, pornographic content, exaggerated and outrageous. We will severely crack down on all kinds of online behaviours that violate laws and regulations and violate the principles of public order and good customs in order to attract attention and pursue traffic. To severely crack down on the speculation of illegal and immoral persons and entertainers on website platforms, and provide a healthy and good network environment for netizens to share online information.

3.3. Technological progress to improve the ability of Internet enterprises to deal with potential risks

The key to the comprehensive governance of network society lies in the improvement of the level of network technology measures. Internet enterprises play a leading role in cybersecurity technology, products, construction and operation, and should consciously shoulder their due responsibilities. Enterprises should continue to improve the internal system construction, in the pursuit of economic benefits while considering social benefits. We should actively explore and implement technical control measures for problems with prominent potential risks. Collect and acquire data resources, form various subject databases, realize the comprehensive management of online user dynamics, online shopping orders, online delivery logistics, online sensitive issues. Organize and carry out special rectification for cloud platforms and new Internet data centers with frequent problems, coordinate communication and management departments, and have the ability to "shut down" illegal websites and domain names with one click.

3.4. There are laws to rely on to improve the construction of the comprehensive governance system of the network society

Network administrators must govern the network according to law and regulate the network according to regulations in order to make the comprehensive governance of the network society effective. First, we should draw on the experience of other countries in cyber governance. The governments of the United States, The United Kingdom, Japan and other countries attach great importance to the formulation of laws, regulations and administrative norms related to integrated network governance. The useful practices of various countries provide us with a good reference. Second, establish a complete legal system for Internet

social governance. The legislature should formulate legal norms in a scientific way and establish a comprehensive, effective and targeted system of laws and regulations for network information security management. Third, we will establish a strict online social supervision system for the rule of law. To adhere to the comprehensive governance of the network society requires legal supervision and legal norms. Fourth, adhere to the strategy of promoting defense by fighting. We will severely crack down on online fraud, pyramid schemes, online rumors, online trafficking of citizens' personal information and other illegal and criminal activities that harm people's interests and social stability. We will curb the high incidence of cyber cases, cut off the chain of interests of cyber crimes, and create a clean cyberspace with a posture of hard work and high pressure.

4. CONCLUSION

China is a big Internet country, and cyberspace has gradually developed into a "shadow society"[8]. It has become an objective reality for the public to participate in public life through the Internet. This study believes that social development needs to strengthen network social management, and social progress cannot be separated from the lawful and orderly operation of the network. Therefore, this study analyses many problems and challenges existing in the construction of the comprehensive governance of the current network society, such as the weak awareness of Internet users' network security, the lack of collaborative governance ability of departments, the weak technology of Internet enterprises, and the imperfect governance system of the network society. In view of the above problems, this study proposes strategies to strengthen network security knowledge publicity, strengthen collaborative governance, improve the technical level, perfect system construction and so on. Looking into the future, we should continue to build and improve the governance system of the network society to cope with the unknown risks and challenges of the network society.

FOUNDATION PROJECT

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